

Content plan for YouTube channel

Problem: Lack of promotion campaigns, resulting in low efficiency.

Purpose: to help open the Youtube channel and plan concrete video content for marketing, for better visibility and to attract more customers.

1 video: Introductory tour around the center, for 2-3 min. The format of the video can be manual shooting with a representative, who will first explain what they usually do in the center and why everyone should go to them, it is possible to show not only the room itself, but also children playing among themselves.

2 video: Video clips of students' results, with short comments from teachers on the benefits of the program and that they are special teachers. One week after the first video.

Example 1	https://vk.com/videos-146250788?z=video-146250788_456239106%2Fclub146250788%2Fpl_-146250788_-2
Example 2	https://vk.com/videos-146250788?z=video-146250788_456239104%2Fpl_-146250788_-2
Example 3	https://vk.com/videos-146250788?section=album_9&z=video-146250788_456239067%2Fclub146250788%2Fpl_-146250788_9
Example 4	https://vk.com/videos-146250788?section=album_9&z=video-146250788_456239098%2Fclub146250788%2Fpl_-146250788_9

3 video: Advices for parents what they should do to make their children try and want to study, for 4-5 min. The video should be available, warm, informative for parents. The format of the video depends on the format of the teacher's materials. Here, the teacher dictates a comfortable interpretation. In 2 weeks after the first video.

4 video: Interactive game/quiz with the audience. The idea is to communicate with children online in the form of comments and involve the audience in an exciting game. For 2-3 minutes. Requires a moderator channel, checking the comments once a day. 3 weeks after the first video.

5 video: A professional talks about the importance of learning and the benefits of using the Ama Kids network as well as arithmetic education. Briefly describe the teaching methods. Video with the teacher, his attitude towards children, periods of education and results. Video for 3-6 minutes. Mention teachers' developments in Switzerland, popularity of Ama Kids abroad, number of countries covered.

An example where a teacher is assumed to be a medium or general teacher instead of a news frame:

https://vk.com/videos-146250788?section=album_4&z=video-146250788_456239017%2Fpl_-146250788_4

Published 3-5 days after the end of the contest.

6 video: The competition with prizes, you can ask to draw the perfect Ama Kids, the idea should come from the child, parents can help. Video for 1 min. The supervisor announces the competition, noting the availability of prizes, also the opportunity to participate for all, even children not involved in Ama Kids. Active gesticulation, smile, atmosphere of the upcoming holiday should become a leitmotif. You can repeat the video once a year.

7 video: You can call an important person (e.g. Minister of Education, Governor) and talk about your views on education in an interview format (how best to implement it, what it should ideally be). For 10-15 min. Standard semi-official "chair interview" (not news format, avoid formal vocabulary). It is important for the Minister (Governor) to give an opportunity to concrete issues by announcing the scope and areas of issues and examples of issues. This is a format for general discussion about the future, about plans, about the opportunity to share experiences as it happens "on the spot", while the Minister (Governor) acts as a beneficiary of education workers, especially additional. Here it is important to highlight issues that would be interesting to understand, to explore, to curiosity, knowing that children have their own tastes, interests and logic like no other. 1-2 weeks after the 6th video.

8 video: Drawing a certificate for any of the courses for 6 months at half price. In exchange for a motivational video from children and parents for 1-1.5 minutes "Why I want to study at Ama Kids". The supervisor announces the drawing of "a nice and necessary gift" for the smartest and most cunning ones. Leave under the video link, where you can throw the video: VK, Instagram. According to the results of the campaign, it is possible to distribute this video every year. The video is published 1-1.5 weeks after the 7th video.

9 video: Children of different age are asked to explain difficult words or different phenomena they are not familiar with. This can be in the format of a short interview with the question "What do you think it means?". It can be in the format of a "chair interview", or it can be a random question format, the best will be the most relaxed moment. If you wish, you can shoot many video clips with questions on topics ranging from "what is love?" to "what is a luminescent jellyfish? ". Publications on the channel at 1-2 month intervals. Perfect for "interruptions", while a bigger video is being prepared.

Ideas for the future:

- Video about summer camps (Bulgaria 2018 - Murmansk 2021). Make a compilation of frames of ordinary days in the camp, where the main idea is to enjoy being in the camp.
- Feedback from parents/children about Ama Kids. Examples as in the video:
https://vk.com/blagin?z=video2131119_456239213%2Fvideos2131119%2Fpl_2131119_-2
https://vk.com/blagin?z=video2131119_456239056%2Fpl_2131119_-2
https://vk.com/videos2131119?z=video2131119_456239089%2Fpl_2131119_-2
- Games with teachers in online format. Recording strip games on zoom.
- Short demo lessons with a cube of Rubik, speed reading for beginners. Type 3 videos with a focus on narrower topics, such as how to collect one edge of the cube- why do you need algorithms.
- Advertising for the first free lesson. Short video to reach viewers at any venues (targeting advertising in Instagram on geolocation with a link to YouTube channel; group VK, YouTube).
- Invitation to participate in the contest at the end of a calendar year. Where you can win a mini-course in liberica of 4-5 lessons.