**Tim – Sonlight Marketing Plan 2014**

Started at Cinci convention with management team attending and perusing the Vendor Hall

 Lots of competitors and low-end disruptors

 Lack of differentiation

 Inconsistent messaging and presentation

 Catalog / booth / website / communication

 Don’t know what we are – mixed messages

 Lack of marketplace relevance and trust

 Companies going digital while SL doesn’t offer digital

 Declining customers, sales, profits, etc.

SL should take its Christ-centered, lit-based leadership position to a higher level with a fresh, new brand identity – present simpler, clearer and more relevant message to younger and GenY market

**Mission / Vision**

 **Empowering families to change the world! *Here’s a great workshop title!***

Brand Promise (what we guarantee you will get in dealing with our company)

 **Empowering parents**

 **Engaged students**

 **Exceptional outcomes**

**Elevator Speech**

 “Sonlight is the original faith-based homeschool curriculum. We empower parents, engage students, and create exceptional educational outcomes.”

 (in 1990, there were Christian classroom programs that sold to homeschoolers)

 If others debate our “original” let them prove it – where are their 1990 catalogs?

**Positioning Statement**

 Sonlight is the original faith-based homeschool curriculum. We empower parents, engage students, and create exceptional educational outcomes.

 Sonlight gives parents all the tools they need for a rich, complete educational experience. We use great books to teach core subjects in a compelling, refreshing way.

 Sonlight families read, discuss, and discover the world … together.

*These statements will be used in our materials and on website consistently*

**Key Points/Concepts**

 Industry leaders and homeschool advocates

 Provide academic excellence with proven results

 Family-strengthening

 Faith affirming

 Literature based

When you say “Apple” people may think “cool, hip, modern” but Apple doesn’t say any of that in their marketing message. They imply this and people add the info

**Key Initiatives**

**Focus on Prospects**

 Website, catalog, booth design should all be geared toward the prospect but provide some accessibility to the returning customer (they need to go to 3rd floor of the store)

 When walk into Macy’s you see cosmetics and men’s clothes first – cosmetics are highest

 margin product, men won’t go hunting for their clothes

 Packages will be the primary focus on website to guide new customers thru selection

**Simplify the Presentation (2 year process)**

 Improve website – navigation, choosing and purchasing on the web easier

 Focus on packages

 Reduce copy

 Mini-catalog(s)

 Maintain branding consistency amongst all entry points, products, promo material, packaging

 No longer using tag line in logo – just bug and name

**Become a selling organization** – Sales are a virtue!

 Introduce 800# and expanded service hours

 Inbound and Outbound Sales – take phone orders, a team that calls prospects to offer sales

 More direct calls to action – deliberate messaging, tell prospects what the next step is

**Become more in tune with our data and web analytics**

 Define web metrics that matter

 Determine web sales process

 Review data frequently and take action – not wait until Sept to see how things went

**Leverage PR and Social Opportunities**

 Expanded social media presence – focus on opportunity to drive sales

 Take advantage of scholarship applicant stories, and alumni stories

 Continue to have Sarita speak at conventions

 Create John and Sarita biography book

 Establishes them as authority

 Shares homeschooling philosophy

 Gets our voice out there

 Tool for parents to share SL and why they homeschool the way they do

**Move to Digital as Quickly as Possible**

 Create simple digital IG and introduce

 Accomplish 60% to make SL look relevant and innovative – testing minimal viable product

 No one knows what you don’t have, they know what you do have – get something

 Core Tips online … now available on My Digital Library (first steps)

 ELight is paused (too big for test model)

 When Brightstar website launched, will be offering online IG (basic model)

Priorities: Website, Selling Organization, Analytics/Data-driven company