Strategic PR Planning Project

Nguyen Thu Hien – s3461784   Hoang Thuy Tien s3501322

Do Phuong Tra- s3461779   Dang Nghinh Xuan –s3466649

RMIT electronic submission of work for assessment. I declare that in submitting all work for this assessment I have read, understood and agree to the content and expectations of the Assessment declaration.

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I - BACKGROUND STATEMENT

Schoolisting was established with the purpose of being a trustworthy school-rating online platform for both schools and parents. Being the first of its kind in Vietnam, Schoolisting is having a tough time getting these target publics' attention since they are not yet familiar with the concept. The brand low awareness demonstrated through the low Facebook engagement (13 'people talking about it' - 2% of the total likes) and low website engagement with less than 100 comments coming from offline surveys instead of online platform usages (Do 2015). Given the situation, it is high time to conduct a PR campaign to raise public awareness of Schoolisting and its benefits hence encourage them to use Schoolisting and actively engage in its community.

II - EXECUTIVE SUMMARY

The main business problem of Schoolisting is that it is a premature product. Its database is not large enough to matter whereas the technology capacity is quite limited and schools' existing categories fall short of covering target publics' needs. Thus the business problem is the reason why we suggest three pre-requirements needed to be accomplished for the campaign to help Schoolisting in solving its problem - low awareness. With low website reach, low Facebook engagement and lack of promotional campaigns, it is no surprise its awareness' level grows slowly. Therefore, our primary goal is to promote Schoolisting and its benefits among the target publics so as to raise their awareness towards the website hence build customer loyalty.

Regarding the situational analysis, we found out that there is a strong parents' concern over their children's education, especially a demand in choosing the most suitable schools for them whereas schools are also in need of a third-party educational platform in strengthening their reputations among parents and attract students. Hence Schoolisting can empower both schools' images and parents' choice by providing schools' selective and credible information through its technological convenient platform. However, the problem is that the target publics' awareness of Schoolisting and its benefits are low therefore it is high time for Schoolisting to launch a PR campaign boosting public awareness of Schoolisting benefits thus build brand loyalty.

In order to solve the problem, we positioned Schoolisting as a selective, credible and convenient information platform that connects both parents and schools directly to their most suitable counterparts and devise an one-year communication campaign dividing into two phases: Phase 1 focusing on boosting public awareness of Schoolisting and its benefits while Phase 2 emphasizing on building and sustaining brand loyalty of customers.

The primary target publics are parents from 30 to 40 years old living in Hanoi, who are likely to have children going to primary and secondary schools. Their top concern is the well-being of their children, especially education, therefore they are willing to spend lots of money and effort on this category and in selecting schools for their children. Hence they have strong need for credible schools' information. The secondary target publics are primary and secondary schools' administrators, which we will prioritize private schools, located in Hanoi who care not only about their school's reputations and but also personal images. They are the decision makers and opinion leaders who influence the collaborations between Schoolisting and their schools.

The first objective of the campaign is to raise awareness about Schoolisting and its benefits while the second objective focuses on generating favorable attitudes of the target publics. The third objective seeks to achieve behavior changes especially by getting schools collaborate and parents participate in Schoolisting online contest and offline events.

Within the first phase, instead of promoting Schoolisting benefits conventionally, we focus on engaging parents and their children in using Schoolisting by gamifying the website as an online 'Genius Map' following the Treasure Hunt concept. Initially, we will launch both on-offline Treasure Hunt competitions to generate WOM, hence launching the awards 'Featured School of the Month' following with the monthly school trips with Schoolisting being a connecting platform between parents and schools. Finally, we want to generate attentions of the target publics towards Schoolisting as a credible information provider platform by organizing the annual 'Summer School Fair' where parents can be advised on choosing their kids' suitable schools whereas schools can equipped parents with educational insights. As the second phase focusing on building and sustaining customer brand loyalty, we will launch both on-offline workshops collaborating with schools. Specifically, the workshops' subjects focus on parenting orientations so as to strengthen Schoolisting and their school partners' relationship with parents. Regarding both phases, we also employ SEO and Google AdWords to magnify Schoolisting online presence.

To evaluate the effect, various mediums including online pop-up surveys on website, web analytics, offline surveys and interviews are utilized.

1. CLIENT GOAL

> **Business problem & goal:**

From the business perspective, our client's goal is to generate at least 3000 schools' data within 3 months. However, since Schoolisting is a premature product which is currently in the development stage, it cannot fully functioning and ready for the target publics' usage at the moment. Therefore the first thing needed to be done is to strengthen the product - Schoolisting in order to pull both parents and schools in using the website.

> **Pre-requirements:**

In order for our promotional plan to work, we need to lay down certain ground requirements since only when these requirements are met can we effectively implement the strategic plan. Firstly, the total number of primary and secondary schools within Hanoi is approximately 1,300 while currently Schoolisting has only covered 15% of the total amount. Thus the data need to be raised up to 30% before conducting the campaign.

Schoolisting needs to be ready in terms of both technology capacity and category. After finishing upgraded, the website integrated with its Facebook accounts should be user-friendly, easy to navigate and convenient in maneuver. As for the categories' content, a ranking system segmented schools' with specific features is needed while public and private schools should be clearly differentiated from one another. As schools need to be divided into vicinities based on the Ministry of Education and Training's policy, Schoolisting should employ its map function in sorting schools geographically to make it easier for parents to locate the right schools for their kids within their areas.

Finally, the official Facebook of Schoolisting has to reach at least **1000** likes as it can prove that the website has generated certain public awareness and credibility. From this point onwards, we will propose a promotional plan assuming that Schoolisting has already achieved the abovementioned pre-requirements.

> **Communication problem & goal:**

In achieving the client's goal, we need to look at the problem from a communication perspective. Schoolisting is a brand with low public awareness among the target publics indicated through its Facebook page having approximately 600 likes and the official website with insignificant engagements (Figure 1), both due to lack of promotional campaigns. To solve the problem, our primary goal in the first phase is to promote Schoolisting benefits among the target publics so as to raise their awareness towards the website and build customer loyalty in Schoolisting in the second phase.
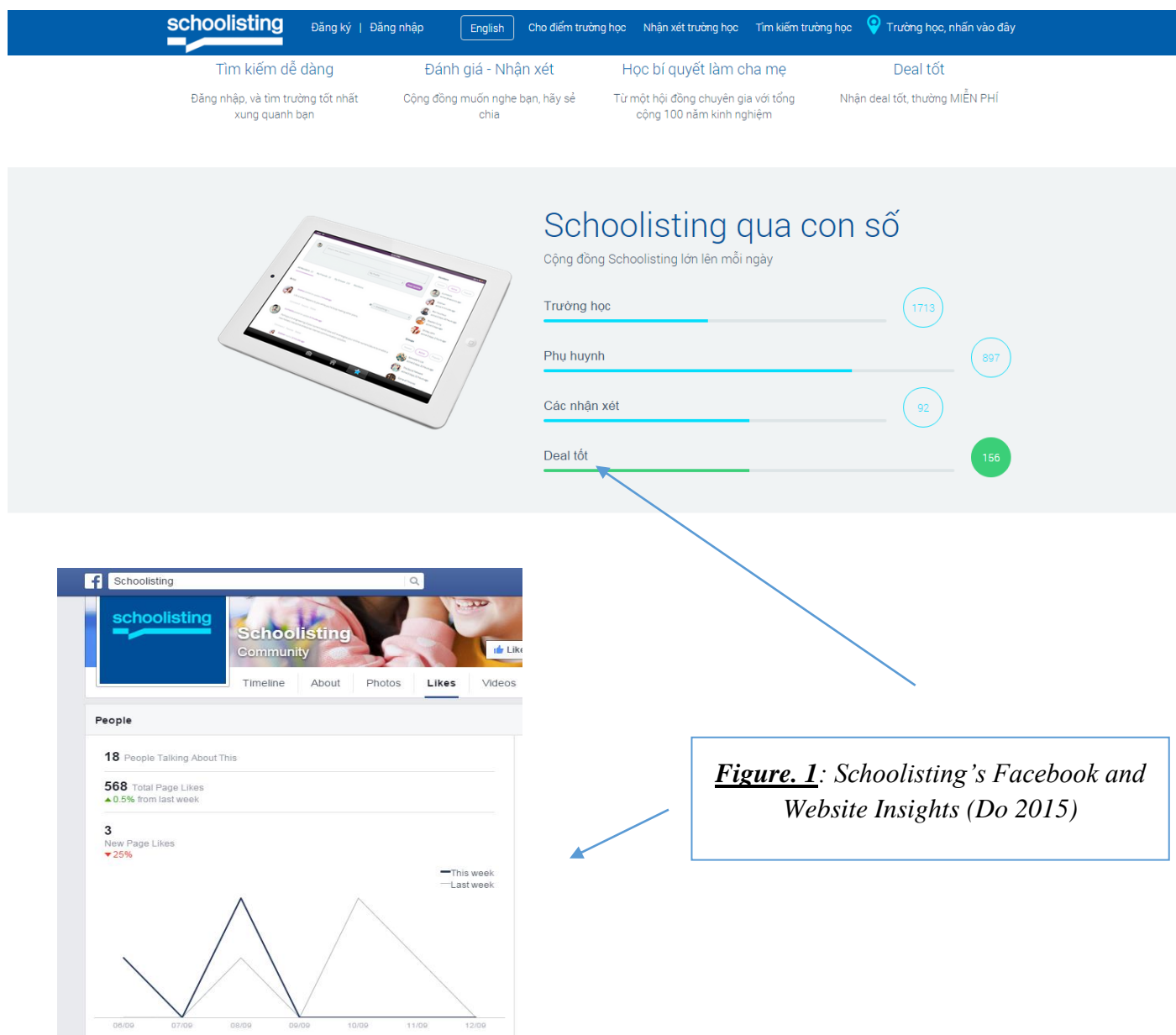
Figure. 1: Schoolisting's Facebook and Website Insights (Do 2015)

2. SITUATION ANALYSIS

a) **SWOT Analysis**

Strengths	Weaknesses
➢ **Schoolisting is the first professional education platform providing schools' information along with their specific features in Vietnam hence dominating this thriving market-> Schoolisting should emphasize on this as one of their main selling points.** ➢ Being funded by the World Bank serves as proof for Schoolisting's credibility -> Schoolisting should promote itself as an unbiased and independent third party that provides an online credible platform for parents and schools to exchange information. ➢ Schoolisting database is built on both information provided by schools and crowdsourced feedback as well as ratings from parents -> Schoolisting should utilize this double-sided feature to prove their transparency and credibility	➢ Schoolisting currently suffers from low awareness in both social media (568 likes on Facebook) and official Website (92 parents' reviews) -> Schoolisting should consider boosting awareness of its business as one of its top priorities. ➢ Schoolisting is short of funding ->Having limited budget, Schoolisting should find creative ways to raise fund from donors and boost awareness of their business at the same time. ➢ Schoolisting's methods in reviewing and rating schools are complex and not yet transparent to the public -> Schoolisting should simplify the reviewing procedure and disclose their rating methodologies publicly.
Opportunities	**Threats**

➢ **Parents nowadays have an increasing need in finding the 'right' school for their children -> Schoolisting should promote itself as the first credible tool in Vietnam to empower parents' decision-making process in choosing their children's most suitable schools** ➢ **Schools are now lack of a third-party platform to empower their reputations and to communicate with parents -> Schoolisting should promote itself as a credible and two-way communication platform to encourage schools to provide data** ➢ Transparency is becoming the worldwide trend in almost all fields -> Schoolisting should publicly disclose rating methodologies to emphasize their 'transparent' strength among parents and schools. ➢ **In the digital era, people is now more tech-savvy than ever -> Being an online service, Schoolisting is right on track with this digital trend as parents are growingly find it easy to adapt to innovations.**	➢ Parents are familiar with using forums like Webtretho and Lamchame for schools' reviews -> Schoolisting needs to focus on its 'credible' feature to be able to compete with the giant forums. ➢ Schools might not want to collaborate with Schoolisting at the risk of their own 'dirt' exposed to the light -> Schoolisting should persuade schools that transparency is an inevitable trend and it is better and safer to rely on a professional service than leave their reputation to the anonymous crowds on forums. ➢ The government is not entirely transparent about the education system -> Schoolisting might encounter conflict with the Government due to its aim to promote transparency of education field in Vietnam.

b) **PEST Analysis**

Political

➢ Government is focusing intensively on promoting education's transparency with the act of launching an annual circular to accredit Vietnam education quality => Schoolisting can collaborate with the Ministry of Education for more supports in its promotion in exchanging for insightful and credible schools data (Finance Department 2011).

➢ Government already had a policy to socialize Vietnam education system => There is an increasing opportunity for government's investment in education field and collaborations with organizations supporting education growth, especially Schoolisting (Le 2005)

Economical

➢ **The rise of middle class in Vietnam has resulted in a higher demand and supply for education rather than just affording Maslow Hierarchy of basic needs (Le 2015). Specifically, parents are now care more about the quality of their children's education => Schoolisting, being a professional website in providing credible information about schools with good qualities can consider this as an advantage to aid parents in fulfilling their education needs and schools in building favorable reputations.**

➢ Vietnam growing economic development has leading to increasing partnerships with foreign countries with lots of investment coming annually, therefore more new and international schools are being established. Given a large amount of options, parents are likely to be confused during decision-making process and in need of sorting tools => With its school classification and filtering features; Schoolisting would be favored by parents for its convenience and credibility in sorting schools depending on parents' choices.

Social

- In our converged world with millions of brands competing for consumers' attention, consumers are empowered in choices more than ever before => Schoolisting should promote itself as an information provider to empower parents in choosing the right schools for their children to follow this global trend.
- Vietnamese parents give many concerns over the education quality standard for the future of their children => Schoolisting with its credible and selective school databases will be a promising solution in helping them with this problem.

Technological

- **Parents are getting more 'digitally proactive' (Schoolwires 2013). They use Internet on a regular basis and is familiar with basic digital tools and web surfing => Having given the simplicity and convenience of Schoolisting website, parent users would have no difficulty in locating the website and using its functions.**
- Adult from the age of 30-40 falls into one of the fastest growing user-segments of Facebook with approximately 65% of the Vietnamese populations (Statista 2014) as referred to *Figure 2* => Schoolisting should focus on Facebook as a mean to reach and engage parents effectively.

Daily internet usage rate in Vietnam in 2014, by age group

This statistic shows the daily internet usage rate of online users in Vietnam in 2014, sorted by age group. During the survey period it was found that 67 percent of internet users between the ages of 25 and 34 were accessing the internet every day.
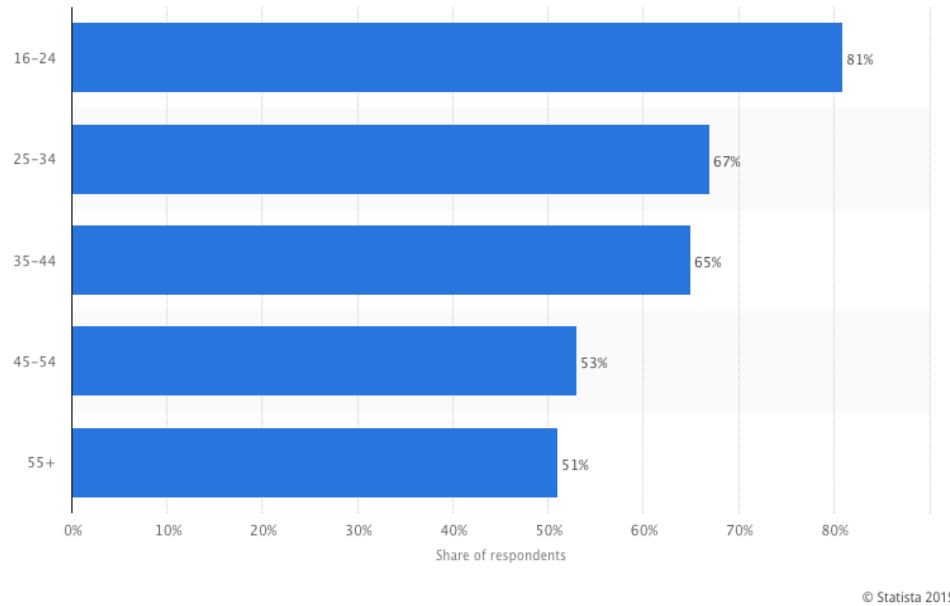
Figure. 2: *Daily Internet Usage by Age Groups in Vietnam*

Along with the rise of middle-income families, Vietnamese are more and more interested in their children's education. Specifically, they want to make the 'right' decision in choosing a school, qualities of which match their children perfectly yet pay less attention to tuition fees therefore they do not refrain from investing a lot of time and effort to do so. On the other hand, schools are in need of a third-party platform in elevating their reputations and interacting with parents. As a result, Schoolisting can empower both parents' choice and schools' images by providing credible and selective schools' information through a convenient platform in delivering what they want. Since the digitalized businesses are a global trend and consumers are growingly tech-savvy thus being an online service, Schoolisting is on the right track.

3. PROBLEM & OPPORTUNITY STATEMENT:

The problems are that the target publics are unaware of Schoolisting' benefits, which in turn perfectly match their demands of a professional online platform providing education information. Thus it creates an opportunity for Schoolisting to launch a campaign boosting awareness of its benefits and start to build brand loyalty, especially when Schoolisting is currently the only platform offering their desired benefits.

IV – PLANNING

1. TARGET PUBLICS

PRIMARY TARGET PUBLIC: PARENTS

➢ **Distinguishability:** The target publics are Vietnamese aged 30 - 40 who are likely to be married with children going to primary and secondary schools (Euromonitor 2014). They are of both genders as not only mothers but also fathers care about their kids' education futures. They would be living in Hanoi because of their proximity to the client. They are expected to be well-educated since parents tend to pay more attention to their children's education, and should have above middle income to be able to afford a variety of children's school choices.

➢ **Homogeneity:** According to Euromonitor (2014), parents at this age majorly concern about the well-being of their children; and education is always the top priority. They are willing to spend large amounts of money so that their children can enroll in top elementary and secondary schools, especially this group of parents with above average financial ability. Additionally, since their children are at young age, they are the gate-keepers who have control over the activities and information flows that their kids are exposed to.

➢ **Size:** The number of 30 to 40-year-old Vietnamese in urban areas was 61,500, following statistics from GSO Vietnam (2014). Moreover, Euromonitor (2014) stated that the size of this middle youth group is steadily rising. This proves that the size of the target audience is large enough to matter.

➢ **Importance:** This target public is important because not only they are the decision maker of their children's education but also can generate word-of-mouth that have considerable impact on other parents, especially in a society where word-of-mouth plays an important role like Vietnam's (Euromonitor 2014).

➢ **Accessibility:** These middle youth are active on online channels including Webtretho and Lamchame - the most popular forums on raising children, social media like Facebook with the purpose of

information searching or consumption (Euromonitor 2014), and online news with Dantri and VnExpress are the most visited websites (Cimigo 2011). Education-related places that can be employed to reach them are bookstores where they often go with their children, or conferences and workshops providing tips on raising and educating children.

PROBLEMS OF PARENTS

Figure 3. Reproduced from Webtretho (2006)

In finding the most suitable options for children's education, parents possess strong need for supporting sources of information with a variety of schools. As a result, they often actively ask for information on popular parenting online community such as Webtretho and Lamchame. In Figure 3, a mother asked for a list of private primary schools on Webtretho (2006) but received few comments mentioning one or two schools each. This illustrates the low efficiency when searching for information on these forums which is overwhelming because of countless threads on the same topic, whereas insufficient as it is neither systematic nor verified. Thus after spending hours reading the threads, parents tend to get confused. In comparison with Webtretho, Schoolisting offers a superior solution to this problem for its selective and reliable information that officially comes from schools and for its convenient and user-friendly platform which saves considerable time for these busy parents.

SECONDARY TARGET PUBLIC: SCHOOL ADMINISTRATORS

- **Distinguishability:** The secondary target public is school administrators of both genders living in Hanoi, where Schoolisting could take advantage of established relationships. We prioritize administrators of private schools over public schools, as private schools have stronger need to promote for their brand as they are self-funded and in more intensive competitions. The target publics are expected to be 40 - 55 years old and to have high degree of education so as to have enough experiences to hold top positions at their schools.

- **Homogeneity:** This group concerns not only about nurturing the younger generations but also about their schools' reputations and personal images. They are also the top decision makers who are responsible for schools' management.

- **Size:** According to So Giaoducva Dao tao Ha Noi (n.d. a & b), there are 1234 primary and secondary schools in Hanoi. 125 among these schools are private ones, with 82 primary schools and 43 secondary schools, which we will focus to contact first (Hanoiedun.d.).

- **Importance:** Administrators decide any schools' collaborations with other organizations including Schoolisting. In addition, they are also the opinion leaders within school communities who can exert

great impacts on students and parents' decisions. Hence, this target public is important towards Schoolisting.

➢ **Accessibility:** Since members of this group are busy with schedules and would prefer formality, they could be reached through booked face-to-face meetings and emails. Articles related to education on online news will also grab their attention.

PROBLEM OF SCHOOLS

Figure 4. Reproduced from Doan Thi Diem (n.d.)

Figure 5. Reproduced from Trường THCS ĐoànThịĐiểm (n.d.)

In the era when most information exchange activities are online, school administrators cannot ignore digital platforms if they desire to boost schools' reputation and attract parents and students. To communicate with prospective parents, websites which mostly offer one-way communication and are usually not user-friendly are often the official communication channel of most schools in Vietnam (Figure 4). Although certain schools own Facebook pages to interact with their target publics, however these platforms are considered unreliable since they are not designated for educational purpose and are self-generated (Figure 5). Moreover, individual Facebook fan page is limited in serving parents' need for comparisons among diverse schools to pick out the most suitable schools for their children as well as schools' desire to make their strong features stand out. Meanwhile, Schoollisting provides a professional education-focused platform with participation of various schools and parents, a bridge where official information and words of mouth supplement each other, and a third party which makes the conversation between parents and schools more credible.

2. OBJECTIVES

	Primary Target Public	Secondary target public
Awareness	To increase awareness of 40% parents about Schoolisting 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 gain 5000 'likes' on Facebook after 5 months. To increase 65% website traffic after 12 months.	
	➢ To get 200 parents participating in online competition on Facebook from February to March.	➢ To get 300 schools collaborating with Schoolisting in updating the website after 12 months.
	➢ To attract 1000 people to come to the big event in May.	➢ To have three schools collaborate with Schoolisting in organizing events each month.

3. STRATEGY STATEMENT

To raise awareness and encourage the use of Schoolisting among (1) parents needing professional education information and (2) schools lacking professional platform to reinforce their reputations by gamifying itself as an online 'Genius Map' that (1) guides parents to their kids' most suitable schools and (2) elevate schools' position to attract students.

4. KEY MESSAGE

➢ **Umbrella:** Schoolisting is a selective, credible and convenient information platform that connects both parents and schools directly to their most suitable counterparts.

- ➤ **Tailored Message 1:** Schoolisting is a selective, credible and convenient information platform that guides parents to their children's most suitable schools.

- ➤ **Tailored Message 2:** Schoolisting is a selective, credible and convenient information platform that reinforces and sustains schools' reputations to attract students.

V - IMPLEMENTATION

1. BIG IDEA

Instead of promoting Schoolisting's hard benefits as a selective, credible and convenient information platform in traditional ways, we engage the target publics in using Schoolisting by gamifying the website as an online 'Genius Map' that guides parents to their kids' most suitable schools and elevate schools' position to attract students.
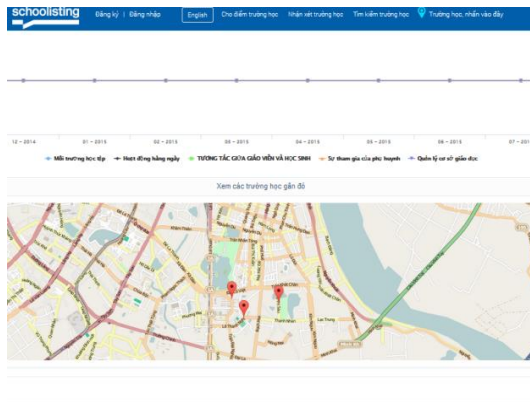
2. TACTICS

PHASE 1: RAISE AWARENESS

As phase 1 will be an intensive phase for our client to build relationships and collect database of both parents and schools, we emphasize on raising public awareness towards Schoolisting as a convenient platform of having credible and selective schools' data.

a) **Publicity stunt**
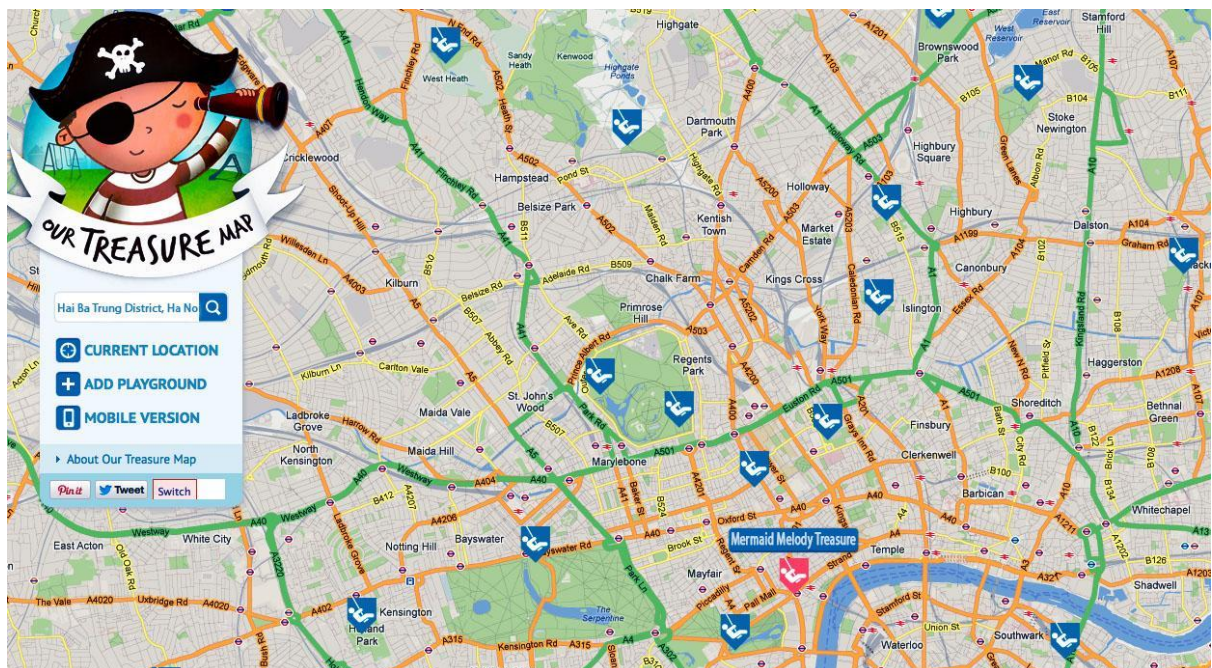
We will kick off the campaign with a real Treasure Hunt organized in several vicinities in Hanoi to generate buzz. The Treasure Hunt idea is to promote Schoolisting as an online 'Genius Map' that guides parents directly to their kids' most suitable schools basing on its convenient usage and selective information benefits. To make it appeals to parents and their children, we gamify the parents' traditional schools' searching alternative, which is Internet surfing, by having several teams including both parents and children participate in the Treasure Hunt using the Schoolisting 'Genius Map' to locate their kids' most suitable treasures, which is the unique features of the school that suits their kids within their vicinities. The online Schoolisting 'Genius Map' will also provide cues for the Treasure Hunt to aid parents and children in locating their treasures. Additionally, schools' background information and its specific features will also be gamified as 'Legends behind each Treasure' in making the game appealing to children.

We create the treasures basing on their relatable characteristics with types of treasure. For example, school with an innovative infrastructure will be deemed as a Coral Reef treasure because of its relatable physical characteristics while school with inspiring art courses will be called as a Mermaid Melody treasure and school with plentiful extracurricular activities will be named as Busy Port treasure.

The parents and children participating in the Treasure Hunt are advised to be celebrities family as the attraction of these famous parents towards audiences in localized show called 'Dad, where are we going' on VTV3 is undeniable. Specifically, some of the suggestions would include Xuan Bac, Thuy Hanh and Tran Luc.

Specifically, we chose the 'Genius Map' idea because when we compare the Schoolisting 'Genius Map' with Webtretho as a map. The Webtretho map, due to its insufficient selective information and mixed categories,

will be considered as a map that either have too many obstacles or are lack of directions to reach target publics' destinations.

b) Genius Map' viral video and #Geniusmap online competition

We will recapture and promote the stunt Treasure Hunt experiences within a viral video via Facebook, YouTube channel and the official website as soon as it started to generate WOM. At the same time, we also launch the hashtag #Geniusmap and #Schoolisting competition, encouraging parents to share their children's happy experiences with specific features of the schools they are going to such as: friendly teachers, interactive curriculums, lots of playtime, etc. At the end of the competition, the top 10 posts with the most likes will win a Schoolisting limited-edition school kits distributed through Fahasa bookstore networks, which are also the places where parents tend to visit with their kids.

c) Advertorials

Because our target publics' media habit is to read news on VnExpress and Dantri.com thus following from the heat of 'Genius Map', we started to use advertorials on these news websites within Education categories, with headlines containing some news value and embedding Schoolisting website link within the articles.

d) Online awards 'Featured school of the month' and offline monthly school trips

Following from the kick-off video introducing the unique features of the school, we establish the monthly award 'Featured school of the month' rated basing on Facebook parents' shared experiences and website feedbacks, hence promote the awards on both Facebook and Schoolisting website. Because parents tend to be skeptical and believe in realities therefore along with online activities, we collaborate with the winning schools to organize monthly free school trips for both parents and children to experience their specific features and for

schools to reinforce the relationships with parents. We will send invitation letters with registration link through emails and announce the events on both Facebook and the website. The school trips' activities can include: School tour, demo classes, lunch boxes (for primary schools), information sessions or some outdoor activities, depending on Schoolisting-schools negotiations.

e) **Summer School Fair**

The monthly award and school trips will cease to run on May and continue after May because of our biggest annual event - The Summer School Fair. We chose May because it is the time of the year when parents start to focus on seeking information of schools for their kids. Initially, we started by informing the event through online platforms and run Google Ads on Facebook to boost our events' post and generate massive awareness not only among the target publics but also for journalists and reporters.

The Summer School Fair will assist parents in choosing the right schools for their kids via various sessions. Firstly, we collaborate with primary and secondary schools to establish information and interactive booths. Not only parents can consult with school representatives but their kids can also enjoy their time by playing games at booths. We want to create a friendly environment because towards parents, their children's joy is their happiness. As in quiet auditoriums, we will invite guest speakers - which is famous school lecturers - as we will update their profiles and personal achievements via Facebook as one of the credible incentives for parents to join our event, to have sharing sessions with parents on choosing suitable schools for their kids.

The Summer School Fair marks the end of phase 1, which provides many opportunities for our client to collect database and build relationship with both schools and parents.

PHASE 2: BUILDING AND SUSTAINING LOYALTY

After generating audiences' awareness, we will be focusing on building and sustaining customer loyalty of both parents and schools towards Schoolisting in phase two.

a) **Offline and online parenting workshops**

Parent vs Child - Feeding Your Child
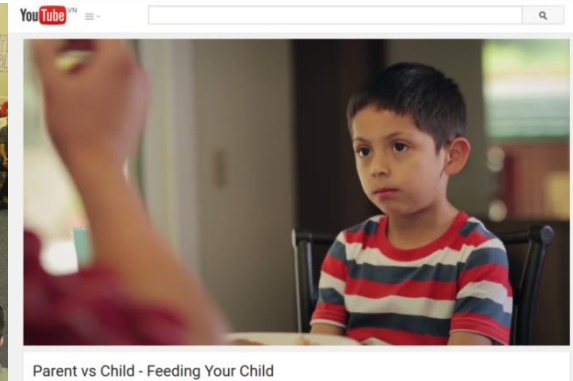
The annual offline workshop every three months and corresponding YouTube online workshop in the same month will be held for any parents who cannot attend offline sessions. These workshops focus on parenting topics such as: 'How to motivate children?' or 'Which food is good for your children's development?' Even though at first sight these topics seem irrelevant to what Schoolisting is offering with their services and do not support Schoolisting brand promotions, the fact that the nature of Schoolisting is a service existing for the sake of children's well-being make these workshops relevant. Only by offering added values to Schoolisting clients - in this case, specifically parents, Schoolisting can sustain their hard-earned customers' loyalty and generate positive word-of-mouth among the parents' networks to further expanding its reputation and credibility.

BOTH PHASES:

a) Google Display Ads

Google Display Ads will instantly follow users through every online platform as they search about 'Schoolisting' and 'truong tot' on Google. Advertisement of Schoolisting will persist as long as Schoolisting pays Google. This method is indeed forceful yet with a low-level of brand awareness, a heavy 'push' method is needed.

Furthermore, in order to ensure a sizable amount of customers participating in the big events, for example - Summer School Fair, Schoolisting should employ Facebook Ads beforehand which focuses specifically at both the target publics and journalists for coverage.

b) Search Engine Optimization

Search Engine Optimization is a method Schoolisting must use as soon as possible to bring the official website to the 1st page of Google as well as boost the position of its other social media accounts. With limited monetary and human resources, Schoolisting should focus on only two keywords: 'Schoolisting' and 'truong tot' in order to achieve the best results.

3. CRITICAL PATH PLAN

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Phase 1					Phase 2							
Focus on raising public awareness of Schoolisting					Focus on building and sustaining brand loyalty							
	Genius map (offline & online competition)		Online news article	Summer School Fair		Workshop			Workshop			Workshop
		Featured school of the month' offline school trips			Featured school of the month' offline school trips							
			Facebook ad on School Fair			Youtube online workshop			Youtube online workshop			Youtube online workshop
Google Display Ad												
Search Engine Optimization (SEO)												
Featured school of the month' online updates on Facebook & Website												

Schoolisting's campaign for 2016 is divided into two phases: Phase 1 focusing on boosting awareness of Schoolisting while Phase 2 focusing on building and sustaining brand loyalty of customers. The reason why we do not divide phases according to the primary target audience - parents - and secondary target audience - schools is the nature of Schoolisting as an information exchange and provider platform. Both parents and schools must work together in order for Schoolisting to function properly thus Schoolisting must target them both at the same time instead of focusing on one and ignoring the other.

PHASE 1

The opening activity - 'Genius map' - will be held in February right after the Lunar New Year. After resting to their fill on the holiday, they are ready to dive back into study and work. We hope 'Genius map' serve as a fun and helpful kick-start for both parents and children's brand new year.

After the offline opening event hopefully generating lots of interest from the media, we will follow up with an online competition of sharing 'Genius map' moments and a series of online articles promoting Schoolisting benefits to magnify the after-effect of 'Genius map'. These articles together with targeted Facebook advertisements will publicize Schoolisting's biggest event of the year - 'Summer School Fair' in May. The event will be held in May as that is the time when primary and secondary students start their summer breaks and parents can begin searching suitable schools for their children.

As for 'Featured school of the month', after two months of testing online and building up Schoolisting database, offline school trips will be launched for the first time in March then become a monthly activity with the only exception of May as Schoolisting has to focus their resources on the big event 'Summer School Fair'.

PHASE 2

In addition to 'Featured school of the month' organized every month, offline and corresponding online workshops on YouTube will be held every three months to constantly remind parents and schools of Schoolisting, further spread its awareness and provide them added values to their experience with Schoolisting to cultivate their loyalty to the brand.

BOTH PHASES

'Featured school of the month' will be implemented online from March 2016 to January 2017 while Schoolisting also organizes offline trips corresponding with the online awards.

Two methods needed to be used as soon as possible is Google Display Ads to significantly enhance the awareness of Schoolisting among the target publics and Search Engine Optimization to boost Schoolisting official website to the first search page. Being ranked higher on Google will improve Schoolisting credibility in both parents and schools thus make it easier for them to access the service - one of the first steps to build brand loyalty.

4. BUDGET ALLOCATION
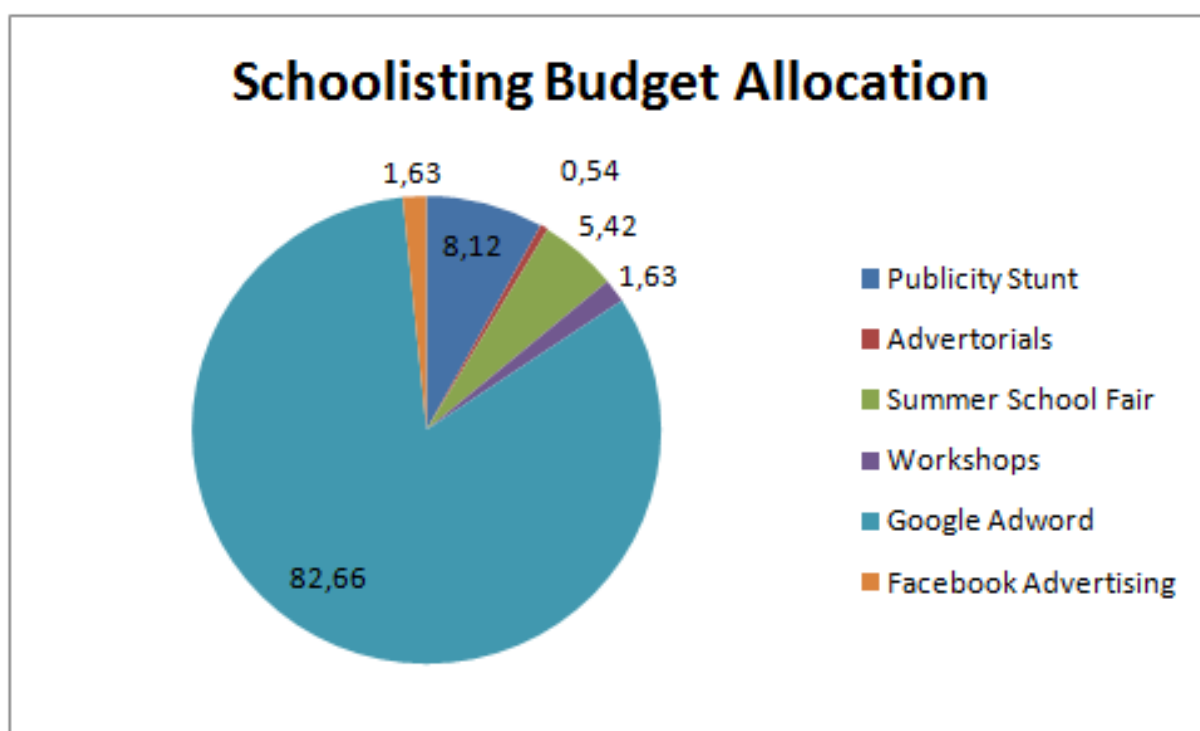
VI –EVALUATION

Target Publics	Aims	Evaluation methods	Time
Primary (Parents)	Awareness	The register form for School Fair will collect parents' email addresses and include a question asking whether they heard of Schoolisting (via WOM, publicity stunt, online awards, school trips, etc.).	April – May 2016

		After the School Fair, thank-you notes are sent to parents' emails asking again about their awareness of Schoolisting and its benefits and introduce them to the website and Facebook fan page.	May 2016
	Attitude	A pop-up survey on website asks parents to rate their attitudes towards Schoolisting on rank 1 to 5 (quantitative) and allows them to give comments and recommendations for further improvement (qualitative).	June – July 2016
		Surveys and parent interviews with presents in return about Schoolisting's activities are conducted in workshops and school trips. Results will be collected into videos uploaded to Schoolisting's YouTube channels.	June 2016 – January 2017
Secondary (School administrators)	Awareness	We will send emails with descriptions about Schoolisting as well as invitation to collaborate and ask them to reply if they are interested. Then we will have a phone call and face-to-face meeting with them for further discussions.	February – May 2016
	Attitude	Surveys will be sent to and collected from targeted school administrators via email and face-to–face meetings. Interviews	July 2016

		about collaboration in organizing school trips will also be recorded and uploaded to Schoolisting's YouTube channel.	
Both target publics	Action	Action of both the target publics is evaluated by comparing objective numbers and actual numbers of: ➢ Website traffic (recorded through web analytics), Facebook likes, reaches and engagements. ➢ For primary target public: participants in online hashtag competitions, YouTube subscribers and attendees in offline activities. ➢ For secondary target public: schools collaborating in updating the website, and organizing school trips.	Throughout the campaign (see objectives for specific time)

Facebook Advertising Calculation

55. Albania has an average CPC 72 percent less than the US average.
56. South Korea has an average CPC 72 percent less than the US average.
57. El Salvador has an average CPC 73 percent less than the US average.
58. Zimbabwe has an average CPC 73 percent less than the US average.
59. Jordan has an average CPC 73 percent less than the US average.
60. Costa Rica has an average CPC 73 percent less than the US average.
61. Uruguay has an average CPC 74 percent less than the US average.
62. Tunisia has an average CPC 74 percent less than the US average.
63. Kenya has an average CPC 74 percent less than the US average.
64. Malaysia has an average CPC 75 percent less than the US average.
65. Philippines has an average CPC 75 percent less than the US average.
66. Vietnam has an average CPC 76 percent less than the US average.

question to answer.

In some ways, you can think of PPC advertising roughly along the same lines as traditional print advertising; you'd expect to spend more on a glossy full-page ad in a national magazine than you would for a classified ad in a local newspaper. In digital marketing, the distinction isn't in the format of the ad, however, but rather the commercial intent of and competition for the keywords you're bidding on. Some keywords are significantly more expensive to bid on than others, depending on how competitive the market is, and it's important to realize this before launching a PPC campaign.

In the US, if you average across all different types of businesses and keywords, **the average CPC in AdWords is between $1 and $2**. That's on the search network. On the display network, clicks tend to be cheaper, and the average is under $1.

However, in super-competitive markets, clicks can get much pricier. Let's take a look at some of the most expensive keywords in AdWords and Bing to give you an idea of how much a click can cost if you've got deep pockets.

Google AdWords Calculation

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