



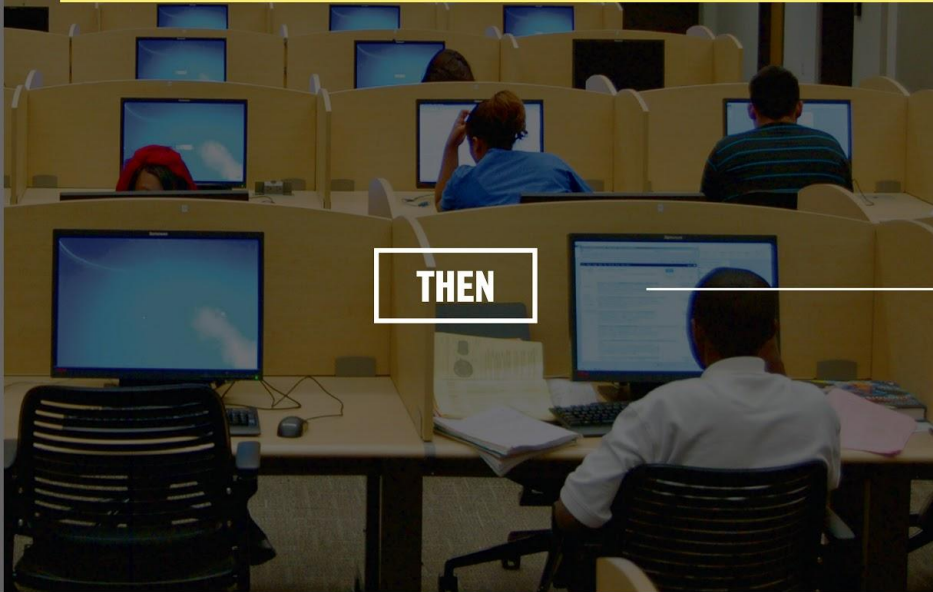
FLUENT CITY



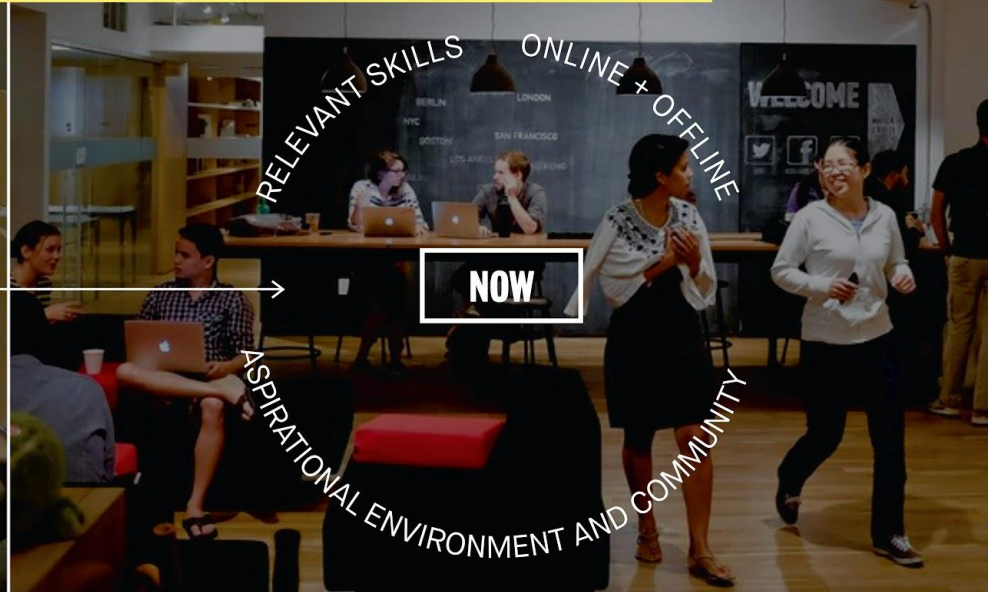
A MODERN DAY CULTURE SCHOOL

MARKETING STACKUP
APRIL 20TH. 2017

LIFELONG LEARNING REINVIGORATED



THEN



NOW

RELEVANT SKILLS
ONLINE + OFFLINE
ASPIRATIONAL ENVIRONMENT AND COMMUNITY

NYU SCPS
SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

92Y

VTC
Vocational
Training
Center

GA
GENERAL
ASSEMBLY

lynda.com

Craftsy

WHAT WE DO = LANGUAGE CLASSES FOR ADULTS



10 LANGUAGES

Spanish & French most popular. Russian & Arabic trending!



GROUP CLASSES

Small class sizes, typically 10-15 students at a time.



PRIVATE LESSONS

1:1 customized curriculum, usually for a specific goal.



CORPORATE TRAINING

Biz with clients or colleagues abroad, team building, etc.

HOW WE'RE DIFFERENT



A+ TEACHERS

We hand-pick and
Train all of our teachers.
This is not a marketplace.



CONVERSATIONAL

We focus on real-world
Situations and getting up
“off the page” to speak.



FUN VIBE

You can get what
You want out of the class.
No homework required.



OWN CONTENT

We create our curriculum,
books and audio. Digital
and video in works.

KEY STATS



25,000 STUDENTS



200,000 EMAIL SUBSCRIBERS



4 CITIES



\$2.5M RAISED

Investors include:



LERNER

1776



New Ground Ventures



LearnCapital



70% Gen Y&Z



62% Female



80% Urban



**College educated, technophile
travelers**

OUR CORE DEMOGRAPHICS

OUR CORE PERSONAS



FOR TRAVEL



FOR WORK



FOR LOVE & FAMILY



FOR A CHANGE

THE BRAND

THE FOUNDATION



MOOD

TACOS \$1 ea.

123



we believe in
endless adven
always develo
ourselves thro
exploring our



CURRENT

WINE,
DINE &
SIXTY



JOIN US

PASSIONATE

IMMERSIVE COLORFUL SPIRITED

HOSPITABLE

CONSIDERED CONNECTIVE PERSONAL

UNCONVENTIONAL

IRREVERENT FRESH ENTERTAINING

REAL

PRACTICAL GROUNDED SOLID

FLUENT CITY IS

INVITING

BOLD

CHARISMATIC

OPEN-MINDED

GLOBAL

IRREVERENT

SPIRITED

FLUENT CITY IS NOT

~~**EXCLUSIVE**~~

~~**PASSIVE**~~

~~**BUTTONED-UP**~~

~~**BY-THE-BOOK**~~

~~**HIGHBROW**~~

~~**EXPECTED**~~

~~**RESERVED**~~

TACTICS

THE MOUSETRAP



THINKING LOCAL

- Review strategy / GMB
- Events like open houses and language happy hours work
- Strategic referral promos, like signup with a friend enhances network effects
- Online/offline community chatter
- Open to OOH and “traditional” plays



CHANNELS AT PLAY

- **SEO**
- Direct / WoM
- SEM
- Paid Social & Retargeting display
- Partner buys & deal sites
- **Engineering & Ops**
- Sales team
- Email
- PR (at key times)
- **Promos**

IN TESTING

- Affiliates
- Offline / OOH
- Always-on referrals
- Influencer/bloggers

ENG. & OPS

- Alert bars & Interstitials with timers
- Chat windows
- Email drops for content
- Landing pages for partners
- Lead gen value adds e.g. Assessment quiz
- Frequent and more flexible start dates

SEO

- Ramping up GMB reviews with BirdEye
- UX, GMB, Yelp & FB reviews indirectly impact SEO
- Citation building
- Link building
- URL structure changes
- Adding more meat: teacher profiles, individual program reviews, guides, classroom photos, etc.

PROMOS

- Rooted in the brand (content based, aspirational)
- Tiered discounts over time
- Expiration dates are big days
- Multi-channel support including sales team
- Time key events like class start dates and local events to the tiered end dates

THINKING GLOBAL

- New markets for offline, new products for online
- SEO/SEM will scale
- Keyword focus & URL structure will need to change
- Independent buyers (already 45% will +)
- New competition :)





CONTACT ME

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Спасибо!

**FLUENT
CITY**

f @ t #getfluent

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