

## **Analytics and Promotions Strategic Planning and Measurement**

### **Problem definition:**

People are migrating or travelling to different countries either for better job opportunities or for higher education or to explore the country. And they are searching online for information, specifically to know about the necessary documents, the initial steps, learning about basic needs and applying for different government benefits etc. Newcomers often find difficulties in receiving crucial info and spend most of their time in finding resources which makes them distract from their quotidian tasks such as working, studying etc.

### **Product description:**

This is an information website with a discussion forum, which provides essential info for users about 5 countries they are planning to move/visit/study and act as a guide during their initial days in a new country. It will also allow them to discuss different topics and seek experts' advice for further clarification.

### **Target user:**

The target users of this platform are immigrants, international students, Visitors who are new, or planning to move to countries such as Australia, Canada, India, the United Kingdom, and the United States of America. Users of these three categories have different requirements. For instance, new immigrants and international students have different rules and processes to go through.

### **Voice and tone:**

The platform contains content provided by the business owner as well as the content driven by the users through the discussion forum, and users will also receive experts' advice or answers to their questions. The voice and tone of the platform will be formal yet friendly. As many users who visit this site are young students and professional, and visitors who are of different age, the site's voice and tone stays in between formal and informal (semi-formal). If the content has friendly tone, users feel that the platform is welcoming.

### **Voice and tone for promotions:**

Semi-formal and friendly as mentioned above

### **Draft 1 Analytics plan updated version:**

The project will be launched in 10 countries – Australia, Canada, India, UK, USA, China, Brazil, Mexico, France, and Spain

	<b>Draft 1 content</b>	<b>Updated version</b>
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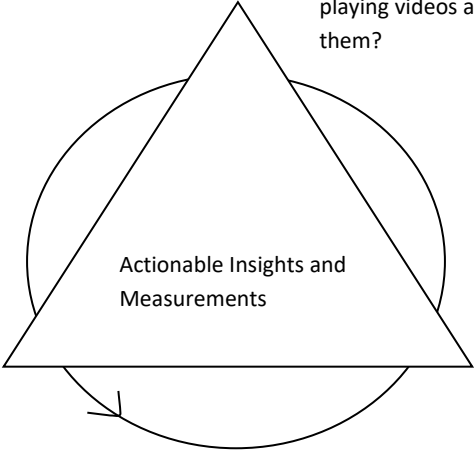
<p><b>Mission</b></p>	<p>To provide user-specific information and act as a guide for visitors, immigrants, and students during their initial days in a new country.</p>	<p>To support newcomers by providing reliable information about the country along with the experts' advice.</p>
<p><b>Business Goals</b></p>	<ul style="list-style-type: none"> <li>• Increase brand awareness</li> <li>• Customer/user loyalty and growth</li> <li>• Drive more traffic to the website from target audience</li> <li>• Achieve 500 user profiles by December 2020</li> <li>• Associate with relevant organizations and Job consultancies to generate revenue through advertisements</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the brand awareness by August 2021 by promoting through advertisements via social media platforms</li> <li>• Drive 30% web traffic by June 2021</li> <li>• Achieve 500 user profiles by December 2020</li> <li>• By December 2020, associate with relevant organizations and Job consultancies to generate revenue through advertisements</li> </ul>
<p><b>Kpi and Metrics</b></p>	<p>KPI: Landing Page Metric: <b>Bounce rate</b> The bounce rate tells how many people “bounced” away from the site after only viewing one page</p>	<p>KPI: Landing Page Metric: <b>Goal Completion/Conversions:</b> To monitor exactly how many people visited the landing page and took action by completing a form/clicking a link</p>
<p><b>Goal of Analytics project plan</b></p>	<ul style="list-style-type: none"> <li>• Increase brand awareness – this helps in increase in number of users, number of user profiles, and the content driven by the users</li> <li>• To provide reliable information – the main aim is to provide information i.e., trustworthy, spam free without any inappropriate content</li> <li>• Drive more traffic to the website from target audience – SEO – through direct/organic search (typing URL) or through other sites or through keyword search</li> <li>• To encourage 500 users to create an account and share their experiences on the website by December 2020 – this will help the discussion forum to thrive as</li> </ul>	<p>The purpose of the analytic project plan is</p> <ul style="list-style-type: none"> <li>• To identify the gaps and improve content according to user behavior.</li> <li>• To improve the usability and to recognize the sources the users are visiting the site from. This will further help in enhancing the promotional tactics</li> <li>• To improve revenue generation</li> <li>• To increase the user engagement within the site</li> <li>• To improve the overall user experience of the platform</li> </ul>

	<p>a community, where users can discuss various topics</p> <ul style="list-style-type: none"> <li>• Associate with newcomers' support organizations and Job consultancies to generate revenue through advertisements – helps in promoting the business</li> </ul>	
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**Trinity strategy brief statement:**

**Behavior:**  
 which sections users visiting the most, and how much time they are spending on each page. Are they registering or engaging in the forum? Are they playing videos and clicking on images to view them?

**Outcome:**  
 no. of people registered in the discussion forum, number of visitors reaching the end point or moving from landing page to the next. User engagement in the forum, no. of responses/posts in each thread



**Experience:**  
 users should: find necessary information, satisfy with the user flow, whether user finding the content through Search option or through browsing the sections/pages.

- Why are people going to your site? (What are your sound assumptions about their motivations or needs based on your original findings report and general experience)

People visit this site to find necessary information about the country they are planning to move and to ask questions for clarification on a particular topic. For example, a new Immigrant in Canada wants to know the checklist that contains steps that are mandatory to go through as soon as they land. Or an international student wants to find the details on opening a bank account and about banking rules. This site exists to help people take decisions on their future settlement prior to their visa application and support users by giving clear and reliable information. Users can get advice from experts, which assures them that the info they are receiving is completely reliable.

- What is important to know and analyze about someone's activities on the site?

Content analysis is one of the crucial factors to understand and identify users' activities on the site. According to their behavior and actions, the modification of content takes place.

- Most visiting sections/Categories

- time spent on each section/page
  - Are the users registering to participate in the forum?
- **Ultimately, what do you want the user to do?**
- Users should be able to find information without any trouble or delays. They should register in the forum to leave a message or to ask a question.
- **What are the definitions of successful journeys on the site?**
- When users arrive at the endpoint (i.e., finding essential info or when they participate in the discussion by creating a profile) without facing any difficulties in browsing or without having any confusion in terms of content or usability, it is said to be successful user journey on the site.
- **What (experience) do they want when they arrive?**
    - They should feel that the platform has better user interface and design that encourages them to browse through the pages.
    - The content and the experts' advice in this platform should assure them that the site has reliable data
    - the site should also ensure them that it will support in their journey during their initial days in a new country
    - The site should have a friendly tone, which gives users a sense of friendliness
    - Users should be able to find info through search option and through browsing the sections
  - **What are the desired (projected) outcomes (based on your user and business combined)?**
    - Users should satisfy with the information received, which helps in driving more users to the site through the word of mouth and sharing via social media. This will help in user growth and user engagement
    - When they understand the site has trustworthy data, the number of visits and registrations increase further, which help in the site's growth in terms of revenue, as different organisations such as immigration consultancies, educational institutions, employment services and other relevant organizations will show enthusiasm to promote their businesses in this site
    - The more users visit, the more content evolves, as this encourages the business owner to provide more content with the latest updates. Also, it motivates to expand the site to other countries

#### content strategy outline:

- **How will you make your content meaningful and engaging for your customers? Meaning, based on what you know about your target user, what do they need your content to be, and how should it be organized in order to keep them on your platform and/or do what you want them to do?**
  - The content or info should be easy to find when they browse for particular category or topic. And it should be relevant to the topic without any irrelevant points.

- Avoid giving some lengthy introduction which most of the people already know, instead, the content should start straight away that the users need, with a short introduction
  - The content should have specific headings that help users to browse the site without wasting time on reading the info that is unnecessary to them. Also, add the bullet points and subheadings wherever necessary, so that users can easily identify the points.
  - Topics are organised into sections to avoid confusion and frustration in users. A better user interface with well organised section encourages users to revisit the site
  - Colors used should be relevant and soothing to the user's eyes
  - Include Images and videos wherever applicable
- **Please provide five (5) key words and five (5) key phrases**  
It is difficult to choose one particular keyword for this platform, as the terms in the site used are too general. However, key phrases work well

**Key phrases:**

1. 10 important things new Canadian immigrants need to know
2. Discuss the education system across Canada
3. Documents required for international students in India
4. Opportunities to work in UK
5. Opening bank account in Sydney, Australia as a new immigrant
6. Canada public transport rules

- **Why did you choose each of them? How do they impact your content strategy?**

Content in the site covers the above headings and subheadings. When users want to know about immigration/applying for universities or about a particular topic such as opening a bank account in Australia/winter precautions in Canada, the above key phrases help users to find information through SEO. The target audience mostly search with these key phrases to find the related content. This

**What is your promotion strategy?**

- **How will you create awareness for your site or product?**  
Creating awareness by
  1. Publishing in social media
  2. Promoting through immigration and travel consultancy sites, employment services, and other related organisations
- **What channels will you use to promote?**  
Social media networks such as YouTube, Instagram, Facebook, LinkedIn advertisements
- **What is your link building strategy? (Two or three sentences, here. Your chance to give examples is below)**
  1. Using blog sites that contain similar content – I will write blogs and attach a link in the blog
  2. Attaching the site link under relevant YouTube videos
  3. Matching content to the websites


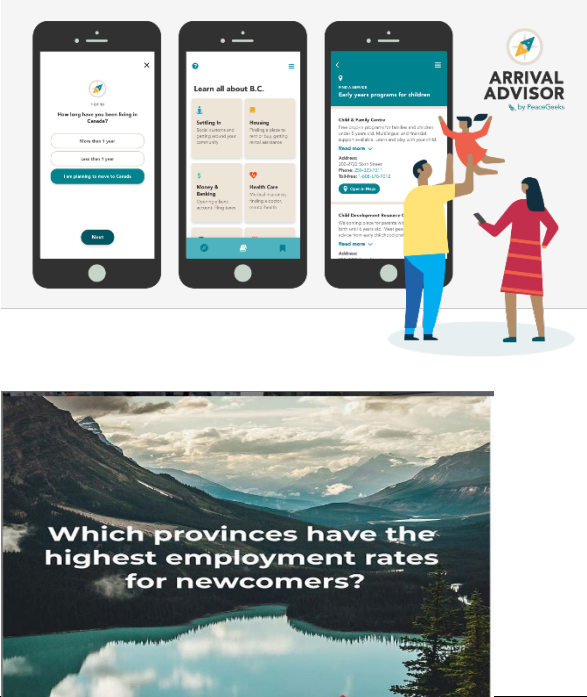
**Provide detail on four promotional strategy tactics.**

- One OOH event (Out of Home event - getting out and physically getting your products in your users' hands and hopefully actually meeting some potential users!)
  - Attend educational institutions' workshop meetings arranged for international students, approach students who are new to the country and introduce the product to them
  - Participate in the events conducted for newcomers to communicate with them directly
- at least one needs to be a social media platform  
Face book and Instagram, as these platforms are the most common all over the world and it will be easy to approach the target audience with the help of these sites. Users such as students who are planning to move to these countries for higher studies or the immigrants and visitors usually search for information on these platforms. Therefore, posting ads on Facebook and Instagram will improve the sites' growth
- at least one needs to be something you'll do within your Senior Project UX to invite others in or encourage users to return  
People come to this platform to find info about countries to which they are new as an immigrant, student and visitor. So, once they adapted to the culture and environment, they may not return to the platform. To encourage users to revisit this website, I will create some updates on occupations and internships available in different provinces, suitable for newcomers. Also, including updates and tips on sales and services such as buying used items, (e.g., household things for newcomers) will persuade users to visit whenever they need it.
- one other of your choosing  
Promoting through TV & digital media advertisements – post ads on 'free ad posting sites', traditional marketing – adding posters/pamphlets in newspapers.

**For each tactic:**

Identify the Tactic	Detail the Tactic	Support the detail (Sample Creative)	How will you measure
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<p><b>OOH Event</b>          – Attend educational institutions' workshop meetings Participate in the events conducted for newcomers</p>	<p>By attending the student workshop meetings conducted by educational institutions or coaching/training centres, I can reach new students in Canada. Also, meeting them at the language test centres (IELTS, CELPIP) etc.) is another opportunity</p>		<p><b>KPI</b> – SEO (direct search - URL)  <b>Metrics</b> – URL Rating –No. of visitors from browser SEO.</p>
<p><b>Social Media Tactics</b> – You tube</p>	<p>You tube – posting ads on You tube, as this is one of the platforms most commonly used all over the world, it will be easy to approach the target audience with the help of this site. I will provide links and 5 to 10 seconds ads</p>	<p>Showing images and videos on the importance of learning about the place before or after coming to a new country. And giving examples of the problems people are facing today while going through specific processes.</p> 	<p>Links clicking through social media posts and ads  <b>KPI</b> – Click through rate  <b>Metrics</b> – Total number of clicks in a month.</p>

<p>Within the Senior Project UX to invite others in or encourage users to return</p>	<p>As this is the information site, users may not revisit the site. However, I would like to create any updates on occupations and internships available in different provinces, suitable for newcomers. Also updates and tips on sales services such as buying used items (e.g., household things for newcomers)</p>	 <p><b>Shopping Household Items at Thrift Stores</b> www.pullingcurls.com</p> <p><b>Great ideas on what to look for that you might not think of on your own. Save some cash!</b></p>	<p>KPI: Grow user base Metric: No. of returning users – 30%</p>
<p>one other of your choosing - advertising</p>	<p>I will promote through advertising on TV &amp; digital media - post ads on free ad posting sites, traditional marketing – adding posters or pamphlets in newspapers.</p>	<p>A 5 to 10 seconds ad on You tube, as many people watch you tube especially young professionals – this will help reach the target audience.</p>  <p><b>ARRIVAL ADVISOR</b> by ProvoCult</p> <p><b>Which provinces have the highest employment rates for newcomers?</b></p>	<p>Through direct search (URL), as I provide website link in advertisements, people type the link in browser and enter the website. <b>KPI:</b> SEO (direct search - URL) <b>Metrics:</b> URL Rating – no. of visitors from SEO.</p>



**Revenue Model:**

Outline the revenues model(s), and why they're a fit for your user experience.

**Advertising:**

Attaching details or links of websites of the immigration lawyers and consultancies who are working in Australia, Canada, India, UK, and USA. This method is suitable for this project, as these agencies need clients who are planning to move. People who are looking for information may perhaps choose one of the companies to deal with their visa applications or future immigration processes, which helps in their business's growth. Furthermore, educational institutions such as colleges and universities can promote their excellency in the education field to attract students to apply in their institutions. Any travel agencies can advertise their packages and services in the visitors' section.