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Mentorrd EduTech: charting new territories through social media marketing

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CASE TEACHING NOTES

Abstract

Learning outcomes

After studying and analyzing this case, students will be able to: understand and evaluate the integrated marketing communications (IMC) strategy for online businesses; understand and create the various components of an IMC plan; determine the challenges of scaling up a business and how social media marketing can help in that; learn how to assemble the positioning statement of a startup; determine and differentiate the different business models (revenue models); and understand and create the social media marketing strategy.

Case overview/synopsis

It was late April 2021, and Mr Srinivas Rao, the co-founder and director of Mentorrd EduTech, India, was contemplating the journey of more than five years. Much had changed since the startup Mentorrd Education Technologies Pvt. Ltd. (Mentorrd EduTech) was launched in 2015. From being an online artificial intelligence (AI)-based tool for analyzing and building resumes, Mentorrd expanded to specialized premium services for career development catering to MBA aspirants from India to international markets. However, during the same time, many problems had also started showing up. The competition had increased, and conversions became difficult. Mentorrd generated 95% of its leads through Google Ads pay per click (PPC) advertising. However, now, the increased competition made PPC costlier, where Mentorrd started at INR 10 per click but was now paying INR 50 per click. The customers also were only limited to searching for keywords; hence, actual lead conversion was minimal. Mentorrd was present on different social media platforms and had developed an audience: LinkedIn (close to 10,000 followers), Facebook (1,600+ followers) and Twitter (numbers), but conversions from there were only contributing to 5% of the total revenue.Mr Rao wondered that with a change in demand from general review services to specialist resume and interview preparation services such as MBA, he would have to develop a sound social media strategy integrated with the current Google Ads usage to reach the audience and generate conversions. He had a limited marketing budget which he wanted to use most effectively but was not sure how to spend across platforms.

Complexity academic level

This case can be used as an IMC strategy case for MBA courses in marketing. In a marketing course, the focus should be on components of IMC strategy, customer perception, company positioning and marketing channels. The case can also be applied as a strategy case for courses in entrepreneurship or digital marketing strategy. In an entrepreneurship course, the focus should be on the business model, growth and scaling decisions a startup needs to make to grow the business. In a digital marketing strategy course, the focus should be on social media marketing and search engine marketing decisions and the implications for revenues and profits. The case can also be used in executive-level courses to illustrate IMC, growth and digital marketing strategies for a startup.

Supplementary materials

Teaching notes are available for educators only.

Subject code

CSS 8: Marketing.

Keywords

Digital marketing | Social media strategy | Marketing strategy | Social marketing | Marketing mix | Sales promotions

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