



HOLA!

MARKETING PLAN

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INTRODUCTION

Our team says HOLA!

With its huge lovely eyes and cute happy face, Hola! has captivated more than 1 million kids in Canada since its release in 2021.

Hola! is a fantastic teaching tool for teachers using programmable language and a playmate for kids learning to build and programme. Hola! encourages kids to use their hands and minds simultaneously, developing their interdisciplinary skills while letting them enjoy the never-ending joy of creation.

In 2019, Hola! was designed by some of the students learning robotics at Thompson Rivers University, Kamloops, British Columbia as a project. Because of its unique features and functionality, it was launched into the market in 2021 by students using the funds issued by the University. It was a success straight out in the market and we sold more than we anticipated. Our factories are set up in Kamloops and we are looking forward to expanding our business and helping reach Hola! every student's table because let's be honest Artificial Intelligence is the next big thing and kids getting a hands-on experience at an early stage itself could be life-changing.



BACKGROUND INFORMATION

OUR MISSION

- To make robots accessible for kids so that every kid can learn programming at an early age.
- Make an impact in teaching methods by making robots accessible in Canadian schools and universities.
- Help kids improve crucial puzzle-solving skills.

CHILDREN AS YOUNG AS
4 YRS
CAN BUILD
AND PROGRAM SIMPLE
ROBOTS.

according to a report by Tufts University.

OUR PURPOSE

One of the finest methods to help kids learn to solve problems, think creatively, programme, and understand basic math principles is through Hola!, and we believe that every child should have access to the most up-to-date technology.

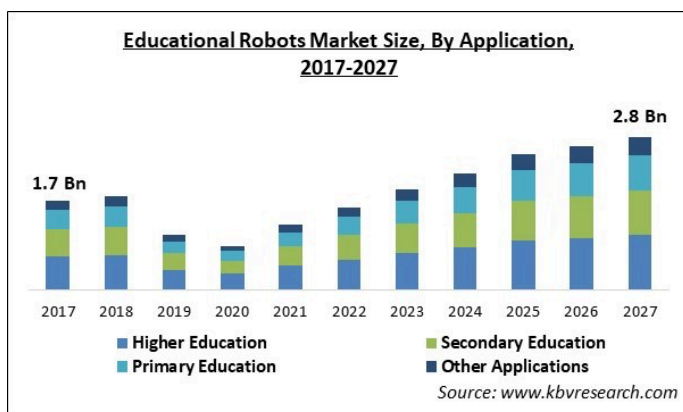
Hola! can aid in the development of hand-eye coordination and fine motor skills in young learners, even though robotics may seem too complicated and difficult for them. Naturally, it also exposes kids to abstract concepts at a young age.



INDUSTRY INFORMATION

WHAT & WHY ROBOTICS?

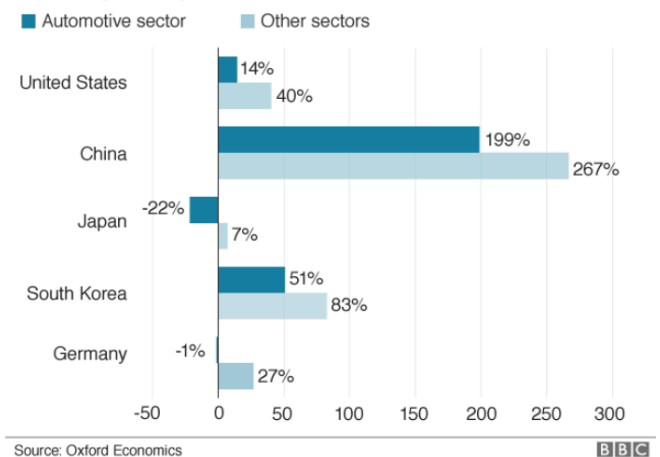
Engineering's field of robotics deals with the creation, design, production, and use of robots. A robot is, to put it simply, a machine or device that may be programmed to follow input commands or a set of instructions to replace human labour. Robots are made up of actuators and motors that enable them to move their limbs and legs as well as sensors and processing units that enable them to sense their environment. Health care, agriculture, food production, manufacturing, and warehouses are a few of the sectors that use robots extensively for convenience and efficiency.



According to the International Federation for Robotics, the market for professional service robots has a global turnover of 6.7 billion US dollars.

The rise of the robots

Percentage change in the use of robots between 2011 and 2016



It is believed that Robots will replace up to 20 million factory jobs by 2030. (BBC, 2022).

The robotics industry's numbers are really encouraging. According to another statistic, 3 million industrial robots are currently in use in industries all over the world. Educational bodies have kept an eye on this and have already made long strides towards making robotics an integral part of the schooling curriculum around the world. We must prepare our children for the upcoming challenges of the future workforce and create an atmosphere where it is easier for them to thrive and develop a formidable skillset. This is where one needs to understand the importance of HOLA!



CUSTOMER PROFILING

S

Strengths

- Latest technology and interactive website.
- Good quality of after sales after first phase.
- First Movers advantage in Canada.

W

Weaknesses

- Long Term Investment
- Product Insurance Costs are Raising
- Public Policies and Procedures

O

Opportunities

- Humanoid robots created for special needs students.
- Introduce new way of teaching in schools and universities.

T

Threats

- High Level of Employee Turn Over
- New Competitors From Other Country
- Covid-19 Pandemics Situation impacts delayed delivery of raw materials.

CUSTOMER PROFILING



Age: 25 - 40

Gender: Male / Female

Demographics: Working Parents and Mid-level to High-Level Income.

INTERESTS:

Uses Facebook and Instagram. Timely checks online like weekends.

POWERS:

They are likely to give feedback or reviews online. .

NEEDS:

Their Child's education. Security & Authentic

BEHAVIOUR:

Appreciates free shipping and delivery, special discounts, and a flexible return policy.

VALUES:

Buys Iphone,Camera, Mom's car, Cereals, Kids' books.

ASPIRATIONS:

Birthday Gift
Christmas Gift



Age: 30 - 50

Gender: Male/ Female

Demographics: Professor/Instructor of STEM.

INTERESTS:

Uses LinkedIn and Whatsapp. Active in Emails and Weekends.

POWERS:

They are likely to buy in bulk and suggest other professors.

NEEDS:

Support and Low Maintenance Security

BEHAVIOUR:

Likely to join webinars and free shipping & delivery.

VALUES:

Buys school supplies and STEM books. Owns laptops.

ASPIRATIONS:

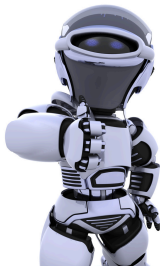
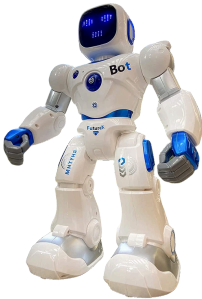

FALL & SUMMER SESSIONS.

COMPETITION ANALYSIS

Due to the presence of numerous small and large competitors who sell their products on both the domestic and global markets, the educational robot market is extremely competitive. The top companies utilise methods like product innovation among others to boost their product functionality and broaden their regional presence in the market, which appears to be somewhat concentrated.

Major Players

- 1 SoftBank Robotics
- 2 Hanson Robotics Limited
- 3 Wonder Workshop
- 4 Blue Frog Robotics
- 5 Sanbot Innovation Technology, Ltd

	HOLA!	RUKO	Little Sophia
Product	<ul style="list-style-type: none"> • Learning STEM, coding. • Can walk, talk, sing, play games and answer questions using AI. 	<ul style="list-style-type: none"> • This robot can be a musician. a dancer, storyteller. a companion. • No AI. 	<ul style="list-style-type: none"> • Learning STEM, coding and AI • Can walk, talk, sing, play games and even tell jokes!
Promotions	Social Media, Webinars and Competitions	Social Media	Social Media and grand events
Place	Will be available on Kickstarter, Amazon, Website and Retail Store	Available on Amazon & Website	Available on Website and Indiegogo.
Price	Price: \$200	Price: \$189	Price: \$286
			

SUPPLIER BREAKDOWN



Interactive Website

we will create our website with Wix Premium Plans and buy the domain from GoDaddy. All the marketing services like SEO and invoice generation will be done through WIX. We will also use it's Ascend option to host webinars on the website itself.



Digital Marketing Ads

Social Media accounts will be created for Instagram, Facebook, LinkedIn and Youtube. We will use Facebook Ad Manager to run Instagram and Facebook Ads. We will use LinkedIn Ad Manager to run LinkedIn Ads. Google Ads will be used for Display Ads.

All the insights will be managed through Hootsuite and will use the same for social listening.



Competitions for PR

We will be taking part in multiple competitions for promotions and run some online competitions for children on the website which will be hosted by FIRST ROBOTICS CANADA.(Refer Appendix 2 for competition list).



ONLINE MARKETING OBJECTIVES

1

Build Awareness through Webinars & Competitions.

You can immediately provide value to your audience through webinars. Giving value first also helps to establish rapport and relationships. This then fosters a devoted following, which boosts sales. Competitions are also a great way of spreading awareness.

2

Increase online Sales through Social Media and Interactive Website.

Ninety percent of consumers will make a purchase from a brand they follow on social media, according to the 2021 Sprout Social Index™. Because customers may visit your physical location and get website help around-the-clock, they are also more inclined to choose our brand than one of our competitors.

3

First-Mover Advantage in Canada.

It will be the first affordable, AI-operated educational robot in Canada. As a result, we could advertise the same through social media posts and direct sales from internet marketing to our physical locations.



OUR 2022-2023 STRATEGY & TACTICS

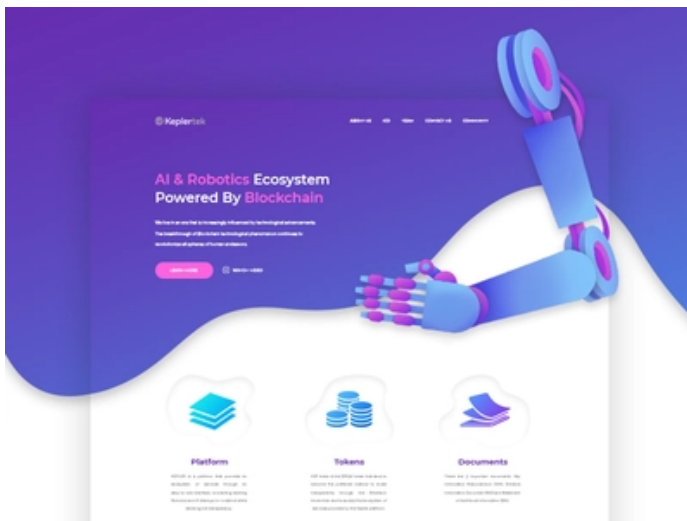
Build Awareness through Webinars & Competitions.

We will run monthly webinars for kids to join keeping various time-zones in mind. Promotions will be done through the website and Facebook events. Tickets will be free and it will be hosted by our Tech leaders to teach kids more about robotics. Instagram Ads can also be beneficial in doing so.

We will also hold a robotics challenge hosted by FIRST ROBOTICS CANADA where kids up-to 12yrs of age can participate and it will be promoted the same way as webinars with free entries.



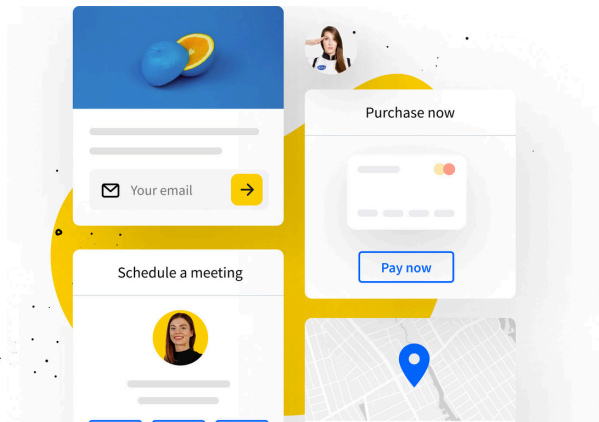
Increase online Sales through Interactive Website.



A well-designed website with good structure looks great and provides the best user experience. The essential elements that we will focus on to boost online sales are listed below.

- The ideal location for the call to action
- Streamline webpage navigation providing consumers and website visitors with easy navigation
- Use catchy headlines. The titles will reflect the needs of our target clients.





One of the most popular methods of consumer communication is live chat.

Because they don't have to wait on hold for a customer care personnel to answer, 79% of consumers prefer real-time chat. It results in a 40% increase in conversion rate and a 48% boost in revenue per chat hour.

LIVE CHAT IS A LEADING DIGITAL TACTIC

A staggering 46% of customers prefer live chat compared to just 29% for email, and 16% for social media. (Superooffice)



87%

growth in live chat in the next 12-18 months.

9%

of companies use live chat only.

63%

return back because of live chat.

Following services will be offered on the chatbox:

- Book orders – Chatbots are prompt in handling online orders. “1 in 5 consumers would consider purchasing goods and services from a chatbot”.
- Automate sales support – An AI enabled bot engages visitors and customers 24x7 by delivering prompt response even when your sales team is not available.
- Schedule appointments – Once the leads are qualified they are directed to the sales team for instant conversion or schedule an appointment or meeting sales executive.

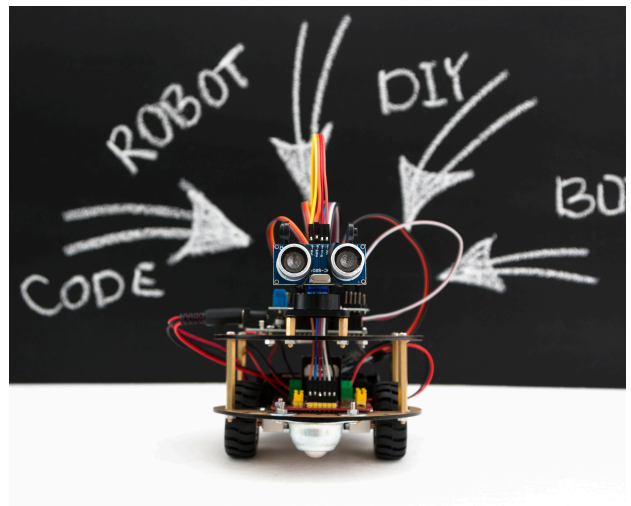
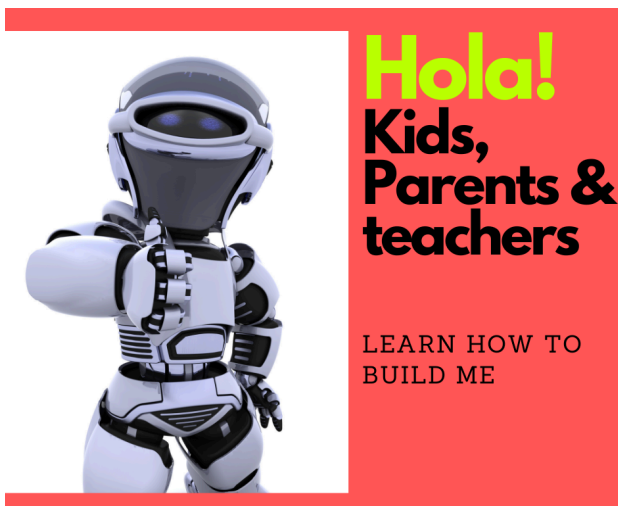
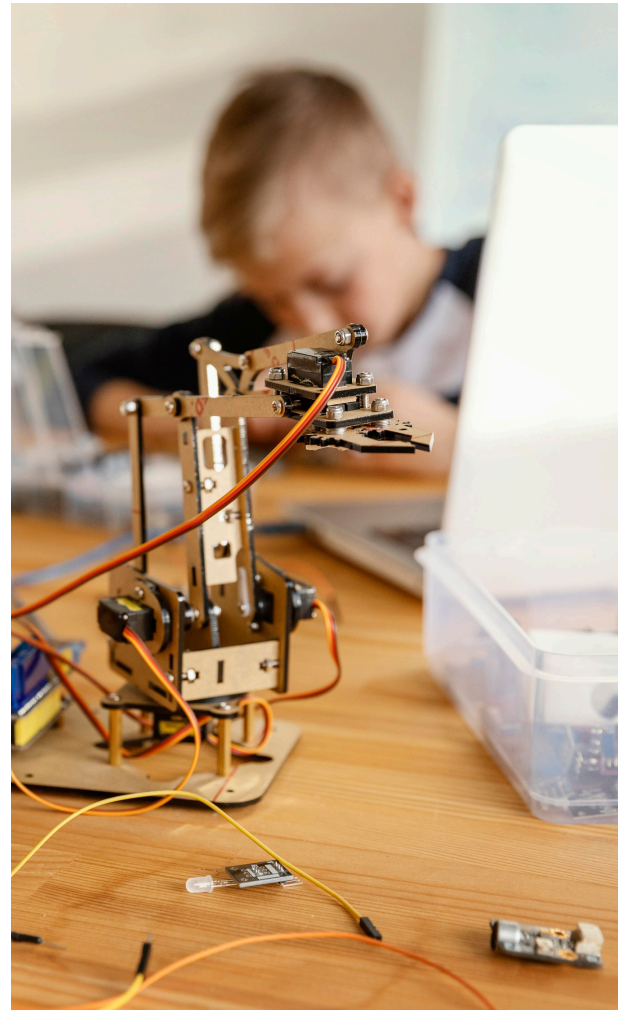
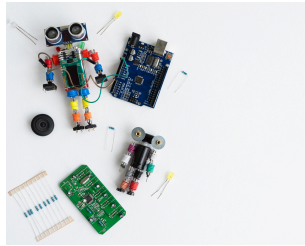
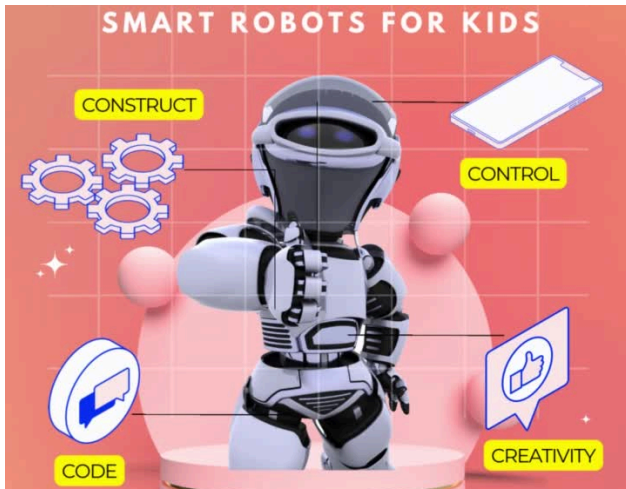


Increase online Sales through Social Media.

				
POSTING FREQUENCY	1-4x per week	1-7x per week	Weekly or when applicable	1-7x per week
WHEN TO POST	When relevant to audience	When audience is online	When audience is online	During business hours
USE OF HASHTAGS	Limited search functionality. Recommended: 1-2 per post	Recommended: 20-30 per post	Use in descriptions. Recommended: a handful per upload	Recommended: 1-5 per post
BEST PERFORMING CONTENT	Photos • Videos	Photos • Short videos	Product Reviews • How-to Guides • Educational videos	News • Updates • Articles
IDEAL VIDEO LENGTH	1 Minute for video 5+ Mins for Live video	30 Seconds	2 Minutes	1-2 Minutes
CONTENT TIPS	Thumb-stopping power • Short & catchy videos & images • Respond to comments	Real photos of real things • Use hashtags • Single focus of image	Clear purpose for video • Compelling storyline • Add variety to video topics	Positive & relevant content • Add images & video • Value for audience
AUDIENCE BUILDING TIPS	Post Consistent and engaging content • Boost posts	Use hashtags • Engage with audience	Optimize for search • Post consistently	Add contacts to your network • Engage via comments and groups

Source: Hubspot official website

Post Elements



Increase online Sales through Google Ads

GOOGLE ADS CHEATSHEET

TEXT ADS

Display URL (shortened & customize with paths)

Headline, max. 30 characters

1. 2. 3.

www.yoururl.com / path1 / path2

Integrate your ratings

★★★★★

Description, max. 90 characters

1.

2.

Sitelinks *

SHOPPING CAMPAIGNS (Made in Google Ads)

Sponsored

Example

€99,-

www.example.com

By Google

Example

€99,-

www.example.com

By Google

Example

€99,-

www.example.com

By Google

PRODUCT LISTING ADS (PLA)

WHAT AFFECTS MY AD POSITION?

AD RANK = **BID** + **QUALITY SCORE ***

Cost you'll pay per click (CPC)

QUALITY SCORE *

- ✓ Relevant
- ✓ Good landing page
- ✓ Historical account performance
- ✓ Keywords

* IMPROVES YOUR **CTR**

CTR = **C** / **T** * 100

CL = **C** / **L** * 100

TH = **T** / **H** * 100

RA = **R** / **A** * 100

NEGATIVE:

Exclude any search terms which might appear.

By using Channable for ad automation, you can generate unlimited Google Ads that are automatically updated but never paused. Saving you heaps of time and preserving valuable performance data!

WWW.CHANNABLE.COM

To increase online sales, we will also run Google Ads or pay-per-click advertisements on social media profiles.

There are many advantages to using Google for advertising, such as the ability to reach motivated and targeted audiences, a pay-for-performance pricing model, and an easy-to-track return on investment.

We will use the Google Ads Cheatsheet to start working on the Ads and optimise it as we go ahead.

To create your Google Ads account, we'll need an email address and website of business. We will advertise on Google using Smart campaigns, the default Google Ads experience for new advertisers.

IMPLEMENTATION & EVALUATION

Organizational Structure

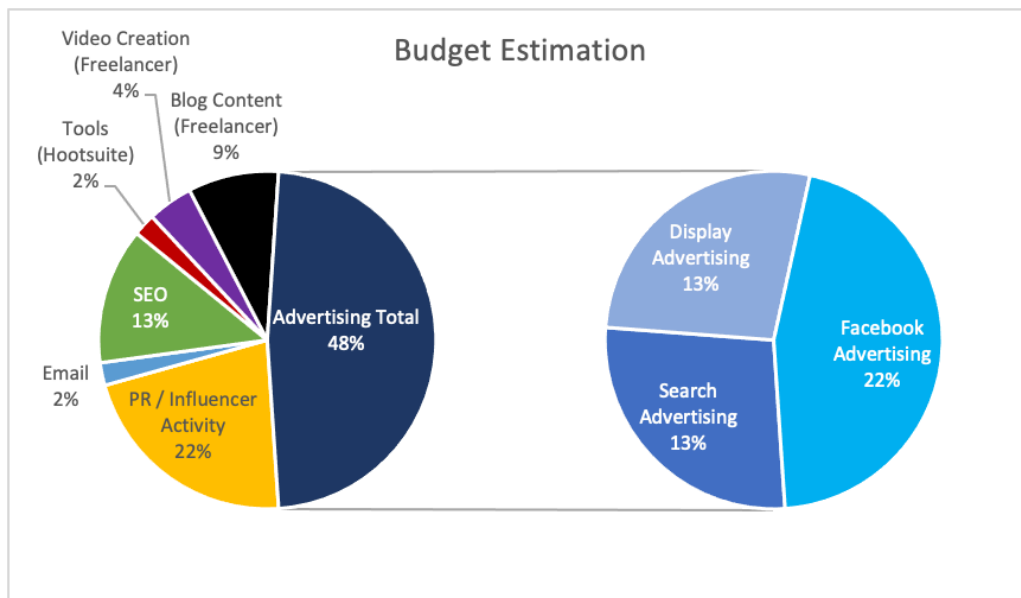


Someone with experience and training is required for the role of marketing manager. A marketing manager must undergo extensive training, which is expensive for Hola!. We recommend hiring a specialised marketing manager to provide expert advice based on Hola's scenario since the company will have significant number of followers on its three social media profiles .

Budget for the marketing employee will also be accounted in the marketing plan in initial phase and some specialists like bloggers will be hired on Freelance basis till we finalise our online marketing strategy. Only our Marketing Manager will be working closely with company top-level to exchange the right information.

Budget

Summary	LOW MONTHLY	HIGH MONTHLY
Total Marketing Budget	\$50,000	\$80,000
Digital Marketing Budget	\$30,000	\$53,500
Detail	LOW MONTHLY	HIGH MONTHLY
Search Advertising	\$3000	\$7000
Display Advertising	\$3000	\$9000
Facebook Advertising	\$5000	\$10,000
Advertising Total	\$1,1000	\$26,000
PR / Influencer Activity	\$5000	\$10000
Email	\$500	\$1000
SEO	\$3000	\$6000
Tools (Hootsuite & Wix)	\$150	\$150
Video Creation (Freelancer)	\$1000	\$5000
Blog Content (Freelancer)	\$2000	\$5000

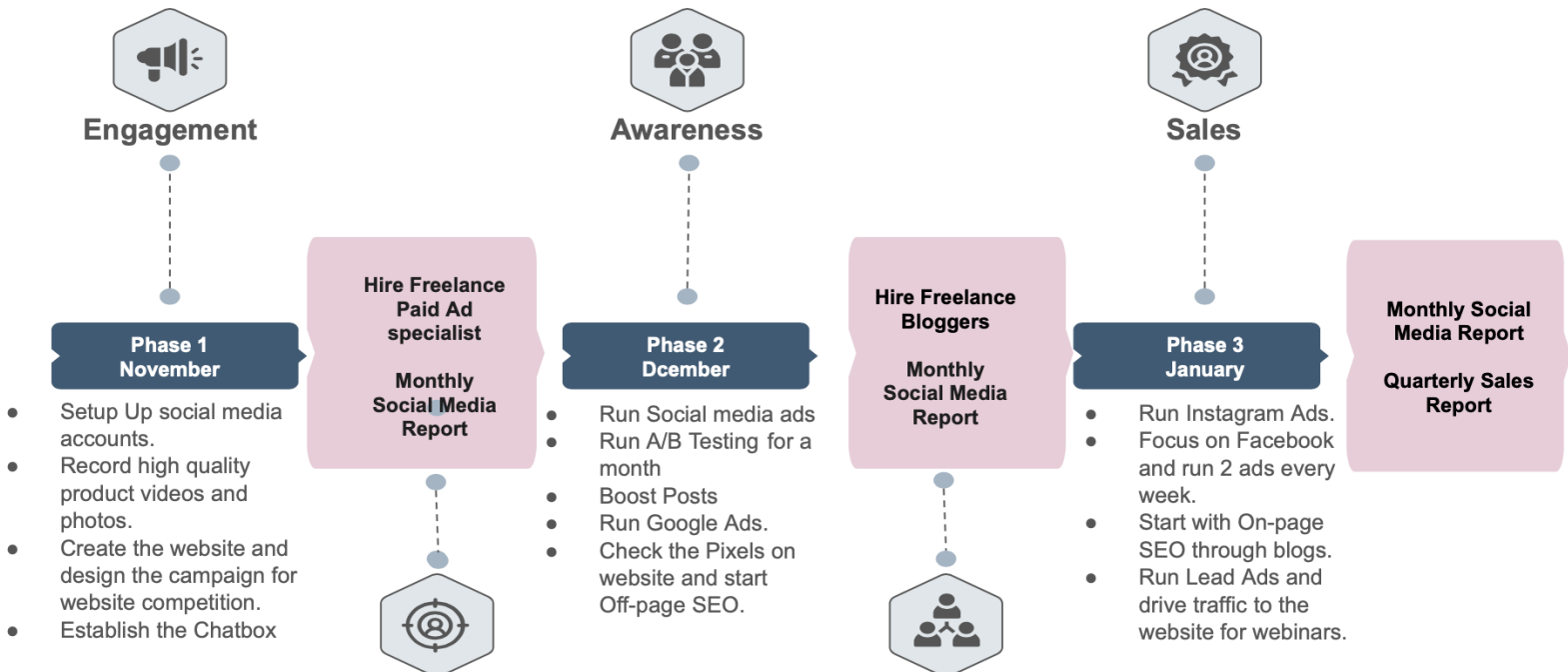


Timeline



Marketing timeline lets your marketing team track everything going on throughout the year, including projects, events, campaigns, and sales. The deadlines can be mapped out quarterly, annually, or per project.

After completing our project timelines in November 2022 which also includes ,website development, we will begin with out marketing campaigns and website promotions in December.



Evaluation

The success of your campaigns can be influenced by a variety of things. Seasonality, global events, the time of day, new competitors coming and leaving the market, strong creative, changes in social media platforms, audience targeting, and, of course, the budget can all affect your cost-per-click (CPC) or any other measure you're keeping an eye on for particular outcomes.

The Key metrics to be analyzed:

Stage of Buyer's Journey	Awareness	Consideration	Decision	Adoption	Advocacy
Key Performance Metrics to be measured	Organic: Impressions, likes, video views, Post photo/video view clicks, Autoplay video views	Organic: Comments, shares, Engagement rate, Saves, Link clicks, Video thumbnails, CTR, website clicks	Organic: Link clicks, Social traffic, Page actions, Social conversions	Organic: Brand mentions, Brand/Product sentiment, Average engagement	Organic: Post engagement rate, % of Impressions from specific influencers
	Paid: Cost per Thousand Impressions (CPM), Clicks, Video views, Cost Per Video view (CPV)	Paid: Cost Per Click (CPC), Click Through Rate (CTR), CPV	Paid: Web conversions, Conversion rate, Return on Ad Spend (RoAS)	Paid: Web conversions, Conversion rate, Return on Ad Spend (RoAS)	Paid: CPM, Cost Per Video View (CPV) from specific influencers