



DRAFT - New Course Announcement Strategy  
<professor's name>

## Marketing Goals

1. Build a marketing plan/mix that leverages proven low friction marketing mediums that support message frequency and word of mouth & referral.
2. Identify and maximize global press opportunities through edX, MIT, The Broad and faculty connections.
3. Identify, engage and activate high profile partners (Friends of Eric, The Broad, edX and MIT) and use their connections for message distribution.
4. Ensure Eric Lander is well represented at all times and use his 'Rock Star' status as one of the key drivers for course adoption.

**Success Metric:** While we would like 1MM to participate, the program will be successful if 300,000 learners sign up for this high profile course.



## Target Audience(s)

1. High school biology and science teachers, students and undergraduates
2. Global online community with interest in science (no or genetics, ages 16+
3. The existing edX community and edX alumni
4. Professional and executive community seeking to further their knowledge
5. Media and publishing community

**Note:** Our target audience is global – 37% of our learners come from the US, followed by India, UK, Spain and LATAM.



## Draft Marketing Mix

Low Friction, high impact mediums and outlets

- **Social Networks** – Facebook, Twitter, reddit, Google+, LinkedIn
- **Email** – Dedicated rich media communications
- **Blog/Website** – Course push/key messages within relevant websites.
- **Advertising** – Leverage free inventory/PSA spots available through partners
- **Press** – xUniversity, partner and direct outreach, both vertical and general outlets.
- **Partners** – Leverage network of partners, introduce self service tools located on standalone, dedicated website.
- **Events** – Potential high profile event(s) to drive awareness and possible press engagement. *Provides the initial hook.*

**Note:** We should think about how we can use compelling offers and surprise and delight elements both at announcement and during the course to drive excitement, adoption, word of mouth referral.

## Press Overview

### Methods of Press Engagement

- Traditional Press Outreach – outbound calling to key players with story pitch.
  - **Tools:** Release, FAQ, BIO, Course Overview and B-roll.
  - **When:** 2 days prior to announcement of course. Will look for an exclusive with major pub.
  - **Who:** TV, Radio, traditional print/internet media and blog
- Pre-packaged – provide video, audio and messaging packaged for TV and radio outlets.
  - **Tools:** Video, media advisory, FAQ, BIO and B-roll.
  - **When:** 1 week prior to course launch (final push)
  - **Who:** TV, Radio, traditional print/internet media

**High Impact Event:** We would like to investigate the possibility of a high profile event to kick off the course announcement which would include a key political figure, globally known entity like a Bill Gates, business leader or music professional or actors/actress. We feel we could tie this into the theme of the class.

## Basic Materials List

### For edX/xUniversity

1. Course Description
2. 5 clear and easy to understand points re why someone should take the course
3. Social posts (for edX and xUniversity)
4. 1 page overview (for all players)
5. Press release at launch
6. FAQs
7. Bios
8. Images, B-roll and intro video to help sell course
9. Sample quiz if applicable

### Self-service kit for “friends”/partners ([www.helpedx.org/<professor>](http://www.helpedx.org/<professor>))

1. Sample email(s) with call to actions (both HTML/text)
2. Sample social posts (FB/G+/Twitter)
3. Image/1 para for sites and blogs
4. Promotional videos (hosted on youtube) and images



## Post Site Launch Communications

### Course Communication Success Guidelines:

1. Create a clear and concise plan and ensure communications are written well in advance.
2. If launched 3+ months out, send emails to reenergize the audience on a bi-monthly basis.
3. Short and sweet – think one paragraph, think conversational.
4. Suggested communications frequency
  1. 2 Months out – Reminder, it’s coming soon (email)
  2. 1 Month out – Reminder, in preparation for your course... invite to forums or social efforts (email)
  3. 1 week out – “we’re a week away” (email and social)
  4. 24 hours prior – It’s starting, gather your pencils. Specify time when the course will start - GMT. (email)



## 5 Compelling Points

What are the top 5 compelling reasons why someone should/would take this course?

- 1.
- 2.
- 3.
- 4.
- 5.

**Note:** Please include 1-2 sentences for each point. This information will be used to help create/focus materials including the press release.





## Press Outreach

Outlet	Region Served	Key Contact	Connection	Method of Outreach
<i>Sample - WSJ</i>	North America	Jim Smith, Editor in Chief	Good friends with Eric, owes him a favor	The Broad Press office will reach out



## Ancillary Slides



## Critical Course Registration Growth Factors

- #1 – Time, Time, Time – courses need to be launched and given at least 3-6 months to percolate. More is better.
- #2 – Dates – exact start dates need to be provided.
- #3 – Course and prerequisites need to be less “informative” and more marketing oriented. Especially around prerequisites.
- #4 – Invite people to audit the courses – there are many types of learners.
- #5 – Multiple touchpoints with students is critical – early big pushes critical to driving WOM and ongoing registration growth.
- #6 – “Friends with Reach” key to driving blockbuster growth



## Typical Course Outreach (edX) Occurs Within a 2 Week Period

- Step 1** - Evaluate course/professor for media potential and draft pitch/ conduct outreach to coincide with launch.
- Step 2** - Site content/course goes live
- Step 3** – Alert followers of social outlets within 48 hours of go live
- Step 4** – Send communications/start outreach to “friends”
- Step 5** – Send communications to existing students (via newsletter)
- Step 6** – Send communications to “Friends of edX” with goal of getting them to send email/social posts/implement ads
- Step 7** – Include in future edX emails, make 2-3 additional social posts and connect with support to ensure they advocate for course.

