



Proposal

Bubblegum

Keith Sango

Business Development

Retail Expansion and Distribution Channels

Local Retail Partnerships

Strengthen and expand partnerships with local retail chains, toy stores, and educational supply outlets to ensure broader access to Bubblegum products. Develop partnerships with major retailers to position products as must-have educational tools.

E-commerce Platforms

Improve online presence on popular e-commerce platforms (e.g. Takealot and explore direct-to-consumer models through a robust online store. Offering exclusive bundles or packages can drive sales.

Reseller Network

Increase collaboration with resellers, particularly in underserved markets across South Africa and neighbouring countries. Providing resellers with marketing materials and support will enhance reach.

Partnerships with Educational Institutions

School Integration Programs

Partner with schools and educational institutions to include Bubblegum Tablets and STEM products as part of the curriculum or learning toolkit. This could involve pilot programs, demonstrations, or educational workshops that highlight how these devices enhance learning.

Government and NGO

Collaborate with government agencies, non-profits, and NGOs focused on educational development to introduce Bubblegum products in underfunded or rural schools, making education technology more accessible to disadvantaged children.

University Collaboration

Explore opportunities with higher education institutions that focus on early childhood development or teacher training to promote Bubblegum's educational tools in training future educators.

Product Development and Innovation

Localisation of Content

Ensure that the educational content on Bubblegum Tablets is localised for the South African market, featuring language support for various South African languages, as well as curriculum-aligned content.

Learning Tools

Introduce new technologies like learning apps that enhance interactivity in Bubblegum STEM products. This would create a more immersive learning experience for children.

Sustainable Products

Expand into eco-friendly manufacturing or sustainable packaging options, appealing to conscious consumers who prioritise environmental responsibility.

Brand Awareness

Digital Marketing

Leverage social media, partnerships, and YouTube for kid-friendly, entertaining educational content that features Bubblegum products. Emphasize storytelling, showing how Bubblegum products empower children's learning and creativity.

Outreach and Events

Host live or educational workshops and fun events (e.g., coding workshops, STEM competitions) at schools or malls to build excitement and brand loyalty. Partnering with education-focused expos can also increase exposure.

Partnerships

Explore partnerships with international EdTech platforms or global STEM toy providers, particularly those that might provide new technological innovations for the South African market.

Growth Areas

Customer Acquisition Strategy

Target Audience Expansion

While Bubblegum targets children and families, it could explore niche segments such as early childhood centers, after-school programs, and homeschooling communities to widen its reach.

Partnerships

Collaborate with educational institutions and resellers to distribute Bubblegum Tablets and STEM products. Build relationships with bookstores and toy retailers to boost Bubblegum Inc's lifestyle products.

Referral Programs

Create an incentivised referral program for parents, schools, and resellers to spread the word and earn rewards for bringing new customers on board.

Performance Marketing

PPC & Social Ads

Invest in targeted ads on platforms like Google, Facebook, and Instagram. Use targeted ad campaigns that showcase the product's impact on learning and development, particularly focusing on STEM education.

Influencer & Parent Blogger

Partner with South African parent bloggers, influencers, and educators who can showcase Bubblegum products in real-world use. This helps build trust and visibility.

SEO & Content Marketing

Create high-quality content on topics such as "Benefits of STEM Education for Kids," "How to Choose the Best Educational Tablet," or "Best Learning Tools for Early Childhood Development," aligning with relevant searches.

Digital Marketing

Target Audience Segmentation

Parents and Families

Position Bubblegum as a brand that merges education with fun, offering safe, durable products that support learning at home

Schools and Educators

Highlight Bubblegum® STEM products and tablets as valuable educational tools for hands-on learning, especially in early childhood development.

Retailers and Resellers

Showcase the profitability and social impact of stocking Bubblegum products through engaging content about market demand and the brand's values.

Content Strategy

Blog Posts

Cover topics like "How Technology Enhances Early Childhood Learning," "STEM Toys for Future Innovators," or "Screen Time Balance: Using Tablets to Promote Active Learning."

Videos and Tutorials

Short explainer videos showcasing product features and educational value.

E-books and Guides

Free downloadable resources for parents and educators on topics like "Tech for Kids: A Guide for Parents" or "STEM Learning at Home."

Platform and Channel Strategy

Website & E-commerce

Optimize for SEO with keywords like “educational tablets for kids,” “STEM toys South Africa,” and “fun learning for children.”

Make it easy for parents and educators to browse and purchase products.

Social Media Marketing

Focus on visually engaging content, like product photos, videos, and customer stories. Educational content and product demonstrations can build trust with parents looking for learning tools. Utilise short, fun videos showcasing kids interacting with products.

Email Marketing

Build segmented campaigns targeting parents (family-oriented offers), educators (classroom solutions), and resellers (wholesale opportunities). Leverage newsletters for new product releases, educational tips, and special discounts.

Paid Advertising

Google Ads

Focus on search ads for high-intent keywords like “educational tablets for kids South Africa” or “STEM toys for children.”

Social Media Ads

Run Facebook and Instagram ads targeting South African parents with interests in education, parenting, and technology.

YouTube Ads

Create short, engaging pre-roll ads targeting educational and family content.

Analytics and Feedback

Customer Insights

Track product usage, feedback from parents, and educators to refine messaging and product updates.

Performance Tracking

Use Google Analytics, Facebook Insights, and email engagement metrics to gauge the success of campaigns and optimize based on real-time data.

Local Engagement

Build a connection with South African communities by running initiatives like donating tablets to underprivileged schools or organizing STEM workshops.

Talking Points

Review Areas

- Website
- Value Proposition and Message
- Go to Strategy
- Demo and proposals
- Ecommerce
- Customer Journey
- Google Ads
- Support and Engagement

Thank you.