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Ontario Colleges Marketing Competition 2023
1st Place Presentation – Advanced Marketing Strategy

The **Ultimate** Learning Partner

Education In the AI Era

2024 STRATEGIC MARKETING PLAN FOR **PEARSON**

A **YODA** MARKETING SOLUTIONS STRATEGY



Executive Summary

1. Problem Statement
2. SWOT
3. Objectives
4. Targeted Buyer Persona
5. Alternatives
6. Recommendations
7. Timeline Implementation



Problem Statement

Tutor AI is set to launch with an **uncertain pricing strategy** and **skepticism from users**.



SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Established Brand Reputation & Strong Relationships	Instructor Skepticism	Growing Demand for AI in Education	Emerging Competition
Specific to Textbook Content	Resistance from Students	Personalized Learning Experiences	Everchanging Market Dynamics
Seamless Integration with Existing Product	Limited to Textbook Content	Potential for Partnerships	Data Privacy & Security Concerns

WHAT DO WE SEE AS THE MOST IMPORTANT?

THE SWOT SELECTIONS

1

Address Instructor Skepticism

2

Established Content & Publishing Ownership

3

Growing Demand for AI in Education



SWOT SELECTIONS

1. Address Instructor Skepticism

Objective 1.

Sway Consideration amongst Faculty as to the product benefits of Tutor AI with **3 faculty** in each of Canada's **450** post-secondary institutions **integrating Tutor AI** within their required course materials.



SWOT SELECTIONS

2. Established Content & Publishing Ownership

Objective 2.

Establish Tutor AI as the **Top Market Leader** in 'textbook AI Assistants' at end of its launch year.



SWOT SELECTIONS

3. Growing Demand for AI in Education

Objective 3.

Establish Tutor AI as new revenue stream for Pearson, generating **\$2 Million** in revenue in it's first fiscal year.



More about the target group



Target Segment Group – INSTRUCTORS

Age

45 years old

Experience

15+ years of knowledge
experience in the academic field

Faculty Status

Full time faculty

Values

Passionate in Teaching

Supports Authentic Learning

Interested in using technology to
enhance learning

MEET Blair



Blair

*'I wish my students could learn
with technology yet I am still
uncertain how to incorporate AI
for student learning'*



We target instructors, but not students, why?

Decision Making Influence

**Curriculum alignment and
customization**

Long term Impact



**Leverage instructors'
recommendations**

**Streamline integration into
curriculum**

**Enhance Effectiveness and
Motivation of student learning**



We target instructors, but not students, why?

Decision Making Power

Leverage instructors' recommendations

Targeting Instructors is essential

They hold the **ultimate influence** to incorporate educational resources into the curriculum,
making them **influential drivers** of student adoption and usage.

Long term Impact

Enhance Effectiveness and Motivation of student learning



ALTERNATIVE SOLUTIONS

PROS and CONS

Integrate AI service with existing 'Channels' service

ADVANTAGES

Convenience & Simple
Synergise with Tutor AI

Value Adding

Cross Selling Promotion

DISADVANTAGES

Potential Loss of New Revenue
Stream

Over similar Offerings

Reduced Pricing Flexibility

Channels

From \$7.99/mo

Pay monthly or pay upfront quarterly or annually

- Thousands of curated study videos
- Practice quizzes
- AI-powered summaries

[Go to Channels](#)



ALTERNATIVE SOLUTIONS

PROS and CONS

Incorporate Tutor AI Service with EVERY Digital Textbook Sold

ADVANTAGES

Enhance Product Offering

Increase Customer Value

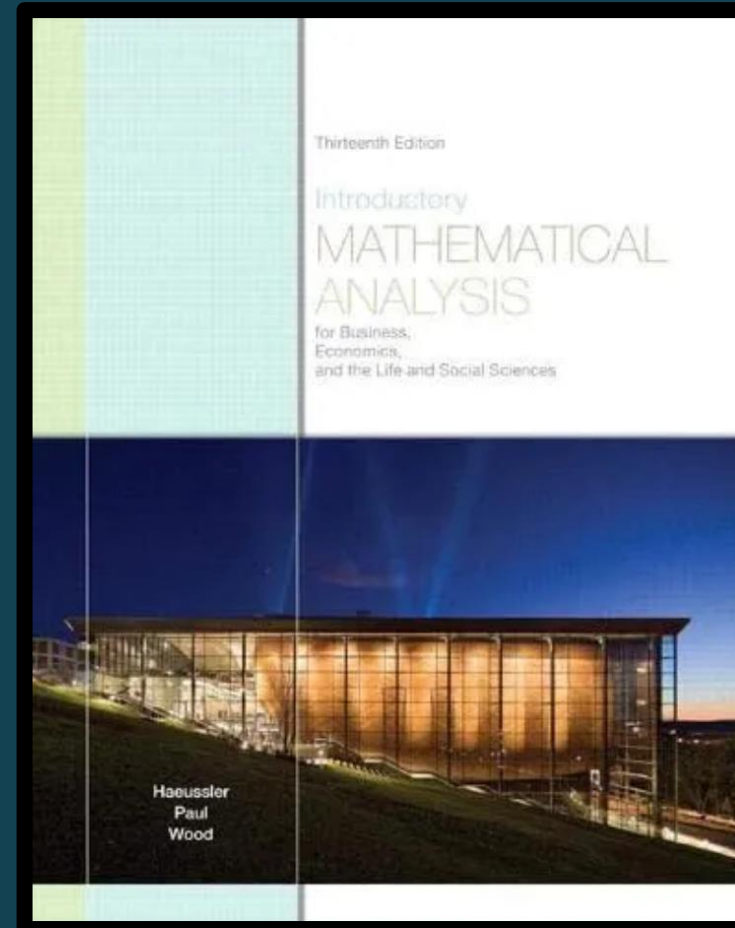
Competitive Advantages

DISADVANTAGES

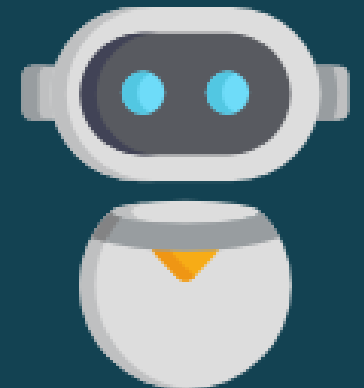
Technical challenges
with larger audience

Higher cost (e.g. server fee)

Pricing Challenges



My Tutor AI





ALTERNATIVE SOLUTIONS

PROS and CONS

Incorporate Tutor AI Service with EVERY Digital Textbook Sold

Enhance Product Offering

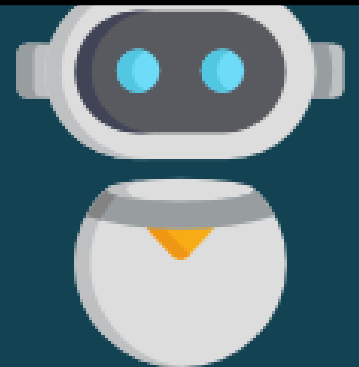
Before proposing our strategy,
We have to understand Tutor AI's unique value.

DISADVANTAGES

Technical challenges
with larger audience

Higher cost (e.g. server fee)

Pricing Challenges





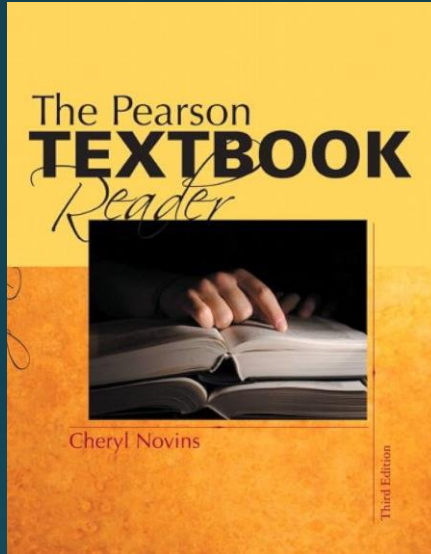
Unique Selling Proposition

Tutor AI maximizes *value and time efficiency*, empowering users with the *optimal utilization* of academic *resources*

The Ultimate Learning
Partner



The Strategy



**Individual
Sales**

**Subscription
Sales**

Pearson Sells Digital Textbooks
in TWO Formats



Pricing Solution

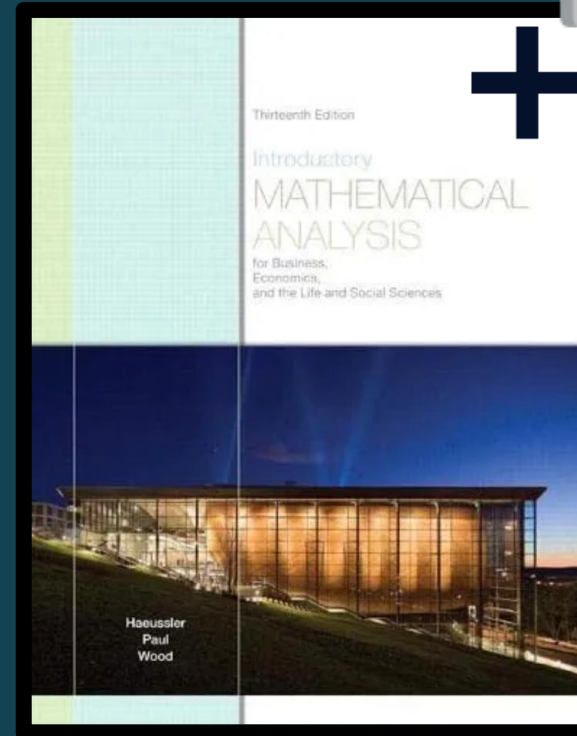
eTextbook

\$10.99/mo

4-month term, pay monthly or pay \$43.96 upfront

- One eTextbook
- Flashcards, audio and other study tools
- Partners and offers

[Find your eTextbook](#)

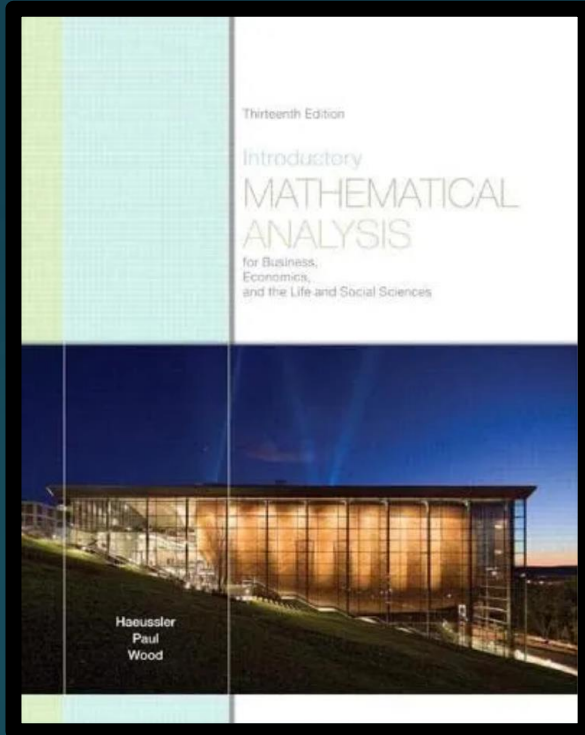


Pearson +

Tutor AI Included



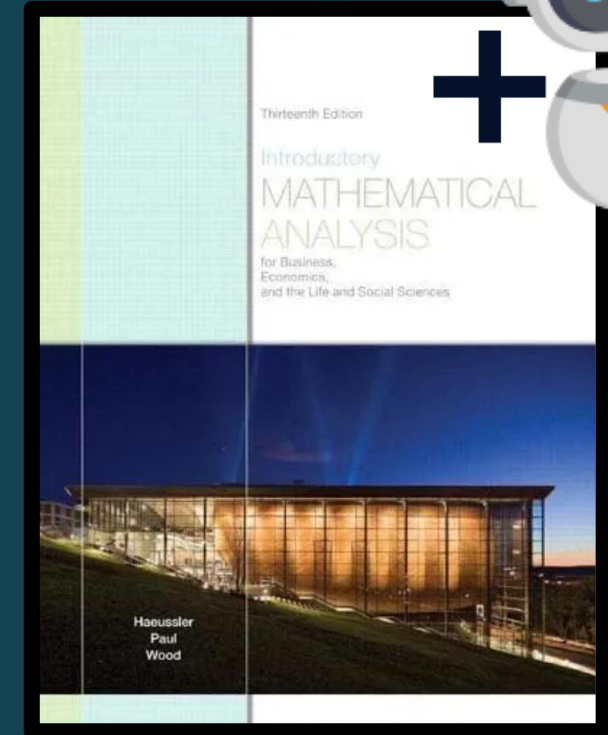
Pricing Solution



Digital Textbook
\$65



Revel/ MyLab
\$85



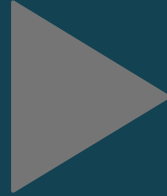
Tutor AI Edition
+\$10



Why The Upsell?

1

Tutor AI Adds Value



Learners are getting more benefits

2

Does Not Cut Into Existing Margins



Ensures Long Term Development

3

Competitively Priced



More Value At A Similar Price



Estimated Revenue

Aspects	Quantity (Q)/ Dollars (\$)
Number of Schools	450
Students per class	50
Total conversion of the number of faculty	1,350
Number of semesters	3
Total Sales	202,500
Tutor AI Price	\$10
Total Revenue	\$2,025,000



Blair: **How could AI possibly help with student learning?**





The Campaign

The Ultimate
Learning
Partner

#ILOVEMARKETING



The Message



Making Cheating
Inefficient



WHY STUDENTS CHEAT

Presentation

Not Confident in Their understanding of the Material

Value

They can not afford Tutor to assist them in comprehension

Convenience

Lack of Motivation



The Message

#ILOVEMARKETING

Blair: **I am sick** of the 'AI Cheating' discussion, how does this help me and my students?





The Campaign





The Message



Tutor AI is a Learning
Partner for both
Instructors and Students



The **Ultimate** Learning Partner

Presentation

Assists Student Comprehension



Discuss Content



Summarize Ideas

The Ultimate Learning Partner

Value

Cost of Service

- Earn – as a Tutor - \$ 17.44 per hour + 4% vacation pay
- Earn – as a Peer Leader - \$19.68 per hour + 4% vacation pay



Tutor AI Edition
+\$10

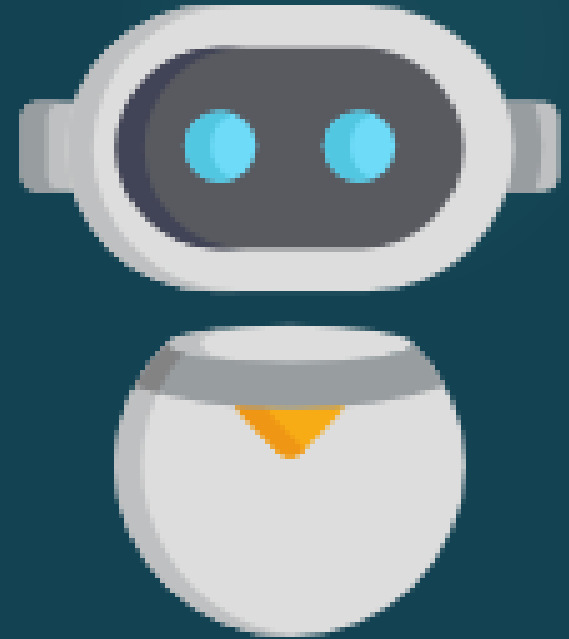
The **Ultimate** Learning Partner

Value

Relevant Service

Ensures the **right material** is being taught by the Tutor

My Tutor AI





The **Ultimate** Learning Partner

Convenience



Use on Any
Device



End 'just Google it'
mentality



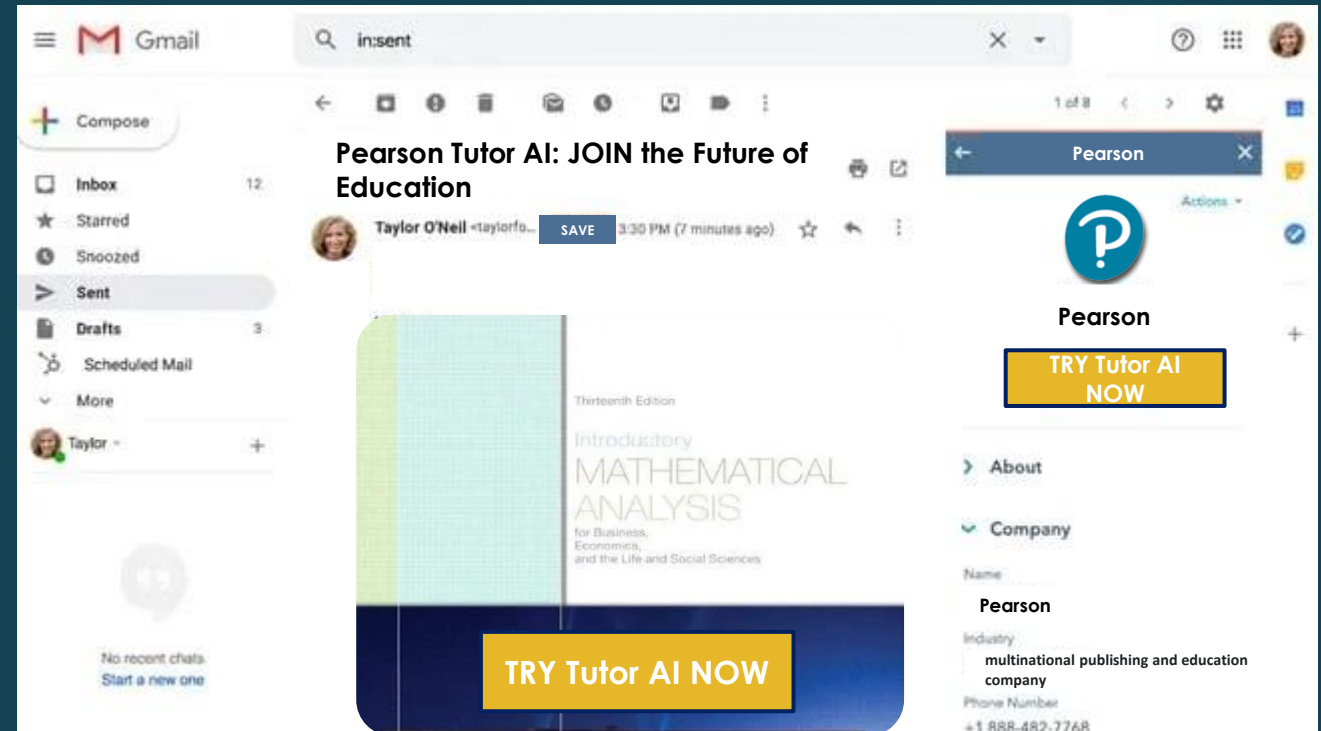
The Ultimate Learning Partner

The Delivery Method

Email Marketing

#ILOVEMARKETING

Experience
The **Future** Of
Education



Become Aware & Try Tutor AI

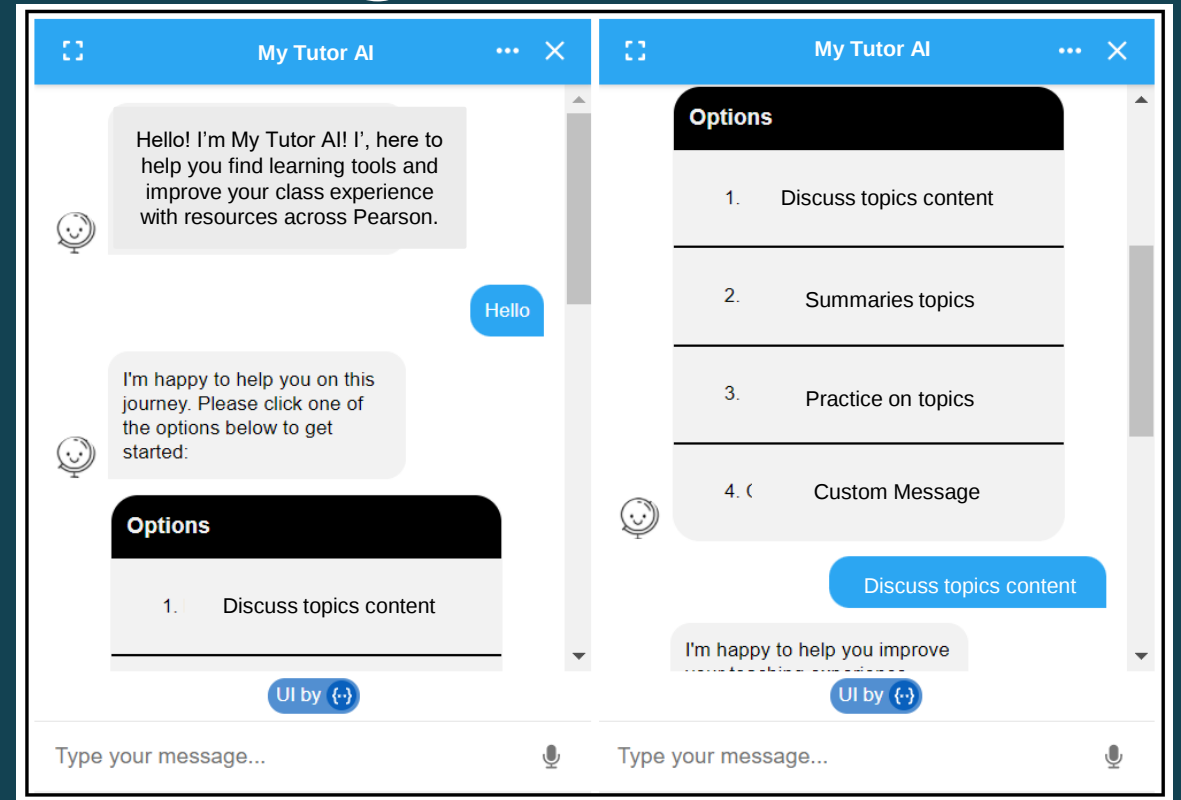


The **Ultimate** Learning Partner

The Delivery Method

Email Marketing

Sign Up For
A **Guided** Webinar



Become Aware & Try Tutor AI



The **Ultimate** Learning Partner

Hosting Webinars

Tutor AI: Friend Not Foe

Explaining Tutor AI Benefits,
Features and Objectives



Consider Tutor AI In Course Materials



The **Ultimate** Learning Partner

Hosting Trade Show

Tutor AI: Friend Not foe

Travelling 'Trade Show' style
exhibit at different educational
institutions.





The **Ultimate** Learning Partner

Figurine Distribution

The Ultimate
Sidekick

Meet **Max The Mascot** →



Convert Evangelists For Tutor AI



The Message

Blair: I can see myself AND my students using this in the classroom **for years** to come!





Implementation Timeline

2024

Mar

Apr

May

Jun

**TRY TUTOR
AI**

Email Marketing with CTA

**Tutor AI:
Friend Not
Foe**

Holding Webinars

Holding trade shows of My Tutor AI at different
education institutions

**ULTIMATE
SIDEKICK**

Sending our Sidekick Figurine to the
attendees

AWARENESS

CONSIDERATION

CONVERSION

PREPARATION FOR THE LAUNCH FOR FALL SEMESTER 2024



Problem Statement

Tutor AI is set to launch with an uncertain pricing strategy and skepticism from users.

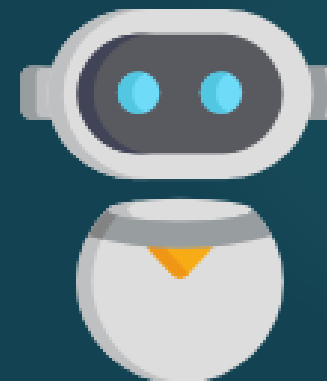


1

Targeted Pricing Solution
Based On Value

2

The Ultimate Learning
Partner



Long Term Value



YODA WANTS My Tutor AI
NOW

THANK YOU FOR
LISTENING!

*The Ultimate Learning
Partner*

A YODA MARKETING
SOLUTIONS STRATEGY



Estimated Revenue

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The Message

THE **NETFLIX** EFFECT

“Introducing a blockbuster movie onto Netflix... **decreases the rate at which it is pirated.**”

Presentation

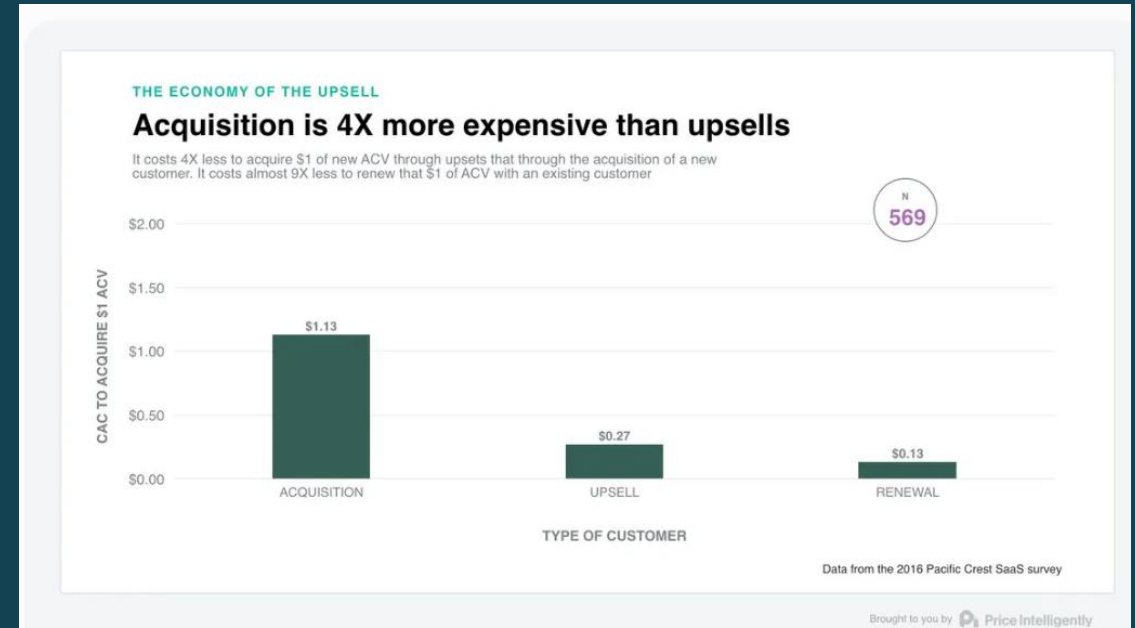
Value

Convenience

Appendice

'Acquiring new customers isn't the only way for subscription companies to expand. **In fact, it's easier to generate more revenue with existing subscribers through expansion revenue**—any revenue that is generated in excess from a customer's initial purchasing price or contract.

A 2016 Pacific Crest Survey from David Skok and Matrix Partners shows that the median cost to acquire a dollar of ACV for new customers is \$1.13, while the median cost to acquire a dollar of ACV is \$0.27 for up-sells and \$0.20 for plan expansions.'



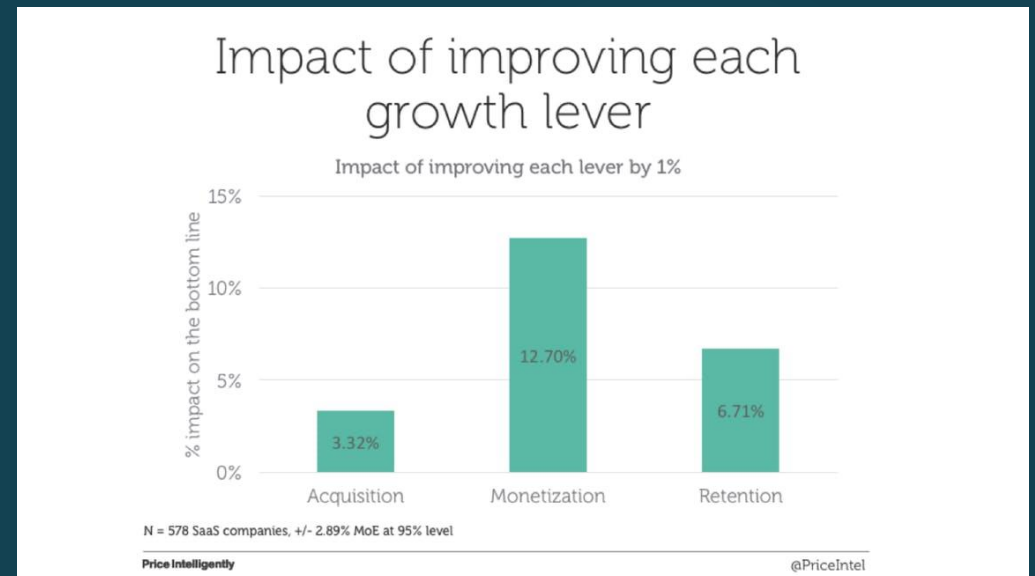
Appendice

Most subscription companies put all their efforts into acquiring new customers, when often it isn't the most effective way to grow.

Retaining customers is even more important for growing your subscription revenue.
The numbers back this up.

A 1% improvement in customer acquisition results in a 3.32% increase in bottom-line revenue.

Meanwhile, a **1% improvement in customer retention** results in a **6.71% improvement to your bottom-line.**





Appendice

Motivations to cheat

HIGH ACHIEVERS – COMPETITIVE PRESSURE FROM SELF AND PEERS

Front Psychol

In the literature on academic cheating, competition was shown to be in positive relationship with cheating (Smith et al., [1972](#); Whitley, [1998](#)). For example, Taylor et al.'s ([2002](#)) study showed that the main reason for cheating in elite high schools was the great competitive pressure to get good grades. In sum, the majority of the results suggested that competition leads to several negative outcomes within and beyond the classroom and competition is regarded as a factor that facilitates academic dishonesty (Smith et al., [1972](#); Whitley, [1998](#); Taylor et al., [2002](#); Anderman and Murdock, [2007](#)). Therefore, it might be interesting to test that not all forms of competition are in a positive relationship with the occurrence of cheating. From practical perspectives, this might be a relevant question as it would be beneficial to create competitive educational environments that do not induce cheating and other negative outcomes but potential higher performance, e.g., good grades (Harackiewicz et al., [1998](#)). To our best knowledge, no previous study investigated the effect of

High-achieving students who feel pressured to attain perfection (and Ivy League acceptances) may turn to cheating as a way to find an edge on the competition or to keep a single bad test score from sabotaging months of hard work. At Stuyvesant, for example, students and teachers **identified the cutthroat environment** as a factor in the rampant dishonesty that plagued the school.

And research has found that students who receive praise for being smart—as opposed to praise for effort and progress—are more inclined to **exaggerate their performance and to cheat on assignments**, likely because they are carrying the **burden of lofty expectations**.

GENERAL STUDENTS – DISINTEREST IN THE SUBJECT → LESS MOTIVATED

Disinterest in the Assignment

Many students cheat because they don't consider the task useful for their learning process. Why behave ethically and spend a lot of time and effort on tasks that seem to be irrelevant? Modern students are more practical and career-focused. They tend to pay less attention to subjects or assignments that won't bring any value in their future working life. This idea is supported by a [survey](#) carried out in 2017 by Eric Anderman. It revealed that students who are not interested in a particular subject feel less motivated and are more prone to cheating behavior.

1. **High-stake assessments.** Many students believe that it's okay to cheat during life-changing assignments, for example, when an exam determines whether they will proceed to the next academic level, receive a scholarship, etc.
2. **Boring and irrelevant subjects.** Being more career-focused, students are likely to cheat without any remorse if the subject has no value in their future life. Moreover, they find it acceptable to behave dishonestly if teachers have failed to awaken interest in their subject.



Appendice

AI Will Transform Teaching and Learning. Let's Get it Right.

For Learners: Psychological Barriers

3. Enabling learning without fear of judgment

Dora Demszky

Ran Liu, chief AI scientist at Amira Learning, said that AI has the potential to support learners' self-confidence. Teachers commonly encourage class participation by insisting that there is no such thing as a stupid question. However, for most students, fear of judgment from their peers holds them back from fully engaging in many contexts. As Liu explained, children who believe themselves to be behind are the least likely to engage in these settings.

Interfaces that leverage AI can offer constructive feedback that does not carry the same stakes or cause the same self-consciousness as a human's response. Learners are therefore more willing to engage, take risks, and be vulnerable.

One area in which this can be extremely valuable is soft skills. [Emma Brunskill](#), associate professor of computer science, noted that there are an enormous number of soft skills that are really hard to teach effectively, like communication, critical thinking, and problem-solving. With AI, a real-time agent can provide support and feedback, and learners are able to try different tactics as they seek to improve.

For Teachers: Personalized Support

1. Enhancing personalized support for teachers at scale

Great teachers remain the cornerstone of effective learning. Yet teachers receive limited actionable feedback to improve their practice. AI presents an opportunity to support teachers as they refine their craft at scale through applications such as:

- **Simulating students:** AI language models can serve as practice students for new teachers. [Percy Liang](#), director of the Stanford HAI [Center for Research on Foundation Models](#), said that they are increasingly effective and are now capable of demonstrating confusion and asking adaptive follow-up questions.
- **Real-time feedback and suggestions:** [Dora Demszky](#), assistant professor of education data science, highlighted the ability for AI to provide real-time feedback and suggestions to teachers (e.g., questions to ask the class), creating a bank of live advice based on expert pedagogy.
- **Post-teaching feedback:** Demszky added that AI can produce post-lesson reports that summarize the classroom dynamics. Potential metrics include student speaking time or identification of the questions that triggered the most engagement. Research finds that when students talk more, learning is improved.
- **Refreshing expertise:** Sal Khan, founder of online learning environment Khan Academy, suggested that AI could help teachers stay up-to-date with the latest advancements in their field. For example, a biology teacher would have AI update them on the latest breakthroughs in cancer research, or leverage AI to update their curriculum.