LEARNSat



Handoff Guide

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Contact Us

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LEARNSat Overview

Project Description:

LEARNSat is a new commercial venture from UGA's Small Satellite Lab. The LEARNSat website is a central hub for marketing to schools, distributing general information and involvement forms, and providing an advanced educational platform. Schools with the best research proposals in the competition phase will receive special funding for their missions from SSRL. Faculty and students will receive satellite kits and access to the "LEARNSat Ed" portal on our website. This page hosts educational modules so students can learn how to construct a payload (and about satellites in general).

Target Audience:

LEARNSat is aimed at K-12 educators and magnet schools looking to add a new science program to their curriculum. Additionally, students can build their resumes with hands-on experience in astronomy and STEM skills.

Market Research

Issues

- The most commonly cited issues are cost, outreach, and implementation time
- A niche target audience may be hard to reach
- Students will not feel satisfied if lengthy programs prevent them from seeing the fruits of their labor

Market Gap

Existing competitors face several issues:

- Poor or confusing UI
- Lengthy program times (often years)
- Rejection from a satellite program is disheartening after students invest so much time in their projects

LEARNSat as a Solution

- LEARNSat to provide realistic timelines/projects
- Learning modules with digestible K-12 content, engaging work, teamwork opportunities, and milestone celebrations
- A strong promotional plan surpasses early hurdles

Promotional Strategy

Current Reach Analysis

- 525 followers
- 77 following
- Of the past 10 posts:
  - 81.6 likes on average
  - 3.4 comments on average 5.6 shares on average
  - Best post: August 18th, 2024
    - 29.3% of audience reached

- 357 followers
- 51 - 200 employees
- 0 posts

- 15 subscribers
- 1 video
- Last video 8 years ago 730 views

- 701 followers
- 2 following
- Of the past 10 posts:
  - 3.5 reactions on average
  - 0 comments
  - Best post: November 21st, 2022
    - 1.43% of audience reached

Promotional Strategy

Reaching Educators and Teachers

Videos:

- Based on data from Convince & Report, teachers love educational how-to videos. In addition to the educational modules on the website, the LEARNsat team could include a “who are we” or a “how it works” video to be hosted on the about us or the home page.
- This video could reiterate the information hosted on the home/ about us page, but in a more engaging manner.

Lessons and Competitions:

- Again based on data from Convince & Report, teachers look for lessons they can give to their students. Fortunately, the LEARNsat website will include this. The LEARNsat team should promote the educational modules that will be included with the CubeSat purchase.
- Teachers also look for competitions for their students to compete again. Again, the LEARNsat team is already incorporating this. When communicating with teachers, the LEARNsat team should emphasize the competition as a hands-on learning experience.

Promotional Strategy

Platforms / Methods

Facebook:

- Know what content your audience likes
- Authentic content
- Avoid “black-hat strategies”
- Post engaging content
- Utilize best posting times
- Continue to check post insights

Youtube:

- Research relevant keywords
- Thumbnails should be interesting to the viewer
- Keep viewers interest so they watch the entire video
- Promote channel on other social media platforms
- Interact with comments & users
- Utilize YouTube Shorts
- Look at competitor videos

Linkedin:

- Encourage meaningful conversations and posts rather than promotional content
- Posts should encourage an action from the viewer

Instagram:

- Make your account a “business profile” Build a relationship with your target audience
- Schedule posts at high engagement times
- Utilize relevant and popular hashtags
- Tag locations of posts (if relevant)
- Post on a consistent basis
- Post original content

Content Calendar Link

Brand Kit

All brand kit assets are on our project site for convenient download. Find the full visual design guide here.

Colors:

Mission Blueprint
#3C5EAB

CubeSat Black
#000000

Cloudy Sky
#DBF1F7

Stratosphere Blue
#3CB9EB

Meteorite
#2C2B7D

Solar Flare
#F37421

Fonts:

Headings:	**Owners XWide Bold**
Subheadings:	Owners XWide Medium
Body, Main Text:	Georgia

Brand Kit

Find the full visual design guide here.

Primary Logo

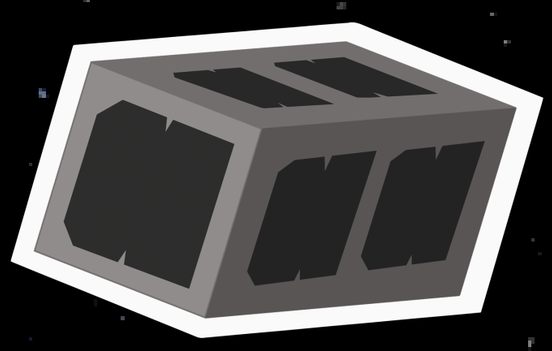
Secondary Logo

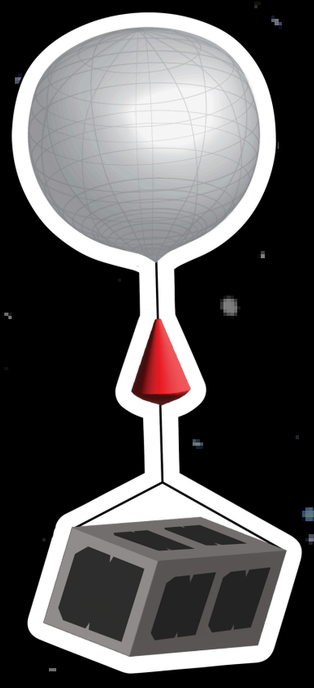
Mission Patch

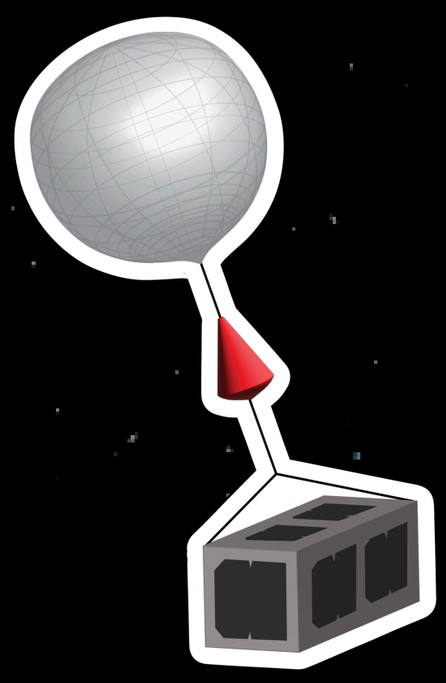
Brand Kit

Find the full visual design guide here.

Icons:







Merch Ideas:



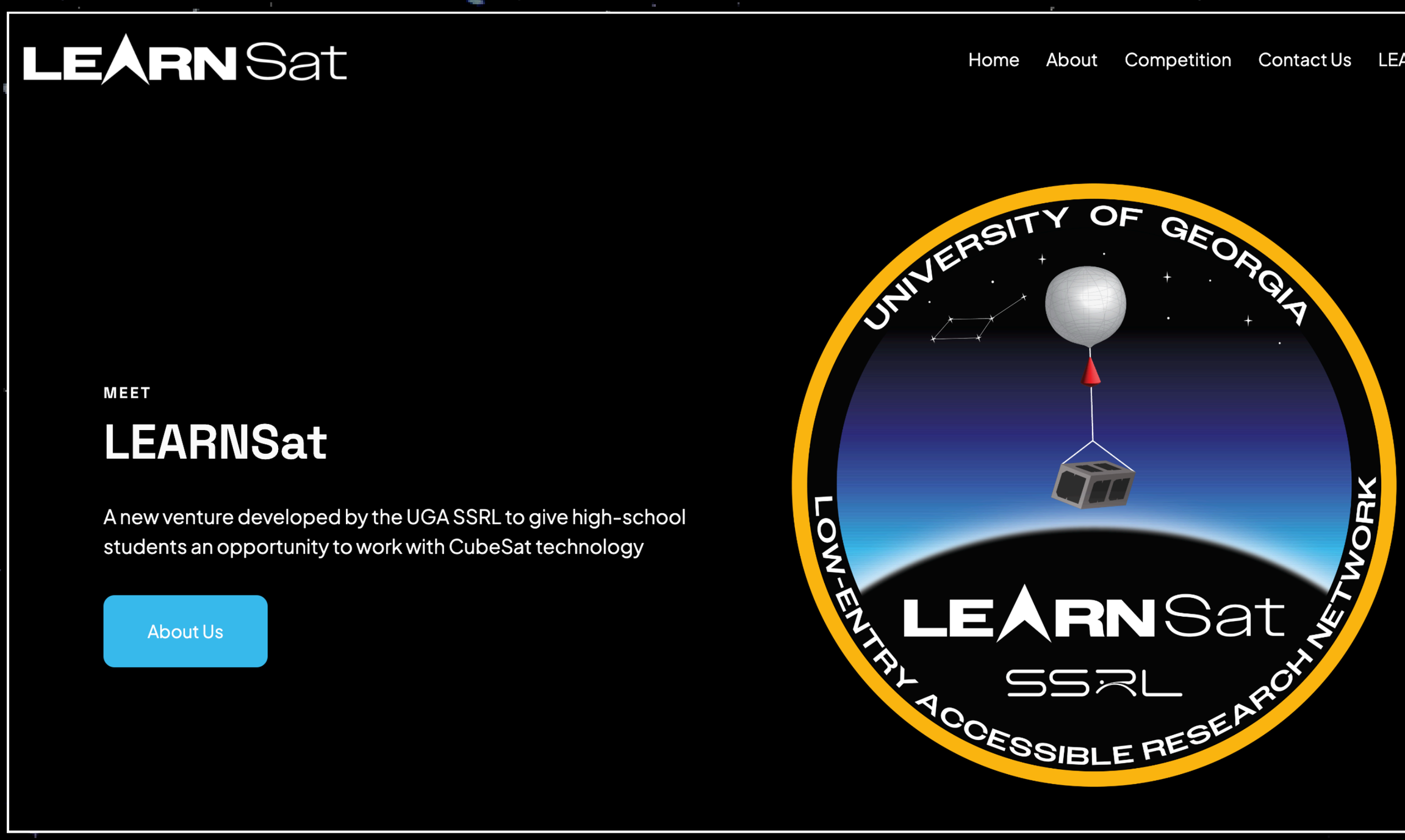




Overview/Site Features

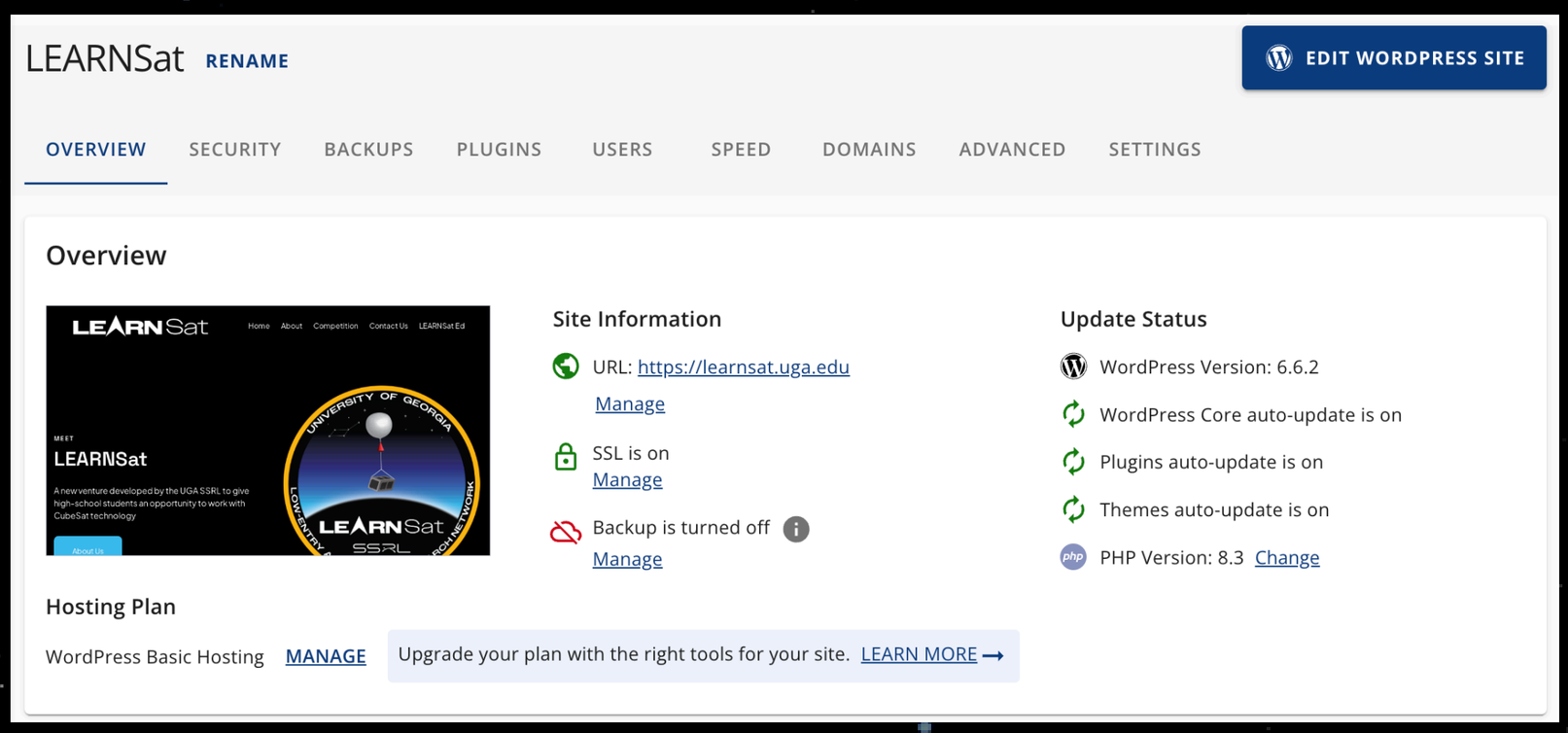
Main Site Features:

- **Home page**
- **About page**
- **Competition page for teachers (timeline and interest form)**
- **LEARNSat Ed modules for students**
- **General Contact Page**

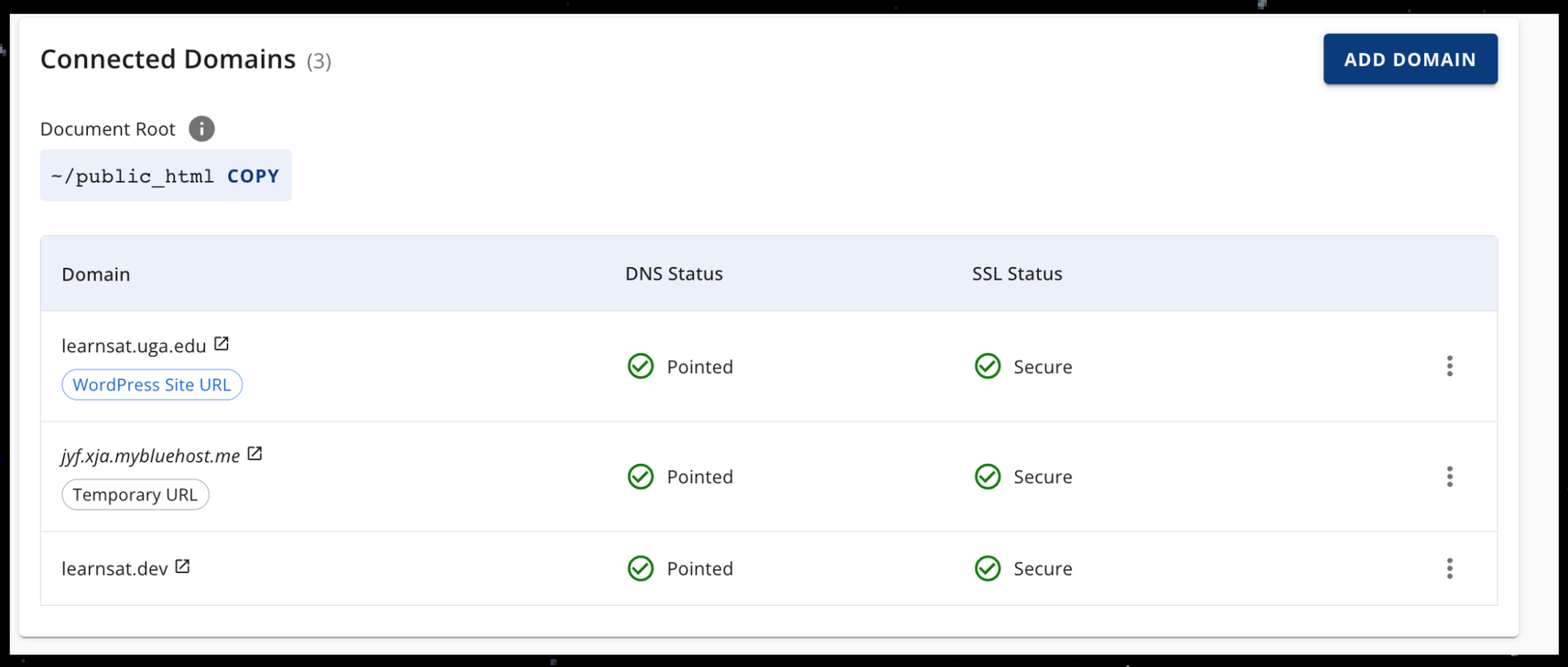


Site Hosting

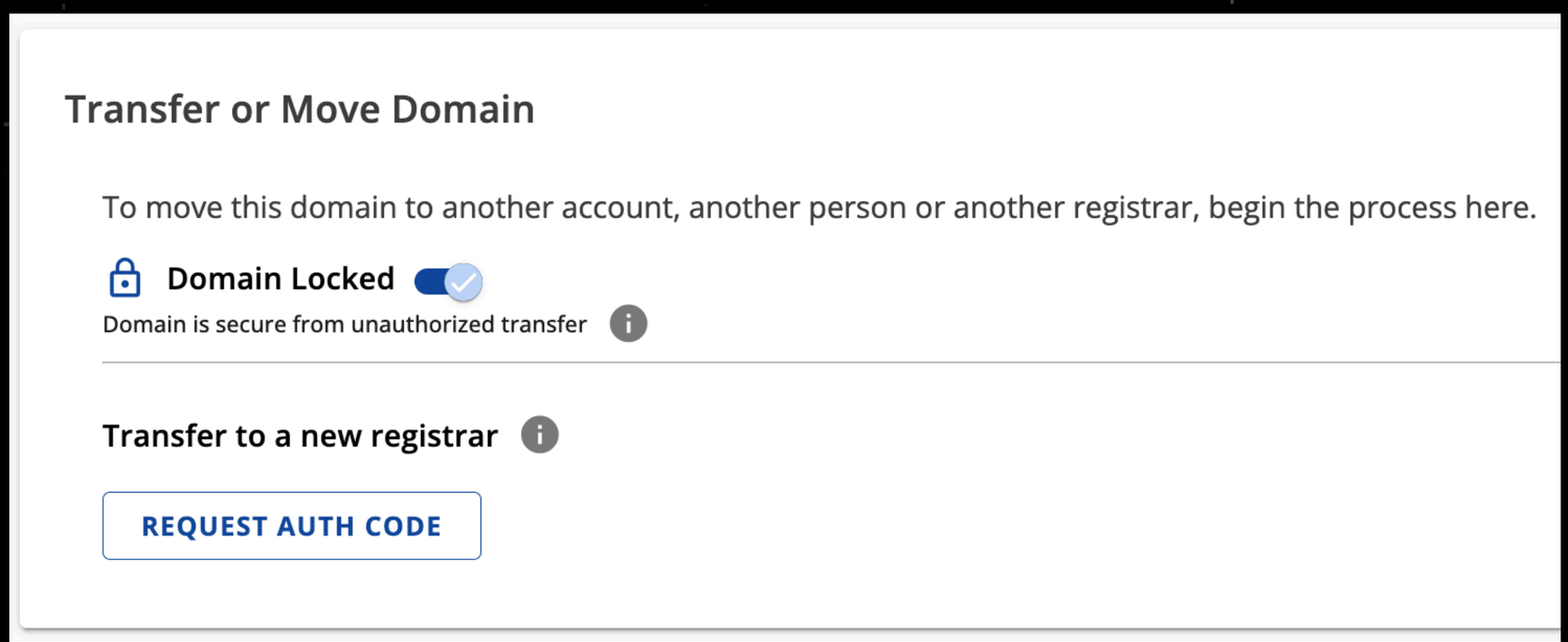
The site learnsat.dev is managed in Bluehost:



EITS ensures learnsat.dev propagates on learnsat.uga.edu



learnsat.dev can be transferred to another Bluehost user (preferred) or another registrar entirely, to be facilitated by our development team and SSRL's development team:



WordPress Development

Login credentials also included as a deliverable.

Login Instructions

1. **Visit https://learnsat.dev/wp-admin**
2. **Enter associated username and password**

SSRL Development Team

Login Credentials

[Confidential 🤫]

- **User Management:** add/remove users on the WordPress [Users] panel. For the [Website] text field, developers are working on the site “https://learnsat.dev”

Deliverables List

Deliverables can be found in full in the Handoff folder provided to SSRL.

Deliverables are also hosted on our project site here.

Design

Brand Kit

UX Map

Research

Exploratory Research

User Research

Marketing

Promotional Plan

Content Calendar

Press Release/FAQ

Flyers/Posters/ Other Visual Media

Website

Project Trailer

Final Website (learnsat.uga.edu)