

TRUENORTH

The Challenge

From the beginning, Jacob and Joe wanted few things. First, they needed some content to help promote their product. Some of the things included with this were the blog posts, case study, and, one pager. These themselves presented a challenge not only for Jacob and Joe, but for our team as well. For the most part none of us had experience with creating any of the content we ended up creating, but we overcame that and moved forward.

The other challenge was helping them find their focus and what sets them apart in their marketplace. After study and researching the product and some of the competition we determined that what sets Emmersion Learning apart from their competitors is really their customization options. Knowing this was our focus, we really tried to make our work and projects reflect this idea.

The Stakes

With Emmersion Learning being such a new startup company, they realized creating a good base foundation of content is very important. By having easily accessible, and understandable information they will be able have content to not only share with customers, but potential investors as well. Having well written and designed content is especially important in this day and age in building credibility, but especially in building a brand.



The Solution

In order for our team to come up with a solution we first needed to find a problem. One of the problems we found is the lack of a solid one-pager explaining what the product is and how the product works. So we decided to put together a concise one-pager that outlines the important things like: with quality you get better results, more accurate, customizable, faster, and, comparative. Once we created the One-Pager with the content we wanted to throw on some reviews of people who have used our service, giving the product more validity and value. Another problem that we saw and did our best to solve is the lack of content they had online. The solution to this problem was to create a couple blog post about the one-pager and also about a success story with ICCU bank and how it benefited them. We planned to interview Jacob and a executive from ICCU and get both sides of the story. Lastly, we found that True-North did not have any videos of how to use the platform just samples videos that Jacob had created but wanted us to go through and update. We split the platform into six sections and each of us took a part. We used the sample video that jacob had created and we just did voice overs. Creating these videos will help direct the users in knowing how to use the platforms and also using student voices give it a familiar touch to those taking the test. We set out four different deliverables of things we wanted to change or improve, and we were able to do so. We hit a few bumps in the road but i believe that our solutions will continue to benefit True-North for years to come.



The Results

As requested, we were able to provide Emmersion Learning with several different content pieces. As a team we were able to provide Emmersion Learning with 82 hours of labor. These hours were spent researching about the company and the target market of Emmersion Learning and creating effective content pieces. These content pieces included a one pager, two blog posts (a white paper and a case study), and 6 different tutorial videos for both the user and the administrator.

With these content pieces Emmersion Learning will be able to reach more potential customers. The one pager can be used as a handout to potential consumers so that they can learn more about how the True North Test will benefit their company. Our blog posts will draw positive attention to Emmersion Learning and will help consumers realize that Emmersion Learning is an accredited resource to provide language proficiency tests to end users. The tutorial videos will help facilitate the testing process for the user. These tutorial videos will answer many questions that the user or administrator may have when using the software and will help the test become more user friendly.

In order to continue with this momentum we recommend that the blog posts be posted onto the True North website with the capability to track the blog posts interactions to help determine a marketing plan, integrate the demo videos into the test, and to make copies of the product advertisement (one pager) to be distributed to the sales team and different target markets.



“This team has been great to work with. The documents that they have created will be a big help to our company. They are all very important to our sales and marketing success. Thank you!”

- Joe Tomco
CEO Emmersion Learning

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