

Marketing Strategy

When we started the non-profit Happy Bootcamps where thousands of people in different countries have joined for free so they can exercise together and learn to be healthy, it created a community that would rave about the experience and would invite their friends next time. Through this strategy of offering a high-value experience for free, we impact society in a positive and healthy way while at the same time it builds our list of contacts, some of which would be interested in a higher package called The Transformers Bootcamp. Through this approach, the business leveraged on word-of-mouth and referral marketing which would eventually generate £364,000. This is why we will use this as a marketing strategy for the children's health industry.

We patterned this strategy on some of the marketing experts such as Gary Vaynerchuck and Tony Robbins. They use a strategy of giving so much value first, and people can learn a lot for free, which in turn builds trust and builds a strong relationship with the client. We have found this strategy to be effective in the Happy Bootcamps and The Transformers Bootcamps. We also use strategies such as Education Marketing and Experts Positioning by educating our target market about what they need to know, this strategy is based on Brendon Burchard who is also a NY Times Bestselling author and marketer.

The marketing strategy involves:

1. Market - The target market focuses on parents, teachers, schools, and children, organizations, as well as leaders and influencers and affiliate partners.
2. Message - Offering free resources to give high-value to our target market. The sales that we make are all indirect and in the backend.
3. Medium - Using both online marketing and offline marketing strategies.
4. Barrier - Multiple touches of at least 7 touches, to overcome the buyer resistance by marketing to them on multiple platforms.

Market

We will target parents, guardians, teachers, schools, non-profit organizations, and children and reach them through both online and offline means.

We can conduct free seminars in schools and organizations to generate word of mouth. At the same time, we will record these free seminars and put them on the website so that people can watch them for free. The free seminars can focus on educating the teachers and leaders of the school about how they can better guide their students. The

second free seminar is given to the students who will receive the free seminar and workshop on how they can live healthy.

By using the best-buyer strategy, which means focusing on buyers that have influence such as leaders, influencers, non-profit organizations, and schools we can reach more people. Our best buyers will be the top 100 schools and children's non-profit organizations in the UK and the leaders and decision-makers of those schools. The best-buyers will also be the top 100 online influencers in the children's health industry which includes people with a large number of followers in Facebook, Twitter, Instagram, Youtube, Snapchat, and other online platforms.

We will use an affiliate-marketing strategy by identifying people who can reach more of our target market, where they can earn commission on sales. Most of them will already have a large number of followers and are already selling their own products online but they are looking for new products that they can promote to their followers. We will provide them with resources they can use such as banners that they can put on their website, articles they can post that link back to our website, as well as referral links that will keep track of their sales.

The focus will be on the UK first, then gradually expand to the US and other countries worldwide to optimize the positive impact on the health of the children and society.

The market funnel will consist of this structure:

- 10% direct buyers – who are hungry to buy
- 20% potential buyers – who may buy but are not yet decided
- 30% interested in the concept – they are interested in the concept but not yet interested in buying. However at this point they will participate in sharing the free opportunities to their friends and acquaintances which generates word of mouth.
- 50% not-interested – who at first they will not be interested at all, but after multiple marketing touches they develop some interest

Our role is to convert those who are not interested to become interested, and those who become interested to potential buyers, and those who become potential buyers we convert them into direct buyers who are hungry to buy.

To optimize our reach, we need to create content for these four types of the target market, and set the process so that they are funnelled to gradually become direct buyers. Through our free structure that provides high value, we will generate word-of-mouth and referral marketing from people who are raving about the free seminars and

free resources that we provide them. This will allow us to reach a wider audience with less effort.

Message

We will create different types of content targeted for different segments of our market. The content will follow principles of building the Marketing Core Story, which is based on Tony Robbins' Ultimate Business Mastery. This strategy involves

The format of the content will be:

1. Videos – that people can watch about children's health.
2. Podcasts (audio) – that people can listen to any time of the day to maximize their time for their continuous learning and growth.
3. Online PDF Books – online books that parents, teachers, and children can use.
4. Blog articles – that people can read on the website.
5. Nursery rhymes – that children can watch on the video or listen to the audio so they can develop their vocabulary while learning about health.

The content we produce will be segmented to focus on different target markets:

1. Content for parents – parents are looking for guidance on parenting advice, their child's health, and their child's education. They are looking for resources that they can rely on to teach their children valuable life lessons and skills.
2. Content for teachers – teachers are looking for advice and resources that they can use to improve their teaching in classrooms and how to make their students more attentive and focused on the lessons.
3. Content for children – children need resources such as nursery songs, videos, mobile apps, and free colourful books that the parents can have them watch. This will teach them through audio and sensory and
4. Content for schools and organizations – schools need resources that they can use throughout their entire organization and we can offer them this content through free seminars and free workshops.

Medium

We will utilize both online and offline platforms to deliver our high-value message, our content, the free seminars and the free workshops.

The platforms where we will distribute the content to are:

1. Academy For Health Superheroes Website – as the authority website that will become the go-to place for parents, teachers, and children to get resources that they will need for healthy education
2. Youtube – for distributing the videos
3. Podcast platforms such as iTunes, Google Play, SoundCloud, Spotify, and others.
4. Amazon – for distributing the electronic and paperback version of the books
5. Social media platforms such as: Facebook, LinkedIn, Twitter, Instagram
6. Goodreads – which is where millions of book lovers congregate
7. Email marketing – through Aweber
8. Search Engines – through Search Engine Optimization we will get organic traffic from Google, Yahoo, and Bing
9. Advertising – through Google Adwords and Facebook Marketing we can reach our target market
10. Google Play – for distributing the App on Android platforms
11. Apple App Store – for distributing the Apple version of the app
12. Blogging Platforms – such as Tumblr, Medium, Blogspot, Wordpress, and others to distribute the blog articles

Barrier

With the bombardment of advertisements and marketing in the TV, on the email, on social media, and everywhere in our lives the average customer is overwhelmed. That is why we need to stay on top of their mind through repetitive touches in marketing.

This means that we will regularly produce content that will be sent to them through the different mediums. This will remind them and encourage them to keep coming to our website for more resources, and when they are in need of more resources they will

decide to buy from the one that they trust—which is the Academy For Health Superheroes.

We will engage with our target market using the social media, building trust with them and developing the relationship by giving them a lot of free high value content. We will connect with them through email once they opt-in to our email list. We will give them new podcasts, videos, and blog articles to keep them engaged and coming back for more.