

Squad USA: Repositioning Top Hat's Marketing Strategy

Top Hat is an online learning platform - it can be incorporated with existing learning management system (i.e. Sakai). Top Hat incorporates interactive online textbooks, problem sets, AI assistance, and feedback from students and professors. Top Hat wants to reposition their marketing strategy to reach a wider audience.



Please take our survey about your LMS use and preferences!

Marketing Mix

Place:

Entirely online - offering textbooks and problem sets

Price:

\$53/year for students, custom pricing for institutions

Promotion:

Primarily email marketing but should push into additional sectors

People:

They are targeting their marketing to professors for student use

Packaging:

Top Hat's website and design - easy to use interface is needed

Process:

Top Hat wants additional universities and schools to adopt their service

Product:

Interactive student teaching platform that further enhances student engagement

