

Penobscot Language School
May 17, 2019

First Step Marketing Proposal

from Lena Faber <https://lenafaber.com>

I would be happy to make **website and social media** up and running in a *week* after all **content** is provided, so it could be presented to sponsors. I teach web design on Adult Ed. The website roughly could look like these my previous drafts, unless you have another ideas to discuss:

<https://lenafaber.com> - also here is more info about me

<http://www.penobscot.lenafaber.com> - there is an example of my video there

<http://thewall.lenafaber.com>

<http://hopstop.lenafaber.com>

<https://folkhistory.online>

My **strategy** will be:

- **Targeting** modern thinking open mind audience of all reasonable ages from all over the world, who want to improve their English and learn about IMidcoast authenticity, history, culture, and outdoor life.
- The **building** must stay. The audience above needs a hub to gather about 24/7 and the existing house is just perfect without any renovation for now. There is no needs to any TV or computers as all use their own. The only thing are speakers, but they are very cheap in Goodwill and absolutely fine.
- Start promote so called "broadcasting English" as there are a lot of former broadcasters in the area to offer classes. That is totally new in the niche of teaching English. Meeting with professional groups.
- Volunteering programs with all Midcoast non profits. Learning their specific language and exchanging skills.
- Offer special classes for professionals using specific speaking language with jargon and argo.
- Not spend resources for marketing any other language because there is a lot of library and meet up groups when everybody could learn, exchange

their knowledge, and chat for free. If some charismatic Italian, French or Japanese linguist will decide to retire here and take the group for fun and spare cash, that would be a different story.

- Not spend resources on online teaching before the school will be well known for it's special teachers and lessons. There are millions of free resources from well established teachers with thousands subscribers.
- Focus on **localization**, work close with Main Street Rockland community and many other local non-profits.

If you don't have professional images and video, I can make it as it's my profession.

We can start with budget which you've got for marketing and I can tell how far we can go with it. It can be done step by step with following fundraising campaign.

Looking forward to work with Penobscot Language School