



**MKT 699- Independent Study**  
**Professor: Dr. Mark Bender**

## **DIGITAL BRAND MARKETING PLAN – EDUCAID ME**

**Researched and Written By:**  
Harika Rudraraju



*The University Of*

---

T A M P A

## **TABLE OF CONTENTS**

- 1. Executive Summary**
- 2. Organization Overview**
  - a. Mission Statement**
  - b. Objectives of the organization**
  - c. Goals of the organization**
  - d. SWOT analysis**
- 3. Branding**
  - a. Name**
  - b. Logo**
  - c. Tagline**
  - d. Colors**
  - e. Website and Search Engine Optimization (SEO)**
  - f. Social Media and Content Marketing**
  - g. Partnerships**
- 4. Email Marketing**
- 5. Conclusion**

## **EXECUTIVE SUMMARY**

The digital brand marketing plan for Educaid Me aims to focus on creating a brand that focuses on digital channels that help in reaching out to the target audience.

As the organization recently started, the main goal for this plan is to create awareness about the organization's work and provide accessibility to people who want to utilize the services (Students) and people who want to help support these services (Volunteers and Donors).

This plan presents the organization's overview that states what the organization is about, the story behind it, the mission, objectives and the goals it plans to achieve in the coming months. This plan also states the strengths, weaknesses, opportunities, and threats which helped in understanding the competitive advantages and disadvantages and the aspects it needs to concentrate on moving forward.

The next part of the plan discusses the branding of the organization. It clearly states the reasons as to why the team choose the name, logo, tagline, and color palette in accordance with the mission and objectives of the organization.

The plan also talks about the digital channels like website which defines the layout and the process of creating it followed by how the organization plans to level up the SEO game by adding targeted keywords based on volume, searches, and trends. The next section discusses the Social Media Marketing, where the goals of the campaign are stated along with a social media content calendar for the months of June and July are presented. Lastly, the plan talks about how it strategizes email marketing to communicate with audience and provide them with relevant information. A sample email for interested parties is also presented.

## **ORGANIZATION OVERVIEW**

Educaid Me located in Hyderabad; India is a non-profit organization started in January 2023. It aims to empower the younger generation with career clarity and confidence.

In the last decade, there has been a shift in individuals pursuing careers solely in STEM (Science, Technology, Engineering and Mathematics) to exploring non-mainstream professions as well. Educaid Me wanted to spread awareness around the multitude of career paths that are at our disposal in the present day. They began their journey by reaching out to non-profit organizations that work towards the educational advancement of children. They requested an opportunity to conduct pilot information sessions and were fortunate enough to have 2 organizations allow them to do so. The sessions were a two-way learning experience. They educated the children on potential career tracks and the students in turn showed them the amount of information they already possessed. Their eagerness to learn was the organization's driving factor and since then there has been no looking back. Today Educaid Me continues to help young adults navigate through their professional lives.

### **Mission Statement:**

**Who:** People from diverse backgrounds unified in our passion to help the lesser fortunate ones

**What:** Provide mentorship and guidance to children from formative to adulthood

**Why:** There aren't enough end to end mentoring initiatives that can help children fully understand their career options

**How:** Reach out to schools and orphanages with children from lower income group and leverage our network of individuals from diverse career backgrounds

*"We are a group of people from diverse backgrounds unified in our passion to help the less fortunate ones. We aspire to provide mentorship and thorough guidance to children from their formative years till adulthood."*

**Objectives of the organization:**

By leveraging past experiences and knowledge Educiaid Me hopes to help the children and schools in the following ways:

- Conduct information sessions and spread awareness on the multitude of career options and help facilitate one on one mentoring with individuals from that field.
- Help enhance vital life skills to be better prepared for the real world.
- Help organizations have social media presence and raise funds through this channel.

**Goals of the organization:**

- **Short term goals:**
  - Continue to provide career guidance to Wevolve (Partnered organization) and empower students to pursue a career track of their choice.
  - Enhance Social Media presence.
- **Long term goals:**
  - Expand the network to work with more non-profit organizations.
  - Recruit more volunteers to help with the effort.
  - Have significant impact on people's professional lives.

**SWOT Analysis:**

- **Strengths:**
  - Educaid Me's strong mission and vision to educate the underserved students in their critical time about various career options available after 10th standard.
  - Passionate and dedicated team who come from various backgrounds.
  - Partnerships with organizations with similar interests helps Educiaid me reach a wider audience.
  - Flexibility to adapt based on feedback provided by partners and pilot sessions conducted with students.

- **Weakness:**

- As the organization just started, it does not have an established reputation or brand awareness which is difficult to attract any partners, volunteers, or donors.
- The effectiveness of the program can be hindered as the team has limited experience.
- As it has a very small team right now with members staying out of India, it is difficult to maintain the consistency.

- **Opportunities:**

- The demand for career guidance and counseling is increasing, which will help Educaid Me grow.
- Their initiatives have a possibility to expand to other regions in southern India to serve a larger audience.
- Has an ability to attract more volunteers interested in the same field of helping underserved students with guidance.
- Can form partnerships with businesses who want to support the cause.

- **Threats:**

- Limited resources may affect the consistency and effectiveness of the program.
- As Educaid Me is currently dependent on other organizations to deliver the material, it limits the reach.
- It can face competition from similar organizations.
- As the organization just started funding and donations can be difficult.

## **BRANDING**

For any organization branding is important. Not only does it help in creating a memorable experience but also helps people to identify and associate with the company.

The main elements considered during the process:

## 1. Name

After a thorough session of brainstorming for different names like “Game Changers”, that could reflect the organization’s mission, the team finally decided to name the organization Educiaid Me as it was easy to remember and aligns well with the organization’s goals and objectives.

## 2. Logo

Logo being the most recognizable part of the brand, the team wanted to choose a symbol that would clearly represent the organization’s mission.



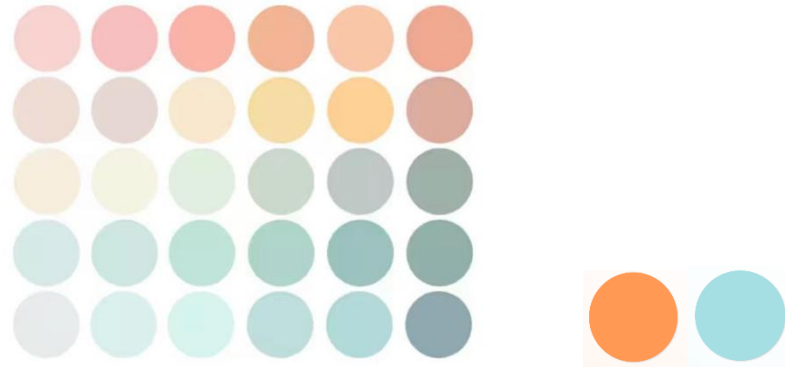
The logo depicts that the organization will be there for the student throughout the process, from ideas (bulb) in their formative years to their graduation (Cap) in their adulthood.

## 3. Tagline

Every organization needs a tagline that can clearly portray the mission. “*Empowering the next generation with career clarity and confidence*” was the tagline chosen by the team as it fits well with the objectives and a concise and memorable way to explain what the organization is focused about.

## 4. Colors

Color plays a very important role in branding. The team decided to use a theme with subtle and soft colors that would represent the innocence of the students while also focusing on growth and success.



From this color palette, pastel blue and orange were picked as they symbolize soothing, friendliness, and introspective journeys.

## **5. Website and Search Engine Optimization (SEO)**

To reach a wider audience and ensure that volunteers, members, and potential donors understand more about what the organization does and how they can support the organization a website was created. A website is necessary as it not only has a wide reach but also helps in creating brand awareness.

Educaid Me developed a website using WordPress that was easy to navigate and provided information related to the organization's programs and services. To make sure the website is appealing and user-friendly, they created two different versions and conducted a survey. Both the websites were sent to a sample size of 6, who were a part of this industry for a long time (For Version 1, please refer to Appendix 1) to understand which one works the best for the audience.

The process started with planning how the website would be structured and what content/pages were needed.



**Page 1: Home**

As the brand was focused to present the innocence of the children, success and growth the same color palette was used for the website. The home page consists of the Logo on the left top corner, followed by the list of different pages.

A tagline along with the mission statement and the services provided are mentioned.

**Page 2: Our Story**

This page consists of the story behind how and why the organization was started.

**Page 3: Team**

This page consists of the key members of the organization along with their roles.

**Page 4: Programs**

This page talks about the organizations Educiaad Me partnered with and the impact they created.

**Page 5: Join Us**

This page is a shout out to volunteers and donors who are interested to be a part of the organization.

**Page 6: Contact Us**

This page has all the information necessary for the potential audience to contact the organization for further information and concerns. (Please refer to Appendix 2, for the website).


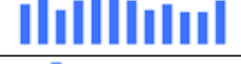






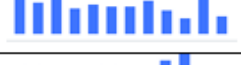







The website was designed in such a way that would be very easy for the visitors to navigate the information they need very quickly. It is also designed to be mobile friendly and optimized according to mobile viewing. A Call-to-action button is placed at the bottom which will direct the audience to the contact us page.

Moving forward, Educiad Me would incorporate more pictures taken during the sessions and a blog that will post articles about the importance of education, why it is necessary to choose your passion and so on. They will also share testimonials and success stories of students who were a part of the program and benefited from it. This would not only engage the audience but also build trust and get them involved with the organization for a greater cause.

The website: <https://educaidme.org/>

To optimize the website's visibility Search Engine Optimization is essential. It will also help the organization reach a wider audience and spread awareness.

As the website was developed very recently, Educaid Me decided to create an SEO strategy with goals to increase organic traffic. As the organization is recently established, the resources are very limited. Being in the nonprofit industry, Educaid Me began SEO by determining the end users and their goals (volunteers, donors, and partners). They decided which topics they would want to be known for like education, career, guidance, counseling etc. Then conducted research about the keywords that are most relevant to the topics and the organization that potential audience would search for. The list was also altered according to target keywords that would help with the website ranking. A list of Keywords was selected based on volume, searches and yearly trends: (using similarweb keyword generator)

KEYWORD	VOLUME	SEARCHES	YEARLY TREND
EDUCATION	557,540	474K-631.9K searches	
NONPROFIT	21,000	16.5K-22.2K searches	
STUDENTS	117,270	97.7K-139K searches	
UNDERSERVED	15,500	11.2K-26.2K searches	
EMPOWER	342,140	124.5K-620K searches	
NEXT GENERATION	23,860	16K-29.3K searches	
CARRER	319,780	252.8K-375.8K searches	
CLARITY	159,660	148.5K-178K searches	
CONFIDENCE	236,320	181.6K-300.7K searches	
MENTORSHIP	45,330	30.4K-54.2K searches	
LESS FORTUNATE	2,590	1.3K-4.3K searches	
FORMATIVE YEARS	19,820	13.8K-28K searches	
PROFESSIONAL	377,660	344.7K-412.9K searches	
PERSONAL	509,320	394.3K-681.8K searches	
DEVELOPMENT	233,590	189.5K-272.1K searches	
OPTIONS	114,310	84K-133.4K searches	

NOTE:

1. **Volume:** The average number of monthly searches for this keyword over the past 12 months.
2. **Searches:** Range for search volume for this keyword over the past 12 months.
3. **Yearly Trends:** Search volume for this keyword over the past 12 months.

A thorough analysis will be done to understand how to map and place these keywords to pages within the website.

The next step is to create content that is relevant and of high-quality that provides more value. They plan to include blog posts, videos and case studies of the children who benefitted from the organization. Currently, they are partnered with two organizations and plan to link their websites and ask them to link back to Educiaid Me's website to increase reach. Moving forward, they will use social media to ramp up the content and drive traffic to their website by including relevant hashtags and keywords in their posts. After a span of four months a SEO audit will take place to track:

- **Traffic:** This refers to the number of people visiting the page. It will help in understanding how many people visited the website and where the traffic is coming from.
- **Engagement:** This refers to how long people are spending on the website and how many pages they are visiting.

The team decided to make use of google analytics, to measure these metrics.

As the Contact Us page has a form which asks for the interested persons email, this can also be used to track the effectiveness.

## 6. Social Media and Content Marketing

With the social media strategy, Educaid Me is targeting students who are going to graduate from 10th standard, volunteers, and donors. The goal of social media presence is to:

- **Increase Brand awareness-**
  - To increase awareness about Educaid Me missions and objectives.

- To increase awareness among students about the importance of career planning, the skills needed to succeed in a workplace.
- To increase awareness among volunteers and donors about the organization and opportunities for them.
- **Increase number of followers and share information about various career options and other related topics with audience.**
- **Increase Engagement-** To engage with the audience, build meaningful relations and getting feedback from them. To increase engagement, Educaid Me can respond to DM's, comments within a timeframe and ask followers to share their experiences.
- **Increase reach-** To expand Educaid Me's objectives to wider audience and drive traffic to the website which gives more information about various services and programs offered.
- **Increase number of clicks to website from social media platforms-** To track this Educaid Me can measure the conversion rates of visitors to participants in the programs.

To achieve these goals, creating social media profiles on various platforms like Facebook, Instagram, LinkedIn, and twitter will help in connecting with the audience.

As Educaid Me recently started, the team decided to focus on Instagram first and later move on to Facebook, LinkedIn and twitter respectively. Firstly, the organization will introduce Educaid Me to the followers through mission, values, and goals. Then share stories of people that inspired to start the nonprofit and explain how they wish to help the underserved students. Introduce the team and partners. To keep it engaging, the organization decided to post videos of how to

choose a right career path, benefits of volunteering, interviews of professionals who choose non-traditional career paths and their success and challenges.

<b>AIDA Approach</b>	<b>For Volunteers and Donors</b>	<b>For Students</b>
<b>Attention (Awareness)</b>	<p>Share stories of how Educaid Me helped the students. Can post pictures of sessions and students interacting with volunteers.</p> <p>Share updates about work and different opportunities Educaid Me has.</p>	Create eye catching posters and flyers and marketing through social media.
<b>Interest</b>	<p>Share benefits of volunteering and donating.</p> <p>Highlight success stories where Educaid Me impacted the community.</p> <p>Share testimonials about the positive experiences.</p>	Conduct webinars and workshops where they can interact with professionals succeeding in non-traditional career paths.
<b>Desire</b>	<p>Provide specific steps interested parties need to take to get involved with the organization.</p> <p>Highlight the rewards of volunteering and donating.</p>	Share inspiring stories of people who have succeeded in following their dreams despite various challenges they faced.
<b>Action</b>	<p>Provide easy to use sign up forms.</p> <p>Follow up with interested parties by providing more information and answering questions they have.</p> <p>Thank volunteers and donors for their support.</p>	Encourage students to follow social media page, to keep them updated. Provide easy to use resources like career assessments and mentorship programs to get them started.

A table above shows the content that will be posted during each stage of the marketing funnel.

A clear and detailed social media marketing calendar has been developed for the months of June and July (Excel calendar emailed). A similar structure has been followed for both the months. After two months an audit will be conducted to better understand what the best and worst performing posts are, posts with the most engagement, what types of content has the best and worst performance. Moreover, the publish day and time will be checked thoroughly to understand if those work or the calendar will be modified accordingly for the next couple of months.

## **7. Partnerships**

To enhance the awareness of the organization's brand, it is essential for the organization to partner with other non-profit organizations that share similar visions. This will not only enhance the brand but also increase its visibility and access to resources and funding.

The team reached out to two non-profits to conduct pilot sessions to understand where the students were in their current career paths and what is expected out of the organization.

- **Kriti Information Session**

Hosted an information session on the multitude of potential career paths at our disposal. This event was attended by a group of young and exceptionally intelligent girls. The session helped the girls learn about the non-mainstream professions.

- **Wevolve**

Partnered with this organization to conduct sessions around career guidance. The journey started with hosting an information session on a wide range of career tracks a youth can pursue. Now Educiaad Me is working with students to help them decide which stream (Science, Commerce, or Humanities) to choose in 11th grade and career paths associated with each.

Now, Educiaad Me is in talks with other such organizations and Government schools to expand and make a difference in everyone's lives.

## **EMAIL MARKETING**

To expand and grow further, email marketing can be an effective way to promote and raise funds. It also helps in connecting with the audience and keeps them informed and engaged throughout. By incorporating the following plan Educiaad Me, can build a good email marketing strategy.

- **Step 1: Building an email list.**

Aim to collect email addresses of parties interested in the cause. A form has been placed on the website asking for potential audiences to provide their emails. Moving forward, stories can be posted on different social media platforms asking for people to sign up.

- **Step 2: Segment the list.**

Once Educiaad Me generates a list it can segment the interested parties based on demographics, locations, interests, engagement levels and classify them into volunteers and donors.

- **Step 3: Subject lines**

As the subject line is the first thing viewed by the audience, it should be appealing and informative to the audience. The voice and tone should match Educiaad Me's purpose which can increase the open rates.

- **Step 4: Create engaging content.**



The content in the email should be clear, educational, and informative depending on the parties the email is sent to. The emails can talk about volunteer opportunities, the insights about the programs conducted, how the organization is performing and upcoming events.

Personalizing emails by addressing the audience with their names can create a connection and build stronger relationships. A call-to-action option, asking people to visit the website for more information will not only increase brand awareness and traffic to the website, it can aid donations too.

- **Step 5: Test and Optimize**

Test different calls to actions, content, and subject lines to understand what works best for the audience and the organization.

To conduct a pilot test, Educaid me will develop a list of audiences from the organizations partnered with. The following email will be sent to a small number of audiences to test the strategy and get their valuable feedback.

**Subject line:** Join us in empowering the younger generation with career clarity and confidence.

Dear (Name),

As a valued supporter of Educaid Me, we wanted to reach out and let you know that our organization is committed to provide career guidance and confidence to underserved students graduating from 10th standard. We believe that every student irrespective of their socio-economic background deserves equal opportunity and access to information about various career opportunities.

Our goal is to provide students with knowledge and resources through workshops, mentorships, and other programs which will help them explore different career paths, develop social skills, and provide enough information to make informed decisions about their future.

We are reaching out to you today to invite you to become a part of our esteemed organization. Here are a few ways you can be involved:

1. **Spread awareness:** please share this email with family, friends and work colleagues who are interested in this cause.
2. **Volunteer:** Educaid Me is looking for volunteers who can help our team members with organizing workshops, presenting, mentoring students to succeed in their future endeavors.
3. **Donate:** You can also wish to support our organization by making a financial contribution. Your support can help us reach more students and provide career counseling, training, and other resources.

If you are interested in becoming a part of our organization, please visit our website <https://educaidme.org/> or contact us at [educaidme1@gmail.com](mailto:educaidme1@gmail.com). We would be more than happy to answer any questions or concerns you have.

We are looking forward to hearing from you. Together, we can make a difference in the lives of our next generation and help them achieve the dreams they have.

Warm regards,

Harika Rudraraju.

This email is clear and concise, it states what the organization is about, its goal and asking for help. Once this email is sent to a sample the organization will move forward based on the feedback received.

To check how successful the awareness email campaign is, the team decided to measure the:

- **Open Rate-** This will show how effective the subject lines are.
- **Click Through Rate (CTR)-** This will show the percentage of people who clicked on the website link and how engaging the email content is.

## **CONCLUSION**

Finally, Educaid Me should prioritize on creating a strong brand identity and building a robust online presence. They have identified their target audience and understood their behavior.

To increase brand awareness, Educaid Me built a website and set up a plan to optimize it according to the search engines. It also mentions that it will include content like blog posts to provide value the target audience.

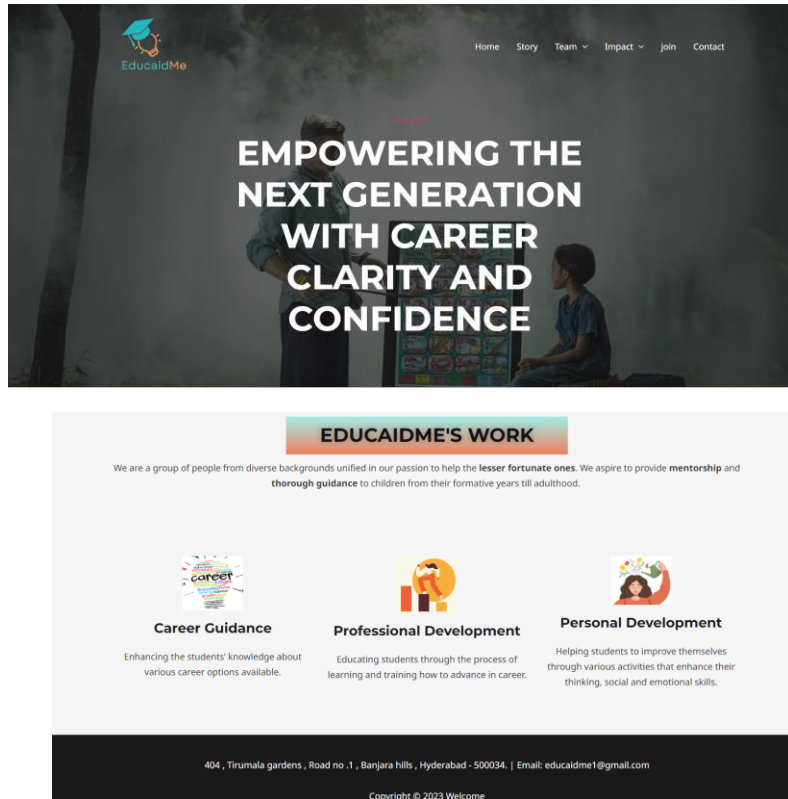
It also plans to leverage social media platforms like Instagram to build a community and drive engagement. To drive engagement, Educiad Me plans to share stories, videos and blog posts that would attract the attention of the targeted audience. The organization will be marketed through email marketing.

Lastly, Educiad Me must build more strong relationships with other organizations that share similar interests to expand the reach and impact of the organization. Additionally, the organization should measure the effectiveness of the digital brand marketing efforts using strong metrics. The data obtained from the KPI's like website traffic, social media engagement and email open rates will help in refining the strategy and optimizing results. This will further help Educaid Me to achieve the short term and long-term goals.

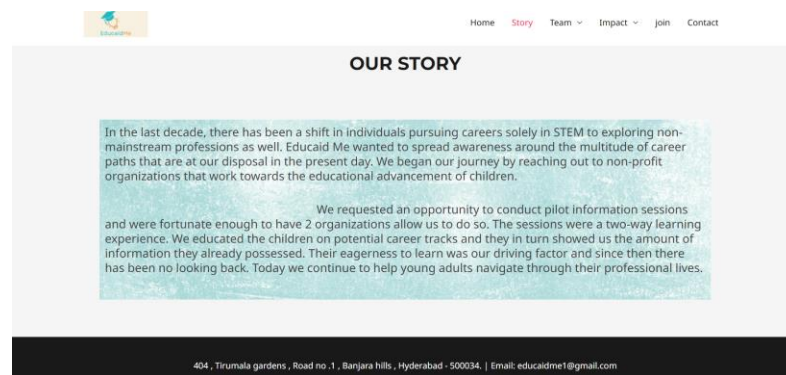
## Appendix

### 1. Website version 1


#### HOME PAGE



#### STORY PAGE




## TEAM PAGE




HomeStoryTeamImpactJoinContact


### MEET OUR TEAM



KUMAR TEJA - Co - founder , Outreach Director



Nitya Mahensara - Co - founder , Content



Harika Rudraraju - Co - founder , Marketing Director

## JOIN US PAGE

## JOIN US AND INSPIRE


### JOIN US WITH



**Career Guidance**  
Enhancing the students' knowledge about various career options available.




**Professional development**  
Educating students through the process of learning and training how to advance in career.



**Personal Development**  
Helping students to improve themselves through various activities that enhance their thinking, social and emotional skills.

## CONTACT US PAGE



## CONTACT US

### WE'RE READY, LET'S TALK.

SEND MESSAGE



### CONTACT INFO

**Address**  
404 , Tirumala gardens , Road no .1 , Banjara hills , Hyderabad - 500034.

**Email Us**  
educaidme1@gmail.com

**Call Us**  
7702011094

**Follow Us**



404 , Tirumala gardens , Road no .1 , Banjara hills , Hyderabad - 500034 . | Email: educaidme1@gmail.com

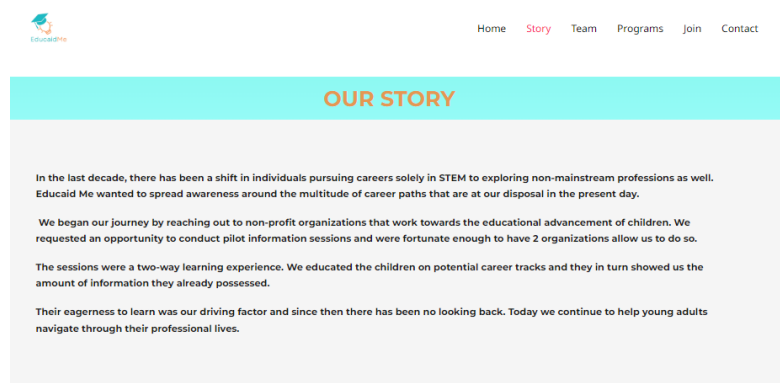
Copyright © 2023 Welcome

## 2. Website version 2 (Final Version)


### HOME PAGE




### STORY




## TEAM

[Home](#) [Story](#) [Team](#) [Programs](#) [Join](#) [Contact](#)


### MEET OUR TEAM



**KUMAR TEJA**  
Co-founder, Outreach Director




**NITYA MAHENSARIA**  
Co-Founder, Content Director



**HARIKA RUDRARAJU**  
Co-Founder, Marketing

## PROGRAMS

[Home](#) [Story](#) [Team](#) [Programs](#) [Join](#) [Contact](#)

### PROGRAMS

**Kriti information session**

Hosted an information session on the multitude of potential career paths at our disposal. This event was attended by a group of young and exceptionally intelligent girls. The session helped the girls learn about the non-mainstream professions.


[JOIN US](#)

**Wevolve career coaching**

Partnereed with this organization to conduct sessions around career guidance. The journey started with hosting an information session on wide range of career tracks a youth can pursue. Now Educad Me is working with students to help them decide which stream (Science, Commerce, or Humanities) to choose in 11th grade and career paths associated with each.


[CLICK HERE](#)

## JOIN US

[Home](#) [Story](#) [Team](#) [Programs](#) [Join](#) [Contact](#)


### JOIN US AND INSPIRE

#### JOIN US WITH




**Career Guidance**

Enhancing the students' knowledge about various career options available.



**Professional development**


Educating students through the process of learning and training how to advance in career.



**Personal Development**

Helping students to improve themselves through various activities that enhance their thinking, social and emotional skills.

CONTACT US



WE'RE READY, LET'S TALK.

Your Name

Email Address

Message

SEND MESSAGE

CONTACT INFO

**Address**  
404, Trumala gardens , Road no.1,Barjora hills , Hyderabad - 500034.

**Email Us**  
educandma1@gmail.com

**Call Us**  
+91-7702011094

**Follow Us**

