

CASE STUDY

Client: **sySTEMic Flow**
STEM teaching and tutoring services

Situation: sySTEMic Flow offers group calculus classes, one-on-one tutoring, STEM summer bootcamp, math teacher guidance, video classes on YouTube, and internship matching focused on educating girls of color in Boston. systemic Flow wants to help the next generation of women of color to lead STEM organizations. sySTEMic Flow needed a comprehensive and strategic marketing plan to guide their growth in B2B and B2C services.



Solution: Strategic Marketing Consulting, LLC worked with sySTEMic Flow to develop an overall, strategic marketing plan. We clearly identified differentiators, target market, and strategies to reach the target market. SMC worked with sySTEMic Flow to identify implementable marketing priorities to grow the business, including:

- Develop strong branding that will be carried through all marketing elements;
- Create marketing brochures targeted to each target market;
- Revamp website to clearly show goals and offerings;
- Proactively reach out to the target markets; and
- Develop Success Stories to share with potential clients.

Working together, we increased the visibility of the organization, grew the client base, and expanded donations to the program, allowing additional schools to participate.

