

CARNEGIE
LEARNING

MARKETING STRATEGY



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helps beat math anxiety

Unlocking Aha Moments with Conceptual Learning



Context: Carnegie Learning aims to alter teachers' perception of its product offerings by leveraging the TeachTok community through MathStream.

Challenge: The initial adoption of Carnegie Learning products presents difficulties for teachers.

Problem Statement: How can Carnegie Learning effectively utilize TikTok to address perceptions of platform complexity?



Mission

To help teachers create more Aha moments for their students



Unique value proposition

To enforce conceptual learning among students

TEACHERS IN THE TIKTOK COMMUNITY



Teachers who focus on **student growth** and are **willing to adopt new learning forms**. Even better if they are interested in content **creation** or **sharing experiences** with the community.

Pain Points:

- **Deal with large class sizes**
- **High stress from heavy workloads and emotional drain**
- **Standardized testing pressure**
- **Lack of views on individual student's math skills**

Jobs to be done by Carnegie Learning:

- Provides root explanations to the math concepts
- Structured materials and a variety of practices available
- Real-time reflections on student engagement
- Reduce repetitive work for teachers

Gains:

- Accurate data-driven report target individual students
- Create time for teachers to interact with students
- Improve students' conceptual understandings



Understanding Our Audience: Carnegie Learning User Personas



Tech-savvy young teacher

Age: 31

Name: Jessica Thompson

Teaching Experience: 7 years

Subject: High School Mathematics

School Type: Public School

User Persona:

- Passionate about fostering critical thinking in her students
- Embraces technology to enhance the learning process
- Likes to stay updated on the latest trends in learning



User Challenges:

- Balancing time between lesson planning, grading, and extracurricular activities.
- Adapting to the diverse learning needs of students
- Seeks continuous professional development to enhance teaching skills



User Goals:

- Improve student engagement and academic performance
- Incorporate modern teaching tools to make learning more enjoyable and interactive



Understanding Our Audience: Carnegie Learning User Personas



Growth-Oriented Veteran Teacher

Age: 48

Name: Victoria

Teaching Experience: 20 years

Subject: Middle School Maths

School Type: Public School

User Persona:

- Victoria is an experienced middle school Math teacher with over 20 years in education.
- She values traditional teaching methods but is open to new ideas.



User Challenges:

- Adapting to new technologies, engaging digital-native students



User Goals:

- To integrate new technologies into her teaching without losing the essence of traditional methods.
- Preferred Channels: Educational workshops, conferences, professional networks.



TikTok Takeover: Carnegie Edition



Campaign Goal:

- Drive brand awareness, engagement, and community participation on TikTok through a combination of memes and short educational tips/tricks videos.

Content Creation:

- Create a series of memes aligned with the brand's identity, values, and products/services
- Develop concise (20-30 seconds) educational videos offering quick tips and tricks on relevant subjects

Metrics and Analytics:

- Track Engagement: Monitor likes, shares, comments, and overall engagement metrics to evaluate the success of meme content.
- Audience Insights: Analyze TikTok's audience insights to understand the demographic engaging most with meme content.



Guiding the Future: Next Steps in Carnegie Learning's Journey



Idea

Make the Carnegie mascot more interactive and modern.

Why?

- An interactive mascot creates memorable brand experiences.
- A modern and interactive mascot reflects Carnegie Learning's commitment to educational innovation

How?

- Develop content that highlights your mascot's personality and integrates it with your brand messaging.
- This can include behind-the-scenes stories and interactive campaigns that encourage user participation

Idea

Teaming up with the coolest influencers



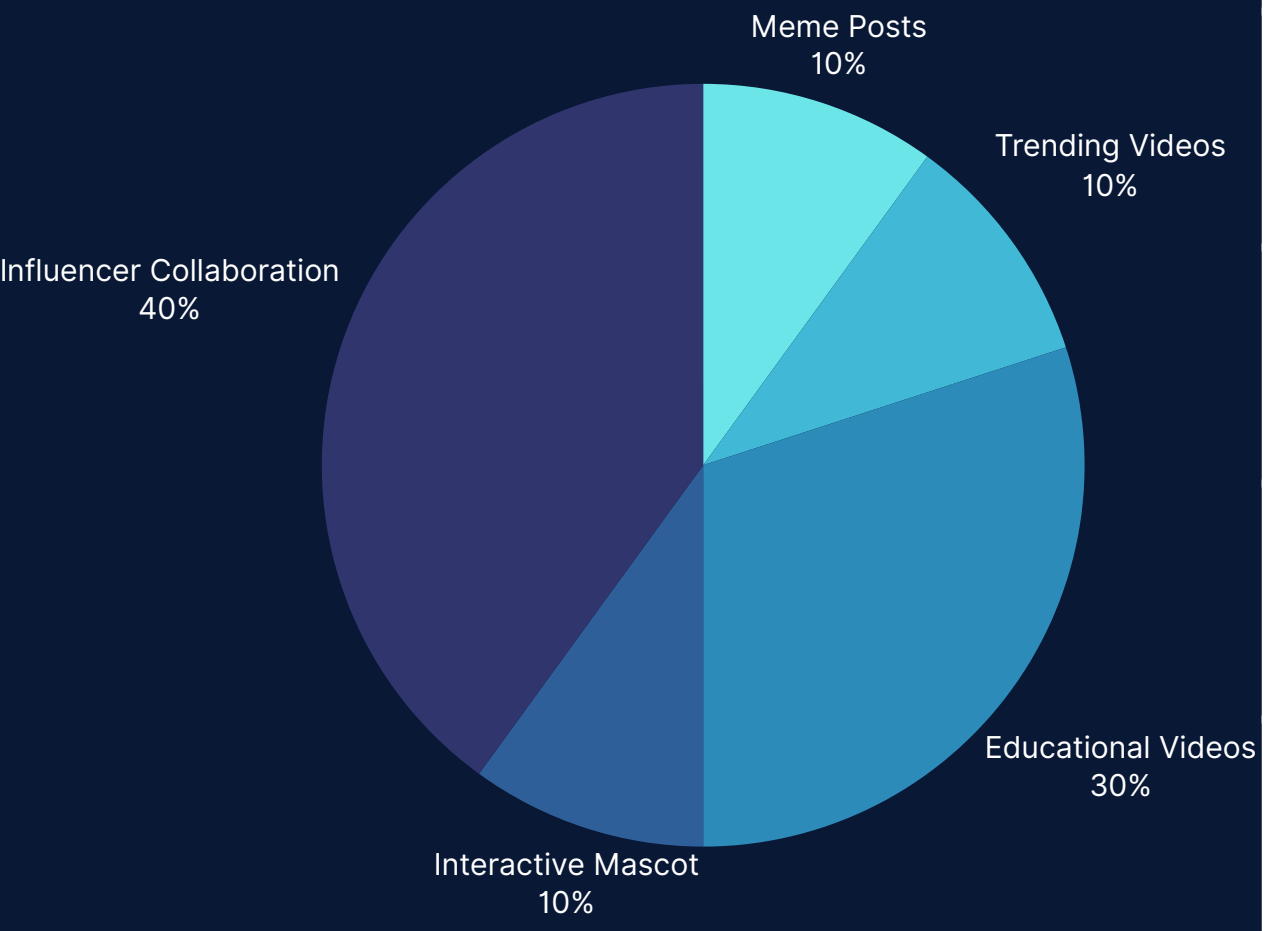
Why?

- TikTok is an upbeat platform where influencer endorsements feel authentic and exciting
- With short videos optimized for mobile, TikTok lets you demonstrate products quickly

How?

- Choose influencers covering education topics and those passionate about learning
- Consider both mega- and micro-influencers to meet campaign goals

Navigating Success: Carnegie Learning Marketing Plan Timeline



	Month 0-2	Month 2-4	Month 4-6	Month 6-8	Month 8-10	Month 10-12
Meme Posts						
Trending videos						
Educational videos						
Interactive Mascot						
Influencer Collaboartion						

Executive Summary

- 1. Unlocking Aha Moments with Conceptual Learning**
- 2. Teachers in the TikTok Community**
- 3. Understanding Our Audience: Carnegie Learning User Personas**
- 4. TikTok Takeover: Carnegie Edition**
- 5. Guiding the Future: Next Steps in Carnegie Learning's Journey**
- 6. Navigating Success: Carnegie Learning Marketing Plan Timeline**

THANK YOU

