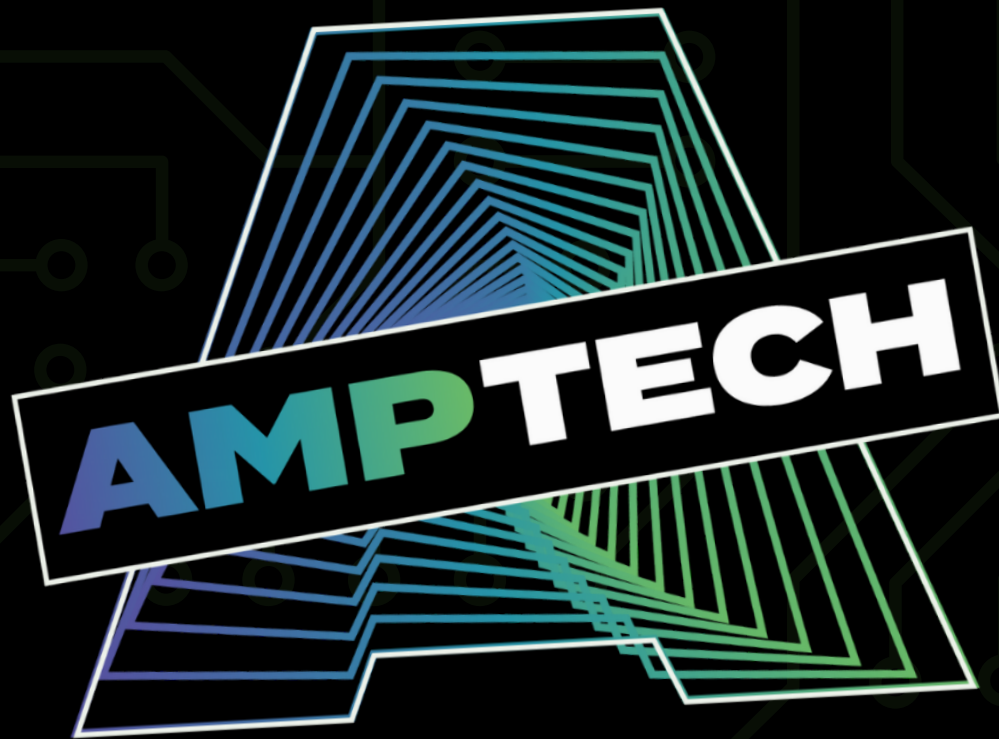




MARKETING STRATEGY

PRESENTED BY KDUNCANCREATIVE

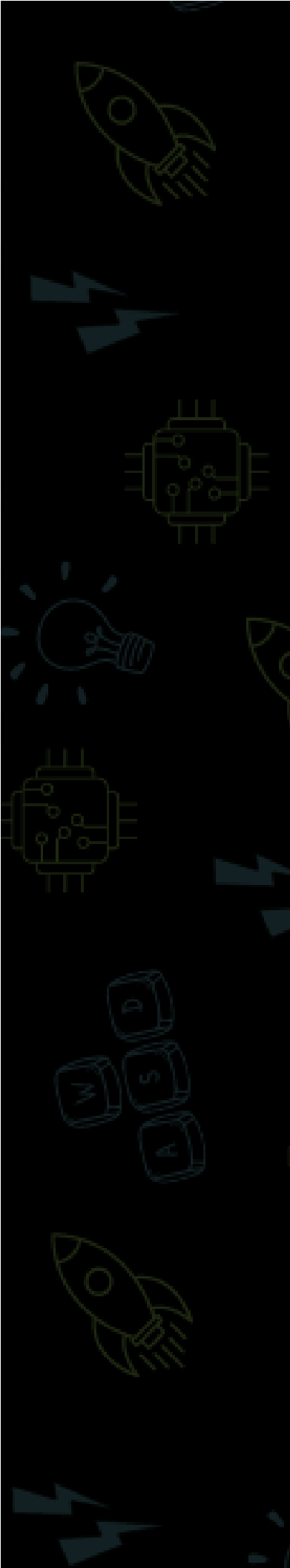


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BACKGROUND

In our increasingly digital world, there's a growing need to equip the younger generation with the skills to navigate, innovate, and thrive. Through strategic collaborations and a diverse array of educational offerings, AmpTech has set out to make technology education accessible and engaging for all.

Their commitment goes beyond just imparting knowledge; it's about shaping future leaders, thinkers, and innovators in an ever-evolving digital landscape.



OBJECTIVES

Raise Awareness: Amplify the reach of AmpTech's free coding and tech education initiatives, making them recognizable across broader demographics.

Engage and Attract: Drive increased enrollment, ensuring the youth and teen demographics deeply connect with the values and opportunities presented.

Community Building: Intensify and diversify partnerships, especially with educational stakeholders and organizations with similar values.

Continuous Enhancement: Utilizing participant feedback, as well as adapting and enriching the curriculum to stay relevant and impactful.

Empowerment: Beyond technical prowess, instill a sense of confidence, an innovative mindset, and an adeptness at problem-solving in students.

TARGET AUDIENCES

STUDENTS

The primary focus lies on youth and teens, from tech novices to those keen on honing their skills further.

EDUCATIONAL INSTITUTIONS

Both mainstream and alternative educational bodies, promoting the infusion of a robust tech curriculum.

PARENTS + GUARDIANS

Given their role in guiding younger children's educational choices, their buy-in is paramount.

COMMUNITY ORGANIZATIONS

Regional clubs, groups, or centers vested in youth development and progression.

TECH + BUSINESS SECTORS

Ranging from budding tech startups to established corporate entities who could collaborate, sponsor, or mutually benefit from an alliance with AmpTech.



In today's digital landscape, collaboration between students, educational institutions, parents, community organizations, and the tech-business sector is key. These groups collectively contribute to a balanced tech environment.

AmpTech should utilize the value these connections, aiming to simplify and enhance the tech journey for all



"Empower the next generation with free coding and tech education."

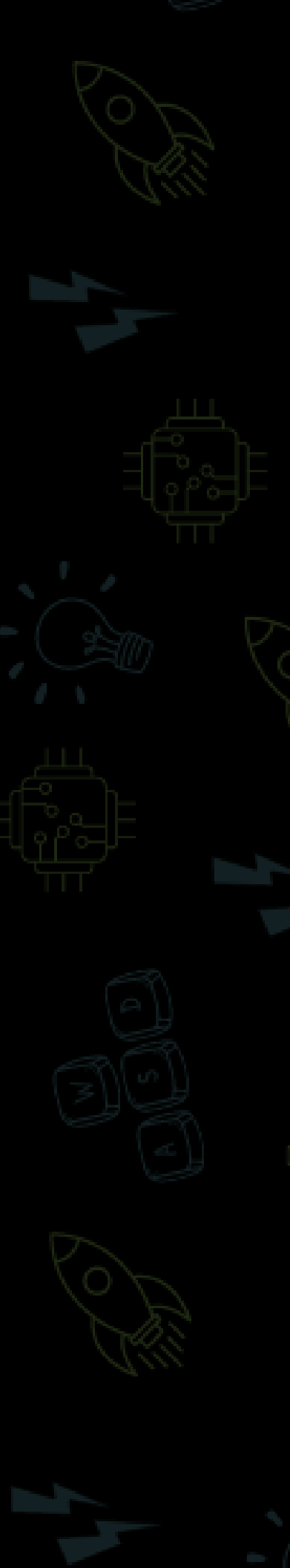
"Unlocking the future: Your innovation journey starts here."

"Join AmpTech - where young minds thrive."

" A bridge to the future of tech education "

KEY THEMES

**EMPOWERMENT
INNOVATION
TRANSFORMATION
INCLUSIVITY**



SOCIAL MEDIA

- Engaging Content: Frequent posts showcasing upcoming classes, student projects, testimonials, and highlights from workshops.
- Host monthly live sessions or webinars on trending tech topics.
- Use #AmpTechInnovators and encourage students to share their journeys.

CONTENT CREATION

- Blogs/Vlogs: Share tech news, student projects, and instructor insights.
- Webinars : Organize monthly webinars on tech topics or career guidance in the digital age.
- E-books + Worksheets: Develop beginner guides on coding and tech subjects.

COMMUNITY ENGAGEMENT + PARTNERSHIPS

- Work with community centers, libraries, and youth clubs to offer specialized workshops.
- Use direct mail services to send out personalized postcards highlighting the success stories of local students or the impact of the programs.
- Partner with businesses to sponsor tech kits, workshop materials, or even scholarships for promising students.

EMAIL MARKETING

- Newsletters: Share updates, upcoming classes, and student spotlights.
- Personalized Recommendations: Suggest specific programs or workshops based on individual's interests.

The background is a dark grey field filled with a repeating pattern of white line-art icons. These icons include rockets, gears, lightbulbs, circuit boards, and the letters W, A, S, D arranged in a cross pattern, symbolizing technology and innovation.

INTERESTED IN THE FULL STRATEGY?

EMAIL KIMBERLY AT [KIM@KDUNCANCREATIVE.COM](mailto:kim@kduncancreative.com) FOR MORE