

Strategic Plan for Educational Platform

Business Objective:

Create a seamless platform that connects students with tutors through a request-based model, offering flexibility and personalized learning experiences.

Target Market:

- **Students (High school or college students needing help with homework and studying)**
- **Parents (Concerned about their child's academic performance)**
- **Tutours (Qualified educators offering their services)**

1. Get Users to Click on the Site

Objective: Drive traffic to the website.

Headline: "Need Help with Your Studies? Create a Tutoring Request Today (24/7)!"

Subheadline: "Connect with qualified tutors who match your needs. Click to get started!"

Visuals:

- Image of a student working with a tutor.
- Badges like "Top-Rated Tutors" or "Flexible Learning Options."

CTA: "Create Your Tutoring Request Now!"

Key Actions:

- Optimize SEO for educational services to ensure high search engine rankings.
- Use targeted social media ads to drive traffic, emphasizing the benefits of a flexible tutoring request system.
- Create content that addresses common student challenges, linking back to the website.

2. Encourage Users to Install the App

Objective: Convert site visitors into app users.

Landing Page Headline: "Find the Perfect Tutor - Download Our App!"

Subheadline: "Create requests and receive offers from top tutors. Start learning today!"

Visuals:

- App store buttons with high ratings.
- Screenshots showcasing the request process and tutor profiles.

CTA: "Download the App and Get Started!"

Key Actions:

- Offer a limited-time discount or incentive for new users who download the app.

- Implement app store optimization (ASO) to improve visibility.
- Use push notifications and in-app messages to highlight app benefits post-download.

3. Guide Users to Create a Request

Objective: Transition app users into active users by creating tutoring requests.

In-App Onboarding Headline: "Create Your First Request and Find the Right Tutor!"

Subheadline: "Easily connect with tutors who meet your specific needs."

Visuals:

- Simple, intuitive request form.
- Progress bar indicating the steps in the request creation process.

CTA: "Get Started Now – It's Easy!"

Key Actions:

- Simplify the request creation process to minimize friction.
- Offer incentives (e.g., discounts on first sessions) to encourage request creation.
- Highlight privacy and security features to reassure users.

4. Enhance the Offer and Selection Process

Objective: Optimize the process of reviewing and selecting tutor offers.

Feature Enhancements:

- Allow users to compare offers side by side.
- Highlight top-rated tutors with badges or icons.

User Engagement:

- Send push notifications for new offers.
- Offer first-time user discounts to encourage bookings.

5. Reinforce User Retention

Objective: Ensure users remain active and satisfied with the service.

Key Actions:

- Regularly update users with educational content and platform updates via email.
- Use in-app notifications to remind users of new features or upcoming sessions.
- Collect and implement user feedback to continuously improve the platform.