

Update Report (4/24/2020)

Target Demographic, Social Media, Strategic Partnerships, SEO, and Podcasts, and Online Courses

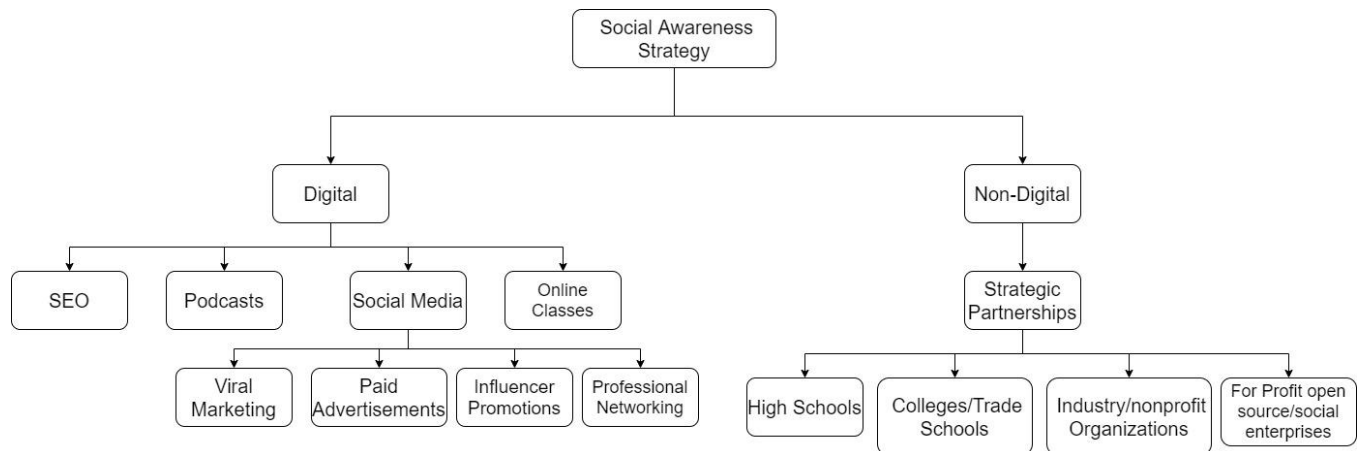
Introduction & Objective

This week, we researched OSE's target market and determined its target demographic. We concluded that, broadly, OSE's target market would be tech enthusiasts (techies) who are either makers, educators, students, and social entrepreneurs. Using this target market, we restructured our framework to focus on brand awareness towards this demographic.

Assumptions

- We assumed OSE's STEAM Camps would most likely fit into the Trade and Technical Schools industry (NAICS Code 61151)

Key Takeaways



- OSE's target demographic is tech enthusiasts between the ages of 20 and 45
- OSE's social media strategy should revolve around building a community and fostering discussions
- Strategic Partnerships: By partnering with companies in the technology and open source fields, Open Source Ecology will increase their brand awareness, reach more people in their target audience and generate interest for their STEAM camps.
- Podcasts: Over the past few years, podcasts have become very popular in the United States. Along with the growing success comes a great opportunity for companies to promote and sell their brand. When looking into ways that Open Source Ecology can

promote the STEAM camps to their target demographic, we decided the two best ways are through guest appearances and paid podcast sponsorships

Expanded Research

Target Demographic

- Tech Enthusiasts who are specifically educators, students, social entrepreneurs, and makers that are between the ages of 20 to 45.
 - First, we assumed that OSE's STEAM Camps would most likely fit into the Trade and Technical Schools industry (NAICS Code 61151)
 - According to IBISworld, the industry leader in market research reports, 41.9% of industry revenue comes from students between the age of 35 and 64
 - Most of these consumers are working professionals who take technical courses as continuing education to remain relevant in the modern, tech-focused work environment
 - However, the average age, according to the Harvard Business Review, of entrepreneurs is 45
 - The average age of software start-up founders is 40
 - The average age of biotechnology, oil, and gas start-up founders is 47
 - These entrepreneurs tend to have a lot of professional experience in the industries their start-up participates in; so, we believe it is unlikely a large amount of them will be attending STEAM Camps
 - We do believe this demographic has a role to play in Open Source Ecology's mission
 - 26.5% of industry revenue comes from students under the age of 25
 - As this demographic is preparing to enter into an intensely competitive job market, they aggressively search for technical skills to learn
 - Therefore, IBISworld recognizes that students between the ages of 20 and 24 has grown strongly as a market for trade and technical schools
 - 25.2% of industry revenue comes from students between the ages of 25 and 35.
 - Despite being incredibly tech savvy, this demographic experiences higher rates of unemployment than that of the national average
 - This demographic is also very open to changing careers frequently

Social Media

- OSE's social media strategy should focus on building and fostering a community and generating discussion
- With 72,000 page likes on OSE's Facebook page, OSE has great potential to generate exposure and awareness of its mission
 - Despite OSE's 72,000 page followers, the most recent post with the most reactions had 133 reactions, 7 comments, and 159 shares
 - The average reactions per post year-to-date is 23.6
 - The average share per post year-to-date is about 11.5
 - Our strategy for creating awareness in Facebook will focus on optimizing OSE's current social media presence by increasing the average reactions and shares per post through viral marketing
- We believe LinkedIn is another great social media platform to target, as more professional and entrepreneurial-minded people participate in discussions there
 - The majority of LinkedIn's audience tend to be middle-aged, professionals, as seen in the graphic below

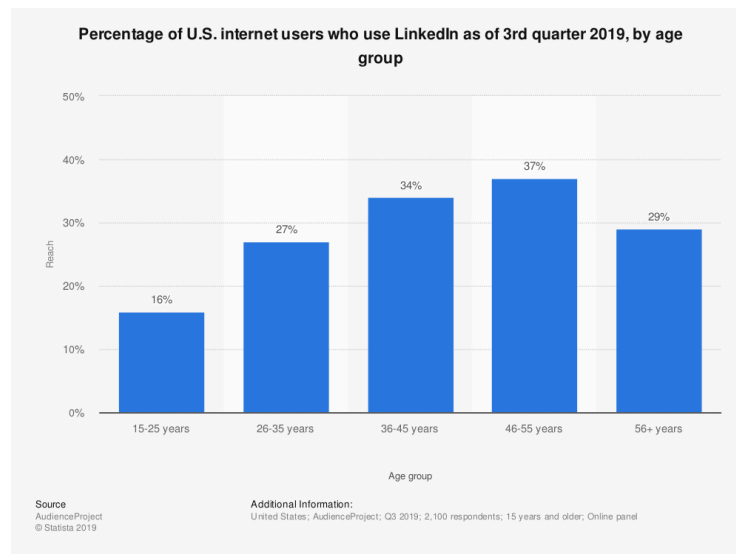


Figure 1: Graphic displays % of US internet users by age group who use LinkedIn in 3rd quarter of 2019

- OSE can write articles that discuss the benefits of the open source movement to generating innovation and success to businesses
- We believe that using influencers to promote/review OSE's STEAM Camps, mission, and designs on Youtube will be a key strategy in OSE's social media campaign

- OSE does not need to pursue promotion from very large youtube channels, as there are many DIY/maker youtube channels that have a decent subscriber base (~25,000 to 500,000 subscribers)
- Targeting everyday consumers/users should be emphasized in this Youtube Influencer strategy, as most marketing professionals believe everyday consumers/users are the most effective as influencers (as shown in the graphic below)

Types of Influencers Who Marketing Professionals in Select Countries Feel Can Affect Consumer Behavior, Aug 2018

% of respondents

	Canada	China	France	Germany	Sweden	UK	US
Everyday consumers	50%	53%	39%	50%	63%	61%	61%
Mainstream journalists	47%	58%	58%	42%	43%	40%	61%
Celebrities	50%	68%	61%	58%	50%	45%	46%
Microinfluencers	47%	19%	19%	39%	27%	48%	54%
Bloggers	40%	32%	53%	29%	30%	45%	35%
Employees	40%	26%	42%	31%	53%	37%	31%
Corporate executives	27%	43%	28%	45%	33%	24%	12%

Note: top 3 responses

Source: Cision and PRWeek, "2018 Global Comms Report: Challenges and Trends," Nov 6, 2018

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www.eMarketer.com

Figure 2: graphic from eMarketer that outlines the types of influencers marketing professionals feel can affect consumer behavior

Strategic Partnerships

- Consumers today are placing more pressure on companies to participate in corporate social responsibility (CSR) initiatives, and companies are responding to this.
 - “A brand’s ethics and social responsibility can influence purchasing decisions and loyalty for many millennials-- a generation transitioning into their prime spending years” (Koch, 2020).

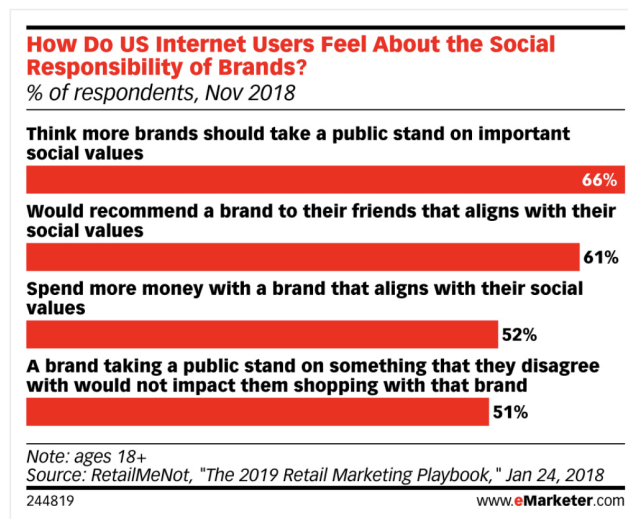


Figure 3: graphic from eMarketer that outlines data on how US internet Users feel about the social responsibility of brands

- In 2013, KPMG found that 71% of companies worldwide engage in CSR reporting. (Vartiak, 2016).
- Successful partnerships
 - SparkFun x RAFT
 - SparkFun, an open-source electronics group, partnered with RAFT, an educational based organization, to create a new project and generate buzz for both groups.
 - Arduino
 - “[W]hen a company or maker uses the new Arduino branding on their product, they automatically get plugged into Arduino’s own branding and marketing. Arduino might even go as far as to sell partner products on its own website” (Romano, 2013).
- Examples of potential partners for Open Source Ecology
 - Open Source Partnerships
 - [The Worldwide List of Open Source Hardware Online Stores](#)

- A large comprehensive list of potential partnerships with open-source technological groups.
- Large-scale events and conventions
 - [SCALE 18x](#)
 - Large scale conventions like these can present speaking engagement opportunities as well opportunities to showcase OSE in exhibition halls-- both which will bring more brand awareness for OSE.

SEO

What are the results when searching for keywords related to “STEAM camps”?

- Of course, it depends on the keywords
- We will provide screenshots (.png) of search result pages for these phrases:
 - 3d printer courses
 - Best summer camps for entrepreneurs
 - CAD bootcamp
 - Engineering camps summer
 - Entrepreneurship
 - Industrial engineering
 - Manufacturing opportunities
 - Mechanical engineering workshop
 - Online courses about building machines
 - Startup camp
 - Steam camps
 - Steam workshops
 - Stem summer camps
 - Summer camps for engineers
 - Tech camps
 - Technical bootcamp
- Takeaways from the review of these searches:
 - Just from looking at the results, it is hard to decipher if the search words are actually low competition
 - Even if little-known sites appear, they may be implementing the proper SEO strategies and are now the competitor for traffic
 - In-depth analysis of what words to use needs to be done
 - How so?
 - This [video](#) provides insight on the sites to use, mainly:

- SEMrush
 - Most popular pages of competitors
- Ahrefs
 - Shows how many links each page has
- Google Search Console
 - Tool to track rankings, keywords
- Google Trends
 - Tool to track number of searches for words
- Incorporating all these terms is infeasible because there are only so many keywords that OSE can capitalize on to increase traffic
 - Going for too many words leads to a loss of space in meta tags for the actual important keywords
 - Cluttering of keywords won't make sense in a title/description tag
- Utilizing any keyword with “low competition, high traffic” doesn't work well anymore, since Google matches searches to “intents” and not just “words”
 - The search algorithm also has many factors not based on words input

Basic Meta Tag Strategies

- First, we should mention four general types of meta tags (other forms exist)
 - Meta keywords attribute: a series of keywords you deem relevant to the page in question
 - Meta title tag: the text you'll see at the top of your browser; search engines view this text as the "title" of your page
 - Meta description attribute: a brief description of the page
 - Meta robots attribute: an indication to search engine crawlers (robots or "bots") as to what they should do with the page ([source](#))
- Each type has a different value:
 - Meta keywords attribute
 - Involves adding a bunch of unrelated keywords to the website code
 - Google removed this from their ranking algorithm
 - Meta title tag
 - Most important meta tag that will affect rankings
 - Hard to incorporate all STEAM camp related terminology into the title since there is an effective maximum at 60 characters ([link](#))
 - Meta description attribute
 - Lies below the title tag as a descriptor

- Not useful for ranking, but important in attracting users on result pages to click on the website; advertisement words
- If it answers a user's question or addresses a related interest, it will be more effective
- Meta robots attribute
 - Guideline statements for search engines
 - Tells engines whether it should index/noindex or follow/nofollow links
- Recap:
 - Target keywords should definitely be in your:
 - Title tag
 - Description attribute
 - Page content (not mentioned previously)

Adding a Sitemap to the Website (if it does not exist yet)

- Can either be in XML or HTML form
- XML sitemaps cater to search engine spiders so that information on web pages, such as URLs and accompanying data about page updates, modifications, date, priority, etc. can be scoured and allow for indexation (hopefully)
 - Here is a video about adding an XML sitemap: [link](#)
- HTML sitemaps provide links that have already been placed in the header or footer of a page, and when done well, will include all the links for the website and ensure easy navigation (crawlability)

Extra Tips:

- Having a keyword be the first word in a domain helps increase traffic slightly
- Have a keyword in the subdomain
- Keyword as your second title tag (H1 tag)
- Increase content length and go in-depth with every topic (preferred by algorithm)
- Have a table of contents on the website for sitelinks
- Ensure high page loading speed (use PageSpeed Insights)
- Avoid duplicate content on the website
- Have high-quality links that lead to authority sites (builds trust signal with algorithm), but not too many
- Include multimedia use to increase content quality score
- More tips to come...

Podcasts

Overview: When looking into ways that Open Source Ecology can promote the STEAM camps to their target demographic, we decided the two best ways are through guest appearances and paid podcast sponsorships

- Podcast Engagement
 - 70% (~230 million) of Americans have heard of podcasts and 51% (~170 million) have listened to a podcast before
 - Including 20 million new listeners in 2019
 - Frequency
 - 32% (~105 million) of Americans listen to podcasts monthly
 - 25% (~82 million) of Americans listen to podcasts weekly
 - Age demographics
 - 12-34 years old: 48%
 - 35-54 years old: 32%
 - 55+ years old: 20%
 - Popular genres
 - Average percentage of weekly podcast consumers listening to at least 1 podcast in the genre in a general week
 - Comedy: 36%
 - News: 23%
 - Society & Culture: 22%
 - Business: 10%
 - Science: 6%
 - Education: 3%
 - Technology: 3%
- Guest Appearances
 - Overview: Representative from Open Source Ecology goes onto a podcast to talk about Open Source Ecology and the STEAM Camps. Genres of podcasts we think would be the best fit for guest appearances would be educational, entrepreneurial, science & technology reviews and news-based podcasts.
 - 93% of avid podcast listeners listen to all or most of each episode
 - Many podcasts host guest speakers to promote their brand
 - Develops a network of podcast hosts that can, in turn, introduce the Open Source Ecology's representative to other hosts
- Podcast Sponsorships
 - Overview: Since podcasts allow listeners to have free choice of what and who they listen to, there is generally a strong trust element between the host and

listeners. This provides a perfect environment to hold sponsorships and advertisements.

- Advertisement Statistics
 - 81% of podcast listeners say they pay attention to podcast ads
 - 60% of podcast listeners say they have bought a product they learned about on a podcast at some point in their life
 - 54% of podcast listeners claim they are more likely to consider buying an advertised product from a podcast rather than a TV or radio commercial
 - Compared to 7% who said they are less likely
- International Podcasts
 - Overview: Considering Open Source Ecology has branches and plans for STEAM camps outside of the United States as well, we hope to also look into podcast advertising statistics in the coming weeks. Below are some statistics on which countries have high podcast engagement:
 - Percentage of surveyed population in selected countries who listened to any podcast in the past month(Study done by Edison Research Lab Inc.)
 - South Korea: 58% of the population
 - Spain: 40% of the population
 - Sweden: 35% of the population
 - Australia: 33% of the population
 - United States: 33% of the population
 - Italy: 30% of the population
 - Canada: 28% of the population
 - France: 28% of the population
 - Japan: 26% of the population
 - Germany: 22% of the population
 - United Kingdom: 18% of the population
 - Example potential podcasts:
 - Trailblazer Podcast: Features guest speakers who use their outside voices to spark change(started in 2020)
 - https://open.spotify.com/show/7rXVWebzHMdTZ7HG7N832E?si=sKmZ_iShR9uYnRO4EzUi2A
 - StartUp Podcast: Features stories and tips on how to actually start a podcast(started in 2014)
 - https://open.spotify.com/show/5CnDmMUG0S5bSSw612fs8C?si=muwJySaWQCWW6_xjNVUEMw

- Online Courses
 - Overview: Open Source Ecology has various education videos already on hand in order to teach STEAM bootcamps. The proposal is to use MOOCs (Massive Online Open Courses) such as Udemy, Skillshare, etc.. to upload their own courses for the purposes of increasing brand awareness.
 - Three different types of cost structures associated with these platforms:
 - Audited course - take the course for fun, typically free, no certification
 - Certified Course - usually have to pay for it, receive a certificate (verified or unverified)
 - Certified courses are more likely to draw in people and retain their participation
 - Specialization - a series of course, receive a certificate upon completion (some platforms require you to pay for it)
 - 39% of students who joined a STEM related course did so in order to gain skills that would improve their career.
 - 55% of participants join online courses out of curiosity for the subject
 - Typically MOOC learners already have at least a bachelor degree
 - 56% of U.S learners reported having at least a Bachelor Degree
 - Only 19% of all learners come from the U.S, vast majority are from around the world
 - Biggest Foreign markets are:
 - Brazil
 - U.K
 - India
 - Russia
 - Roughly 40% of learners are unemployed
 - Participants are 2x more likely to enroll and complete a course if a friend is already enrolled in it
 - 15% of students enrolled end up completing an online course
 - Older learners (>50) are more likely to complete a course compared to younger students
 - Open hosting sites (anyone can create a MOOC)
 - Openlearning
 - Saylor.org
 - Udemy
 - NovoEd
 - Qualt

- Sites that market and give you a commission:
 - Udemy
 - Skillshare
 - Coursmos
- Sites where you market yourself:
 - Teachable
 - Vmedu
- Ads on MOOCs
 - Overview: Run ads that coincide with relevant courses in order to increase engagement and raise brand awareness.
 - Online Courses offered that are relevant:
 - CAD / Solidworks
 - Engineering related courses such as circuits, physics, coding
 - Can also run ads on websites that offer textbook solutions such as Slader

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