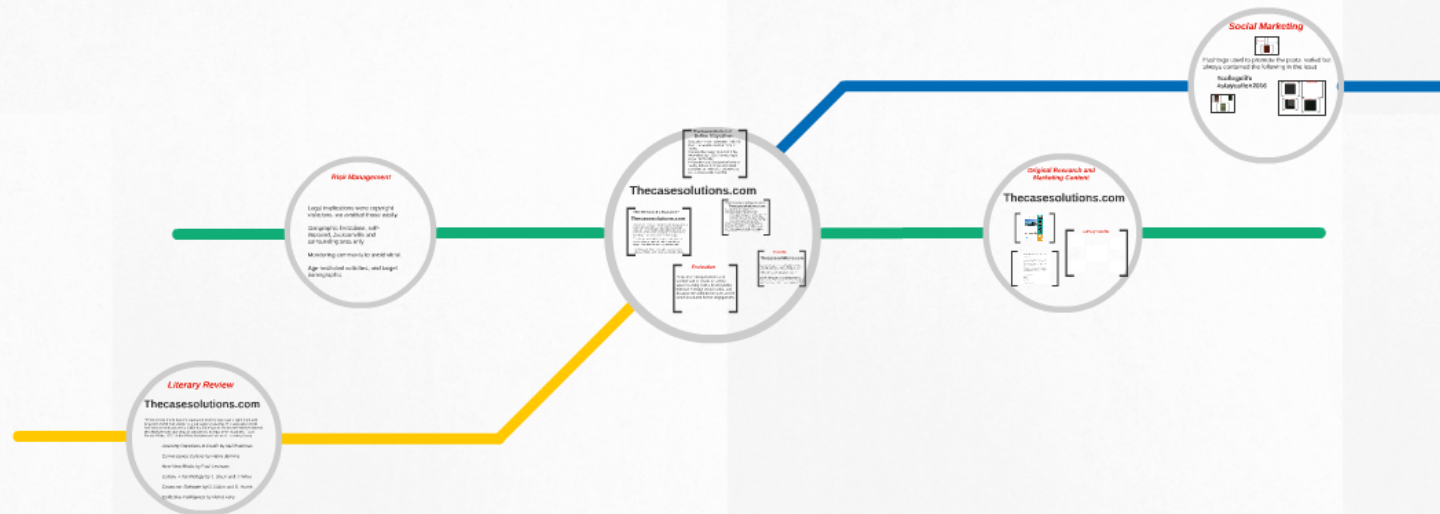




# Targeting College Students on Facebook? How to Stop Wasting Your Money



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## Thecasesolutions.com Define Staycation

Staycation - noun - staycation \ˈstā-ˈkā-shən\ : a vacation spent at home or nearby.

The word itself was first coined in the Information Age, 2005. Its meaning is vague intentionally.

A staycation could be spent at home or nearby, but would not be considered something as involved or extensive as, say, a cross-country road trip.

## Why did we pick a Staycation?

### Thecasesolutions.com

Overall, the trends are simple though. A staycation is relatively inexpensive compared to the average vacation - being that the destinations are local. It is meant to be easier too, as logistical interference is less likely. It is a vacation on a strict budget.

The destination is either a person's own home or a place close by, typically within short driving range - less than one tank of gasoline away.

Creating a platform that provides students with distance-friendly and money-saving alternatives.

## Why Focusing on College Students? Thecasesolutions.com

Our target market segment, college students - mainly between the ages of 18-26 years old, plus or minus a few years as to not limit our market reach.

Our objective is to give college students cheap and free activities to do while not in class or doing homework, discover new and interesting activities not well known about, and to help eliminate endless online searching through multiple websites.

We feel that although there is room to expand our reach, going too far outside of those limits defeats the purpose of our service. Most older individuals don't find themselves in the position of needing an "off-the-cuff" idea for an afternoon or daylong activity.

## Feasibility

### Thecasesolutions.com

By limiting our reach to college students between the ages of 18-26 we were able to draw from our collective experience as Jacksonville natives and our intimate knowledge of the city.

College in general are the largest market segment with disposable income according to *Business Insider*.

Staycationcollegestudnts.com is an affinity space meant to foster collective intelligence through a knowledge community. Our focal demographic (younger, college-aged) is very willing to engage in such a project because they are digital natives.

## Evaluation

Staycationcollegestudnts.com worked well to create an affinity space via blog, had a decent public outreach through social media, and because we collected unique content which incubated further engagement.

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## *Literary Review*

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“There is little doubt that the staycation trend is very real; a significant and long-term trend that shows no clear signs of abating. The staycation trend has serious implications for LBEs (location-based entertainment) that depend on entertainment spending by consumers on trips or on vacations,” said Randy White, CEO of the White Hutchinson Leisure & Learning Group.

*Amusing Ourselves to Death* by Neil Postman

*Convergence Culture* by Henry Jenkins

*New New Media* by Paul Levinson

*Culture + Technology* by J. Slack and J. Wise

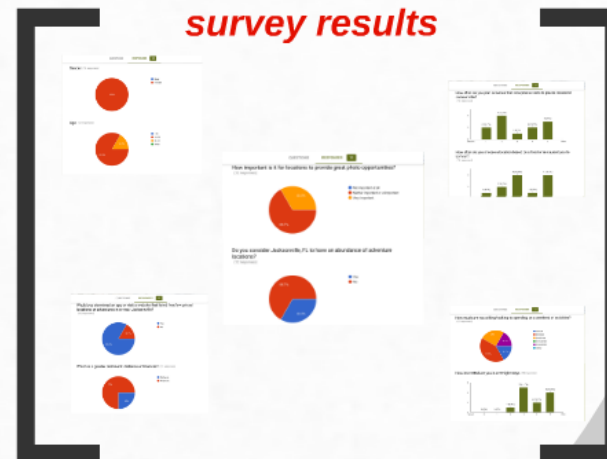
*Consumer Behavior* by B. Babin and E. Harris

*Collective Intelligence* by Pierre Levy



# Original Research and Marketing Content

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**Staycation College Students announces grand opening**  
April 16, 2015

**Introduction:** Faculty and staff of Staycation College Students announced the grand opening of Staycation College Students, a new online platform for students to connect with each other and the community. Staycation College Students is a new online platform for students to connect with each other and the community. Staycation College Students is a new online platform for students to connect with each other and the community.

**About Staycation College Students:**  
Staycation College Students is a new online platform for students to connect with each other and the community. Staycation College Students is a new online platform for students to connect with each other and the community. Staycation College Students is a new online platform for students to connect with each other and the community.

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