



MGT201 Client Presentation

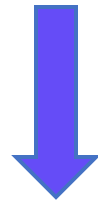
Group 1

Executive Summary

- **MBA students are an ideal target demographic because:**
 - How often they travel, creating a need for a travel planner like Ellipsis
 - Their tendency to travel in groups, strengthening the word-of-mouth effect
 - Their purchasing power, increasing the potential revenue of Ellipsis
- **We recommend Ellipsis to use student ambassadors to directly promote Ellipsis to MBA students**
 - This growth strategy has been proven effective at other companies
 - We have produced examples of what Ellipsis' Handshake recruiting page, ambassador training guide, social media posts, and on campus flyers could look like

Ellipsis' Financial and Marketing Needs:

- Ellipsis needs to build an investment pitch to raise funds with convincing customer statistics proving its ability to attract users.
- Ellipsis needs to show its growth potential and great return on investment by establishing its value proposition in the crowded online travel planner market.



Therefore, Ellipsis needs to spot and tailor the go-to-market strategy towards a specific group of audience, and increase brand recognition in that community

"We need 100 bookings."



Context



Based on Le's report on IBISWorld about the global travel trend:

- The travel industry is navigating significant transformations, due to technological advancements and evolving consumer preferences. The introduction of digital platforms has redefined travel planning and booking processes, with **online travel agencies (OTAs) becoming central to the consumer experience.**
- The global travel agency services industry is forecasted to reach a value of **\$295.7 billion by 2024**, signaling a period of recovery and growth.
- This growth signals a robust recovery phase by innovations in AI and an increased focus on offering personalized travel experiences. This shift towards personalized solutions, often inspired by social media, highlights the importance of online travel planning platforms like Ellipsis adapting quickly to these evolving demands.

Source: Le, Thi. Global Travel Agency Services. Jan, 2024.

Seiler, Gabriel. 2024. Travel Agencies in the US. Apr. 2024.

- Based on Seiler's 2024 report on IBISWorld about travel industry performance, one major trend in the travel industry is the move towards **digitalization**. Nowadays, people prefer using online platforms for their travel planning and bookings. This shift to digital has meant that traditional travel agencies are becoming less popular. It's become really important for travel agencies to have a strong online presence and offer digital services.
- Another trend reported a growing interest in **experiential travel**. This means people want more than just a standard vacation. They're looking for **unique** and **immersive** experiences that let them really connect with the places they visit.



Audience

MBA Students

- According to WeTravel, a trip organizing platform, an MBA student at a top US school, notably Stanford, UC Berkeley, NYU, etc., **spends more than \$21,000 over a two-year period for traveling**. Most group trips happen before the program starts (pre-MBA), winter break, spring break, summer break, and graduation. Besides, student groups engage in weekend-long trips (approximately three per year) for social or career purposes. **These trips can be as large as 200 people with a maximum of \$4000 spending per person.**
- Not only do a lot of **MBA students come from different places around the world**, but **international travelling** is popular in top universities. Some top international destinations for MBA travelling are **Japan, Colombia, and Morocco**, and some popular domestic destinations include Las Vegas, Puerto Rico, New York City, and San Francisco (WeTravel).
- MBA students at ranked universities have an average age between **27-32 years**. They also vary greatly in years of work experience with full-time MBAs having an average of **4.3 years of working experience** and most executive MBAs being midlevel and **senior level professionals**.



Recommendation – Ambassador Program

Ambassador Profile: Ambassadors should be full-time MBAs involved in different organizations, excellent communication and social media skills, active on campus with lots of connections

Goals: The goals of the program are to deliver brand information and to provide customer feedbacks to the company

Major Tasks:

- **Face-to-face marketing:** Ambassadors can hold small meetings with different student organizations, set up tables around campus to introduce students to Ellipsis, including its program sharing capabilities, AI integration services, and advanced mapping capabilities.
- **Physical:** Ambassadors can put up company flyers on dorms, dining areas, cafes, gyms, etc. The flyers have links direct them to company website or promo codes for their first bookings.
- **Social media:** Ambassadors can create more student-focused marketing, repost ads of the company on their personal accounts, add Q&A drop boxes to answer immediate questions, and generate users' video testimonials.



Why is the Program Effective?

College Marketing Group, 17 Feb. 2023:

Ambassador Recruitment: With 70-80% of college students employed while pursuing their education, there's an abundant pool of interested representatives available. These students are also potential employees in the future.

Build Trust with Customers: Over 90% of consumers express a preference for personal recommendations over direct advertising.

Engagement Level: Following a talk with a brand ambassador, 42% of consumers conducted product research, 28% made a purchase, and 26% shared their experience with friends and family.

Addressing the Obstacles



Concern 1: The ambassador program may be too costly.

- Ambassadors are typically paid \$10 to \$20 an hour and spend 2 to 3 hours per week after training, but each of them can bring your business \$6.50 for every \$1 spent on average, based off the data collected by College Marketing Group in 2023.

Concern 2: It may be hard to pick the right universities.

- Because students in full-time MBA programs with developed professional development tracks are more willing to spend money, ranked Full-MBA programs nearby, such as WashU Olin, Chicago Booth, Northwestern Kellogg, are the good ones to start.



We recommend a three-pronged strategy to recruit the right campus ambassadors for Ellipsis. Ellipsis must begin with an in-person recruiting strategy, choose appropriate target programs, and utilize Handshake’s job board.

In order to begin recruiting ambassadors it is necessary to convince them of the platform’s viability and potential. Younger, tech-savvy adults are skeptical of what they see online, so an in-person presence will help convince them that Ellipsis offers a legitimate product. It would not be efficient for Ellipsis to put boots on the ground at many of the full-time MBA programs across the country, but it can focus its resources at a select few.

Ellipsis should target programs that make geographical and financial sense. Northwestern Kellogg, WashU Olin, Indiana Kelley, and Chicago Booth are all top full-time MBA programs within easy reach of St. Louis. These programs offer large classes of high earners who would provide significant value to Ellipsis as customers.

Ellipsis can leverage the Handshake job board to host the ambassador application and spread awareness about the program. Handshake is a job board similar to LinkedIn’s job board and InMail features, but targeted towards students. Over 1,000 universities and thousands of employers use the website, which hosts job postings and a customizable application feature. The following slides present a mockup of a Handshake job post for an Ellipsis ambassador.


Ambassador Recruiting on Handshake

**Ellipsis**

Travel and Leisure

2024 Intern - Campus Ambassador Program/Marketing Intern

Posted 2 weeks ago · Apply by April 9, 2024 at 6 PM

 Saved Apply Externally

At a glance

 **\$20.00/hr** **Remote, United States**

Work in person for part or all of the week, on your campus

 **Internship**

Part-time

 **US work authorization required**

Eligible for visa sponsorship and open to candidates with OPT/CPT

2024 Internship – Campus Ambassador/Marketing Intern, [university]

You will be working onsite on your school's campus and reporting to Ellipsis's head of marketing, based in St. Louis, MO.

You're eligible to apply if you:

- Are a full-time MBA student currently pursuing a degree
- Are business proficient in English

You'll excel as a Campus Ambassador if you:

- Have a strong interest in marketing and customer engagement
- Have top-notch interpersonal and relationship management skills
- Are proactive in thinking about new ideas to improve customer experience
- Are a good communicator; have strong written and oral presentation abilities. Are persuasive and credible
- Have strong work ethic and integrity; are a team player that is proactive and self-motivated
- Have the ability to work for 2+ hours per week

See yourself as an Ellipsis Campus Ambassador:

Ellipsis has built an all-inclusive cooperational group trip planner. Users can collaborate to create a trip itinerary, including flights, stays, and activities. With an interactive map feature, curated featured itineraries, and cost splitting, planning group travel has never been easier.


You will be responsible for spreading the word about Ellipsis at your business school through methods including, but not limited to: tabling in high-traffic locations, presenting to student organizations, and spreading the word about Ellipsis in other ways you or Ellipsis sees fit. You will be expected to become familiar with the Ellipsis product prior to starting, and should you choose to use it to plan a trip, you will receive an employee discount.


How you should apply:

Apply through Handshake. We review applications on a rolling basis and encourage you to apply by submitting your resume as soon as you are ready.

What to expect during the interview process:

- After we receive your application, we'll conduct an initial resume review.
- You'll showcase your interests, skills, and personality by completing a video interview with a member of our team. If selected for our Campus Ambassador program, we will reach out to you for next steps!

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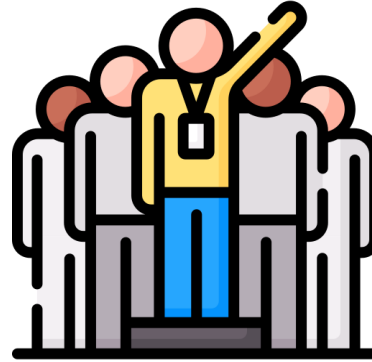
 Apply Externally

Ambassador Training



Platform Training

Ambassadors must attend 3 training sessions to **master the Ellipsis platform**, including search and plan sharing functions, map integration, AI assistance, etc., so that they can introduce the website better to their MBA fellows and answer any technical questions along the way.



Leadership Establishment

The **level of communication** needs to be clear early in the onboarding process. Each campus will have an ambassador leader to gather ideas, lead activities and report back to the Ellipsis team. Ellipsis will also have at least one full-time staff member serve as a communicator for each campus.



Ambassador Handbook

Ambassadors will be given a **handbook guide**, which includes but is not limited to program goals, terms and conditions, major tasks, compensation, evaluation and KPIs. A sample handbook for Ellipsis can be found in the shared Google folder.

Flyer Examples



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GREAT FOR GROUP TRAVEL

Share with other attendees and form your team's unified trip vision, and browse itineraries from trips shared by other users to gather ideas.

DOWNLOAD THE FREE APP



Social Media Marketing Examples

Traveling with Ellipsis

Very good food ★★★★★

It was so easy to determine which train to take, and what routes were the best fit for our itinerary!

We were recommended with the coziest and very walkable place to stay!

Beautiful tourist spot ★★★★★

Train


Food


Maps

@CLICK TO SEE POST

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NEW POST

 ellipsis_travel
Ellipsis -Travel Planning App



Thanks to Ellipsis travel, I had the best and easiest travel to STL!! I 100% recommend utilizing this app for short or long travels to make planning time shorter and easier! It also recommended me the best hotels to stay, and I was able to choose so much easier and faster:)

-University of Chicago'28 MBA

@ELLIPSIS_TRAVEL
[HTTPS://WWW.ELLIPSISTRAVEL.COM/](https://www.ellipsistravel.com/)

Performance Evaluation

Ellipsis could use **ClickMagick** or other tracking apps to track individual ambassador's performance and overall progress on each campus.

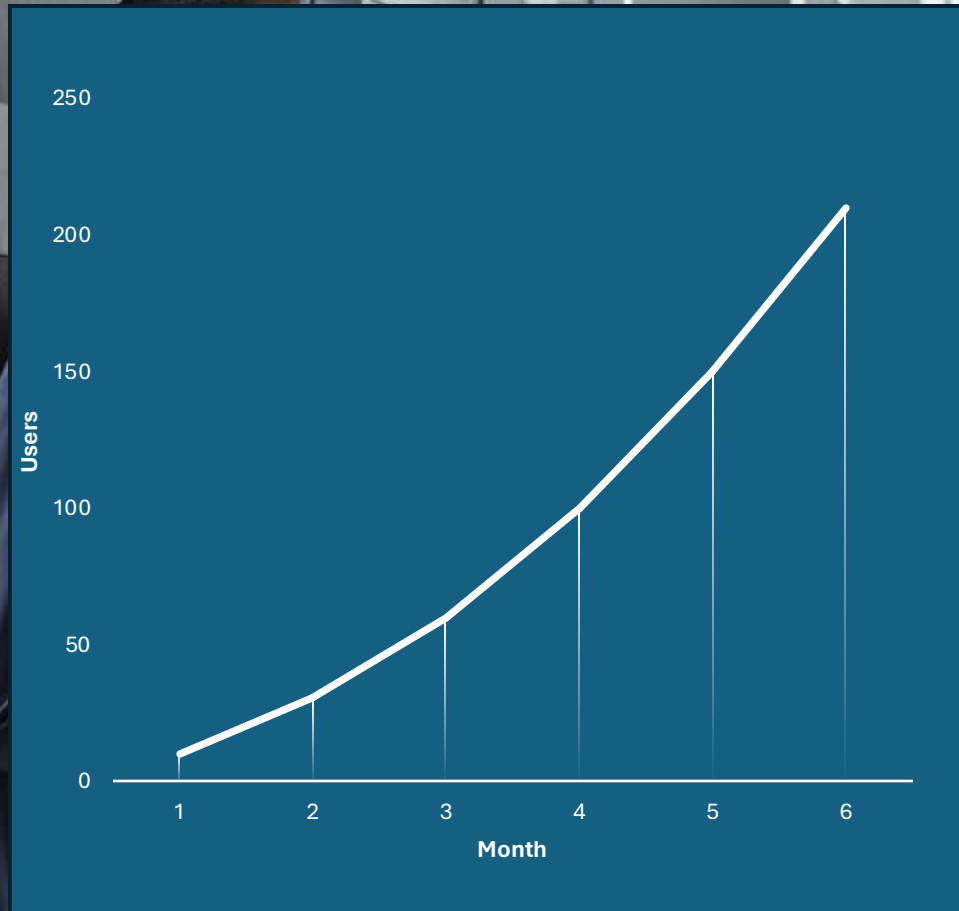
The **KPIs**:

- Website visit increases
- Promo code engagement
- Discount codes redeemed
- Bookings from specific universities (school-email registered accounts)
- Social media engagement for school-specific channels

Besides event-specific meetings, ambassadors are required to meet with their campus leaders **twice a month** and the Ellipsis designated staff **once a month** to report questions and update progress.



Project Projection



If Ellipsis can recruit five ambassadors per month for the first six months of the ambassador program, and each ambassador draws two new users each month, Ellipsis will have 210 new users acquired directly from this initiative. This number excludes the ripple effect that this increase in customers will have on the user base, and will continue to grow exponentially as the ambassador network grows.

If each acquired customer plans a trip for six students to travel for a 4- day long weekend, they would be expected to spend:

- 6 tickets x \$600 roundtrip = \$3600 on flights (3.5% commission)
- \$300/night x 3 rooms x 4 nights = \$3600 on hotels (5% commission)
- \$70/person x 2 activities x 6 people = \$840 on activities (10% commission)
- \$150/day x 4 days = \$600 on a rental car (3% commission)
- ✓ \$126 + \$180 + \$84 + \$18 = **\$408 revenue per customer**

Given the market research that found that student ambassadors return \$6.50 per \$1.00 spent on them, we predict that for a student ambassador making \$20/hour to convert two customers per month, they will only need to work for 6.5 hours per week– a customer acquisition cost of \$62.77 for each customer worth \$408 in revenue.

There are over 40,000 full-time MBA students in the U.S., and this group experiences nearly 100% turnover every two years. As such, it would be near impossible to reach a point of slowed growth within the MBA market, so these results represent just the beginning of a successful foray into the MBA market.

Work Cited

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