



# Canvas LMS Product Marketing Project



## INTRODUCTION

What are the needs and pain points of educators, administrators, and students with learning management systems (LMS) and how can Canvas LMS address these pain points effectively with product marketing?

Product Marketing is conveying to an audience why they should care about a product. It consists of the art of storytelling by creating a story for the product and defining the customer avatar. A product marketer needs to understand the competitors and market for a product. Their job is to position the product to stand out from the competition and facilitate a product's journey to market. Some tasks include: creating marketing campaigns and launching new product features. Also, deciding the product's positioning and messaging and driving the demand and usage of the product is key to good product marketing. One needs to be well-versed in the product's key benefits, marketing psychology, and sales.

According to Grand View Research, the global EdTech market size is valued at \$123.4 billion as of 2022. It is expected to grow at a compound annual growth rate of 13.5% from 2023 to 2030. The revenue forecast for 2030 is projected at \$348.41 billion. The K-12 segment accounts for over 40% of the global share in revenue in EdTech. Companies such as Blackboard, Coursera, Chegg, edX, Google, and Microsoft are among the top players in this industry, as well as Instructure.

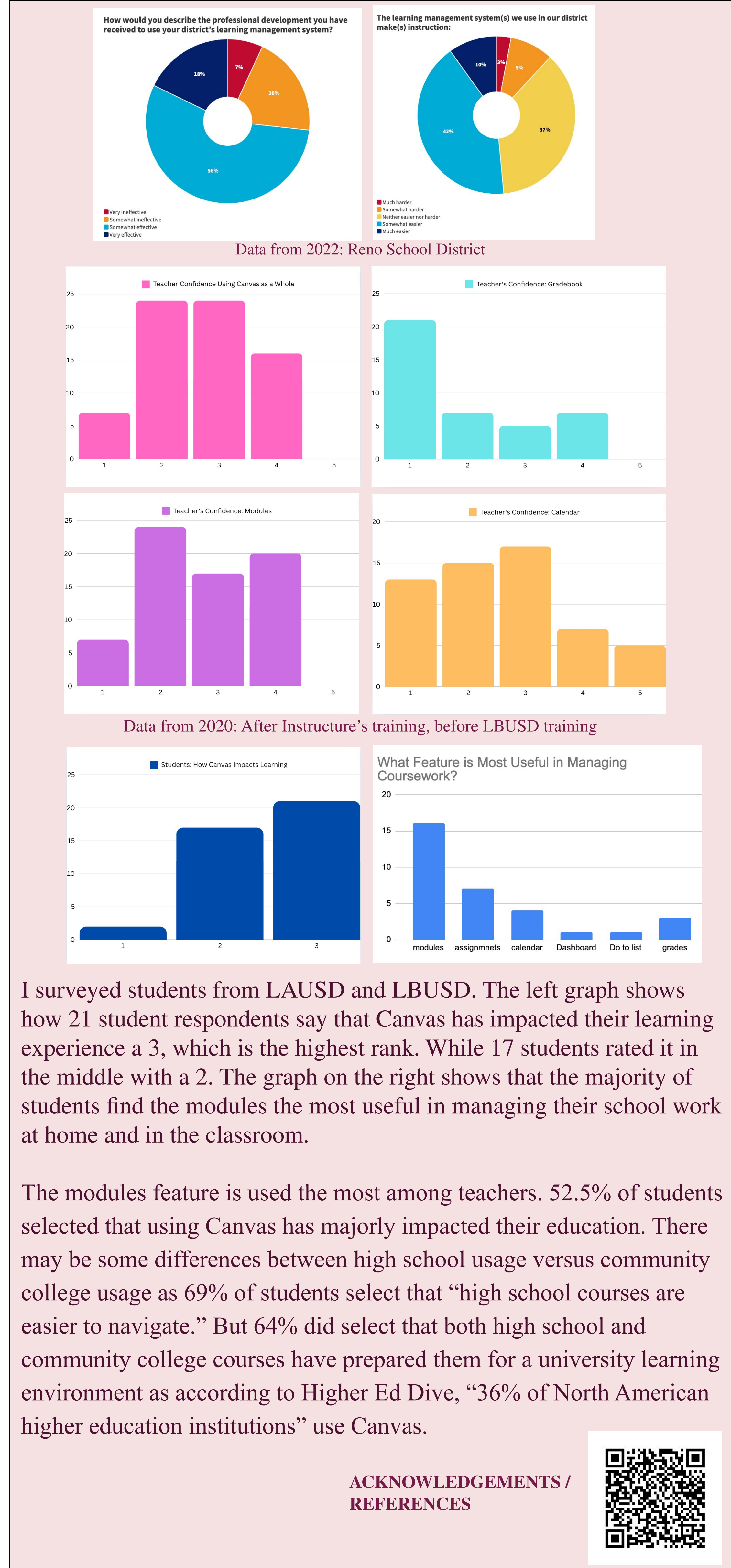
## RESEARCH METHODOLOGIES

I am trying to create a product marketing strategy for LMS companies based on two distinct school district cultures and demographics. The quantitative data will consist of numbers such as how many times a day the teacher posts on Canvas and how many times a day students check Canvas. The qualitative data will show me student and teacher satisfaction, which specific product features are used most, and any features that are not used as much (maybe they don't know about the feature or do not like it). I will use the data to identify any gaps or similarities in usage.

The "students first" philosophy will guide my conclusions as to what extent this philosophy is relevant three years into Canvas implementation. I will measure how the majority of teachers are using Canvas features and how it affects students' learning abilities and understanding of course materials. I will be comparing the school profiles of schools in California and Nevada. I will make a table of similarities and differences in student demographics, socioeconomic statuses, and academic performance. With this data in mind, I will survey students and teachers at LBHS to analyze their perspective and usage of Canvas to see how it impacts education.

My survey will be on Google Forms and it will be for observational purposes and will ask students how they use Canvas, what they like about the platform, and what struggles they have with the LMS. There will be 2 surveys, one specifically for teachers and another for students. I analyze the data through a comparison of student experience vs teacher experience. I will also analyze how teachers' usage affects student learning. As for the student data, I combined LBUSD and LAUSD high school students. This is because the data for both school districts turned out to be very similar.

## DATA AND FINDINGS



## DISCUSSION, ANALYSIS, AND EVALUATION

An added benefit for teachers was additional hourly pay and instructional videos to transition to Canvas. A teacher's pain point was that they had too much data to migrate. Another pain point was teachers still needed a page-based website. The solution was for teachers to opt for Google Slides, commercial web hosts, or blogs, which would include additional pay for the extra time teachers spend on migration.

Teacher's opinions on Canvas LMS is that 52% agree that it makes instruction easier. The adoption of the LMS's is where teachers get confused as many districts lack proper training or the time to properly learn how to use the new system. The COVID-19 pandemic caused many teachers to adopt Canvas because of the distance learning. According to the EdWeek Research center, 94% of K-12 districts have an LMS as 2020 had the highest number of new LMSs being adopted. The training Instructure provided was not utilized much by the teachers, instead LBUSD's own training was better utilized. This shows that Instructure should provide better teacher trainings as that significantly shaped how teachers use the platform and migrate their data.

A great way to improve marketing for these technology products is to include comprehensive training with sufficient time for teachers to learn it. School districts could offer paid weekend time for teachers to have even more time, with an incentive, to properly learn the system. I interviewed Laguna Beach Unified School District's Chief Technology Officer, Mike Morrison on the transition process to Canvas LMS from PowerSchool Learning. Having a fully integrated assignment calendar, Aeries gradebook integration, rubric grading, custom feedback, parent & student enrollment, and discussion boards were among the sought-after features for a new LMS.

## CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

The localization approach of product marketing is very relevant in the EdTech space. Having tailored outcomes for each school district and presenting these clear goals to district outreach and demos is very important to acquire a new customer. For example, in K-12, a measurable tactic is to track student achievement on standardized tests to the socio-economics of a particular community. A tracking outcome of social capital could also be graduation rates, job-placements, or scholarships received within the district before and after the implementation of Canvas.

According to We Forum, diverse companies are "36% more likely to outperform industry means." This means fostering diversity and partnering with districts that also value ethnic and socio-economic diversity. Having diversity in the classroom exposes students to people from different backgrounds and outlooks on life. This broader view of education can help students achieve more when they feel part of a greater community. Having these set customer avatars is crucial because it allows Instructure to visualize a real person they are marketing to. This way, Instructure can cater to their values, challenges, and goals and how their product (Canvas) will align with these attributes.