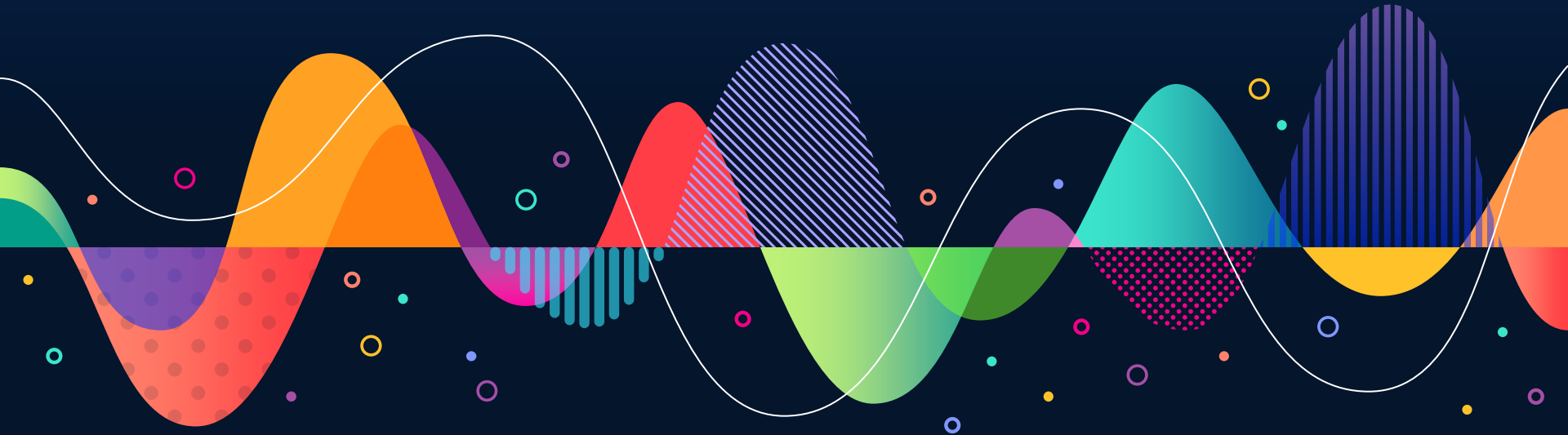


# Postgraduate certificate in Technology Marketing

## Creative Pitch



# Table of Contents

page

3

*Introduction*

page

5

*Objectives*

page

6

*Target Audience*

page

8

*Core Creative Idea*

page

10

*IMC Breakdown*

page

11

*Digital Media*

page

18

*Content & PR*

page

22

*Experiential Events*

page

28

*Calendar & Budget*

page

29

*Picture of Success*

# Introduction



Everything around us is either created or disrupted by technology.  
The rise and continuous growth of IT/ Technologies companies will continue.  
We need to equip today's generation to lead the evolution of tomorrow.  
Currently, 49% of marketing vacancies are in the IT and Technology Industry (Linkedin 2021).  
Therefore, we want to urge George Brown College to consider the option of offering a Post-Graduate Certificate in Technology Marketing developed ***by and for the Industry.***

*This presentation outlines Team's 2 creative and media plan for the launch.*

# Business & Campaign Objectives



- ▶ Launch and generate awareness of the Postgraduate certificate program in the Canadian market.
- ▶ To drive >10,000 visits to the program webpage on GBC's website from May 2021 to December 2021.
- ▶ To generate 100 applications and a minimum of 35 enrolled students for the Postgraduate certificate in Technology Marketing, by Winter 2022. (C\$200k)
- ▶ Maximize our proposed budget of \$43,000 for lead generation

# TARGET AUDIENCE

## Demographic

- Male & Females with annual HH income +\$40k
- Age 22 – 35 years
- Graduates of Information Systems, Communications, Technology, IT or Marketing related programs

## Behavioural

- Tech-Savvy
- Early adopter

## Psychographics – values & lifestyle

- Passionate about career in Technology marketing
- Desire and willingness to grow they want to be seen as a successful person.
- Aspiration - They want to work for big tech companies (Google, Shopify, Facebook, Instagram)
- Values' personal development
- Tech savvy, trendy, early adopters, like digital games, causal wear dressing
- Fun – the target is young at heart – they make time to play.

**Jason Nylander**

**Bio:** Jason has been employed as a Software Tester at Digitalive, an IT company that develops software. He has been employed for two years after graduating with a degree in Computer Science. Although he's satisfied with his current position, he's been thinking about his future, which includes a post-graduate degree and potentially a career advancement. He is really interested in becoming a marketer while also utilizing his technological knowledge. This seems to be perfect time for him to go back to school as he doesn't have any personal commitment, but wants to be sure he picks the right school and the right program.

**Goals:**

- To feel success in advancing the career in IT that he is really passionate about.
- To work as a Product Marketing Manager at Synprosys Software.
- Finding a reputable college to pursue studies in Technology Marketing.

**Frustrations:**

- Jason is unable to find a post-graduate program that combines marketing and IT.
- Looking for a reputed college that is worthy of his time and money spend.
- He is unable to find any college that offers WL.

**Personality:**

Introvert	Extrovert
Thinking	Feeling
Intuitive	Analytical
Perceptive	Easy-going

**Motivation:**

- Achievement
- Growth
- Power
- Curiosity

**Brands:**

- LinkedIn
- World Campus
- C&T RCAT

**Preferred Channels:**

- Traditional Ad.
- Online & Social Media
- Referral

**Alisa Reves**

**Bio:** Alisa is working as a digital marketing assistant in a social media agency. She has been employed for one year after graduating from the communication and design department. She has recognized great potential in the IT sector and wants to improve her skills for career advancement. She wants to do a PG program that gives her the hands-on learning experience to get a marketing job in the ICT and digital technologies industry.

**Goals:**

- Becoming a digital marketing manager in an IT company.
- Completing a program that will help her reach her career goals in the IT sector.
- Working in a giant company like Google, Spotify, or Netflix.

**Frustrations:**

- Not being able to find a program that fits her needs.
- If she ends up not getting a good education that satisfies her.
- Unfamiliar with technical IT words.

**Personality:**

Introvert	Extrovert
Thinking	Feeling
Intuitive	Analytical
Perceptive	Easy-going

**Motivation:**

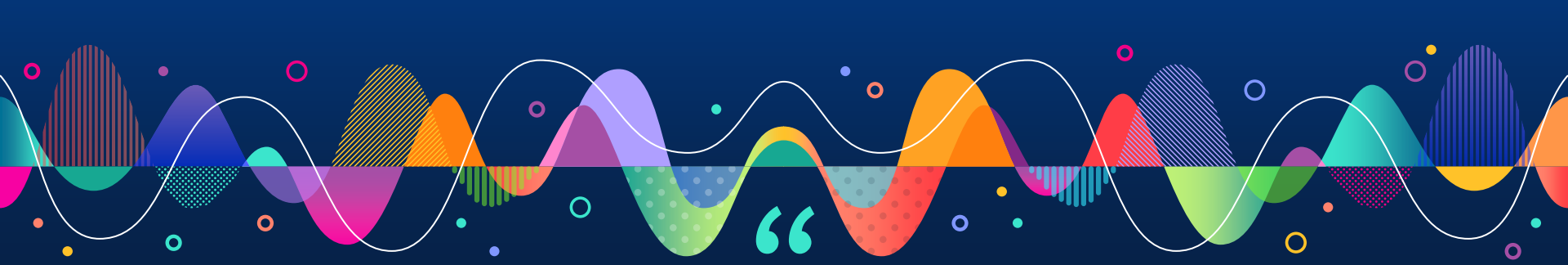
- Growth
- Power
- Achievement
- Convenience

**Brands:**

- Netflix
- Google
- Instagram
- Spotify

**Preferred Channels:**

- Traditional Ad.
- Online & Social Media
- Referral



*"The real danger is not  
that computers will begin  
to think like men, but that  
men will begin to think like  
computers."*

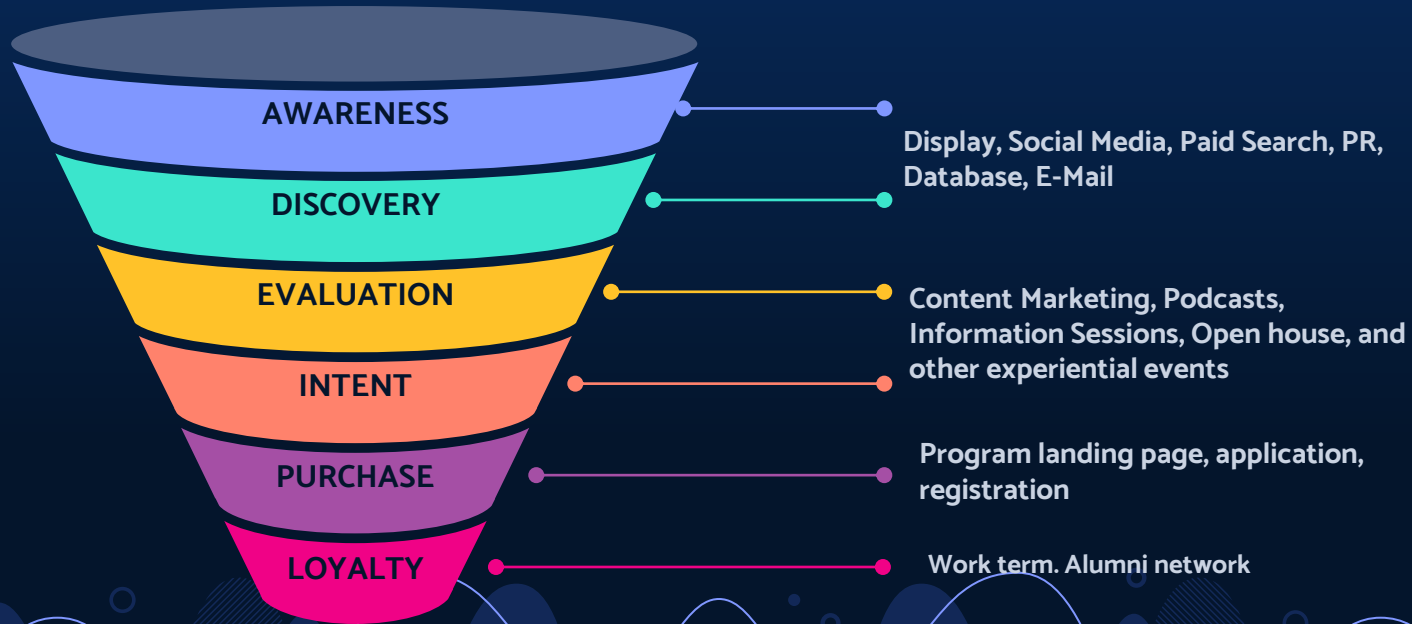
- Sydney Harris

# CORE CREATIVE IDEA



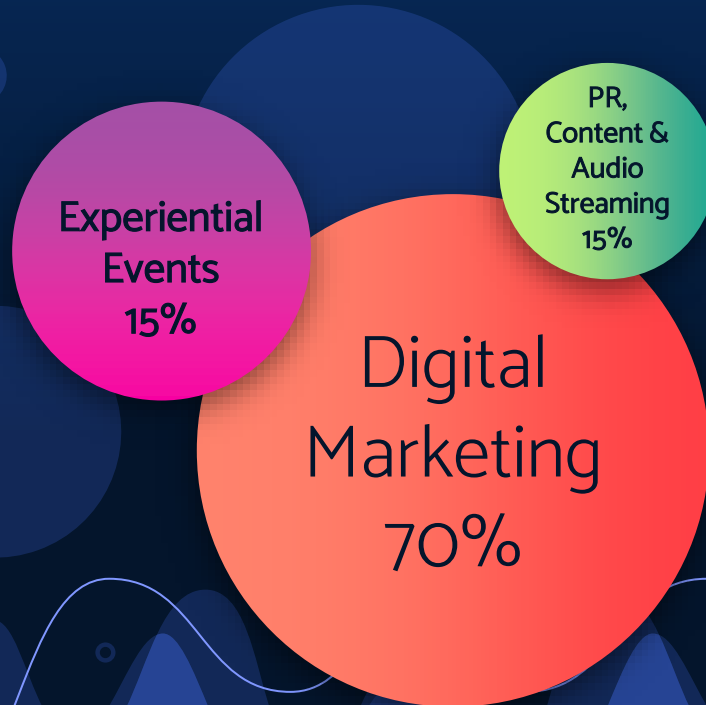
“BE THE MARKETER  
OF THE FUTURE”

# FUNNEL





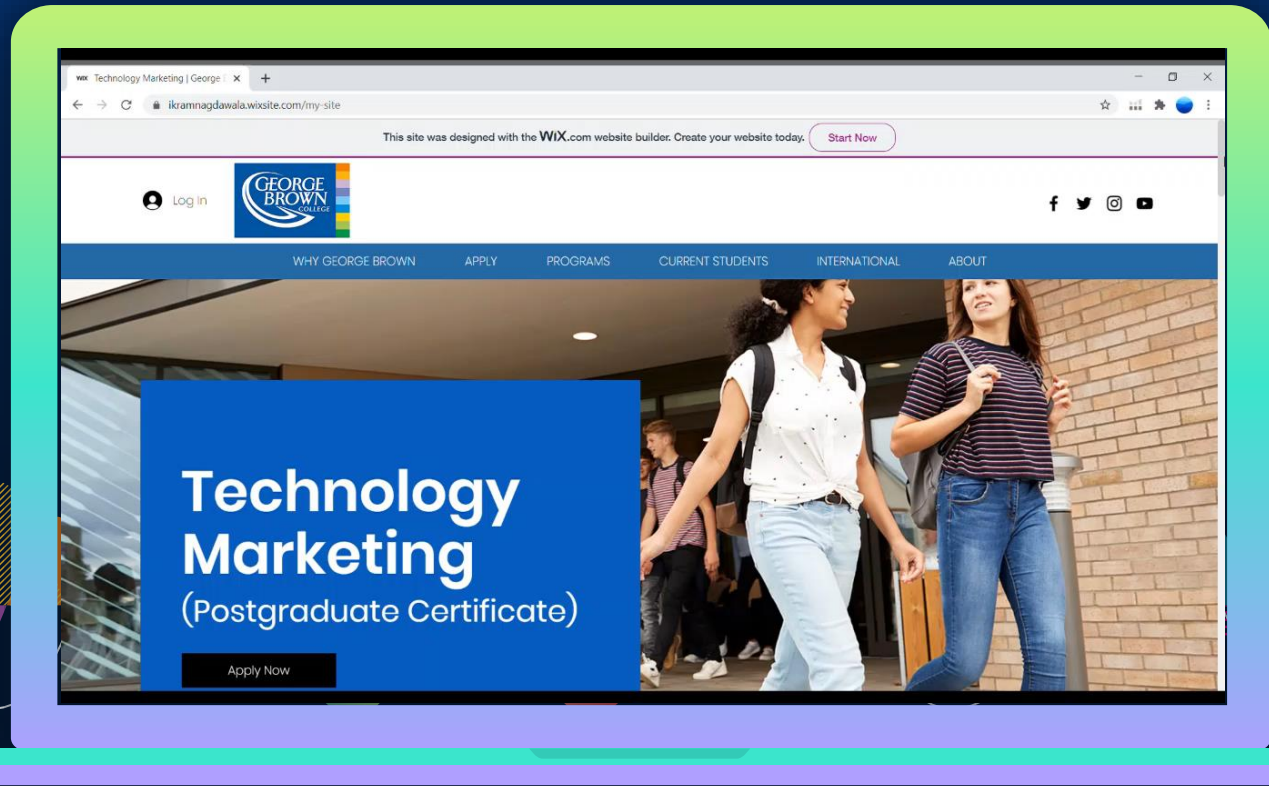
# IMC STRATEGY BREAKDOWN



# Digital Media Marketing

- 
- ▶ Campaign/Program Landing Page
  - ▶ Search Engine Marketing
  - ▶ Paid Media Marketing
    - ▶ Display Ads
    - ▶ Search Ads
  - ▶ Social Media Marketing
  - ▶ Database & Email Marketing
  - ▶ Content Marketing

# Program/Campaign Landing Page



# Search Engine Marketing



KEYWORD	SEARCH VOLUME	GOOGLE INDEXED PAGES	COMPETITION	BUYING CYCLE
Marketing course	1,000	7,390,000,000	Extremely Competitive	Research
Digital marketing course	10,000	1,730,000,000	Extremely Competitive	Assessment
Technology marketing	1,000	3,000,000,000	Extremely Competitive	Research

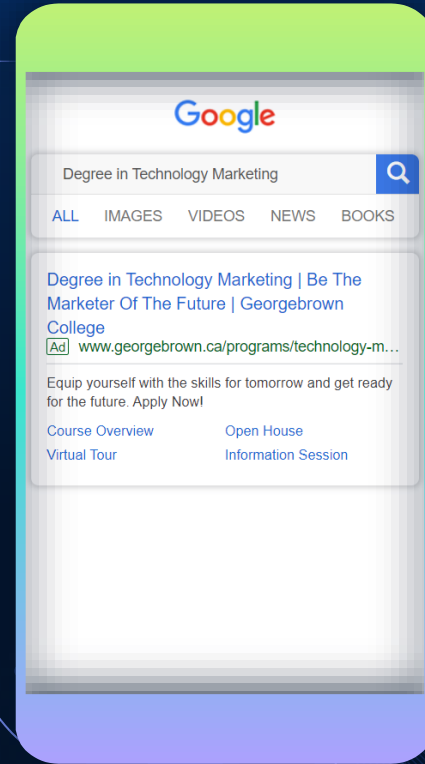
# Paid Media

## Paid Search

### Keywords

- Marketing in Technology sector course
- Degree in Technology Marketing
- IT marketing courses in Canada
- Tech marketing program
- Tech marketing course in Canada

Buying Cycle: Awareness, consideration



Paid Media  
-Display  
-Social Media

George Brown College  
Sponsored

Be The Marketer of The Future



Technology Marketing  
(Postgraduate)  
40 weeks program

Apply Now

396 562 Comments 311 Shares

Like Comment Share

BE THE MARKETER OF THE FUTURE



Technology Marketing  
Postgraduate Certificate

Apply Now



George Brown College  
Sponsored

Be The Marketer of The Future



Technology Marketing  
(Postgraduate)  
40 weeks program

Apply Now

396 562 Comments 311 Shares

Like Comment Share



Technology Marketing  
40 weeks program

Be The Marketer of The Future

Apply Now

George Brown College  
Sponsored



Learn More

416 likes

George Brown College: Technology Marketing Postgraduate Certificate - Be The Marketer of The Future

George Brown College  
Sponsored

Be The Marketer of The Future



Technology Marketing  
(Postgraduate)  
40 WEEKS PROGRAM

Apply Now

396 562 Comments 311 Shares

Like Comment Share

# Social Media Marketing



**Facebook**

Awareness



**Twitter**

Awareness



**Instagram**

Awareness



**Youtube**

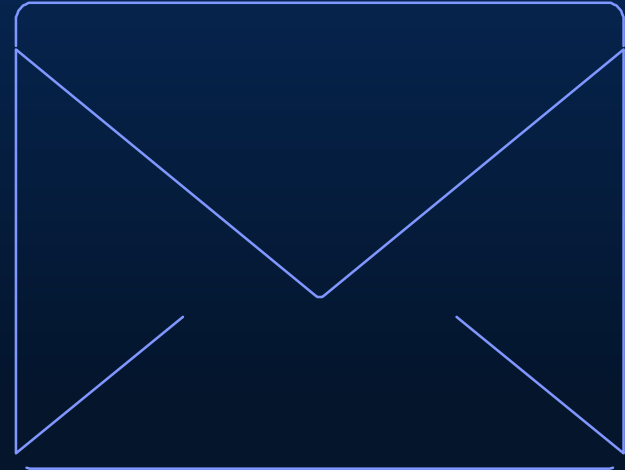
Awareness  
Conversion

# Database & Email Marketing



Direct Email to:

1. Graduates from IT programs at GBC and other colleges /schools/ universities to introduce the program and invite for an information session
2. Current/Past students of the Centre of Business and perhaps GBC, introducing the program and inviting for referrals





# Content Marketing :

Blogs, Infographics, Podcasts

- 1. Top 5 skills in demand for marketers in the Technology Industry ?*
- 2. Are you equipped to be the marketer of the future? 5 things you should know*



Content pieces will be published and shared the 3<sup>rd</sup> week of each month starting in May 2021



12 sec audio ad

## Audio/Streaming: Podcasts + audio ads

- Weekly topics
- Interview with CEO/HR from an IT/technology organization once a month.

A screenshot of a podcast player interface. At the top, it says "new episode" in orange script. Below that, the title "WHAT IS TECHNOLOGY MARKETING?" is displayed in white. The main image shows a smartphone displaying the podcast cover, which features the George Brown College logo and the title. Below the phone, there are playback controls including a play button, a progress bar, and a volume icon. To the right of the phone, the text "listen now" is written vertically. At the bottom left, there are icons for YouTube, Spotify, and Apple Podcasts. At the bottom center, a button says "LISTEN TO NEW EPISODE".



•press releases •newsletters • email marketing •advertising •web sites •facebook  
•twitter •press kits •brochures •articles •writing •events •invitations •menus •flyers  
•posters •postcards •business cards •mailing lists •promotional products •press releases  
•newsletters • email marketing •advertising •web sites •facebook •twitter •press kits  
•brochures •articles •writing •events • invitations •menus •flyers •posters  
•postcards •business cards •mailing lists •promotional products •press releases •newsletters  
• email marketing •advertising •web sites •facebook •twitter •press kits •brochures  
•articles •writing •events • invitations •menus •flyers •posters •postcards •business  
cards •mailing lists •promotional products •press releases •newsletters • email marketing  
•advertising •web sites •facebook •twitter •press kits •brochures •articles •writing •events  
•invitations •menus •flyers •posters •postcards •business cards •mailing lists  
•promotional products •press releases •newsletters •email marketing  
•advertising •web sites •facebook •twitter •press kits •brochures •articles •writing •events  
•invitations •menus •flyers •posters •postcards •business cards •mailing lists •promotional  
products •press releases •newsletters • email marketing •advertising •web sites •facebook  
•twitter •press kits •brochures •articles •writing •events •invitations •menus •flyers  
•posters •postcards •business cards •mailing lists •promotional products •press releases  
•newsletters • email marketing •advertising •web sites •facebook •twitter •press kits  
•brochures •articles •writing •events •invitations •menus •flyers •posters •postcards  
•business cards •mailing lists •promotional products •press releases •newsletters • email  
marketing •advertising •web sites •facebook •twitter •press kits •brochures •articles  
•writing •events •invitations •menus •flyers •posters •postcards •business cards

# Press release

## Will be distributed to

- Main media houses across Canada
- Target audience influencers (lifestyle & technology)

21.May.2021

### POWERBEATS PRO

Powerbeats Pro earphones are built to revolutionize your workouts. With zero wires to hold you back, you'll always have your music to motivate you.

“

Totally wireless Powerbeats Pro earphones are built to keep you moving

”



#### George Brown college partners with Technology giants to offer a technology marketing program

The new Post-Graduate Certificate offered at GBC harmonizes technology and marketing courses to prepare the students for the technology marketing field. The main approach followed throughout the course is "Be the marketer of the future".

As the world moves further towards the Technology (AI/Robotics) era, there is a strong need for Marketers to be able to connect to human consumers to influence their behaviors and attitudes towards technology.

The Technology Marketing Certificate is developed in consultation with Technology employers and has a faculty of industrial practitioners. This course goes beyond textbook training, learners are provided with a work term to gain hands-on experience in the field.

GBC offers live information sessions with the faculty for more information on this course. Visit [www.georgebrown.ca/technologymarketing](http://www.georgebrown.ca/technologymarketing)

#### About George Brown College

George Brown College of Applied Arts and Technology is a public, fully accredited college of applied arts and technology with three full campuses in downtown Toronto. Like many other colleges in Ontario, GBC was chartered in 1966 by the government of Ontario.

[www.georgebrown.ca](http://www.georgebrown.ca)

# EXPERIENTIAL EVENTS

Open House



Virtual Tours



#Askmeanything  
Live Q&A



Information  
Sessions



"Taste of a Course"  
with Faculty

Postgraduate Certificate in Technology Marketing

# Open House

## Open house

Join us on the virtual open house to connect with our current students and to learn more about our new program **“Postgraduate in Technology Marketing”**



Virtual Tour



Join us for a virtual experience at  
George Brown College!



**Postgraduate Certificate in Technology Marketing**



Discover our on-campus facilities for teaching, the library  
and leisure activities with our 360-degree tour.

The complex block features a blue header with white text, a yellow banner with black text, a central photograph of the college building with students, and a blue footer with white text. The George Brown College logo is positioned in the top right corner of the header area.

## Information Sessions



Postgraduate Certificate in Technology Marketing

Live and pre-recorded Information Sessions

Watch our Virtual Information Sessions to learn more on GBC's missions, programs offered, admissions, career opportunities and our financial aid process.



# “Taste” of courses with Faculty



**Postgraduate Certificate in Technology Marketing**

**“Taste” of courses with Faculty**

Interested in learning more about the Postgraduate Certificate in Technology Marketing certificate?  
Join us in a live session with our faculty to get a taste of the course and the GBC teaching and learning approach. You will also learn about career opportunities in the Technology Industry

## #askmeanything with Alumni/Faculty

### #askmeanything with Alumni/Faculty

New to GBC? These virtual Q&A sessions are conducted by our experienced faculty and alumni.

For more information on our new program "Postgraduation in Technology Marketing" meet the head of our Business school and alumni for a live session!

BE THE  
MARKETER  
OF THE  
FUTURE

Postgraduate Certificate in Technology Marketing

# Calendar & Budget

2021 MEDIA PLAN										
Week beginning Monday	April	May	June	July	August	Sept	Oct	Nov	Dec	BUDGET
<b>PUBLIC RELATIONS</b>										<b>0.00</b>
PRESS RELEASE		■				■			■	
<b>EXPERIENTIAL EVENTS</b>										<b>8,000</b>
OPEN HOUSE		■		■		■		■		■
VIRTUAL TOURS			■	■	■	■	■	■	■	
INFORMATION SESSIONS			■	■	■	■	■	■	■	■
TASTE OF COURSES WITH FACULTY				■		■		■		
ASK ME ANYTHING WITH ALUMNI / FACULTY				■		■		■		
<b>DIGITAL STRATEGY</b>										<b>50,000</b>
PROGRAM WEB PAGE	■	■								
EMAIL & DATABASE			■	■	■	■	■	■	■	■
CONTENT			■	■	■	■	■	■	■	■
SEARCH			■	■	■	■	■	■	■	■
DISPLAY			■	■	■	■	■	■	■	■
VIDEO			■	■	■	■	■	■	■	■
IG			■	■	■	■	■	■	■	■
TIKTOK		■	■	■	■	■	■	■	■	■
<b>TOTAL</b>										<b>58,000</b>

January 2022

# 250,000 unique visitors

with 2 mins average time spent on page

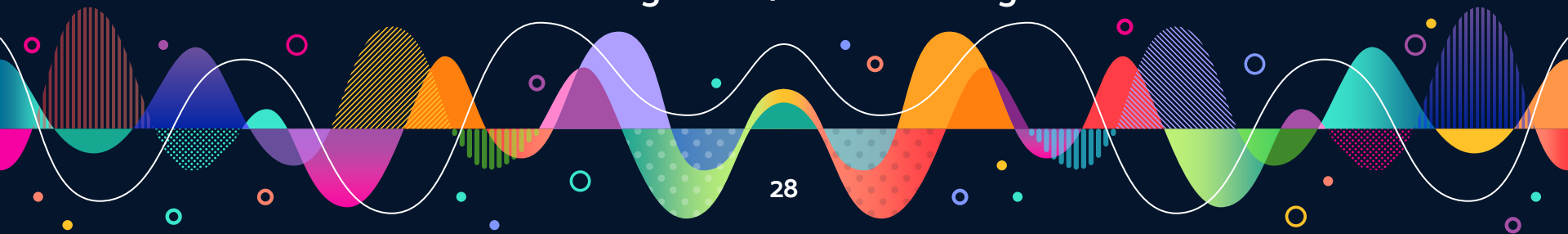
Picture of Success  
Campaign

## 100+ shares or positive comments

By Jan 2022

## 30% share of voice

among main 4 Ontario colleges



Picture of Success  
Campaign

250,000\$

Revenue

35+ enrolled students

By Jan 2022

100% on budget

Total success!

# CTV NEWS

22TH JANUARY 2022

FIRST EDITION



## Ontario releases more details on how people in COVID-19 hot spots can get the vaccine and Ford says "Hold on, Stay home"

TORONTO -- The Ontario government has released more details on how people in eligible groups and in COVID-19 hot spots can get their vaccine.

In a technical briefing Tuesday, officials said that more than 3.3 million doses of COVID-19 vaccine have been administered in Ontario, although only about 335,000 Ontarians are fully vaccinated with both shots.

While the province has the capacity to administer 150,000 doses per day, officials warned that shipment delays and "lack of visibility of vaccine volumes in May" could have an impact on the rollouts progress. Specifically, officials say that delayed shipments of the Moderna vaccine have a "significant impact on continuity of clinic operations."

## GBC has successfully started new Technology Marketing program with 45 students

The new Post-Graduate Certificate offered at GBC harmonizes technology and marketing courses to prepare the students for the technology marketing field. The main approach followed throughout the course is "Be the marketer of the future".

As the world moves further towards the Technology (AI/Robotics) era, there is a strong need for Marketers to be able to connect to human consumers to influence their behaviors and attitudes towards technology.

The Technology Marketing Certificate is developed in consultation with Technology employers and has a faculty of industrial practitioners. This course goes beyond textbook training, learners are provided with a work term to gain hands-on experience in the field.

GBC offers live information sessions with the faculty for more information on this course. Visit [www.georgebrown.ca/technologymarketing](http://www.georgebrown.ca/technologymarketing)

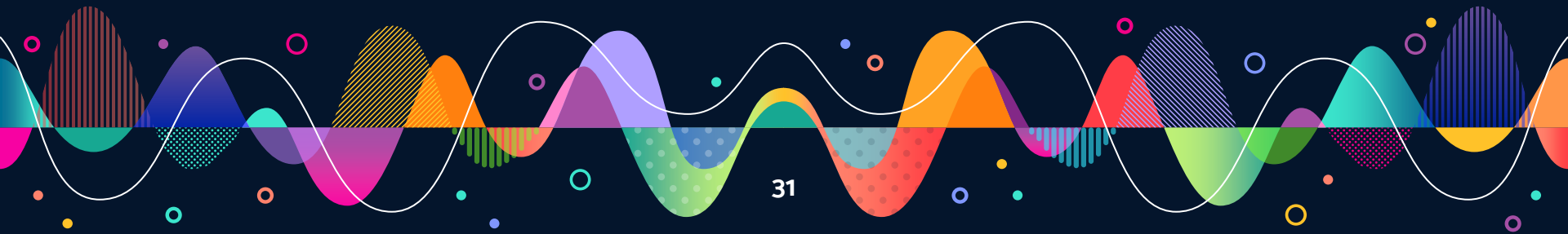
About George Brown College

George Brown College of Applied Arts and Technology is a public, fully accredited college of applied arts and technology, with three full campuses in downtown Toronto. Like many other colleges in Ontario, GBC was chartered in 1966 by the government of Ontario.

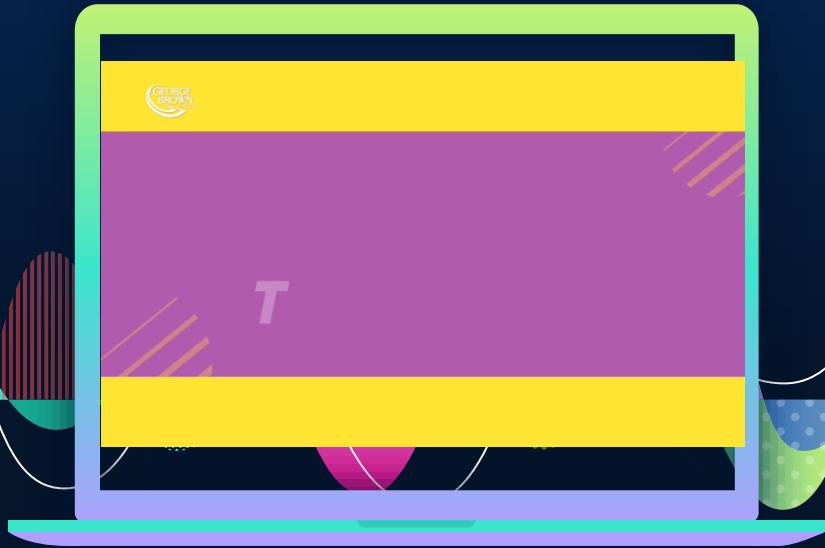
[www.georgebrown.ca](http://www.georgebrown.ca)



# THANK YOU!



# Video



15 secs  
Display -YouTube  
FB-IG



5 secs  
Bumper for YouTube  
IG stories  
Snapchat



## TEAM #2



**Adi Montas**  
101349098  
Strategy



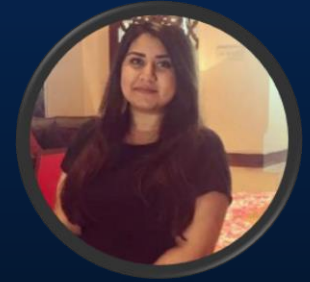
**Emir Altinoz**  
101273645  
Graphic Design



**Ikram Ngadawala**  
101299238  
Digital Specialist



**Karen Garzon**  
101327491  
Commercial & Finance



**Kaytlyn Bhatia**  
101346636  
Events Specialist