

UVANU INTERNATIONAL

Project 2023:
Profiting with
Brazilians



Executive Summary

This project has as its main goal to increase engagement on Uvanu International social media accounts and therefore surge brand awareness so that exchange students would consider them as an option when choosing their exchange programs.

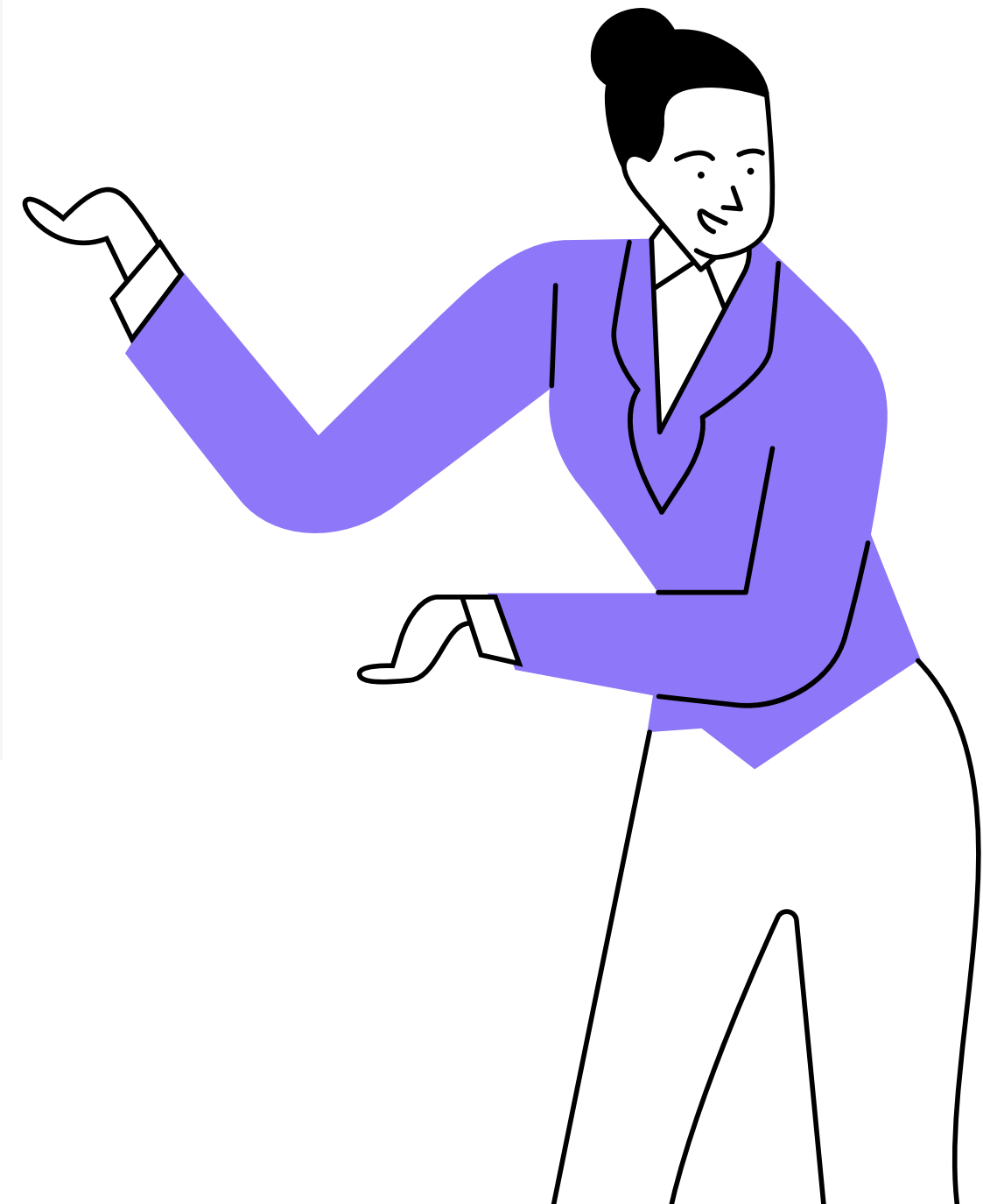


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Key Stakeholders



Petronela



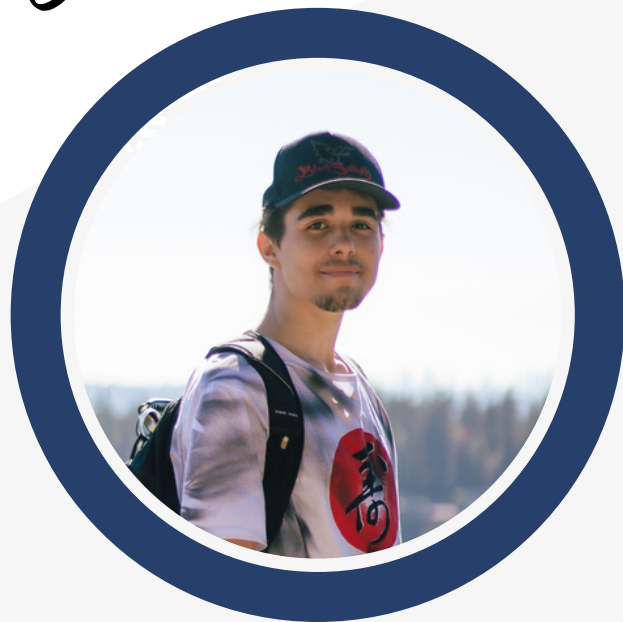
Asako



Yuho



Gaku



Victor

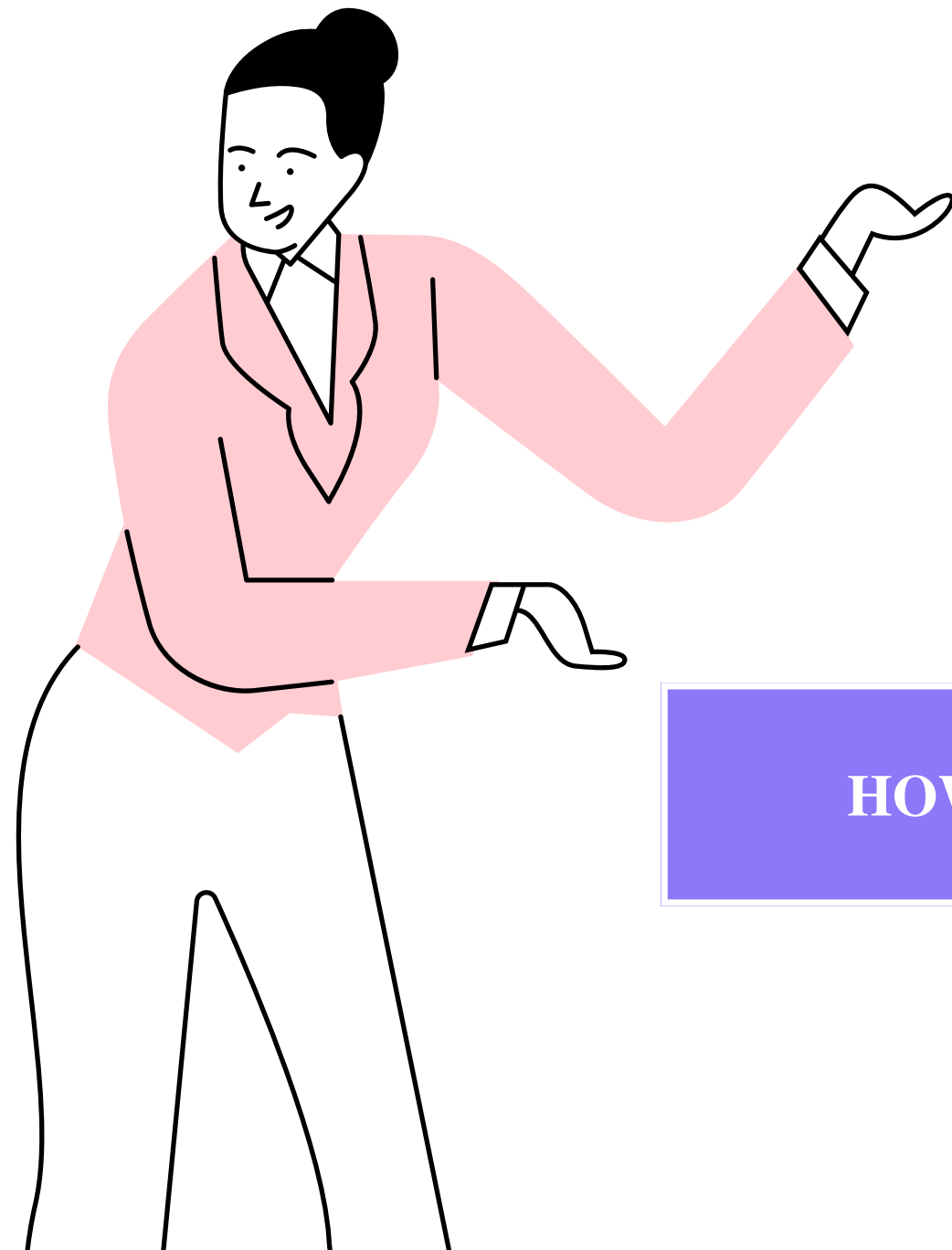


Lucas



Namiki

Objectives

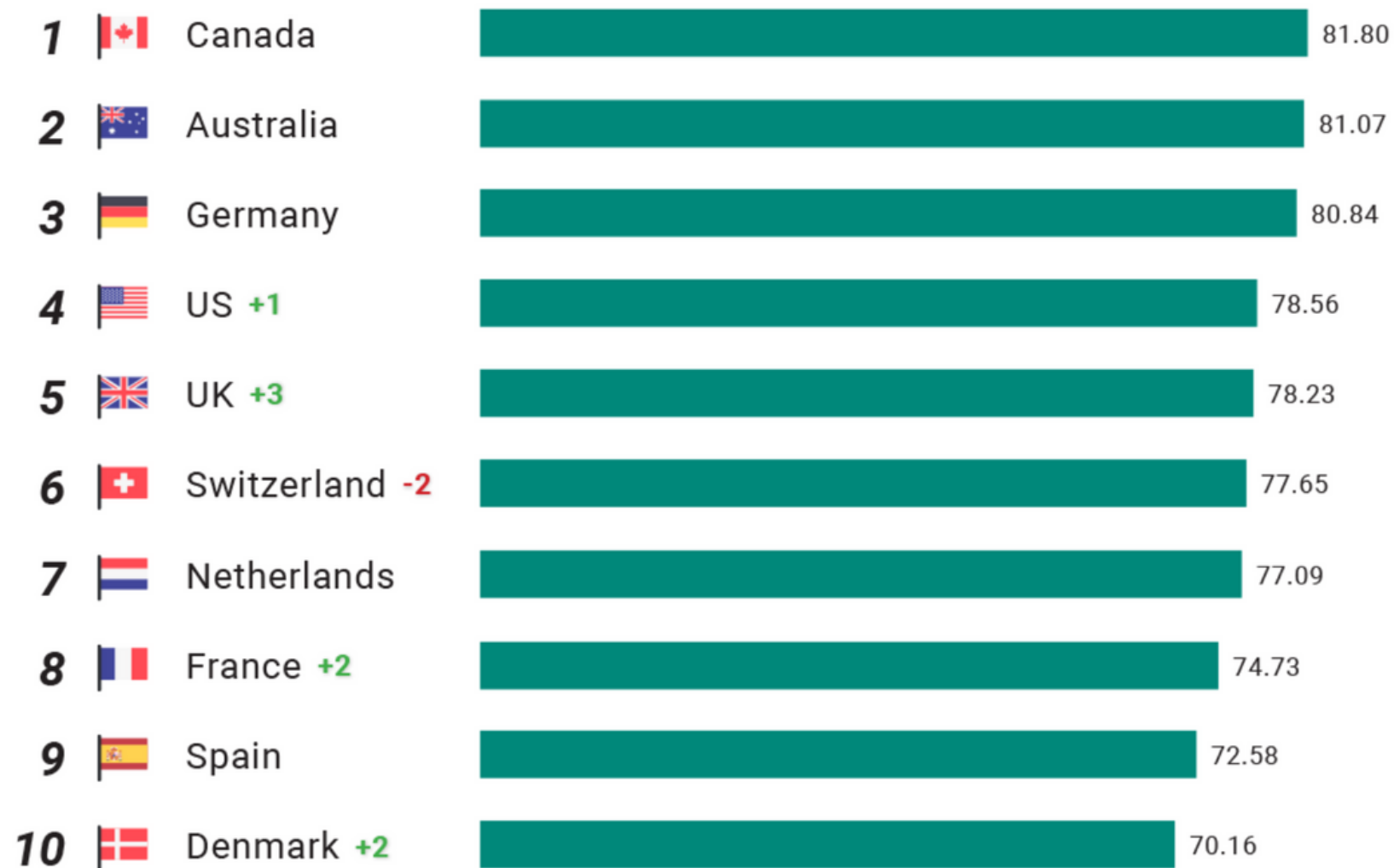


	GOALS	WHY	BY
1	2 new conversions	recoup advertising costs	1 month
2	100 new followers on the uvanu.brazil Instagram account	build brand awareness	
We will use the Referral Marketing Program to focus on the current customers and their friends. We'll offer 5% off for a customer's friend and give our customer a 100\$ Gift Card. We'll also focus on Google, Instagram, and TikTok advertisements.			

HOW

Market Trends

educations.com Country Rankings 2021
Top 10 countries in the world to study abroad



Score out of 100

*There are 388,782 international students in Canada in 2020.

11,050 of students from Brazil

ENJOY CANADA in Vancouver

Available Language :

English/Japanese/Portuguese/Spanish

Social Media :

Facebook, Instagram, YouTube

Content :

Interview for international student

Introduction of lifestyle in Vancouver

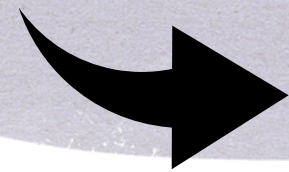
*Canada International Student Statistics

[https://erudera.com/statistics/canada/canada-international-student-statistics/#:~:text=There%20are%20currently%20388%2C782%20international,%25%20\(235%2C419\)%20in%20universities.](https://erudera.com/statistics/canada/canada-international-student-statistics/#:~:text=There%20are%20currently%20388%2C782%20international,%25%20(235%2C419)%20in%20universities.)

Marketing Funnel



Follower : 7,640



168



Follower : 10,200



224

(10.25,22)

Aware: 1000 visitors aware ad



34%

Interest: 340 visit service pages



14%

Consider: 140 visit consider service



5%

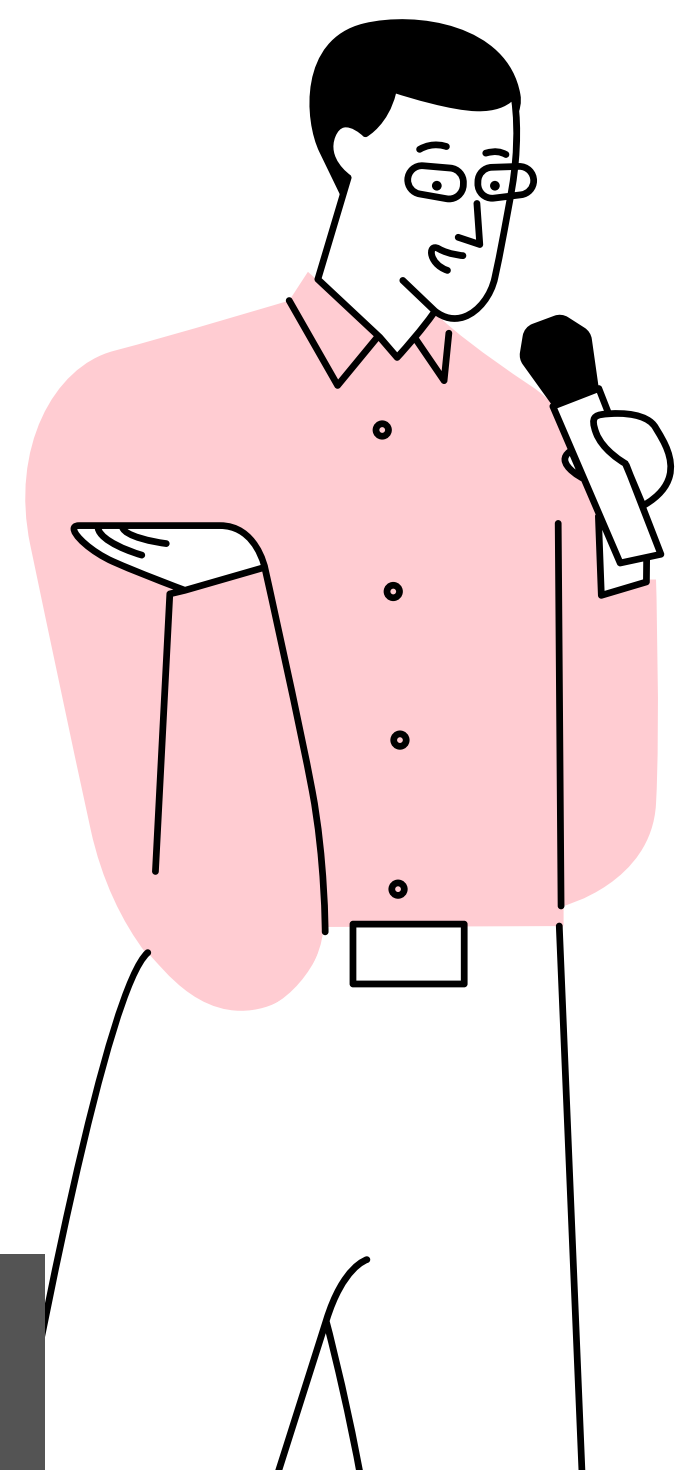
Intent: 50 fill out info



2.2%

Purchase: 22 buy

Target Audience



	Target Audience 1	Target Audience 2
Age	18-22	23-25
Situation	High School Student University Student	Worker
Desire	To study English/Coop	To brush up career
Country	Brazil	Brazil
Gender	Man, Woman, non-Binary	
Channel	Instagram, TikTok, YouTube, WhatsApp	

Target Audience - Challenges

Not as comfortable with their current English Level

First time living out of their country

There is no community in Vancouver



Give up their dream because of homesickness or loneliness



"I want to improve my English, and also I want to learn Digital Marketing in Vancouver."

Gustavo

Age: 18-22

Location: São Paulo

Occupation: Student

DESCRIPTION

Gustavo is just graduated high school in São Paulo and he was thinking his next career. When he started to take Digital Marketing course at cousera ,he was really enjoyed to study and he decided to study more details about Digital Marketing in English speaking country.

PERSONAL CHARACTERISTICS

- Down-to-earth
- Easy-going
- Independent

HOBBIES AND INTERESTS

- Playing e-sports
- Taking care of plants
- Going to beaches

CHALLENGES

- Not as comfortable with their current English level
- First time living out of São Paulo
- He does not have any community in Vancouver

FEAR

- Give up his dream because homesick or loneliness

GOALS

- To find a trustworthy agent
- Success his study journey

SOURCES OF INFO

- WhatsApp
- TikTok
- YouTube



DESCRIPTION

Jullia has been working in Sales for 2 years. She enjoys working in the role however she wants to brush up on her sales career. She wants to learn about Accountant and also she wants to study English too.

PERSONAL CHARACTERISTICS

- Tidy
- Easy-going
- Independent

HOBBIES AND INTERESTS

- Pilates
- Shopping
- Collect of Perfume

"I have been working Accountant for 2 years but I want to brush up my carrer."

Jullia

Age: 23-25

Location: Rio de Janeiro

Occupation: Accountant

CHALLENGES

- She cannot speak and read English well
- She does not have any friend in Vancouver

FEAR

- Worried about whether she can keep up with the class
- Homesick

GOALS

- To find a authoritative agent
- Success to brush up her carrer

SOURCES OF INFO

- WhatsApp
- Instagram
- YouTube

Media Channels and Why



- Young audience 17 - 25 years old



- Major social media and the main one used to have communications in Brazil (165 mi)



- The third most used social media by brazilians (122 mi)

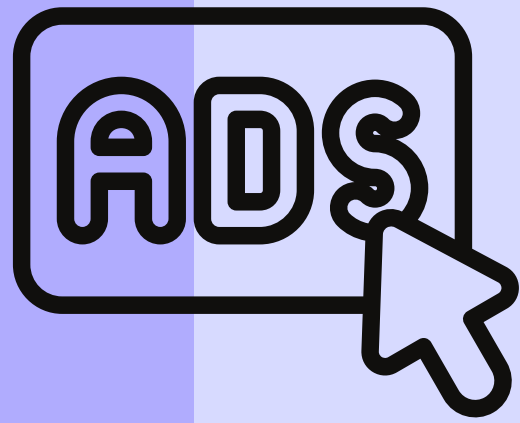


- Most of brazilians use google when looking for their exchange program



Sample Ads for Media Channels

Google Ads



Anúncio · www.uvanuinternational.com/

Homepage - Uvanu International | Save Time And Money | Immigrate To Canada


Check out out Instagram Profile. Immigration Consultancy Fees. Students Join the Uvanu Family Every Year. Free Consultation. Canadian Agency. WhatsApp Available. Best Price Guaranteed.

Contact us

Language Courses

Colleges & Universities

Summer / Winter Camps

 Ligar para (236) 234-7820

Anúncio · www.uvanuinternational.com/

Immigrate To Canada | Affordable Tuition | Canada Immigration Agency


Study in Canada. Immigrate to Canada. Homestay & Transfers. Check out out Instagram Profile. Free Consultation. Canadian Agency. WhatsApp Available. Best Price Guaranteed.

Contact us

Language Courses

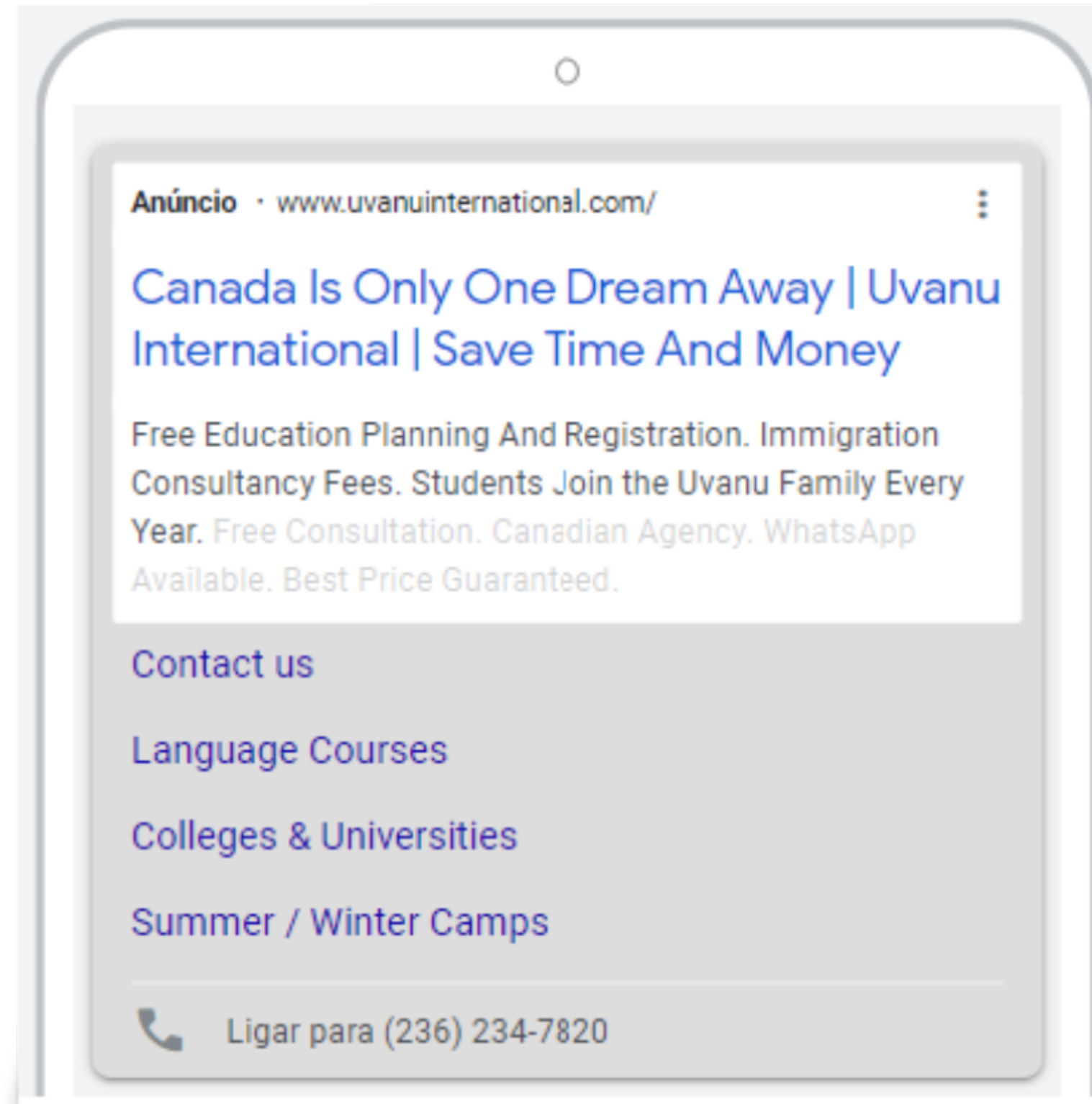
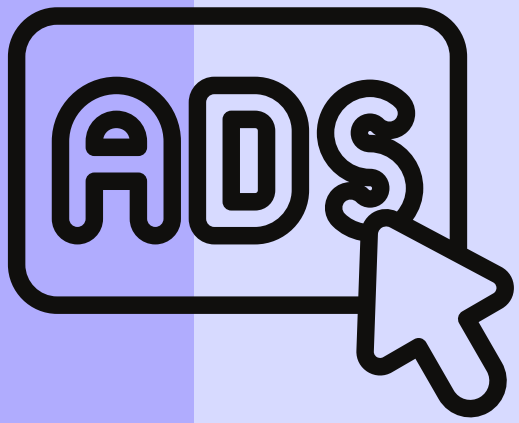
Colleges & Universities

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Sample Ads for Media Channels

Google Ads



Sample Ads for Media Channels

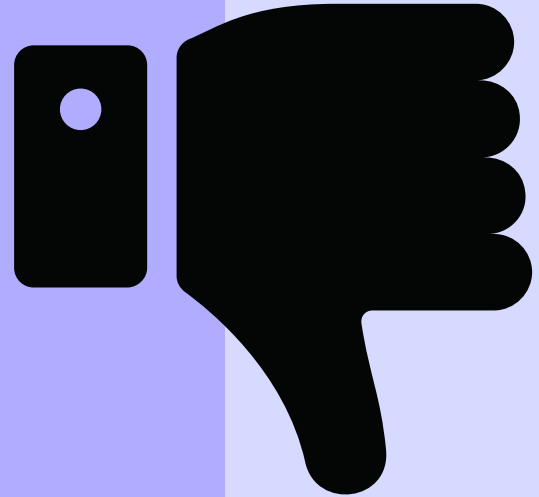
Google Ads



- study in canada
- student visa canada
- universities for international students
- colleges in canada
- universities in vancouver
- education in canada
- colleges in vancouver
- canada immigration student visa
- study and work in canada
- cheap colleges in canada
- international universities in canada
- study in canada for international students
- english course in vancouver

Sample Ads for Media Channels

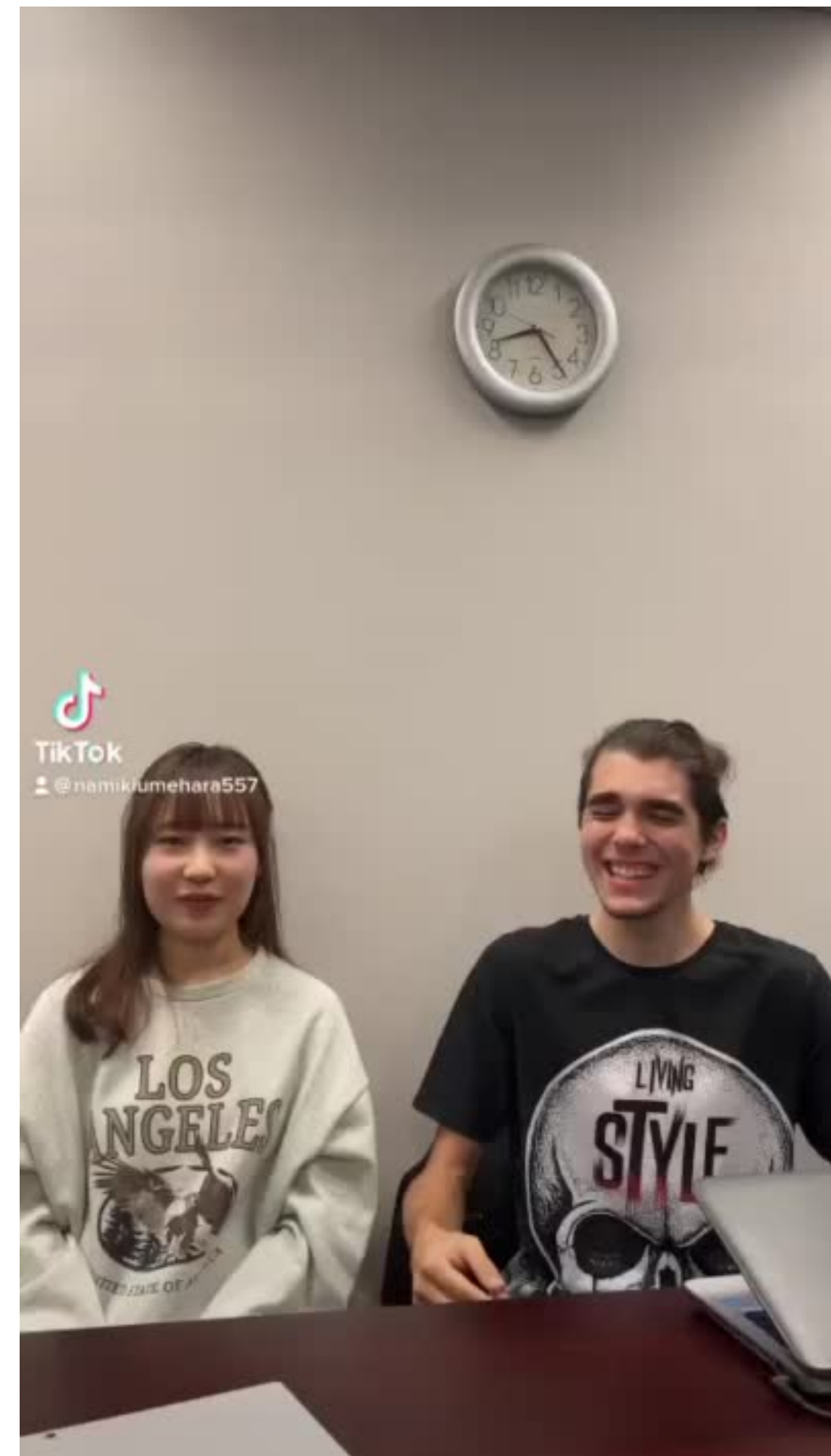
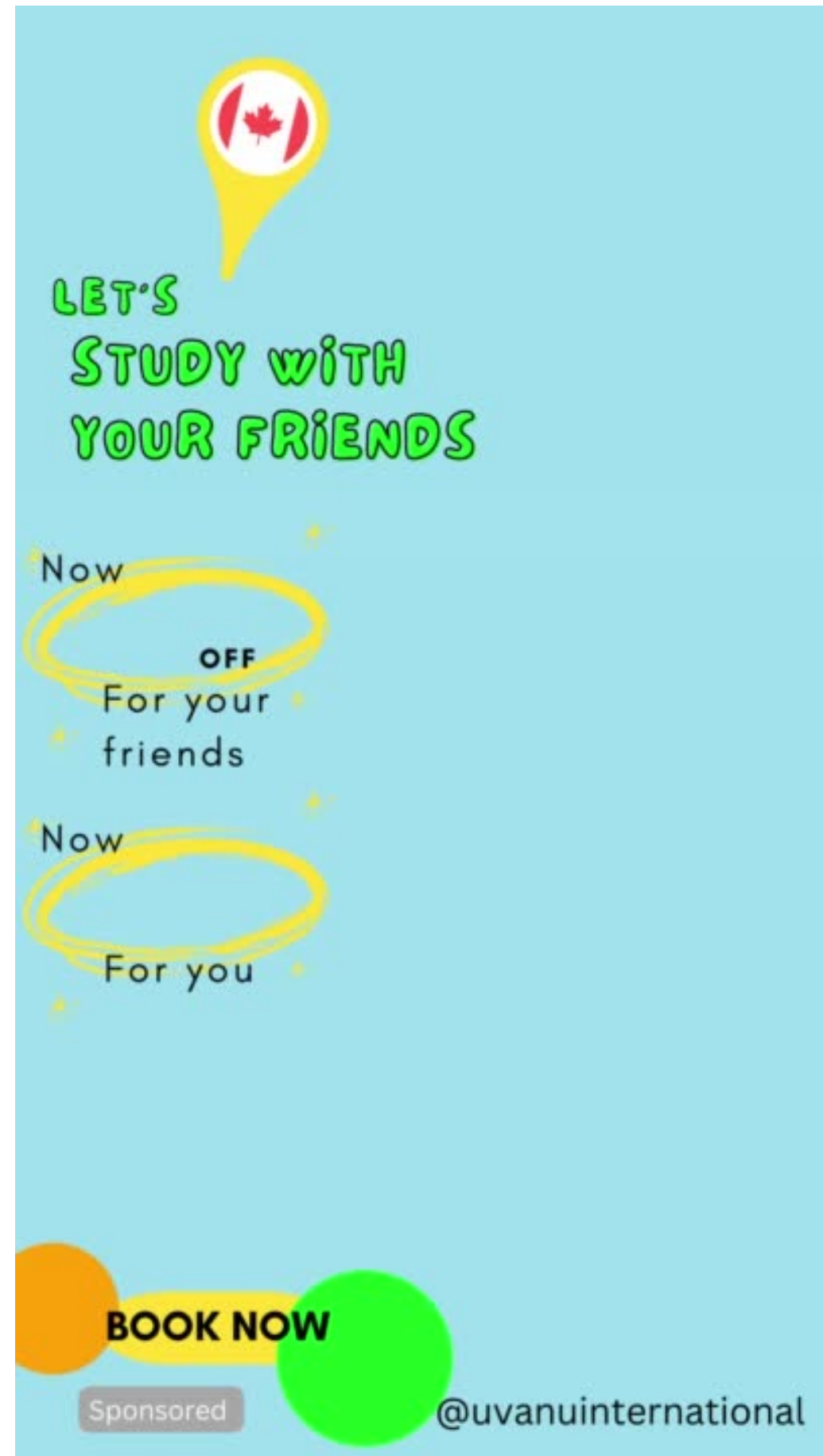
Google Ads



- Study in Australia
- Study in Ireland
- Study in England
- Study in New Zealand
- Study in Malta

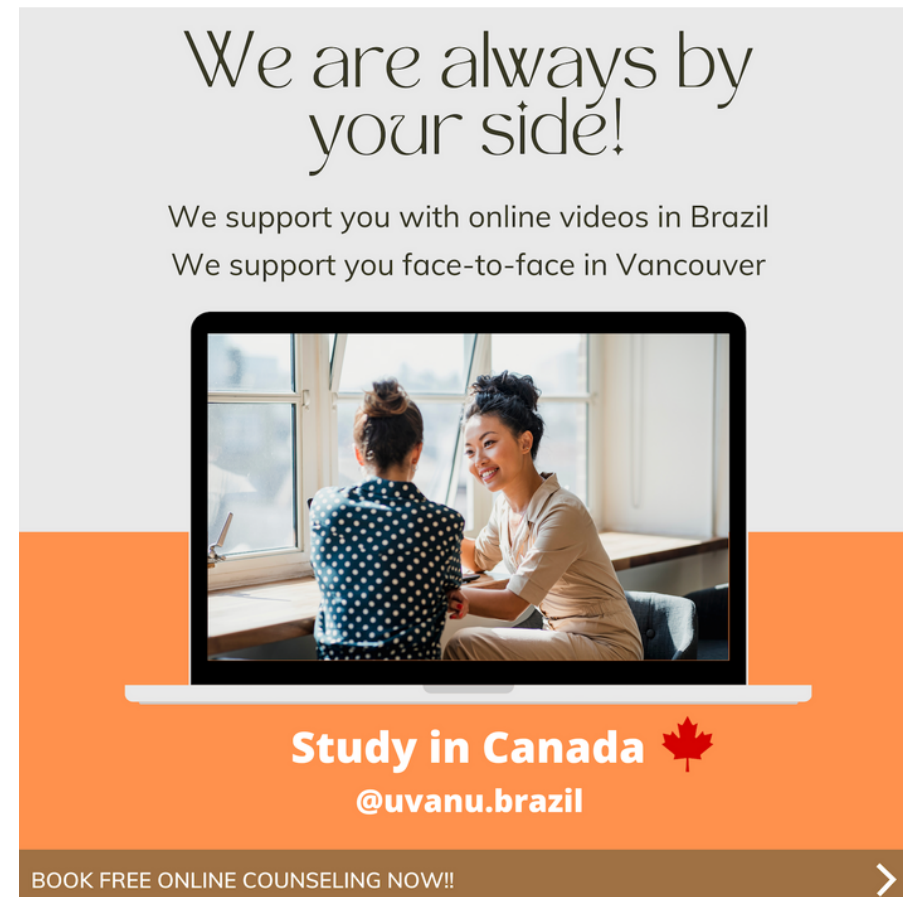
Sample Ads for Media Channels

TikTok



Sample Ads for Media Channels

Instagram



100k views

View all 1205 comments

1 DAYS AGO

Usaremos o Programa de Marketing de Referência para focar nos clientes atuais e seus amigos. Ofereceremos 5% de desconto para o amigo do cliente e daremos ao cliente um Cartão de Presente de 100 dólares

#studyincanada#estudarnocanada#college
#ESL#intercambio



100k views

View all 1205 comments

1 DAYS AGO

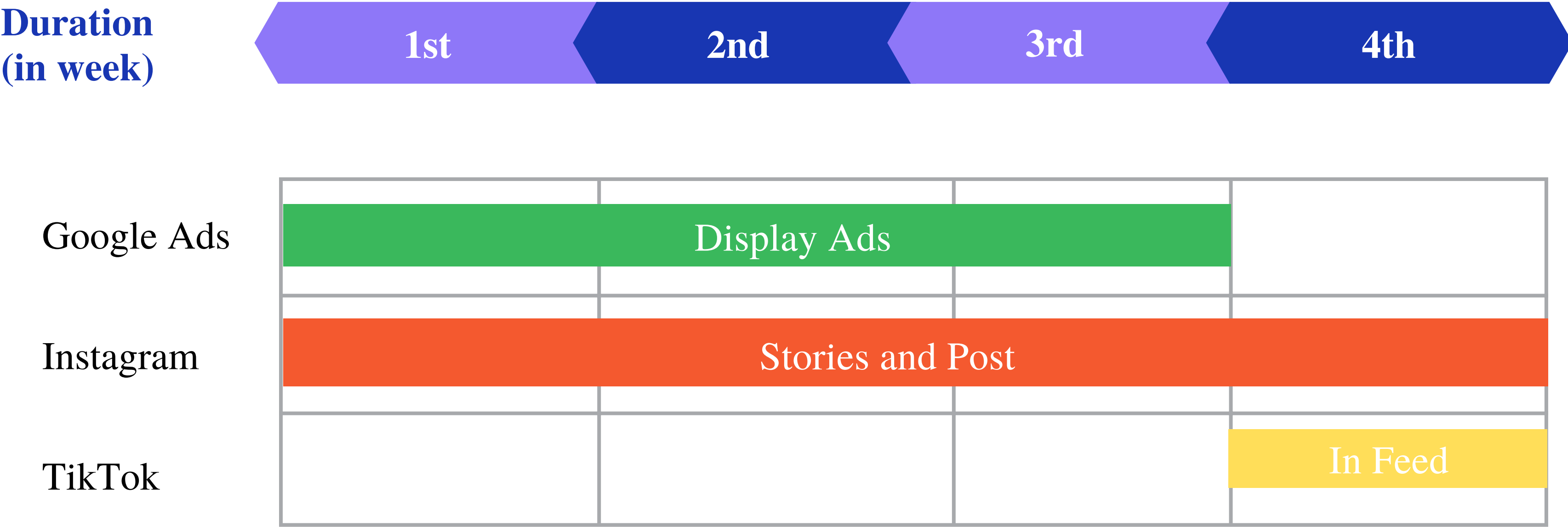
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Media Blocking Chart

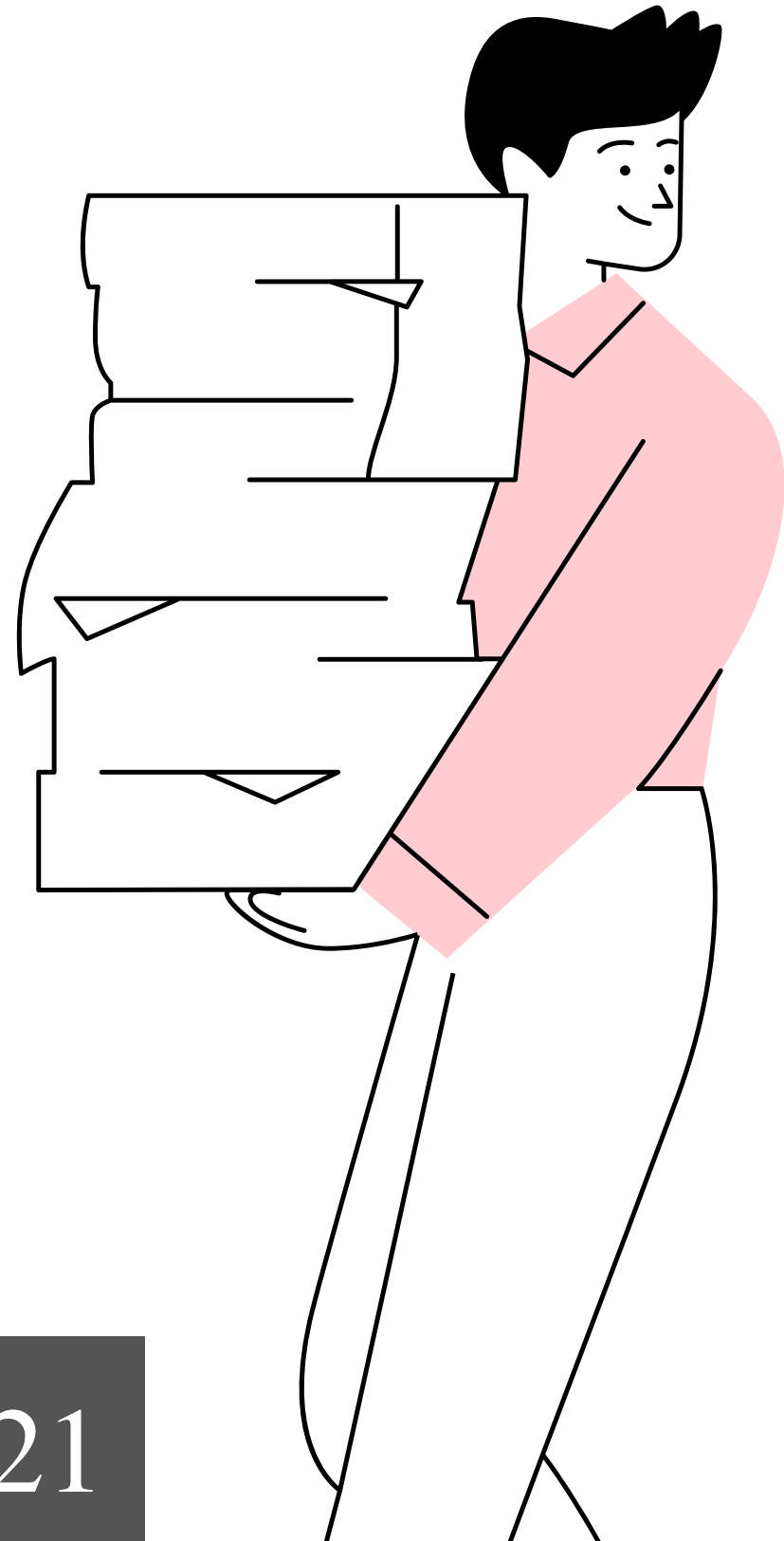


	Google Ads	Instagram	TikTok
Budget	\$200	\$200	\$100
Impressions	-	29,850 0.22%	10,000
Clicks	39	66	-
Conversion	1	1	-
CVR	2.56%	1.54%	-

Timeline and Next Steps



Summary



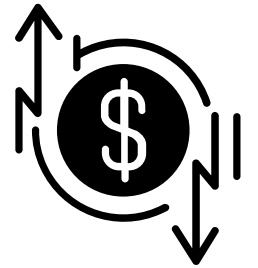
“We know that it’s not enough for us to simply encourage more people to study abroad. We also need to make sure that they can actually afford it.”

– Michelle Obama

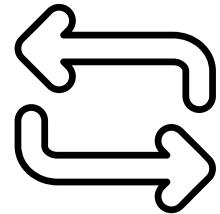
Appendices - Why Brazil



220 milion Inhabitants



Third Largest Economy in America



246.000 Brazilians Did an Exchange Program in 2019



Canada is the Main Destination for Brazilians



Research from media channels and why - google part -

[https://viagem.estadao.com.br/blogs/canada-para-viagem/canada-destino-intercambio-preferido-brasileiros/#:~:text=Interc\u00e2mbio%20no%20Canad\u00e1%20\u00e9%201^a,quem%20ainda%20pretende%20estudar%20fora](https://viagem.estadao.com.br/blogs/canada-para-viagem/canada-destino-intercambio-preferido-brasileiros/#:~:text=Interc\u00e2mbio%20no%20Canad\u00e1%20\u00e9%201\u1d62,quem%20ainda%20pretende%20estudar%20fora)



**Thank you
for your
attention**

