



Case Study:

Fabulingua & Homeschooling: Unlocking a niche audience

Executive Summary

If you're launching a new product, or in this case, an entirely new company - how do you know who your target customer is? Let's say you have an idea (in this case, parents), but it's far too broad to market to successfully.

FabuLingua, a Spanish language learning app for children, was ready to launch their app to the world. The challenge: with a totally new product, knowing where to start marketing is difficult.

THE SOLUTION:

Marketing is most effective when you have a specific audience in mind - so you can address their exact problems, needs, and desires. Marketing to "all parents" is too broad. We did a brainstorming exercise with FabuLingua to determine potential target audiences, using criteria like "likeliness to join" and "interested in additional educational tools".

Our experimental target: parents who homeschool their children. They are a large enough market, and a community that spreads information by word-of-mouth (very important for a new startup with limited budget).

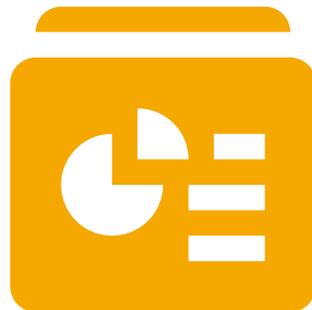
We decided to do a campaign with bloggers, social media influencers, and podcasters to get coverage and discussion about our app in as many homeschool-focused places as possible.

HOW WE APPROACHED IT:

We did research into the **homeschooling space** to find our right-fit partners, and found a combination of specific individuals we wanted to work with, and networks of popular bloggers and writers to give us broader reach.

In addition to a small sponsorship fee for each creator, we designed a **3-month free trial offer** for their community (longer than the standard 1-month trial offered to everyone).

We provided a **writeup and guide to our app**, along with lots of high-quality photos, logos, and graphics so our bloggers could create accents and pinterest-ready images to use in their posts.



>\$3,000

TOTAL
SPEND

22

BLOG
POSTS

76

SOCIAL MEDIA
POSTS

2

PODCAST
INTERVIEWS

THE RESULT:

We spent **less than \$3,000 total**. 22 blog posts, 76 social media posts, and 2 podcast interviews, which gave us valuable backlinks and great testimonials to use in marketing and on the website.

For a new company, links back to our site (backlinks) are very important - it helps Google and other search engines know that your site is legitimate, provides interest and value, and gives context for what your site is about (in this case, if someone were to search “Spanish language app” or “Spanish for kids”, FabuLingua would be more likely to appear on the first page).

\$1.37 CPM for a very specific market. CPM is the cost per thousand impressions - a measure of how many people saw a post or ad, and for what cost. A “good” CPM can vary depending on your target audience, how expensive they are to reach, how much a lead or prospective customer is worth to you, etc. - but for Fabulingua, this was an excellent return on our investment.

An additional bonus: we received a handful of **ratings on the App Store**.

Lesson: by finding a niche market, and utilizing them well, you can accomplish big gains for a small investment.

ABOUT ANGELA ARNOLD MARKETING

Angela Arnold is a full-stack marketer with:

- 20+ years of experience in building and managing online communities
- 15+ years managing paid and organic social media at scale
- 13+ years in marketing strategy

From SMBs to global corporations, she's built marketing strategies, executed digital campaigns, organized teams, and managed budgets from \$0 and a prayer, to millions of dollars.

With focus on **enhancing personal** and **organizational development**, Angela optimizes people, teams, and processes to get to the best version of themselves. She **loves** working with business owners to **calm the chaos and get control of their marketing**.

To see what we could do for you, please contact us:



Angela Arnold, Principal
www.arnoldmarketing.com
angela@arnoldmarketing.com