

## Marketing Plan

- Freshers Fairs
- Advertising on Facebook
- Advertising on search engines
- Pop up stalls at universities, supermarkets and in town centres
- Advertising with brands

The above points are all avenues we can explore in order to push our product into the mainstream.

As our target audience is young people aged 18-30, setting up a stall at freshers fairs are a great way to tap into a mass of young people living in one area. The beauty of this is that there will be different freshers every year to visit, the downside is that there is a limited window of opportunity as freshers weeks are usually only in one six week window, mid august to october.

If we were to have a stall at freshers fairs we could have live demonstrations of the app as well as tasters of the food you can cook with the app, this will appeal to students. Costs can vary and there's not a lot of information out there however from University of greenwich, who have 9000+ students visiting, prices vary depending on location : £480 - £800 (see link).

York Freshers Fair: The 2016/17 price for a Freshers Fair stall for a private business was £525 for a standard stall and £825 for a premium stand (Email from YUSU).

	2009/0	2010/1	2011/2	2012/3	2013/4	2014/5	2015/6	2016/7	2017/8
UG	10,365	11,220	11,770	11,890	12,165	12,300	12,520	12,925	13,415
PGT	2,410	2,675	2,785	2,760	2,775	2,665	2,480	3,145	3,360
PGR	1,125	1,170	1,190	1,250	1,280	1,370	1,390	1,410	1,335
<b>Grand Total</b>	<b>13,900</b>	<b>15,065</b>	<b>15,745</b>	<b>15,900</b>	<b>16,220</b>	<b>16,335</b>	<b>16,390</b>	<b>17,480</b>	<b>18,110</b>

Leaflets are a must to give to students to encourage downloads. With vistaprint 20000 budget, glossy, a6 sized flyers would cost £86.61 excl VAT. If there are around 9000 students attending then we could aim to hand out at least 1000 flyers and free food samples.

So a typical cost of campaigning at a freshers fair would be around £500 for a standard stall, around £4.33 for cost of 1000 leaflets and maybe £300 on tasters ( around 30p per sample). Per event : £804.33.

Of the thousand leaflets handed out we should aim for around 400 downloads of which we should aim for 300 subscribers. If these subscribe for a year at £2 per month then we can achieve £7200 revenue from this initial £800 outlay. If we aim to do ten freshers events a year with the same figures we can achieve 3000 subscribers in this one month window resulting in £72000 yearly revenue.

As students begin to use the app, they will share it with their friends, colleagues, housemates and family and hopefully the app will begin to circulate.

[https://www.vistaprint.co.uk/marketing-materials/flyers?txi=16907&xnid=TopNav\\_Flyers++\(linked+item\)\\_Marketing+Materials&xnav=TopNav](https://www.vistaprint.co.uk/marketing-materials/flyers?txi=16907&xnid=TopNav_Flyers++(linked+item)_Marketing+Materials&xnav=TopNav)  
<https://www.suug.co.uk/aboutus/advertise/freshersbookings/>  
<https://www.york.ac.uk/about/student-statistics/>

Pop up stalls would be similar to those described for freshers fairs but be on a much smaller scale. For example we could return to the universities throughout the year but with a smaller setup which would lead to lower cost but also few new subscribers. Another way to promote our app is to hand out leaflets in town centres and at shopping centres to passers by. This would result in less yield as most people will take a leaflet and throw it away however leaflets are very cheap to produce, £86.61 for 20000.

2% of all adverts online result in click throughs to the actual product, if we apply this rate of uptake to leaflets then per 20000 leaflets handed out in the street to our target audience then we can aim for 400 downloads per 20000 leaflets of which 300 become subscribers. We would have to employ someone to hand out leaflets etc in town centres and supermarkets, if they are paid £10/hr, work six hours a day and hand out around 720 leaflets ( 2 per minute) then total cost of this exercise would cost, £60 in wages and £3.18 in leaflet cost totalling £63.18 a day. Again assuming 2% download rate then we can achieve 14 downloads and 10 new subscribers. Paying £2 a month for the subscription for a year yields £240 a year from these subscribers. This isn't a great return but it does however get the brand name amongst supermarket products and the high street. These estimates rely on a pessimistic 2% yield but it shows how this sort of marketing can still make a profit with a pessimistic approach.

Another avenue to explore would be getting ties with big brands. By having QR codes on the packaging of products such as Pringles, Cadbury's and Robinsons. These brands have a big impact on younger generation and as they are food companies so we could include some advertising on the app for them as part of any deal. This idea might have to be something that we cannot explore immediately as we do not have the market share or brand power that most of these companies would look to promote. I have sent emails to Heinz, Mondelez (Cadbury), and Kellogg's (Pringles) asking about the likelihood of a deal like this happening but all responded saying it wouldn't be possible. I also tried to ask ASDA and ALDI about having ties with a supermarket but neither got back to me.

<https://www.slideshare.net/Voxburner/youth-100-2017-the-top-brands-according-to-uk-1624s>

The details for marketing on social media and online is given in the previous section detailing costs and returns from this sort of marketing.