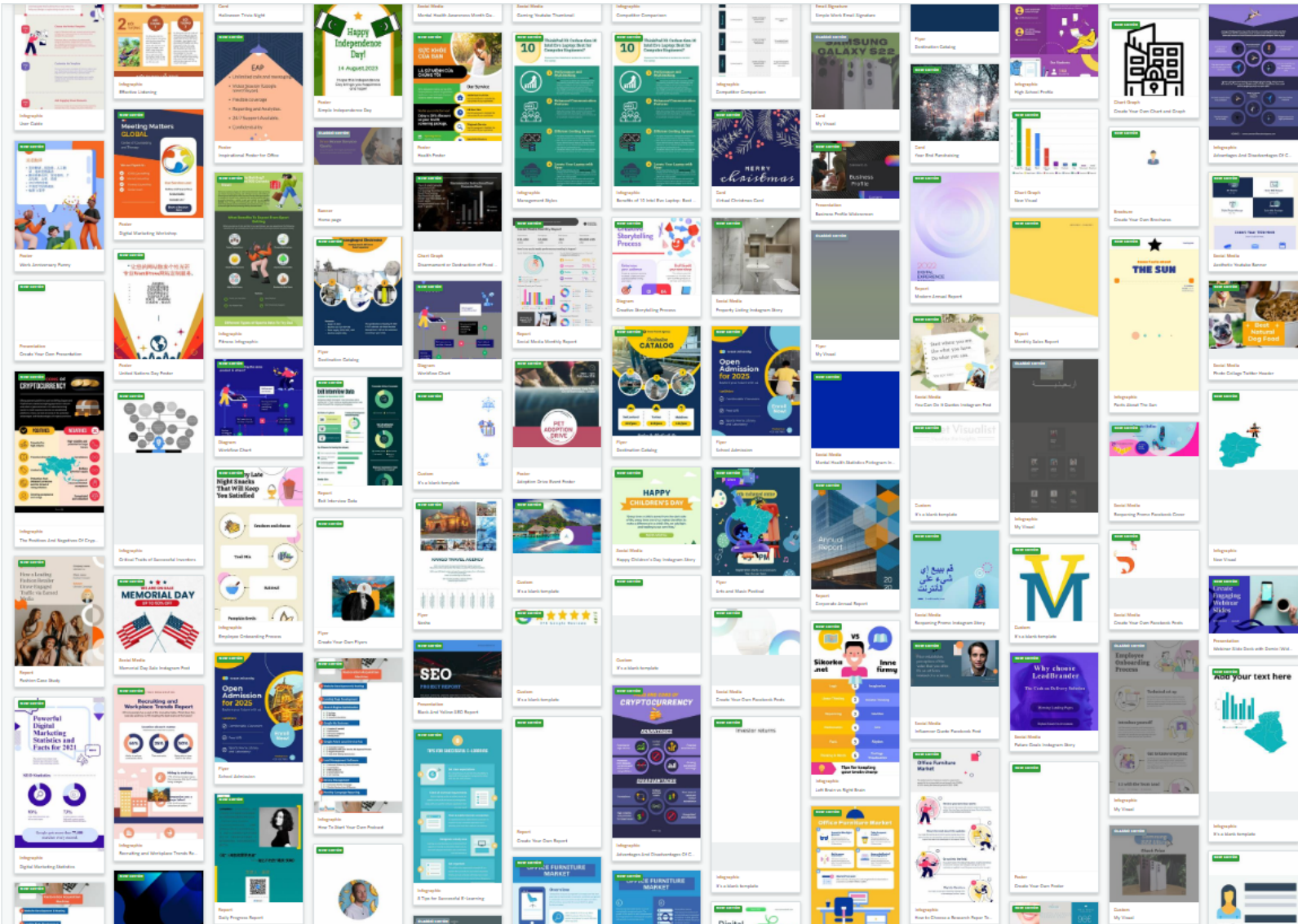


Website Design Samples



Explorations of New Product Series

Executive Summary



Prepared by:
Aryaan Lake, Marketing Manager

Problem statement

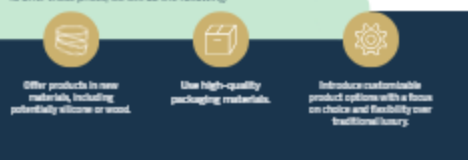


Proposed solution

Our new watch series will begin at 18% cheaper than our current cheapest option, with the potential for 35%+ cheaper options depending on material and packaging.

Note that every product will still be rigorously quality-controlled to maintain the same world-class standard of our current offerings.

To offer these prices, we will do the following:



Value

With new offerings that are between 20% and 40% cheaper than our current cheapest option, we expect to be able to break into the casual market while still supporting our luxury brand.

That will help us hit FY20's Objective 3: **Expanding the brand.**



These new offerings have the potential to bring in upwards of \$10 Million in profits annually, which will help us hit FY22's Objective 1: \$10 Million dollars in annual profit.

Early customer feedback sessions indicate that cheaper options will not impact the value or prestige of the luxury brand, this is a risk we should consider during design.

To mitigate that risk, the product marketing team will begin working on their go-to-market strategy six months before the launch.



Final thoughts & next steps

Cheaper and varied offerings not only allow us to break into a new market-it will also positively expand our brand.

With the attention from these new offerings, plus the anticipated demand for cheaper alternatives, we expect to increase market share by 2% annually.

For more information, read our [go-to-market strategy](#) and [customer feedback & recommendations](#).



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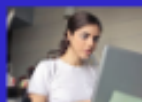
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Digital marketing vs. Traditional marketing

What's the difference?

The main difference between digital and traditional marketing is the medium through which an audience encounters a marketing message.

While traditional marketing uses traditional media like magazines and newspapers, digital marketing uses digital media, such as social media or websites.



Which type of marketing should you use? The key to a great marketing campaign is to find the right balance between traditional and digital. Both play an important role in a marketing strategy, but they are each elevated when used in unison.

Traditional marketing

channels include:

- Outdoor**
Billboards, bus/taxi wraps, posters, etc.
- Broadcasting**
TV, Radio, etc.
- Print**
Magazines, newspapers, etc.
- Direct Mail**
Catalogs, etc.
- Telemarketing**
Phone, text message, etc.
- Window display and signs**

Pros

- Impactful and easy to understand**
A visually bold billboard or a striking TV commercial is a normal part of most people's day-to-day lives. They're easy to digest and often entertaining.
- Printed marketing materials are more permanent**
If you have an advert in an issue of The New York Times it will be there until the magazine is recycled. Which is great if the consumer is an avid collector.
- More memorable**

Digital marketing

channels include:

- Social media**
Facebook, Instagram, etc.
- Website Content marketing**
- Affiliate marketing**
Inbound marketing
- Email marketing**
- PPC**
Pay per click
- SEM**
Search engine marketing

- More options for engagement**
Through channels such as social media you can physically see what your audience think of your brand and marketing efforts.
- Easy to measure your campaigns**
On the flipside to traditional marketing, the specifics of digital marketing tracking is exceptionally in depth.
- Makes clever targeting possible**

POPULAR

Vol. 01 | Jan

Software for Education & Learning

Educational software refers to any computer application that enhances learning. It makes learning more effective and efficient for teachers, students, to human resource manager.



Infographic by John Smith

Learning Management System (LMS)

ProProfs

Price: \$5.5 Rating: ★★★★★

ProProfs is the world's most user-friendly cloud learning software with various features, including its Q&A, which promotes knowledge exchange.

Schoolology

Schoolology excels at combining all aspects of classroom management into a single, user-friendly interface.

Price: \$5.5 Rating: ★★★★★

Google Classroom

Google Classroom is an exceptionally user-friendly and anyone may use it without any prior training. It has a broad application and isn't limited to class assignments and material because it's integrated with Google Drive, Slides, and Docs.

Price: \$5.5 Rating: ★★★★★

Student Information Software

Workday Student

Workday Student is a student and professor information system that connects to Workday Financial Management, Payroll, Human Capital Management, and Workday Grants Management.

Price: \$5.5 Rating: ★★★★★

Wisenet

With a set of integrated applications, Wisenet's cloud-based platform enables higher educational institutions to support effective learning outcomes, increase productivity, and grow business.

Price: \$5.5 Rating: ★★★★★

Infographic & Presentation

Piktochart

Piktochart is a web-based graphic design tool and infographic maker which allows teachers and students to easily create visuals, including infographics, reports, presentations, posters, flyers, and social media graphics, using customizable templates.

Price: \$5.5 Rating: ★★★★★

Reference:

15 Educational Software Examples 2022 by Ifigorous Theme

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