

# MARKETING STRATEGY PLAN

A PROPOSAL BY  
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PROJECT  
**SAN FRANCISCO CULTURE  
AS CURRICULUM**

SF COMMUNITY TEACHER APPRECIATION

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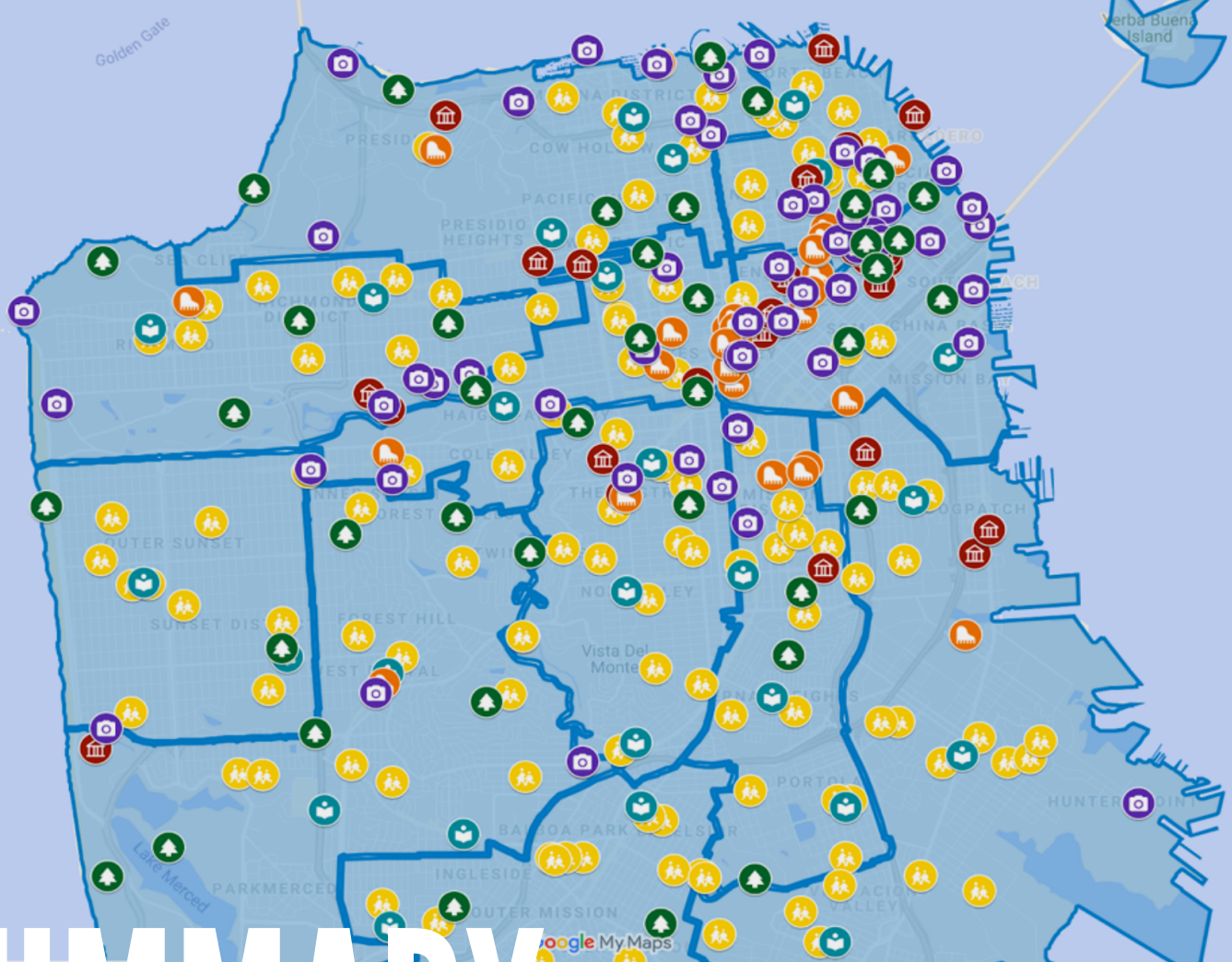
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# SUMMARY

San Francisco Culture as Curriculum (SFCC) will be available to SFUSD teachers. The program's mission is to provide a platform to help build a community bridge between San Francisco culture and teacher appreciation awareness.

7,500 SFUSD teachers will have the opportunity to obtain free admission to over 50+ museums, 90+ performing arts theaters, and 250+ historical landmarks. More information on economic impact can be found here:

[http://bit.ly/DSMBA\\_SFCC](http://bit.ly/DSMBA_SFCC)

*"I am about to embark on the amazing journey of directing my first elementary school musical, so I would love the opportunity to attend more performing arts shows!"*

- SFCC market survey participant

# STRENGTHS | WEAKNESSES | OPPORTUNITIES | THREATS



What we're good at. What's working. What our customers like about us.

**We are an easy-to-use pass that provides free access to a variety of popular cultural venues.**



What we want to fix. What we want to strengthen.

**We want to boost SF culture awareness and community inspiration. Focusing on underpaid teachers.**



What we think we'll be good at. What will be our difference-maker.

**We will help encourage teacher appreciation and community connection with user friendly app and target marketing.**



What we think could hinder our growth. What/who we think could take our customers.

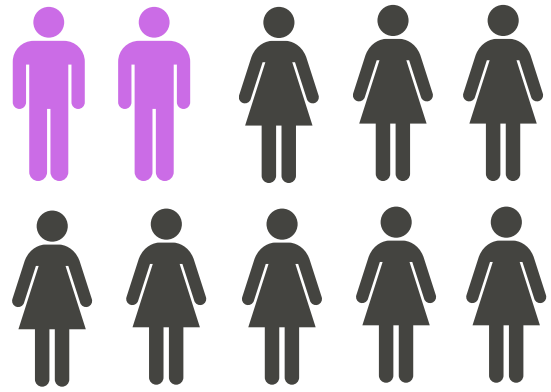
**There could be individuals who abuse or misuse free admission access, therefore may lose institution or sponsorship participation**

7500 SFUSD TEACHERS

44.5

AVERAGE AGE

California Teachers



8 OUT OF 10

US Teachers are female

Teacher gender and age focus is exclusively for understanding the market channel pricing. There is a cost difference between female vs male target audience for social media advertisement.

TARGET  
MARKET

Within our target market. We've identified the following user personas to represent our ideal customers & word of mouth escalator:

### SFUSD TEACHERS

Ms. McCall Baugh is 36 years old. She teaches music at Cleveland Elementary School and spends her free time exploring nature, cooking and looking at Pinterest for classroom and recipe inspiration. Ultimately Ms. Baugh wants to explore musicals and performing arts to bring her experiences into the classroom. Due to the high cost of tickets, she is unable to afford going to any performances. With access to SFCC she will soon be able to attend an event at the Curran.

### SF HOUSEHOLDS WITH CHILDREN

Mike Sweeney and Megan Merkle are parents to middle and elementary SFUSD students. They both are full-time working professionals who spend most of their limited free time with their kids. They know their kids spend most of their time at their schools and would like to show a token of appreciation to the teachers. They recently received via mail blank 'Thank a Teacher' postcard provided by SFCC. They now have an opportunity to spread the word about the program by having the kids fill out the card and give to their favorite teachers.

# COMPETITIVE ANALYSIS

Within our target market, We are expecting to compete with the following organizations:

## DISCOVER & GO

This is a museum pass that was developed by the Contra Costa County Library. PRO - It provides California cardholders with free or discounted tickets to cultural institutions.

CONS - There is an age restriction and library card credentials are required. There seems to be a limit of reserved passes allowed per person. Also, no cancellations allowed.

## CURRENT FREE ACCESS

There are quite a few cultural institutions in the SF Bay area that have free access days available. PRO - Low-income individuals and families have an opportunity to attend costly museums.

CONS - The dates and hours for these 'Free' days are limited. There is no centralized platform to view participating museums or cultural institutions.

The image features a blue vertical banner on the left with the text "DiscoverAndGo.org" in white. To the right is a photograph of the de Young Museum, a large brick building with a distinctive tower, surrounded by palm trees and a parking lot. Overlaid on the bottom left of the photo is a graphic of a ticket that says "DISCOVER & GO".

*Passes are available to over 90 cultural destinations*

1. Log in on your local library's Discover & Go page
2. Browse for passes by date or attraction
3. Make a reservation

**de Young**  
GOLDEN GATE PARK



# MARKETING CHANNELS + PRICING CONSIDERATIONS

## GRAPHIC DESIGN SERVICES

Logo and visual content creation when done well from the beginning helps drive the remainder of the channels at a much lower maintenance cost.

**Starter kit: \$6,000, includes a logo, brochure design and custom-designed website content - Or hourly \$75 - \$100**

## LANDING PAGE & MAINTENANCE

Web presence is a must in order to be a competitive program. Easy access to site will allow for teachers to sign-up and share links.

**On average \$5,000- \$7,500 for design of a marketing website with five or six pages.**

## E-MAIL DESIGN & CAMPAIGN

SFUSD teachers e-mails are public. This channel could provide a low cost opportunity for consistent communication.

**On average mass e-mail services cost \$\$300 - \$500 per month.**

## POSTCARD PRINTS & DOOR-TO-DOOR MAIL

A fun and different way to market the program would be by targeting the SF households who have children. We could design a 'Thank You' postcard / pamphlet so that the families are encouraged to write to their teachers and spread the word about SFCC.

**Prints cost on average quantity 5,000 for \$4,000. 'Every Door Direct mail is about \$1,000 for every 5000 delivery addresses.**

## SOCIAL MEDIA CAMPAIGN

Facebook and Pinterest are the most used social media platforms among teachers. Having a social media campaign will also give participating cultural institutions exposure to their target audiences.

**Maintenance for two social media platforms on average cost \$4,000-\$7,000 per year**

## RETAIL WINDOWS & TRANSPORTATION

There are 3,448 vacant/abandoned SF commercial properties. Highest vacancy is found in Visitacion Valley. This happens to be located in District 10 where the highest number of SFUSD schools are located and the least amount of cultural institutions are located. There is an opportunity to partner up with landlords to promote SFCC with vacant window space.

**\$150 to \$400 per square foot depending on install complexity and material used.**

CHANNEL TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
Retail & Transportation			SUBTOTAL \$ 15,000.00	
Window Wraps	3	\$ 1,500.00	\$ 4,500.00	
Signage	10	\$ 250.00	\$ 2,500.00	
Banner Ads	2	\$ 1,000.00	\$ 2,000.00	
Graphic Design Services			SUBTOTAL \$ 6,000.00	
Starter Kit	1.00	\$ 6,000.00	\$ 6,000.00	Only logo and Marketing content - Hourky rate
E-mail Marketing			SUBTOTAL \$ 3,600.00	
E-mail Content & Services	12	\$ 300.00	\$ 3,600.00	
Social Media			SUBTOTAL \$ 6,400.00	
Facebook	20	\$ 100.00	\$ 2,000.00	
Pinterest	20	\$ 100.00	\$ 2,000.00	Most popular amongst teachers
Instagram	20	\$ 100.00	\$ 2,000.00	
LinkedIn	4	\$ 100.00	\$ 400.00	
Online			SUBTOTAL \$ 3,000.00	
Landing Page - Website	1	\$ 3,000.00	\$ 3,000.00	Complete design and release of five to six pages
SEO	12	\$ 500.00	\$ 6,000.00	
Postcard Prints & Mail			SUBTOTAL \$ 11,000.00	
PostCard Prints	2	\$ 3,500.00	\$ 7,000.00	
Door-to-door delivery	2	\$ 2,000.00	\$ 4,000.00	
			\$ 45,000.00	per year

# HIGH LOW BUDGET

CHANNEL TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
Retail & Transportation			SUBTOTAL \$ 1,500.00	
Window Wraps	0	\$ 1,500.00	\$ -	
Signage	0	\$ 250.00	\$ -	
Banner Ads	0	\$ 1,000.00	\$ -	
Graphic Design Services			SUBTOTAL \$ 1,500.00	
Starter Kit	0.25	\$ 6,000.00	\$ 1,500.00	Only logo and Marketing content - Hourky rate
E-mail Marketing			SUBTOTAL \$ 3,600.00	
E-mail Content & Services	12	\$ 300.00	\$ 3,600.00	
Social Media			SUBTOTAL \$ 4,000.00	
Facebook	20	\$ 100.00	\$ 2,000.00	
Pinterest	20	\$ 100.00	\$ 2,000.00	Most popular amongst teachers
Instagram	0	\$ 100.00	\$ -	
LinkedIn	0	\$ 100.00	\$ -	
Online			SUBTOTAL \$ 3,000.00	
Landing Page - Website	1	\$ 3,000.00	\$ 3,000.00	Complete design and release of five to six pages
SEO	0	\$ 500.00	\$ -	
Postcard Prints & Mail			SUBTOTAL \$ -	
PostCard Prints	0	\$ 3,500.00	\$ -	
Door-to-door delivery	0	\$ 2,000.00	\$ -	
			\$ 13,600.00	per year



# THANK YOU

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