

## VigeoBx- Marketing

### The Customer

VigeoBx is a company fully focused on parent coaching, and educational/organizational consulting. If you are a first-year teacher, district, or school leader, VigeoBx is here to help you. Vigeobx is an online company run by Katie Palmer. It offers training and one-on-one coaching.

### The Situation

VigeoBx needed marketing to grow its audience and generate more conversions. It needed to analyze its current marketing efforts and then create a marketing plan to do better. Katie was afraid to utilize reels and did not have much personal content for social media, besides audio podcasts.

### The Solution

The Research and Business Development Center (RBDC) connected with VigeoBx in 2023. The RBDC was informed of Katie's need to grow her business. They put together a team of student interns from BYU-Idaho and within three months researched the community, collected surveys, and worked on a plan to develop to take VigeoBx to new heights. As a final deliverable, the team wrote Katie Palmer a report to the specifications of the of her needs. The RBDC will continue to help Vigeobx.



### Detailed Scope

- Research how to best reach target audiences
- Analyze the current marketing situation, including a review of past performance (SWOT analysis) and marketplace trends
- Analyze customers and define buyer personas
- Collaborate with client to outline marketing goals and objectives (SMART goals)
- Develop key marketing messages that will be used to communicate the business's products or services
- Determine the best marketing tactics: advertising, content marketing, social media, email marketing, events, public relations, SEO etc.
- Outline the budget and timeline of marketing efforts, as well as the metrics used to measure success
- Create an email marketing calendar with best times, dates
- Design email campaign templates
- Audit social networks
- Determine key platforms for the client and business, as well as the best days and times to post
- Create a content calendar
- Share tips on optimizing and the best practices of a social media profile
- Provide information on social media SEO
- Create high-quality content that is relevant and valuable to the target audience, including images and captions

## SWOT Analysis

The team researched the industry, competitors, traditional marketing, digital marketing opportunities, content analysis, personas, audit, to take the best useful information and to put it into the presentation, together with content calendar and future recommendations.



## What the Team Said:

“Initially, we worked to just figure out what they did, what they needed, and overall, what we as a team could offer Katie. We came to figure out the presence on social media is crucial for her business. She is solely dependent on clients and to get those clients and to get them she needs clicks, and to get clicks she needs awareness.”

“Our action plan for her is all about marketing. We talked to Katie about her podcasts, traditional marketing, digital marketing. Her social media and how to take off in those. We spoke about her customer personas and the importance of catering to them.”

“I think we were a big team, and everyone could bring their own skills and experience to the project. Thus, we could have a big full presentation with many ideas.”

