

# Channels

What Channels (paid and non-paid) will we be using? How will we communicate our value proposition more adequately to each customer segment? Are these connected? How will they get our product?

As mentioned in Lessons Learned we can divide Channels in four roles (Marketing, Sales, Distributions, After Sales Support). However, we will focus on Marketing and Sales, developing the exercise made in class.

## University Students

### Marketing

**Social Networks.** University Students are heavy users of Social Networks. We will try to convey our message through several of these new Marketing tools.

*Facebook.* We already created a Facebook group page and shared with all our friends, which in they turn, will share to their friends, hopefully spreading our Project throughout Facebook in few weeks.

*Linkedin Group* – A Linkedin Group was also formed, aiming to deliver our message in a Business-like environment, attempting to reach students interested in these type of Projects.

*Pinterest* – This network has been considered a powerful tool to generate traffic to a certain business page (blog for instance). We didn't only pinned our content in an album, but we also pinned posts which could be considered interesting for our target customers. For instance, social network facts and new technologies coming out – this way they will start following us and then, probably be interested in our own content! We highly advice anyone who wants to use it for this purpose to watch the "Using Pinterest to Get Free Traffic" video: <https://www.youtube.com/watch?v=R5topfpM6fg>

*Instagram* – We also created a profile in this social network, aiming to transmit our message through images!

We expect to use more and more of these platforms, especially because they are somehow connected, allowing one person to follow them all! For instance, our Pinterest has pins which present the Facebook Group and Instagram. Besides, as we will talk further on, these interactions will also allow us to create a relationship with our customers through constant feedback and discussion.

**Blog.** The blog will be an important tool to convey our message. It describes exactly our journey, so everyone can understand exactly our product's benefits and its adaptation. Constantly up-to-date with interest content, as we will see, it is an essential customer relationship channel.



**University Website.** University Websites are completely connected with our platform, since they have a high traffic of University Students. Having a LeadTeam advert in both the website and app of Católica, may help us understand if students would actually pay attention to the advert and click on it!

**QR Code.** Spamming Católica hallways with a QR-Code will make people curious about our platform and visiting our blog and Landing page, learning more about our value proposition.



**PPC.** Soon we will create an AdWord hoping to reach more and more people searching for University teamwork-related words/expressions on Google Search Engine.

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**SEO.** We include in our blog several words related with teamwork and our value proposition, aiming to be higher and higher in a search engine.

**Viral Marketing.** In this matter we expect to promote some contests among our Social Network followers, rewarding the person with highest number of likes in its group's share. They will be our salespersons! Besides, this will allow us to create a community around our project, increasing the number of followers!

**Word-of-mouth.** Never underestimate the word-of-mouth power – so we will talk with our friends with enthusiasm about our Project. Involving them in this developing phase (interviewing and asking for feedback) will make them feel they are also part of the project, ultimately, making them sharing with their own friends!

## Sales

The **LeadTeam Platform** itself and **App Store** will be our sales points.

## Universities

### Marketing

**SEO and the LeadTeam platform** may be an important channel – do Universities search for new solutions on Google? If this is a valid Hypothesis we may also conclude PPC is an effective channel.

**E-mail Marketing and Tele-Marketing.** Having a person dedicated to constantly contact Universities through e-mail and telephone.

**Innovation products fairs.** Several fairs related to entrepreneurship and innovative products are held. We could participate in some, so Universities representatives could actually see the team and understand exactly what their benefits in subscribing our platform are.

Nevertheless, our strategy implies that Universities would ask for our platform as soon as students start using it, so we will focus firstly on this segment in order to naturally attract the latter.