



Marketing Strategies Portfolio on Google EduVR
Portfolio: Brand development

Marketing Management
LCMB7024

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Element 1: Brand Extension Poster Presentation

Marketing Strategies Portfolio on Google EduVR Portfolio: Brand development

Overview of the organisation

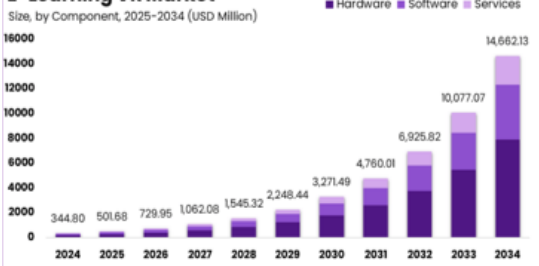
- Google is one of the leading technology giants, which is popular due to its digital platform, AI and cloud services.
- The annual revenue of Google is 348.16 billion U.S. dollars, and the market capitalisation was 2,02 billion U.S. dollars in 2024 (Statista, 2025).

Alignment of the brand with customer trends

- In the present digital market, the growth of hybrid and remote learning has increased.
- E-learning VR market is expectational increased which is USD 344.8 Million in 2024. It is expected that the market will have increased by USD 14,662.13 Million in 2034, which is 45.50% (Market, 2026).

E-Learning VR Market

Size, by Component, 2025-2034 (USD Million)



(Source: Market, 2026)

Align the brand with the sustainability goals

- Google EduVR will operate the business on the digital platform, which will be effective for controlling carbon emissions.
- In this service, there will be a lack of physical infrastructure needs, including less energy and paper.
- This new brand of Google will align with SDG 4, that will be the quality of education, and SDG 13, that will be the climate action.
- SDG 4 will be focused on equitable and inclusive quality education that will promote learning opportunities (SDG, 2026).

Sustainable Development Goal 4



(Source: SDG, 2026)

Segmentation

Demographic

Student aged 16 to 30 years

Working professionals aged 25 to 50 years who mainly seek interactive learning Engineering and healthcare professionals who mainly access simulation-based training

Geographic

The initial launch will be in the US; however, it will be expanded all over the world.

Behavioural

The users who mainly seek immersive and experimental learning over the traditional lecture.

Psychographic

Innovation-oriented and tech-oriented users who prefer lifelong learning and career progression.

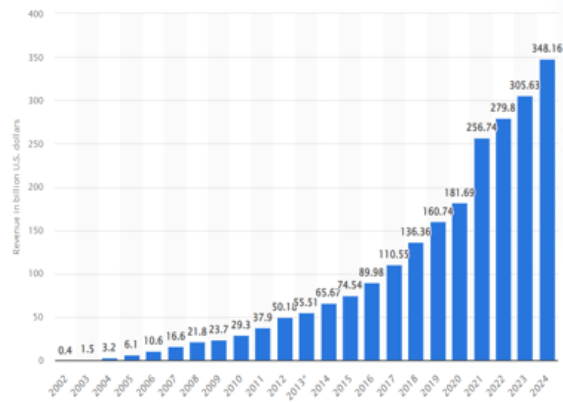
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Market (2026) Global AR and VR in Education Market By Offering (Solutions, Hardware (Interactive Whiteboards, Portable Controllers, VR Devices (HMD, Gesture Tracking devices), Projectors & Display walls, Others), Services), By Deployment Mode (Cloud, On-Premises), By Application (K-12, Higher Education, Vocational training), By Region And Key Companies - Industry Segment Outlook, Market Assessment, Competition Scenario, Trends And Forecast 2024-2033, Available at: <https://market.us/report/augmented-and-virtual-reality-in-education-market/>. [Accessed on 16.02.26]

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(Source: Statista, 2025)

Development of a new brand

- Google will be launching Google EduVR, which mainly offers a VR-based education platform where individuals will access virtual labs, immersive classrooms, real-world simulations for university, corporate training and schools.
- The key features of this brand will be a virtual campus and a classroom, a personalised learning path and an AI tutor. Integration of Google meet and Google classroom.
- The market of VR-based education platforms was USD 11.9 billion in 2023, and it is expected to increase by USD 75 billion by 2033, which is 20.26% (Market, 2026).

Global Augmented and Virtual Reality in Education Market

Size, By Deployment Mode, 2024-2033 (USD Billion)



(Source: Market, 2026)

Marketing Mix

Marketing Mix 1: Product

This VR learning platform will be offered interactive and immersive learning environment that will be designed for engineering, healthcare and corporate education.

Marketing Mix 2: Promotion

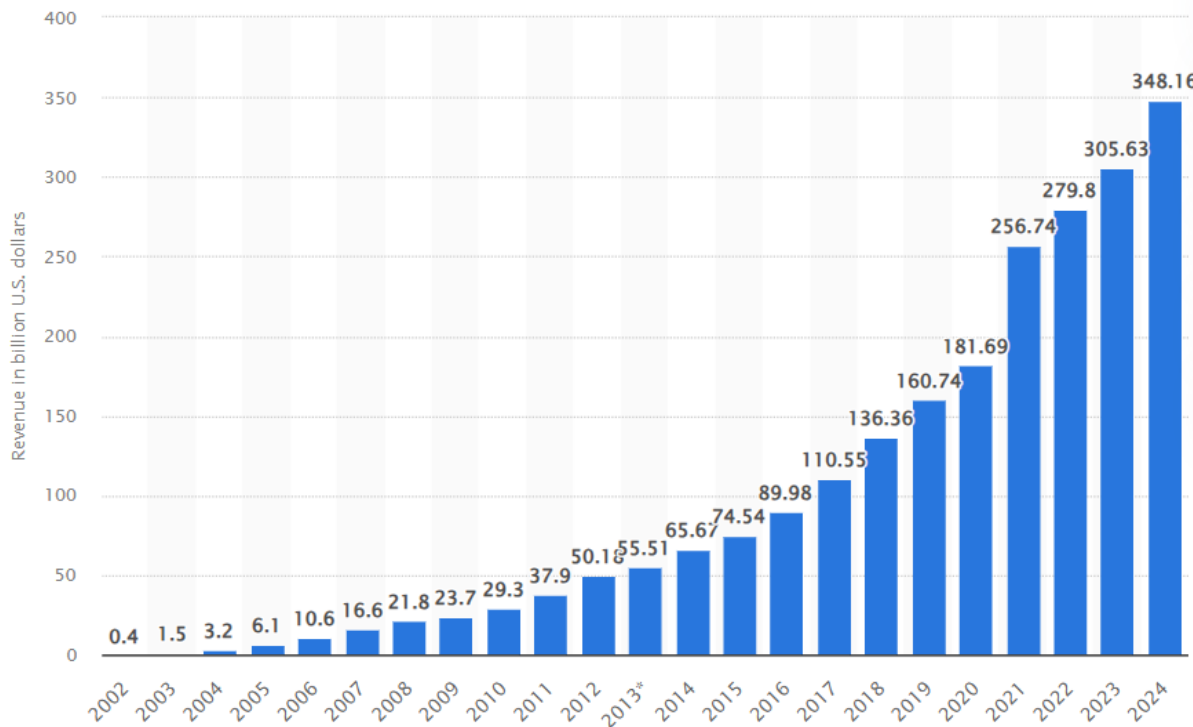
The brand will promote the service through free trials in colleges and schools, and develop a partnership with training institutions for simulations and VR classrooms.

Conclusion

Google EduVR will be the brand extension of Google that will be aligned with immersive learning as per market demand. The students and users will access engineering workshops, medical simulation and VR science lab.

Overview of the organisation

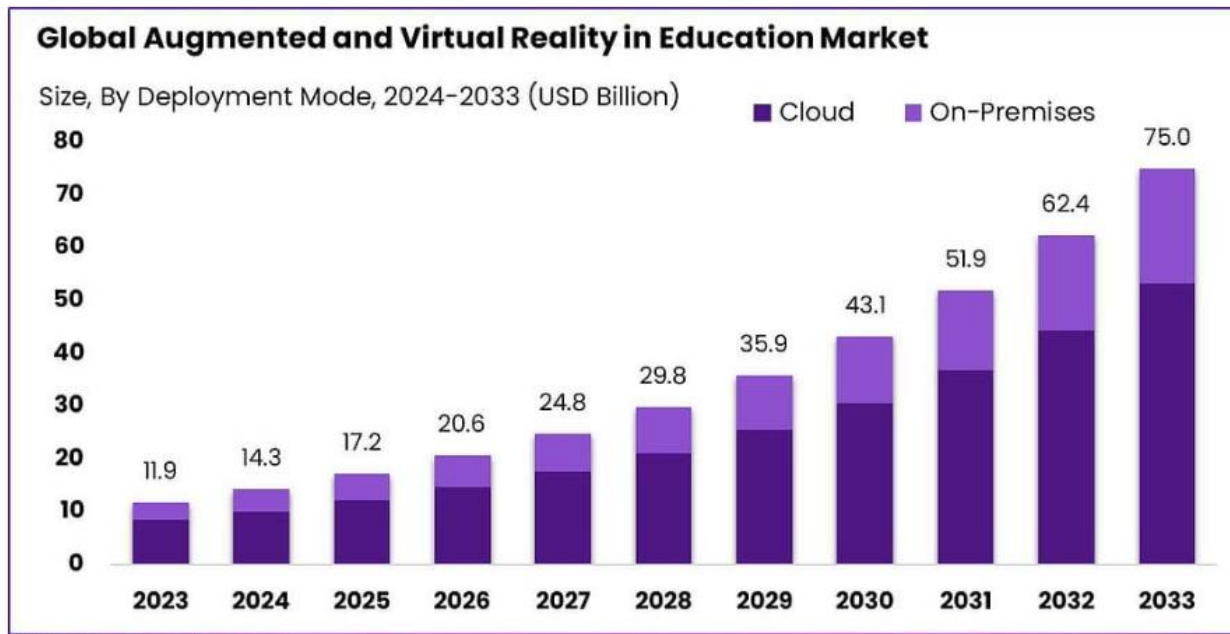
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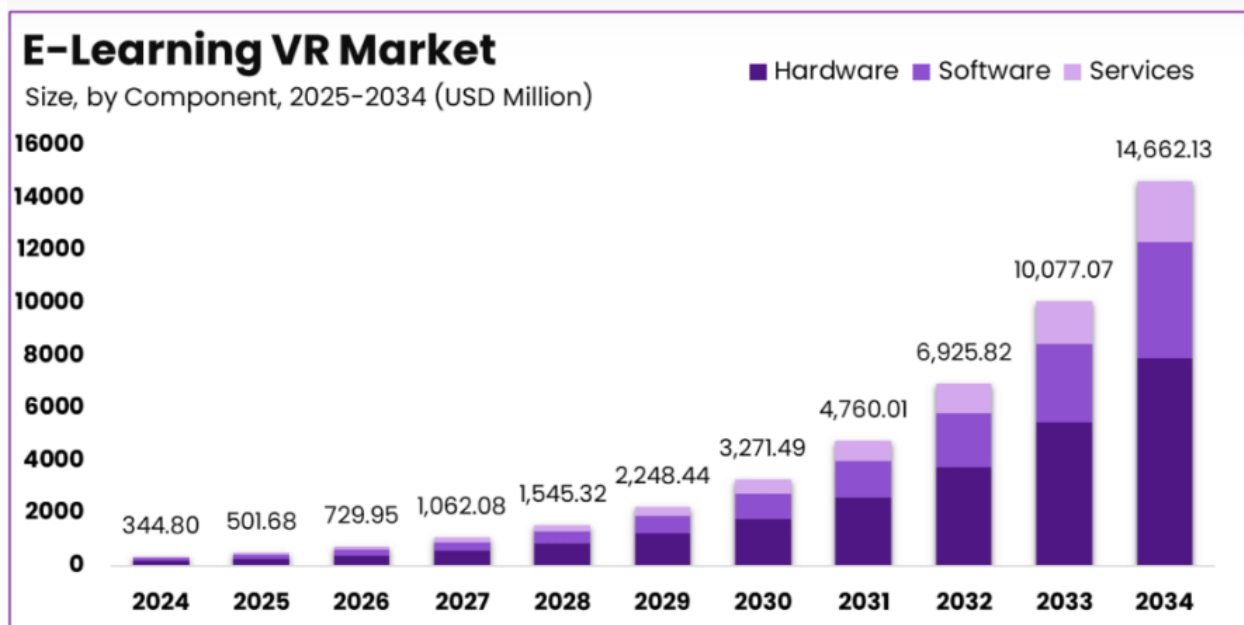
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Segmentation

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Element 2: Develop a Segmentation, Targeting, Differentiation, and Positioning (STDP)

2.1 Market Segmentation

Application of the STDP model

Segmentation, targeting, differentiation, and position model (STDP) is a customer-centric model that has delivered value to the target customers. It has involved selecting the market segment and differentiating the customers based on their behaviour and attitudes (Putra and Hajar, 2023).

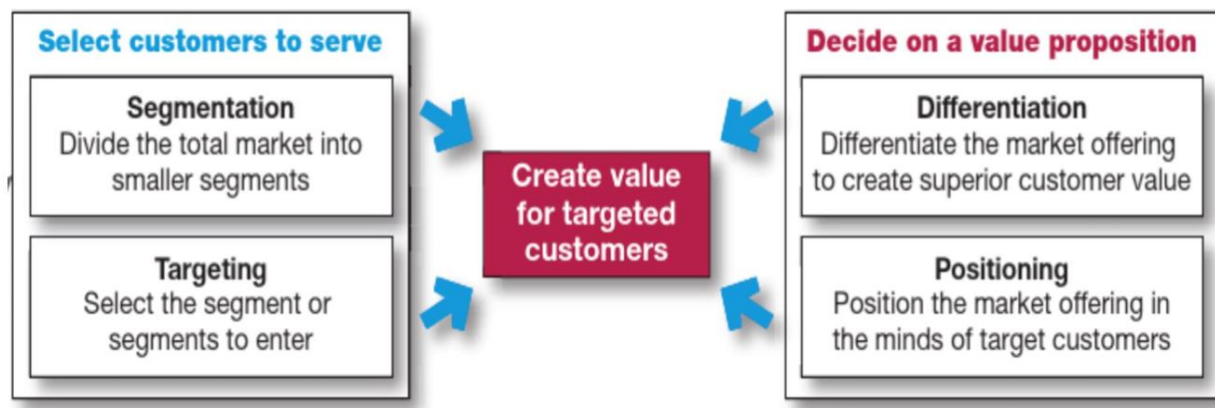


Figure 1: STDP model

(Source: Refers to lecture module, week 3)

Geographic segmentation

The primary target market of Google EduVR will be the United States at the initial stage. The organisation will particularly focus on the educational industry to explore online learning platforms and VR technology. The market size of VR and AR technology is USD 4.72 billion in 2024, and it is expected to increase 25.04% (SNS Insider, 2025). However, based on the user's

popularity and expectation, these initiatives will be expanded in the UK, Canada and Western Europe.

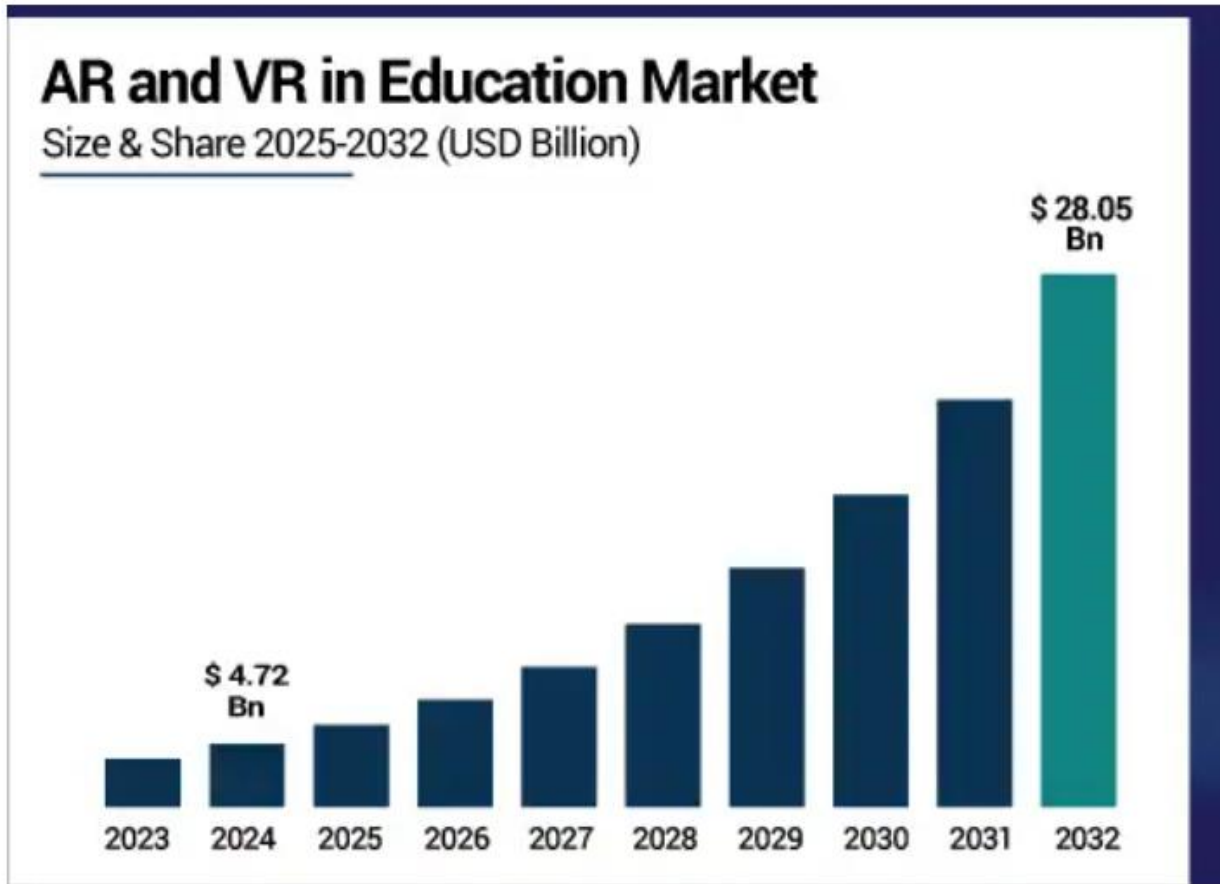


Figure 2: Use of AR and VR in the educational market

(Source: Snsinsider, 2025)

Demographic segmentation

The primary target of Google EduVR will be the students who have already enrolled in the healthcare program, engineering and STEM. For this new business by Google EduVR, the targeted users will be the working professionals who mainly seek interactive learning from the age group

25-50 years old. In this segment, another category will be the learners who have engaged with a simulation-based learning environment.

Psychographic segmentation

The targeted user of Google EduVR through the psychographic segmentation will be innovation-based and technology-oriented learners. Google EduVR will deliver value to the continuous innovative learning, skill development, career development and interactive learning through VR technology. The demand for using VR and AR technology in education has grown, rather than AI, which is \$12.6 billion in 2025 (MarketBrief, 2025).

Advanced Technology Growth in Education.

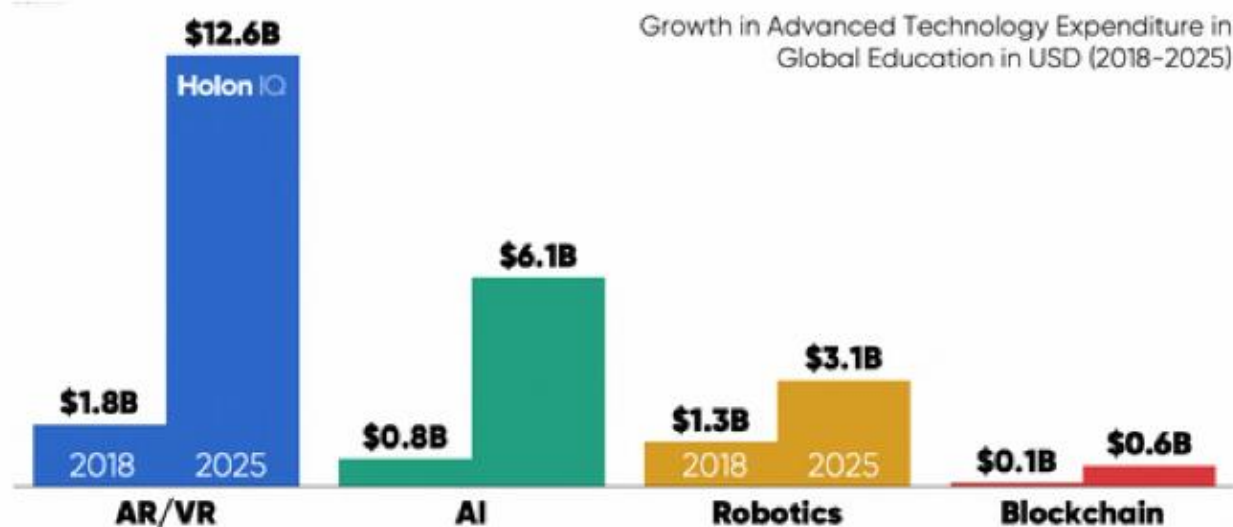


Figure 3: Students' preference for VR in education

(Source: marketbrief, 2025)

Behavioural segmentation

Behavioural segmentation mainly reflects on users' preferences for the service use, such as benefits, usage patterns, and learning behaviour. The users who prefer collaborative virtual classrooms, simulations, and virtual laboratories will be covered through this segmentation.

2.2 Target Market Selection

The target market section evaluates the different market segments and chooses the most attractive group of customers for the extensions. For the proposed platform of Google EduVR, the main target market is universities and higher education institutions. This mostly offers STEM, healthcare, and engineering programmers (Evangelou *et al.*, 2025). The recent industry reports also indicate that academic institutions accounted for almost 64.6% of the virtual reality education market in 2025 (Motor Intelligence, 2026). This also highlights the strong demand for immersive learning technologies in colleges.

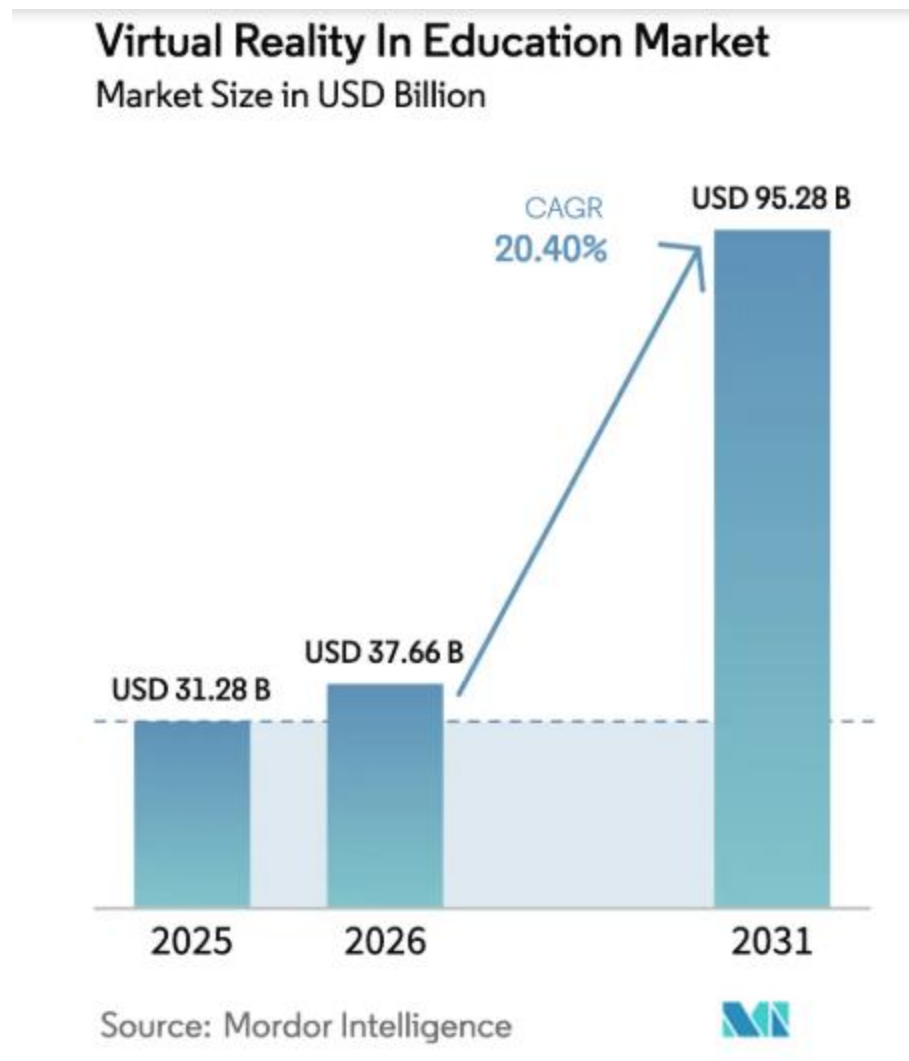
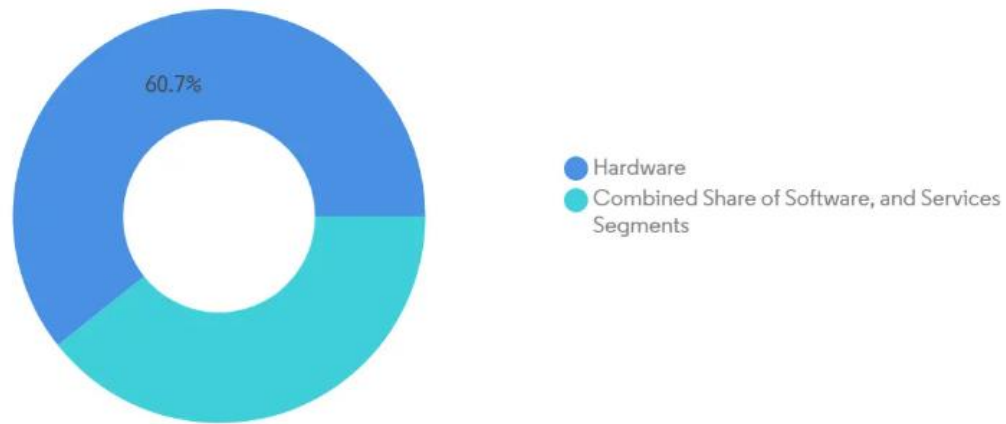


Figure 4: Virtual Reality In Education Market Size and Share

(Source: Motor intelligence, 2026)

The secondary target market also includes corporate organizations and professional training providers. They also use immersive technologies for employee training as well as the skilled development process (Artyukhova and Dluhopolskyi, 2025). The corporate training is one of the fastest growing segments of the VR education industry. This is also expected to grow at a CAGR of over 22% CAGR by 2031 (Motor intelligence, 2026).

Virtual Reality In Education Market: Market Share by Component, 2025



Source: Mordor Intelligence



Figure 5: The market size of virtual reality

(Source: Motor intelligence, 2026)

2.3 Differentiation Strategy

The differentiation refers to the process by which a company differentiates its products or services by offering unique value to the customers. The VR education market is increasing its competition with the major players (Dubiel *et al.*, 2025). Such as immersive learning platforms and technology companies. Moreover, Google EduVR can differentiate itself through the technological ecosystem process, effective AI capabilities, and the impactful cloud infrastructure.

- Firstly, the integration with the Google educational platforms such as Google Classroom. This can create seamless learning ecosystems. This existing platform is used by most of the universities. This can help to reduce the implementation barriers (Rasheed *et al.*, 2025).

- Secondly, Google EduVR will use AI presence and cloud computing for the effective process. This will allow the platform to create customized learning pathways.
- Thirdly, the platform will focus on higher-quality stimulations. This can also allow for technical education. For instance, the global VR education market was valued at \$22.16 billion in 2025. This is projected to grow at \$31.11 billion in 2026. This shows the higher need for immersive education (The Business Research Company, 2026).

Virtual Reality In Education Market Report 2026

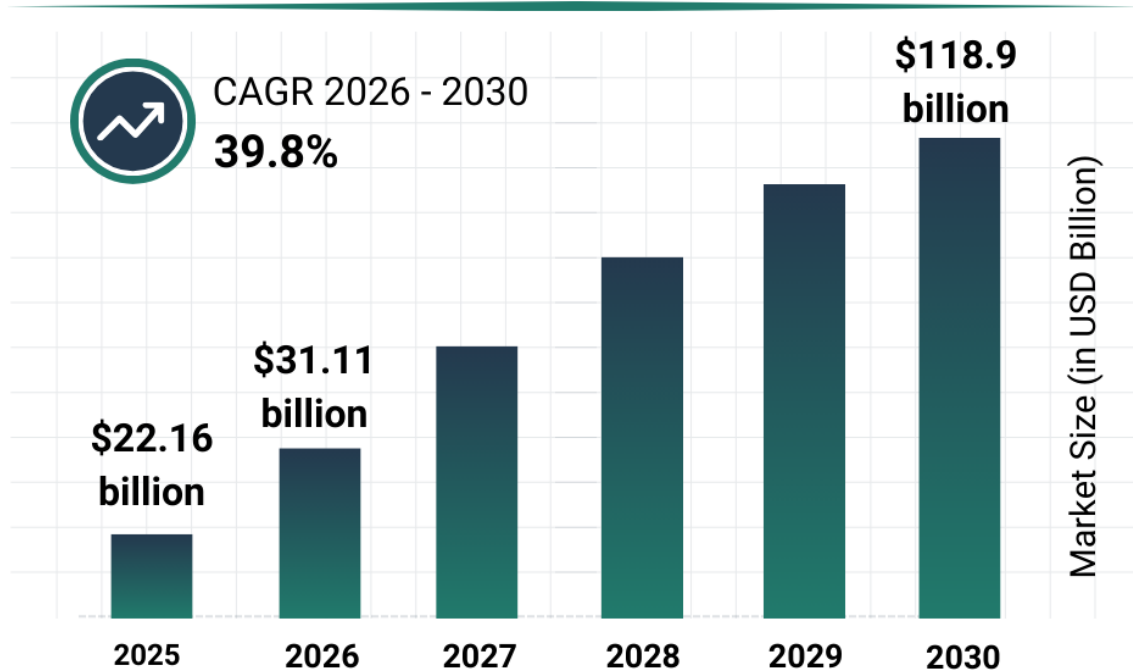


Figure 6: Virtual Reality In Education Market Report 2026

(Source: The Business Research Company, 2026)

2.4 Brand Positioning

The brand position is related to the perception of products by competitors (Capecchi *et al.*, 2025). Google EduVR also aims to position itself as the most effective learning platform. This is powered by artificial intelligence and virtual reality technology. The platform is also positioned to deliver experiential learning. This can enhance the knowledge retention process. The main value proposition of Google EduVR:

- An effective VR-based process for practical learning.
- Development of the existing digital learning process of Google.
- Personalized learning, which is supported by AI.

Element 3: Marketing Mix (4Ps or 7Ps)

3.1 Product Strategy

3.1.1 Quality Level

The proposal platform for Google EduVR will most likely focus on high-quality immersive learning experiences. This high service quality can develop the credibility of the platform (An *et al.*, 2025).

3.1.2 Design

The platform will also use a user-friendly design with visually engaging VR environments. This will stimulate real-world laboratories. This also helps students to understand complex concepts through experiential learning (Bashir and Lapshun, 2025).

3.1.3 Features

Google EduVR will also offer innovative features like virtual laboratories and VR classrooms. As suggested by Matos *et al.* (2025), the AI-driven personalisations also help in the learning process. The integration of Google Classroom will enable the seamless learning management process.

3.1.4 Packaging

Google EduVR is a digital platform. The platform will be access to the VR headsets and the computers. This can be supported by the cloud-based technology (Hardaker and Glenn, 2025).

3.1.5 Warranty

Regular system updates and data security protections also guarantee this process. This will ensure learners can use platforms.

3.1.6 Product Support

The customer support services and technical assistance will help the institution's part. This can maintain long-term user satisfaction.

3.2 Pricing Strategy

3.2.1 General Pricing Strategies

Value-Based Pricing

Google EduVR will also apply the value-based pricing process. The subscription fees also reflect the educational value (Krause et al., 2025). This can be provided by the immersive learning experiences. An institution may pay almost \$20–\$40 per user per month. This depends on the level of VR provided.

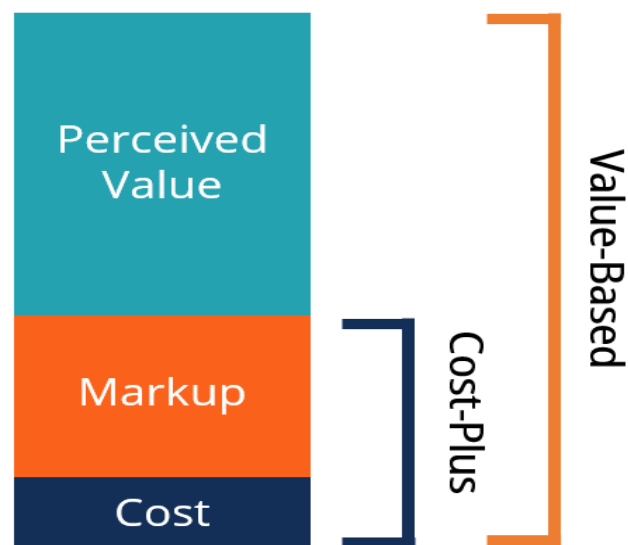


Figure 7: The effectiveness of the value-based pricing

(Source: Corporate Finance Institute, 2026)

Cost-Based Pricing

The development cost will be determined with the pricing process. The VR content creation is supported by Google Cloud. This also ensures long-term profitability. The development and operational cost is \$1,500–\$2,000 per institution user per annum.

3.2.2 New Product Pricing Strategies

Market Penetration Pricing

During this early launch stage, the penetration pricing may be used to encourage the universities. This also helps to adopt the platform quickly.

Market Skimming Pricing

For the specialized professional, there are stimulations such as medical training. The higher pricing may be applied to capture the value from the organizations. This needs advanced learning tools.

3.2.3 Segmented Pricing

Customer-segment pricing

The different subscription plans will be offered to the students, corporate organizations, and universities. Student will pay \$9.99 per month. Universities can purchase for \$3,000–\$5,000 annually. The corporate people will pay \$20–\$30 per employee per month.

Product form pricing

Basic and premium packages are based on the VR capabilities. Basic VR learning will cost \$15 per user per month. This cost is based on the customer segment process and as per their capabilities. The premium package may charge \$40 to \$60 in the month.

Location-based pricing

This price across the regions can depends on the economic conditions. Universities in developed markets may pay \$4,000–\$6,000 per year. This will increase the purchasing power of the customers.

Time-based pricing

The promotional campaigns may increase the adoption of platforms (Grewal et al., 2025). During the launch period, universities may get a 20% discount on first-year subscriptions.

3.2.4 Promotional Pricing

Loss leaders

The free introductory modules may be offered to attract new users.

Special event pricing

The discounted access may be provided during the educational technology events and the conference process. Institutions could also get 15-25% promotional discounts.

Cash rebates

The university can adopt the long-term subscription, which can receive the financial incentives. They can get 10% cashback on a three-year contract.

The Low-interest financing

The payment process also support the institutions with the limited budgets.

Psychological pricing

The subscription price may be strategically attractive for the potential customers.

3.3. Place (Distribution) Strategies

Direct marketing channels

Google EduVR mostly distributes directly through digital channels. This will allow the institute to subscribe to and access the platform online.



Figure 8: Top Digital Marketing Channels for business

(Source: LinkedIn, 2026)

Indirect marketing channels

The partnership with the educational technology companies and VR hardware providers will help to expand the platform's market reach (Mialkovska *et al.*, 2025).

Multi-channel marketing

The multi-channel distribution will also enable access with VR headsets, a cloud-based system, and desktops to ensure accessibility.

3.4 Promotion Strategies

Advertising	The digital advertisement platforms, such as YouTube and educational websites (Trissetianto and Ali, 2025). Social media can show VR learning experiences.
Personal selling	The collaboration with the universities and corporate training to show the VR learning process.
Sales promotion	Free trials and pilot programmers can encourage the institutions before long-term adoption.
Public relations (PR)	Educational conferences, press releases, and academic partnerships can benefit the learning.
Direct marketing	Email campaigns can directly target the educators. Also webinar can also target them.
Digital Marketing	Content marketing and social media campaigns can help to promote the advantages of VR-based education.

3.5. People Strategies

Staff skills and training

The skilled VR developers can help in the educational process which can design the learning process.

Customer service tools

The online process also helps in the technical assistance process. This can manage the learning process.

Strategies to motivate employees

Performance incentives in an innovations can allow the employee engagement process.

Strategies to reduce/manage staff turnover

The competitive salaries, the development process, and collaborative environment can attract talented staff.

3.6. Process Strategies

Customer Relationship Management (CRM)	A CRM system can track the institutional relationship. As suggested by Wiweko and Anggara (2025), this can manage the user engagement.
Use of ICT (Information and Communication Technology)	Advanced technologies such as AI and VR can support the platform operations.
Tools and processes that impact service efficiency	An automated enrolment system and the learning progress can track the learning outcomes.

3.7. Physical Evidence

Marketing and retail design	The professional platform interface and VR design can help in technological quality.
Storefront and window displays	Online demonstrations and VR preview videos will be helpful for the learning experiences.
Service encounter experience	Students and educators interact within the virtual classrooms. This helps to improve in the learning experiences.
Packaging as a signal of quality	The digital certificates and course completion can improve the educational value and the institutional process.

Element 4: Reflection

Description

The purpose of this project was to develop the brand extension proposal and present it with the poster presentations. In this assignment, I developed the concept of Google EduVR. This is a virtual learning platform for universities and professional institutions. This project also involved the analysis of the segmentations, targeting, differentiation, and positioning (STDP) model. All of these strategies are developed by the 7Ps framework. I also conducted the research based on the virtual reality educational market. This is also growing due to the higher demand for immersive learning. With the help of this project, I also gained knowledge of designing a poster. This process requires the analysis of market trends. This also helps to identify the target markets. The developing strategies also align with the overall process.

Feelings

Initially, I faced some of the issues in the marketing process. I also progress the research and this will help in the application of the theories. The development of the concept of Google EduVR was highly interesting, as this helped me to know about virtual reality. However, I felt nervous at first while presenting the idea later, I felt confident on my skills.

Evaluation

One positive part of this project was that it helped me to understand the marketing strategies. The STDP analysis helped me to identify the target market, such as universities and higher education institutions. The development of the different strategies also helped me gain an understanding of the technological integration process. One challenge I faced was the management of a large amount of information.

Analysis

This project allowed me to apply several important marketing theories and concepts during this module. For example, the STDP framework helped me understand how the business identifies the attractive customers (Dacre *et al.*, 2025). Through this process, I gained the insights related to the higher importance of the technology process. The research also showed that immersive technologies. VR is becoming increasingly effective in education and professional training.

Conclusion

Overall, this project helped me to develop a higher understanding of the marketing strategy. I also improved my research and analytical skills. This also helps me to apply my marketing framework in the practical business process. This may increase the awareness of the emerging technology trends. With the help of the gained knowledge in this part, I can utilize in the future project as well.

Action Plan

In future projects, I would improve my ability to conduct market research. I would also focus on improving the visual communication skills. As suggested by Khaerani *et al.* (2025), this helped me to develop the poster presentations for the informative process. With the help of the process, I plan to strengthen my ability to apply the marketing frameworks critically. The supportive arguments also help to improve performance more effectively. This will also help to improve the academic and the projects in the future.

Reference

Element 1

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