

Learn for Pleasure Marketing Brief

About

Learn for Pleasure (<https://learnforpleasure.com/>) was founded in 2018 and is an online distance learning education business primarily offering non-accredited, and a few CPD, short courses (10 – 12 weeks long). Since inception we have been building up our course offering and now have a core set of courses and tutors. Our courses are taught in English. Our courses are available to students globally. A key USP is that our courses are all tutor led.

Our core business goals

1. Increase number of student enrolments – **this is our primary goal and will be the focus of marketing campaigns.**
2. Increase number of tutors – we want future tutors who have an established social media presence and following.
3. Increase course offering – this is determined by the tutors' areas of expertise.

What we need from you

Short term: our next term starts on 27th September 2021 and it's crucial that this has immediate focus. This is likely to include paid Facebook advertising, so you'll need to hit the ground running in this area.

Medium to Long term: a social media strategy for interaction, promotion, and growth. Consideration to a suitable marketing/sales funnel as well as PR.

The tools we will need you to be experienced with:

- Social Media

We need you to manage the strategy and content for our social media accounts as well as our paid advertising on these platforms.

We have accounts for most social media/marketing avenues but will need them set up for those that we don't have. The accounts are under used.

Twitter – this is very effective when used by tutors that have a presence on it, so we think it will likely be a good avenue for us

Facebook/Instagram paid advertising – Facebook has been our primary and most successful marketing tool. Campaigns will need refining and/or new ones will need setting up. They let us down on our advertising for last term, so we want to reduce our reliance on them.

Experience with Facebook marketing account and troubleshooting is essential.

Pinterest – we think this will be a good fit for us as it is a more aspirational and positive place than Facebook, and with longer lasting posts

YouTube advertising – we think that this could be effective for us.

- PPC advertising

Google and Microsoft– we have run small campaigns previously.

- **SEO**
Creation of SEO driven posts for social media/WordPress. Tutors will be providing some material for blog posts. These will need to be optimised for SEO purposes, and others will need to be created from scratch. We currently use Yoast in WordPress, but we are looking at migrating to RankMath.

 - **Newsletter**
At the time of writing, we have 778 subscribers. It has been primarily used to notify subscribers of when courses are open for enrolment and offers (mostly our Early Bird discount). Our newsletter is under promoted and underutilised. We currently use Mailchimp but are looking at migrating to a better system.

 - **PR**
Identification and pro-active generation of PR opportunities, and writing press releases.

 - **General**
Target market – audience analysis and marketing segmentation.

Interpretation of analytics data. Analysis of what works and updating strategy and marketing in response.

Identification of other marketing opportunities.
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How to apply

Please respond with details of how your skills and experience align with our needs, a brief (one page) plan of delivery in the short and long term, alongside examples or links to previous work, your fees and contact details for 2 relevant references,

Email these to marketing21@learnforpleasure.com by 23:59 (UK time) on Friday 20th August 2021.