



Intuit QuickBooks Case Study

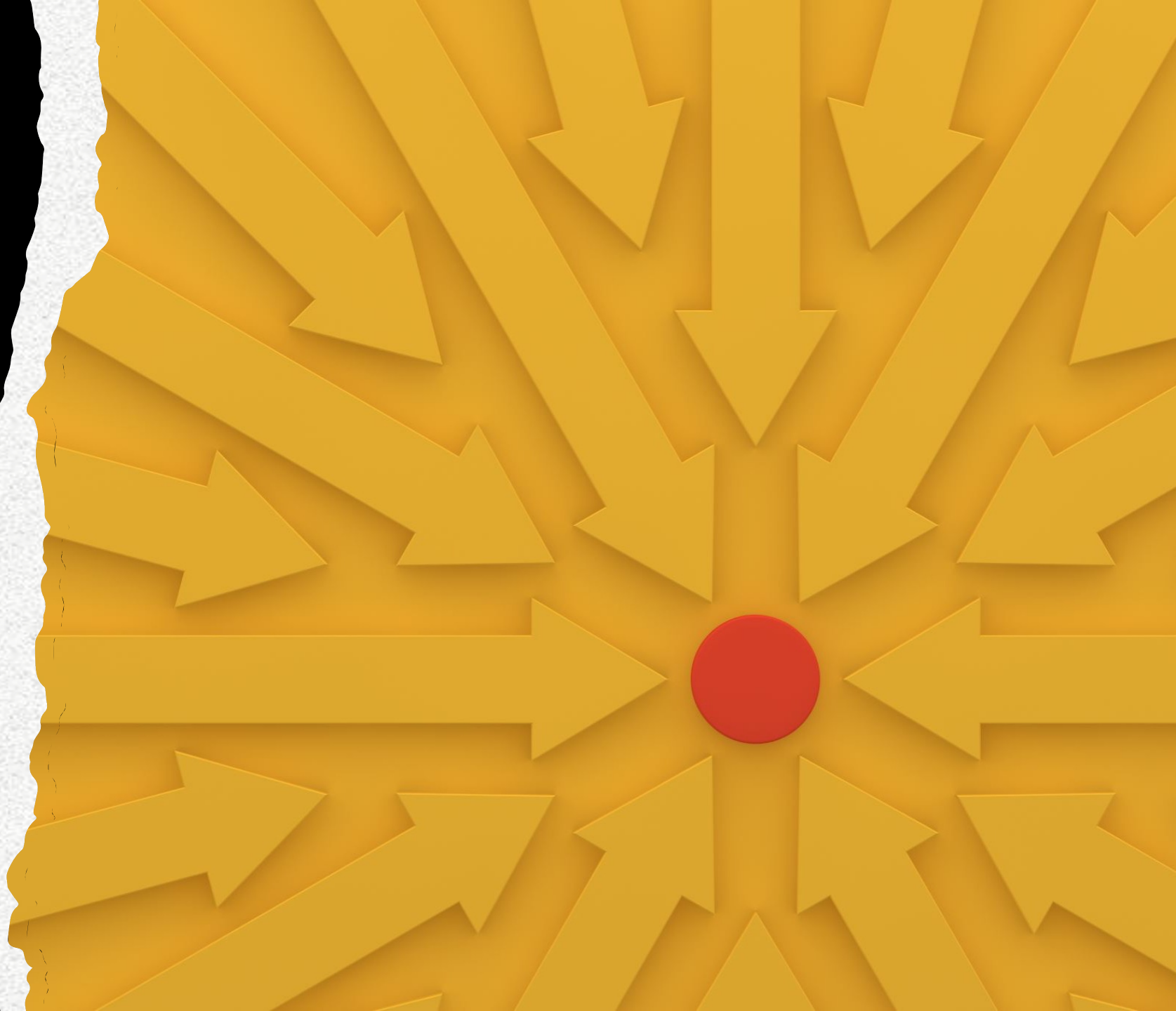
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CASE STUDY SCENARIO

It's August! Educators are heading back to school and are preparing their curriculum for business, accounting, and entrepreneurship classes. Little do they know; they can bring QuickBooks to their classroom for free to enhance their curriculum and set their students up for success.

It's your job to help these educators bring QuickBooks into the classroom by maximizing awareness and activation. The goal? Significantly increase (20%+ year over year) educator impressions and registrations to grow the QuickBooks education program. Please share a high-level overview of your ideal marketing plan built with a budget of \$100k to accomplish this goal. Included in your overview, please share how you would consider strategy, timeline, priorities, resourcing, channels, and budget.

**Marketing is all
about connections.
Connect the right
message with
your target
audience, connect
your solution with
their pain point,
and connect your
business goals
with the desired
results.**



TIMELINE



STEP 1: EXPLORATION

**TARGET
MARKET**

RESEARCH

BUDGET

MEASURE

- **Educators and Schools**
- **After School Programs**
- **Clubs and Organizations**
- **Companies with Education Initiatives**

**TARGET
MARKET**

RESEARCH

BUDGET

MEASURE

Compile a list of schools, educators, programs, clubs, and organizations

- **Identify a point of contact**
- **Identify pain points - What can Intuit do for you?**

RESOURCE IDEAS



Create partnerships with teacher associations



Build relationships with companies with similar education initiatives



Use company current database of customers

**TARGET
MARKET**

RESEARCH

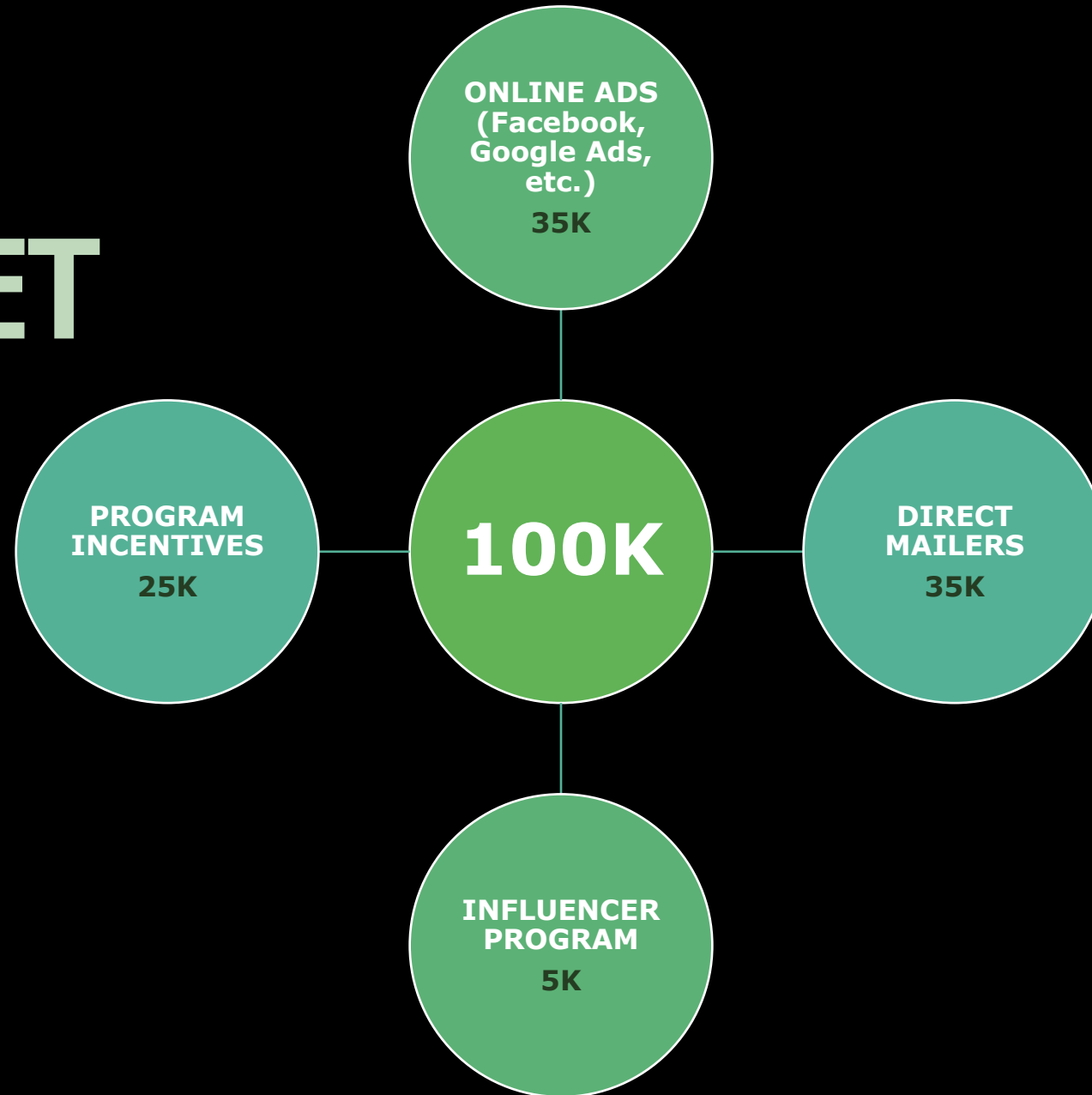
BUDGET

MEASURE

100k budget used to

- **Promote the program**
- **Provide incentives**
- **Create and boost ads**

BUDGET



**TARGET
MARKET**

RESEARCH

BUDGET

MEASURE

Grow QuickBooks education program by

- **Impressions**
- **Registrations**
- **Program completion/success**
- **Referrals**

STEP 2: EXECUTION

MARKETING STRATEGY

Know thy customer

Use research to segment and create journeys

Build partnerships with educator associations and influencers

Create Awareness

Send out direct mailers to educators

Educator Influencer program

Run ads across Facebook, LinkedIn, YouTube, and Google Ads

Provide incentives

Small group: Offer tools

Medium group: Same as as above with free swag bags for students to encourage learning

Large group: Same as above with pizza party kickoff party

STEP 3: EXPANSION

CHANNELS



**Cross Promotion
Opportunities**



**Social
Media**



**Direct
Mailers**



THANK YOU