

ENGINEERS ALLIANCE FOR THE ARTS

Marketing Proposal

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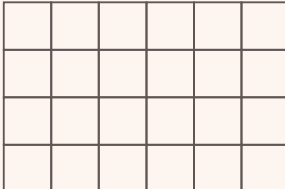

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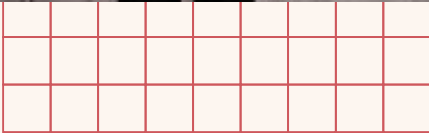


EXECUTIVE SUMMARY

Education in the fields of science, technology, engineering, design, and math is becoming increasingly important.

Engineers Alliance for the Arts is a nonprofit organization that aims to inspire and educate students about the interaction of the fields.

This marketing campaign highlights the many potential areas of growth for EAA, focusing on digital re-branding through social media in order to connect more effectively with sponsors, teachers, engineering volunteers, and high school students.



COMPANY DESCRIPTION

Engineers Alliance for the Arts is a nonprofit organization founded in 1999, that aims to provide STEAM education to high school students. They offer students the unique experience of working with engineers and designers to learn problem solving, team building, and presentation skills in a ten-week project-based setting. Their Student Impact Project puts students in the role of structural engineer, designer, architect, builder, and more, while encouraging engineering professionals to share their experiences with the industry's next generation of leaders.

EAA connects sponsors, teachers, engineering volunteers, and high school students to partner with high schools across the country. While originally based in the Bay Area, they have now expanded their program, implementing curriculum in five states across the US.





INDUSTRY ANALYSIS



The educational services industry includes both public and private schools, colleges, universities, and other educational programs. The industry includes over 1.5 million businesses and has a projected net worth of over \$3 billion by 2025.

Engineers Alliance for the Arts is a non-profit organization, which may put it at a disadvantage in an industry where other programs and private institutions, are able to generate funds with greater ease. EAA relies almost exclusively on the financial support of donors, and the work of volunteers.



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COMPETITIVE ANALYSIS

Within the education services industry, there are a variety of programs that offer students education in the field of engineering. The **Massachusetts Institute of Technology** offers free online courses in chemical engineering, engineering systems design, mechanical engineering, and other subjects. The **Carnegie Mellon Open Learning Initiative** offers a large selection of online engineering courses as well. There are also businesses like **Coursera** and **Skill Share** that provide classes in a variety of fields.

Strengths

- Well established, well-known
- Greater funding for program initiatives and advertising
- Greater social media presence on a variety of platforms including LinkedIn and Instagram

Weaknesses

- Lack of design incorporated into curriculum
 - Programs are not offered through schools, so students are less likely to seek out opportunities independently
 - Lack of hands on, real-world experience
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COMPETITIVE ANALYSIS - SWOT

Strengths

EAA is a unique program with a genuine mission of providing students with greater STEAM education. As a nonprofit organization, it may be easier to demonstrate this goal and receive support from sponsors, teachers and volunteers.



Weaknesses

When it comes to their online presence, EAA has much room for growth, as their social media platforms are outdated and do not work to increase website traffic and outreach. Compared to other educational organizations, EAA lacks social media attention and consistency.

Opportunities

EAA has many potential opportunities for growth through the expansion of many of their existing social media platforms. Improved design and regular posting will make branding cohesive and allow for outreach through multiple channels.



Threats

EAA's biggest threats are competing companies in the education services industry. Not only are various competitors more well-known, but many also have access to greater funding, making the need for improved marketing tactics essential.

TARGET AUDIENCE SEGMENTATION



Sponsors

As EAA relies almost exclusively on donor support, organization outreach is extremely important for continued funding.



Teachers

EAA relies on teachers to bring their Student Impact Project and STEAM curriculum into schools and classrooms.



Engineering Volunteers

As a nonprofit organization, EAA requires volunteers with experience in engineering, architecture, and design to aid in teaching the curriculum and providing industry advice.



Students

Student interest, support, and enthusiasm is essential for EAA's mission, placing a high degree of importance on high school student outreach.

KEY PERFORMANCE INDICATORS



Financial

Increase in funding generated by sponsors



Clients

Increase in clientele: sponsors, volunteers, and schools



Media

Increase in social media following and interaction

CAMPAIGN STRATEGY

PHASE 2: LOW COST

College fair booths

Colleges often charge a fee to set up a booth on campus during club and activity fairs. Doing so, however, would increase volunteers and community involvement.

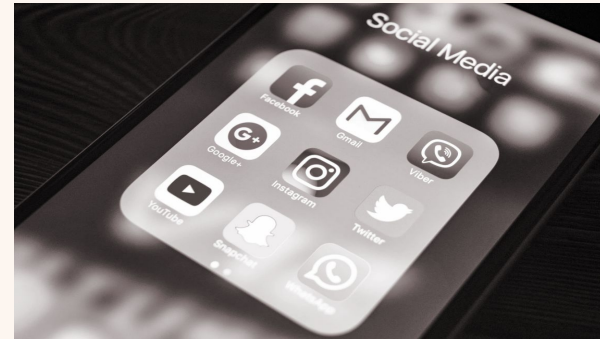
Estimated costs: \$600



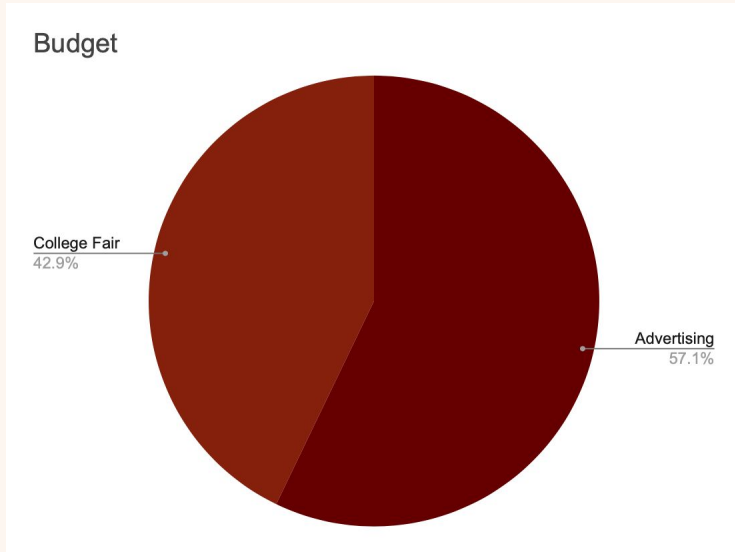
Social media advertising

As EAA grows in followers and connections, it may be beneficial to invest in social media advertising to increase student and sponsor outreach.

Estimated costs: \$800



BUDGET



Digital Advertising:

$\$0.5-\$1 \times 800 \text{ ads} = \800

College Fair Booth:

$\$600 \times 1 \text{ college fair booth} = \600

Advertising \$800

College Fair \$600

Total: \$1,400

MONITORING & RETURNS

Tier 1: Awareness



500 clicks on social media ads every day, 150+ interest cards filled out at college fair booth

Tier 2: Goals Met



2,000 Instagram followers, 1,000 TikTok followers, 500+ connections on LinkedIn, 300+ Facebook followers

Tier 3: Expansion



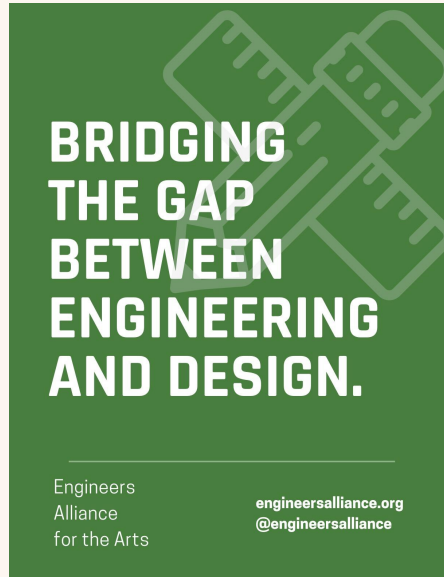
200+ volunteers, 300+ students, 3 more locations

Estimated Growth: ~3,800 new supporters

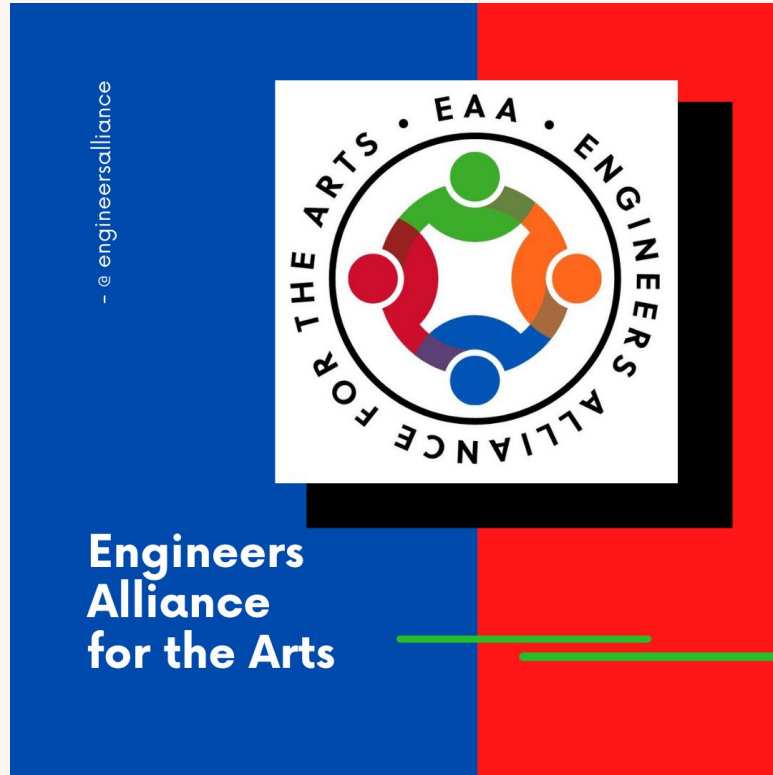
SOCIAL MEDIA **AUGMENTATION**

Company Name	Instagram	Facebook	LinkedIn
Primary Audience	Students	All	Sponsors and Companies
Good for What?	Sharing photos and videos	Posting photos, links, and discussion boards	Building credibility and networking
Posting Schedule	Once every two weeks	Once a week	Once a month

DIGITAL MOCKUPS



Mockup flyers and interest forms to pass out at college fairs



Mockup Instagram / Facebook Post