

The background of the entire slide is a photograph of school supplies on a wooden desk. At the top, a row of colorful pencils (brown, black, yellow, maroon, orange, green, pink, purple, blue) is lined up. To their right is a green eraser and several colorful paper clips (green, red, yellow). Below the pencils, a spiral-bound notebook with a white grid cover is open. A red-handled pair of scissors is visible on the right side of the notebook. In the bottom left corner, more colorful paper clips (yellow, green, white, red, blue) are scattered. A dark blue horizontal band runs across the middle of the image, containing the 'schoolisting' logo and the title 'STRATEGIC BRIEF'. A light blue box in the bottom right corner contains a list of names and IDs.

schoolisting

STRATEGIC BRIEF

Do Phuong Tra - s3461779
Dang Nghinh Xuan - s3466649
Hoang Thuy Tien - s3501322
Nguyen Thu Hien - s3461784

Today's Outline

- Client's Profile
- Problem Statement & Goal
- Pre-requirements
- Target Public & Objectives
- Strategy Statement
- Key Message
- Tactics
- Conclusion

Client's Profile



Founded
in 2015



Transparency &
Credibility



Double-sided
platform

schoolisting



Vietnamese
Government Inspector
& World Bank



Assists parents in
choosing schools

(Do 2015)

From Business Perspectives



schoolistg

Problem

Premature product



schoolistg

Goal

Strengthen product



Pull customers



Pre - requirements



- Data: 15% >>>>>>>>>>>>>>>: 30%
 - Disclose methodology: Increase credibility
 - Platform: User – friendly
 - Features: Ranking system Public/Private
- School's Unique Features



From Communication Perspectives

Schoolisting has low awareness among target public

lack campaigns

low website reach

low Facebook engagements

(Do 2015)



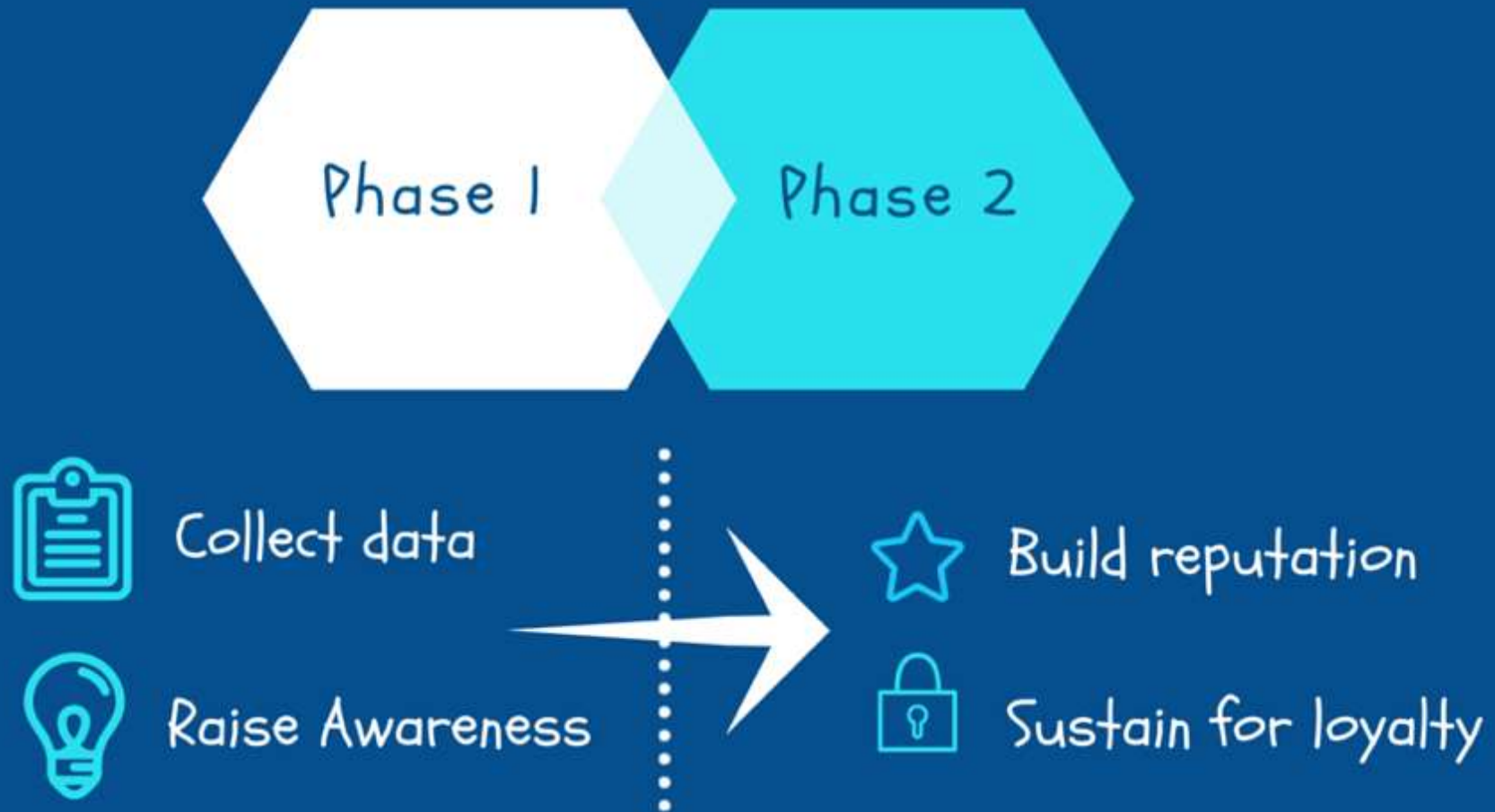
AWARENESS

ATTITUDE

ACTION

One - Year Strategy

(Feb 2016 - Jan 2017)



Primary Target Public • PARENTS

Distinguishability

- 30 to 40 y/o – Both genders
- Hanoi areas
- Upper middle class
- Above average income
- Married and have young children

Homogeneity

- Prioritize children education
- Willing to spend large amounts of money so that children can enroll in top schools

(Euromonitor 2014)



Primary Target Public • PARENTS

Size

- 30–40 y/o in urban areas: 61,500
- ↑ still rising

(GSO Vietnam, 2014); (Euromonitor 2014)

Importance

Decision-makers

Accessibility

- Forums



- Online news



- Social Media



- Bookstores
- Conference
- Workshops

(Euromonitor 2014)
(Cimigo 2011)



Problems of Parents



Need

Information supporting
school choice for
children

Problem

Lack of selective &
credible sources

(Webtretho 2006)

Schoolisting in comparison with Webtretho

	
Community of parents	
Overwhelming/insufficient	Selective
Unverified	Reliable
Time-consuming & complicated	Convenient & user-friendly

Secondary Target Public • PRIVATE SCHOOL ADMINISTRATORS

Distinguishability

- 40 – 55 y/o in both genders
- Hanoi areas
- University or higher education

Homogeneity

- Cares about the school's and their image

Size

- Apx. 1300 primary and secondary schools in Hanoi
- ➔ Apx. 4000 administrators

(So Giao duc va Dao tao Ha Noi, n.d.)



Secondary Target Public • PRIVATE SCHOOL ADMINISTRATORS

Importance

- Decision-maker
- Opinion leaders



Accessibility

- Face-to-face meetings
- Emails
- Online news about education



Lack of professional platform to communicate with parents

(Doan Thi Diem n.d.)





Objectives



	Primary Target Public	Secondary target public
Awareness	To increase awareness of 40% parents about Schoolisting's benefits in the first 5 months.	To increase awareness of 500 schools about Schoolisting's benefits in the first 5 months.
Attitude	To generate favorable attitude among 60% of the aware primary target public towards Schoolisting after 7 months.	To generate positive attitude among 350 of the aware schools towards Schoolisting after 7 months.
Action	To increase 65% website traffic after 12 months. To gain 2000 'likes' on Facebook after 12 months.	
	<ul style="list-style-type: none">To get 200 parents in online competition on Facebook from February to March.To attract 1000 come to big event in May.	<ul style="list-style-type: none">To get 300 schools collaborating with Schoolisting in updating the website after 12 months.To get a school collaborating with Schoolisting in organizing monthly events during 12 months.



Strategy Statement

To raise awareness among parents who need selective education information and schools which lack professional platform to get parents' insights, Schoolisting empowers them by promoting itself as an information exchange platform.



Key Message

Schoolisting is an
information exchange
platform that empowers
both parents and schools



Key Message

Msg 1: Schoolisting empowers parents by providing access to a well of selective information

Msg 2: Schoolisting empowers schools by providing means to gather customer insights

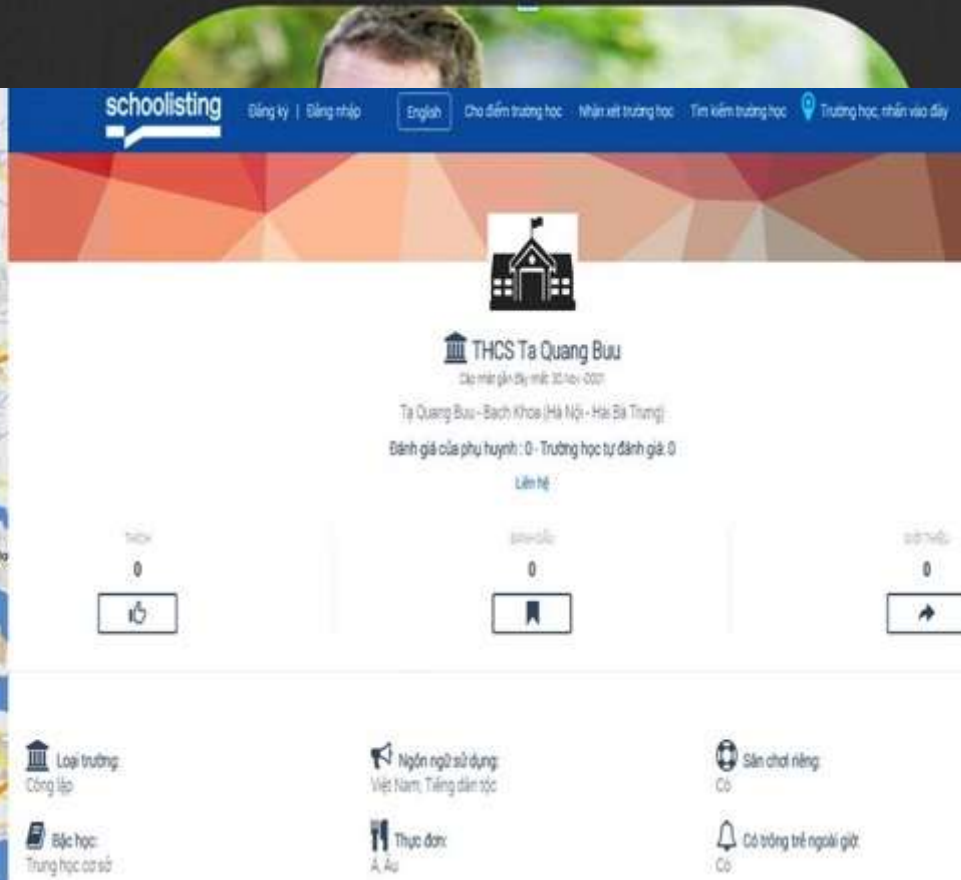
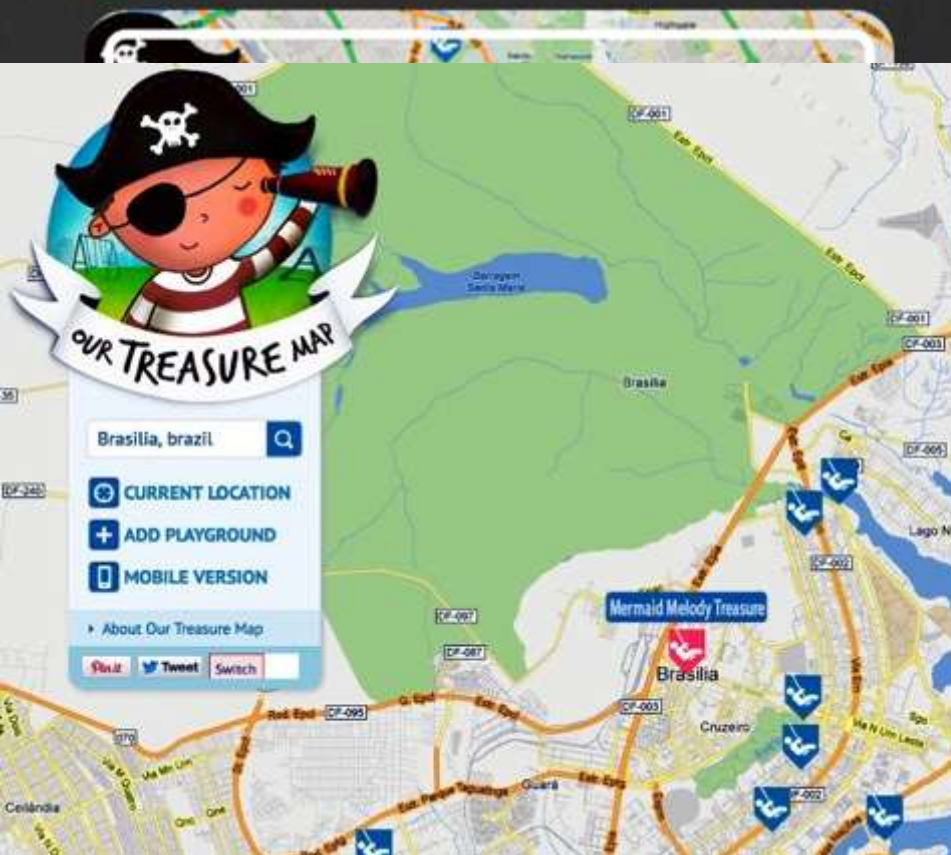


Tactics: Phase 1

Awareness



'Genius Map' Viral Video



Schoollisting: 'Genius Map'

Parents and kids treasure hunt

Most desired treasure = Best-suited feature
of school

Celebrity Families





'Genius Map' Viral Video



Hashtag
Activism

Hashtag #Geniusmap and
#Schoolisting competition

Sharing happy
experiences

Top 10 win a limited-
edition school kit



FAHASA



Online News Articles



DÂN TRÍ

VNEXPRESS

Following from the 'Genius Map' viral stage

Advertorial: 'See your school unique treasure on Schoolisting'

'See where your school ranks first on Schoolisting'

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Featured School of The Month



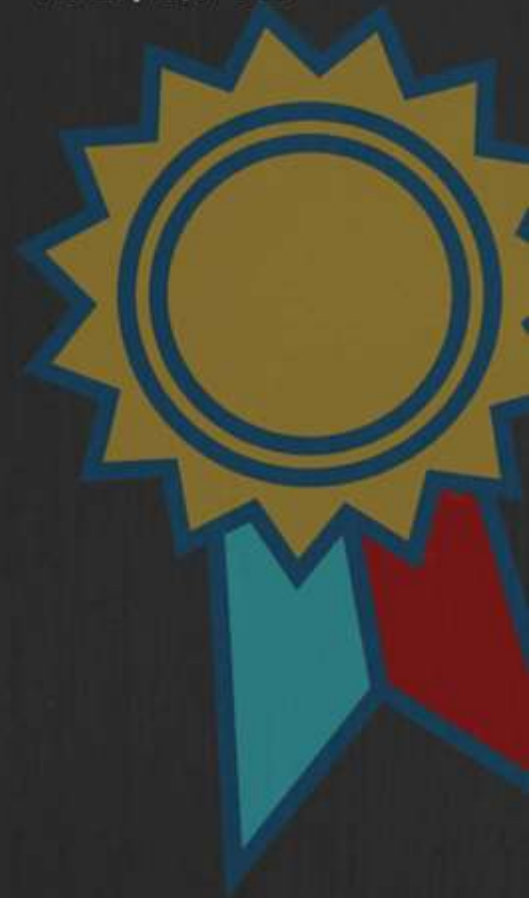
- Award for schools with unique features



- Rated base on Facebook & website feedback



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Featured School of The Month

Offline: Monthly 'School Trip' to FSTM



Outdoor Activities



Information Session



Demo classes



Lunch-time



Facebook Ad



Create Event for 'Summer School Fair' and Workshops



Use Facebook promotion tools

the
facebook





Annually every
May



Collaborate
with schools



Summer School Fair



Demo class and
activities



Guest Speakers:
famous school
lecturers

Tactics: Phase 2

Sustain for Loyalty

Workshops for Parents



- Quarterly
- Child Development Topics
- Learn from experts
- Exchange experiences
- Guest Speaker: Parents of Do Nhat Nam



YouTube
Channel



Interconnected with workshops



Child development topics



Invite guest speakers to talk





Tactics for both phases



Search engine
optimization (SEO)

- Optimizing: 'schoolisting'
& 'truong tot'
- Include links of school
websites to drive traffic



Google Display Ads



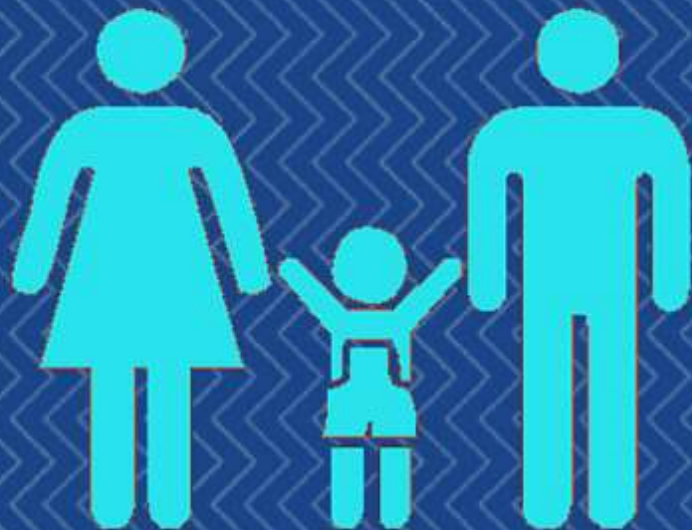
Retargeting



Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Phase 1					Phase 2							
Focus on build database and relationship with schools & parents					Sustain and build loyalty							
	Genius map (offline competition)	Online news article	Summer School Fair			Workshop			Workshop			Workshop
	Genius map (online competition)	Facebook ad on School Fair				Youtube online workshop			Youtube online workshop			Youtube online workshop
		Featured school of the month' offline school trips		Featured school of the month' offline school trips								
		Featured school of the month' online updates on Facebook & Website										
	Google Display Ad											
Search Engine Optimization (SEO)												

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THANK YOU!





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