




# ProfenPoche

Prof en Poche is the personal tutor that helps pupils to learn faster.

## Challenge

- ▶ When they joined NUMA, Prof en Poche already had an impressive **user base**, mostly free accounts. They had a **strong traction** but very **little conversion**.
- ▶ Their key challenge at NUMA was to **pivot their value proposition**: not to address to students anymore, but to target directly parents who are those paying and thus converting.
- ▶ To do that, they had to **target** a whole **new community** which was students' mothers, to **adapt their communication and marketing** and to find a way to **reach them**.

## Solution

*> 25-hour work with Mentors  
14 hours with a Growth Expert  
50-hour work of a Design Associate\**



### Think tank of 7 mentors

# Among them: the CDO @TBWA, CMO @Foodora, CEO @Heaven, Innovation @Meetic

# **Collaborative work** on a Google Sheet on marketing, sales & tech

# Strategy on **positioning, brand image, online & offline acquisition**

# Challenge on deadlines, agile methods, API used



### New identity chart & logo

# Entirely led and performed by a **NUMA Design Associate\***

# Brainstorming, moodboards, various graphic proposals, validation meetings

# **BrandBook**: new identity chart, logo and communication visuals



### Automation and Analytics

# **Analytics** on website & app (GA, Mixpanel)

# **Retargeting** and **targeting** (Instapage, Adespresso...)

# **Automation** (Zappier, Full Contact, Twilio)



### Content creation

# **B2B brochure** created by a NUMA Design Associate\*

# **Infographics** created by a NUMA Business Associate\* to support content strategy targeting parents

## Results

- ▶ **A brand & marketing strategy** developed with a think tank of 7 complementary and skilled mentors
- ▶ **Processes automated & Analytics implemented** to scale and track acquisition
- ▶ **1 Brandbook** that includes a new branding, logo and communication visual