

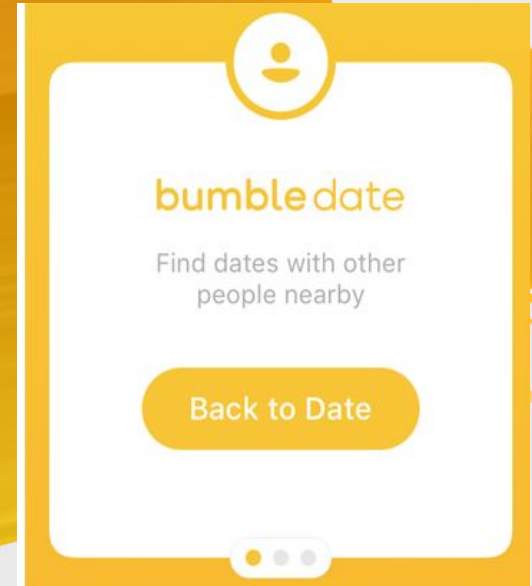


Bumble

Team 6 - Marketing Plan

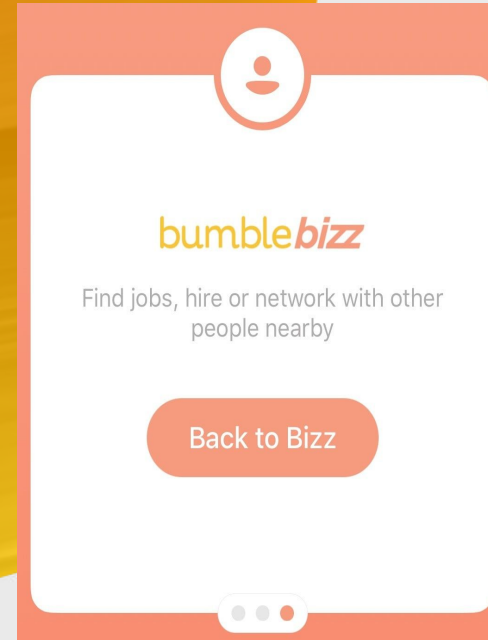
What is Bumble Date?

- Location-based dating service
- Similar to tinder
- Swiping mechanism
 - Yes - Right
 - No - Left



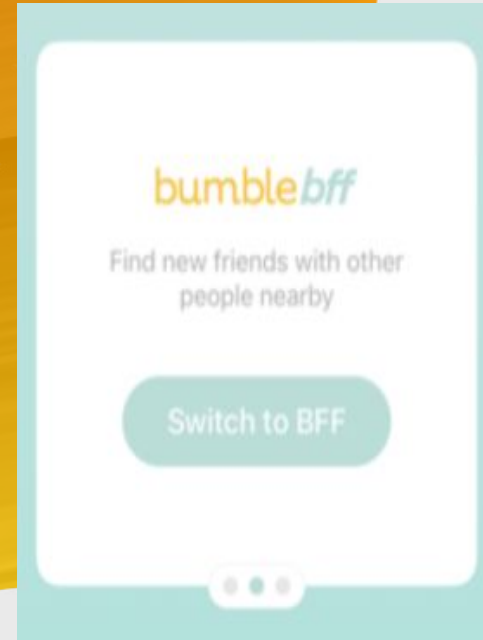
What is Bumble Bizz?

- Networking service
- Creation of a separate profile
- For both job seekers and hiring professionals



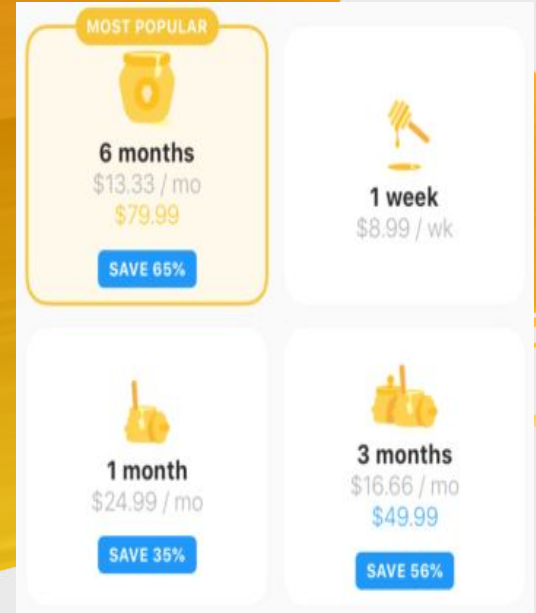
What is Bumble BFF?

- Swipe based service for finding platonic relationships
- Can only match with people of same gender



How does Bumble make money?

- Different billing cycles
- Premium subscription service
- Extra costs for each SuperSwipe





Mission Statement

- Expand market share and brand awareness for Bumble Date
- Increase visibility for Bumble BFF and Bumble Bizz
- Enhance customer relationships

SWOT Analysis

Strengths/Opportunities	Weaknesses/Threats
<ul style="list-style-type: none">-Team knowledge base/experience-Competitive advantages/growth-Loyal consumers	<ul style="list-style-type: none">-Small company size-Dating app stigma
<ul style="list-style-type: none">-Huge market-Large customer base	<ul style="list-style-type: none">-Difficult market-Volatile environment-Huge competitors

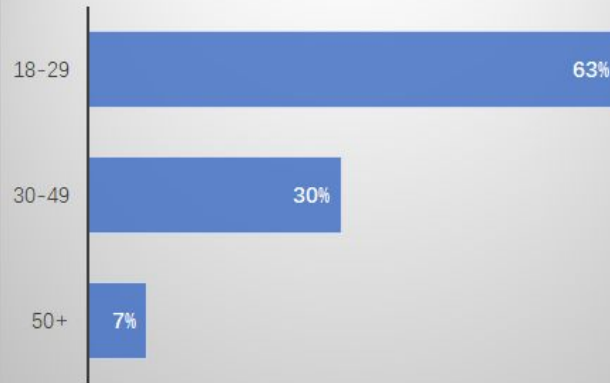
Customer Analysis

US Bumble demographics

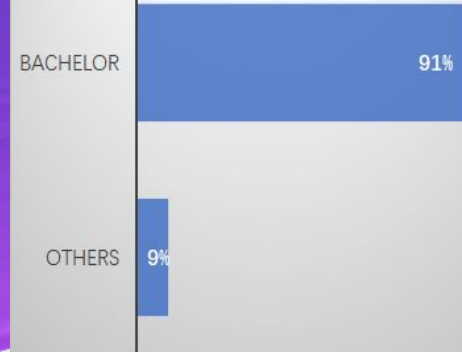
Gender



Age



Education



Psychological & Cultural Concerns

Female Users	Male Users
More Control	Less Control
More Work	Less Work

Market Research

- # of male $\approx 2 * \text{\# of female}$
- 58.8% of online dating app users are below age 35
- 75% of age 20-44 show stronger demand
- Users (> \$80K) are dominant players

STP: Segmentation

- Gender: female, male
- Age: 18 - 24, 25 - 34, 35 - 44, 45+
- Income: <\$40K, \$40K - 80K, >\$80K

STP: Segmentation Attractiveness

- Female (147.5m) Male (178.22m)
- 25 - 34 age group (67.46m)
- \$40K - 80K income group (41.3%)

STP: Targeting

- Bumble Date
- Bumble BFF
- Bumble Bizz

STP: Positioning

High Quality

Bumble

match.com

Low Price

Tinder

Okcupid

High Price

Low Quality

3 Core Services

Different PLC stages:

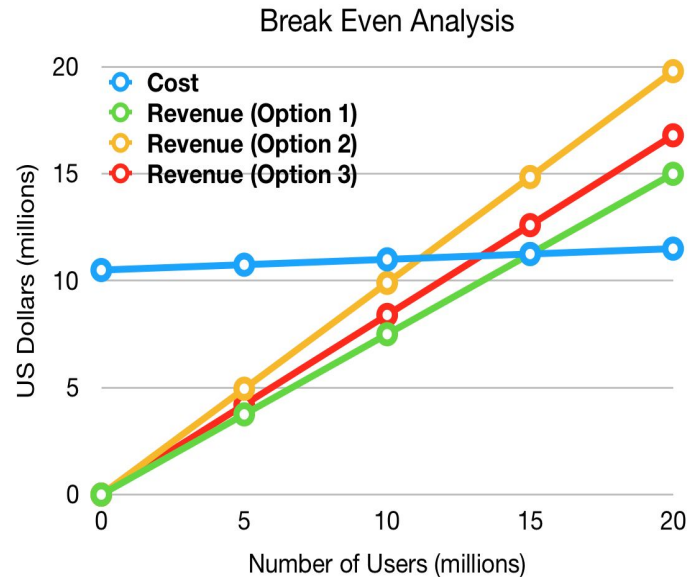
- Bumble Date: maturity stage
- Bumble Bizz and BFF: introduction stage

Achieving Customer Excellence

- 24 hour response time for customer service requests
- Aggressive stance on inappropriate conduct
 - Using AI to detect harassment
- Minimize the presence of chatbots

Pricing & Break Even Analysis

- Option 1: \$4.99 (Market Penetration Price)
- Option 2: \$9.99 (Competitive Price)
- Option 3: \$20.99 (Premium Price)



IMC: Expand Market Share for Bumble Date

Target - People between the ages of 18-34 from progressive states & cities starting with college towns

Men	Women
<ul style="list-style-type: none">Underlying message: Less Work & Less Control with higher quality of results	<ul style="list-style-type: none">Underlying message: More control & better quality with a little bit more work (Empowerment)
<ul style="list-style-type: none">Actual Message: Find a woman your mother would approve of	<ul style="list-style-type: none">Actual Message: Be the successful person you want to find

IMC: Increase Visibility for Bumble BFF and Bizz

Target - People between the ages of 18-34 from college towns and major cities with a focus on college students

Bizz	BFF
<ol style="list-style-type: none">1. Find people with the jobs that you actually want.2. Networking well is the greatest way to build relationships and get jobs! (Stats about networking and people finding jobs)	<ol style="list-style-type: none">1. Life is only as meaningful as the friendships you make.2. Form the ultimate squad today!

Media Channels

- **Social Media Marketing - Continuous Cycle**
 - Snapchat, Instagram, Facebook, LinkedIn
- **Billboards / Flyers around campuses**
- **Campus Ambassadors - Flighting schedule**
- **Brand Ambassadors**

Campus Ambassadors and Honeypot Strategy

Campus ambassadors will be chosen from schools with high perceived popularity/party culture and they will attempt to bring more women on board for Bumble Date through on campus PR events. They shall network with local businesses and school career centers and convince them to adopt Bizz.



Promotion Design

- Posts shall be made on social media websites with the sales promotion that offers users first week of the premium version free of charge for Bumble Date.
- People who signup to use BFF and Bizz will get the first month free of charge and every 10 people who use their code to signup will get a week off too.

Costs Involved

- Social Media Marketing costs
- Bumble Campus Ambassador Salaries
 - Connecting with Startup Accelerators in Innovation Hubs
 - School Career Fairs promotion costs
- Flyer and Billboard costs

Impact Assessment

- **Aided Recall** - Asking people about what comes to mind when they think of online dating and what apps they prefer.
- **Attitude Tests** - Asking the target audience about what they think of the company and its products
- **Download/Use rates** - Increase in downloads and time people spent on the apps/Increase in subscriptions
- **App Review**



THANKS!

Any questions?