



# Family Training Marketing Support

## The Customer

Our client is a professor at Brigham Young University-Idaho. He has a PHD in Family Human Development and his expertise is in Financial and Relational Stress. He has been teaching for 14 years. His company is called Social Science Solutions. He has been to a few conferences around the U.S. to teach what he knows to others.

## The Situation

Our client wishes to start an online business to help others deal with their financial and/or relational stress. With the help of a few workers, he developed roughly 5-minute shorts filled with illustrations, and research. As part of these courses, he also has 10–15-minute interviews with experts in their field of finance and family practices. As he is a busy family man, he does not have much time to do all the research one needs to do to get his online business off the ground.

## The Solution

The Research and Business Development Center (RBDC) reached out to our client January of 2023. The group did research concerning competitive analysis of similar online businesses, as well as podcasts, including their overall reach, and contact information. We were able to construct a landing page for the client's website and a Youtube channel to show 30 sec. shorts of the client's videos. For the final deliverable, the team suggested that the client should continue with the RBDC to find another group to help further his work and reach out to others through social media platforms. These include Facebook, LinkedIn, Twitter, etc.

## Research of Possible Podcasts

Before we had come together as a group to begin our project, our client had booked a podcast which he could be on. He thought that this would help him begin selling his courses online. Of the 20 or so minutes that he interviewed with this host, only 1-2 minutes were recorded with the popular sports podcast. Our client was disappointed, but determined and hopeful that this might be a route to go to sell his product. After all, he was a great speaker.

As part of his project, he wanted us to find legit podcasts he could be interviewed on that would be able to reach a wider audience. We were able to craft a spreadsheet for our client which included how many subscribers, the name of the podcast, the website where our client could contact the host, the host's response, and Detail to mention in email. Our client wanted to personally respond to each host who does get back to him with their decision.



Media Type	Name	Subscribers	Channel Focus	Contact Info	Contacted Date	Response	Response Date	Detail to mention in email
Podcast	The Mindset Mentor	96,225	motivation, direction, and focus in life, becoming the best version of yourself	<a href="mailto:info@robdial.com">info@robdial.com</a>				
YouTube	Joe Polish	104,000	business, entrepreneurship	<a href="https://joeopolish.com/connect/">https://joeopolish.com/connect/</a>				
YouTube	Mended Light	118,000	therapy	<a href="mailto:weloveyou@mendedlight.com">weloveyou@mendedlight.com</a>				
YouTube	Prioritize Your Life	135,000	Life, spiritual, near death	<a href="https://prioritizeyourlife.com/contact/">https://prioritizeyourlife.com/contact/</a>				

## YouTube Channel

Our group thought it was necessary to begin a YouTube channel for our client to expand his personal audience. At first, he was a little skeptical of the idea since he did not want to give too much of his content away for free and was not planning on creating additional material. We were able to convince him that we can put on there several shorts which could get viewers interested enough to want to go to his website to buy the courses.

So, we took pieces of important knowledge which we thought could promote his courses. We made 10-15 shorts which ran roughly 30 seconds each. This was all done using an editing videos program, iMovie. Additional research was made to know when and how much content should be available each week. Hashtags were then created to seek out viewers who watch similar videos. We also reached out to as many people as we can through messaging devices to promote our client’s channel. This would increase the likelihood for more views. The more views, the more casual viewers will be able to click the link on the channel to watch our client’s videos. This would then increase the likelihood that they would want to learn more and purchase our client’s courses.

