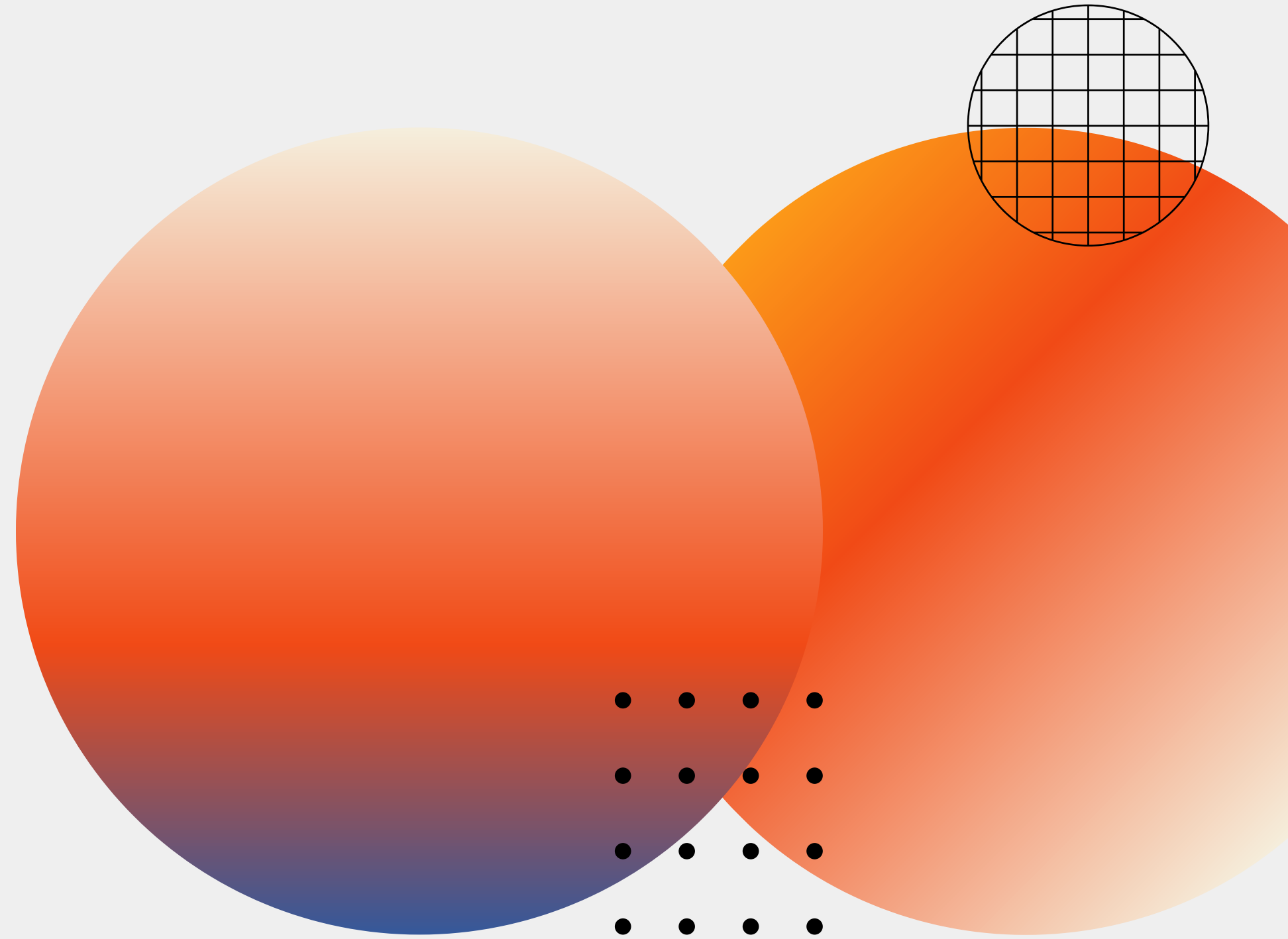


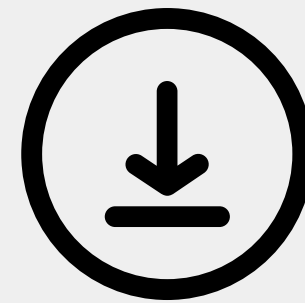
Marketing Plan for TraaqStarz



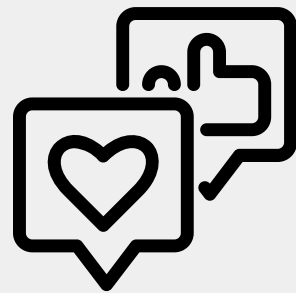
Marketing Objectives



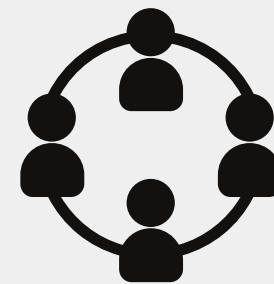
Increase Brand
Awareness



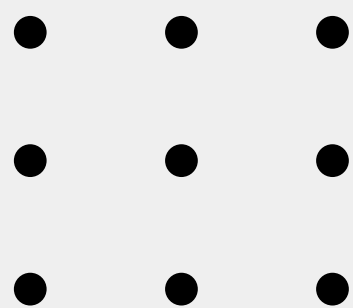
Increase Application
Downloads

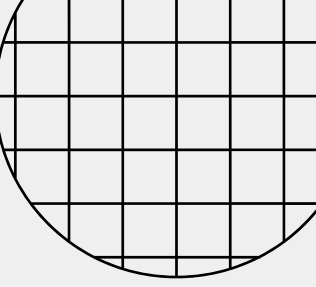


Increase Social
Media Presence



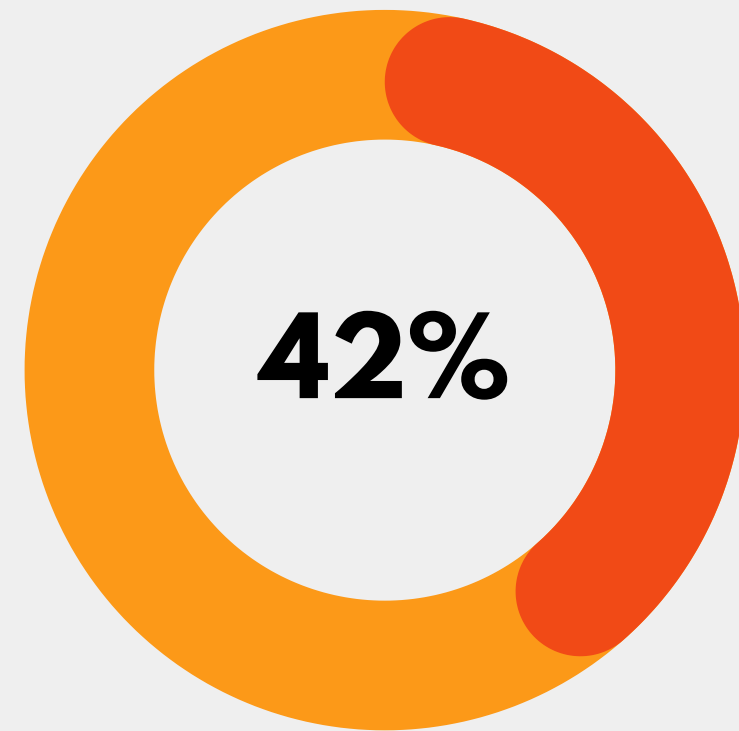
Increase User
Engagement



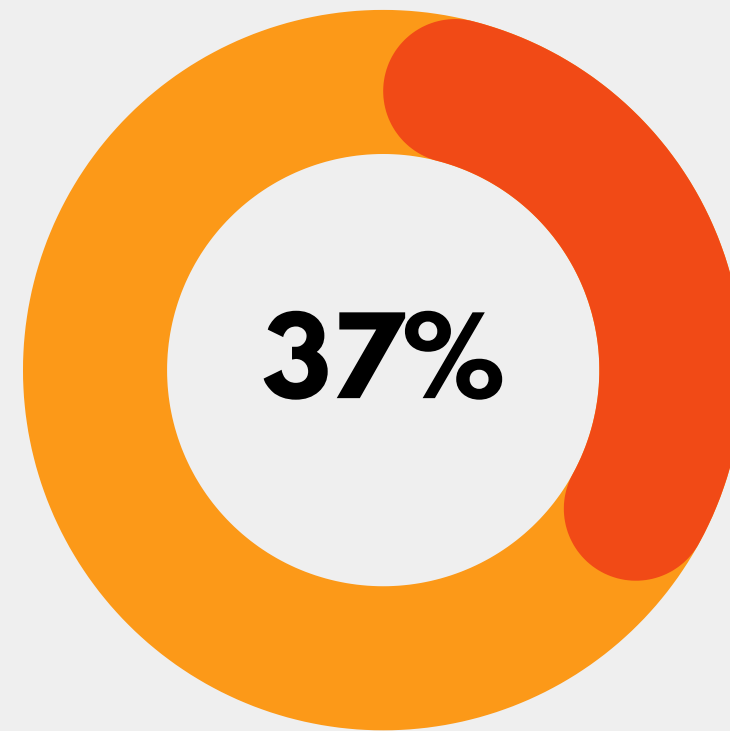


Social Media Statistics

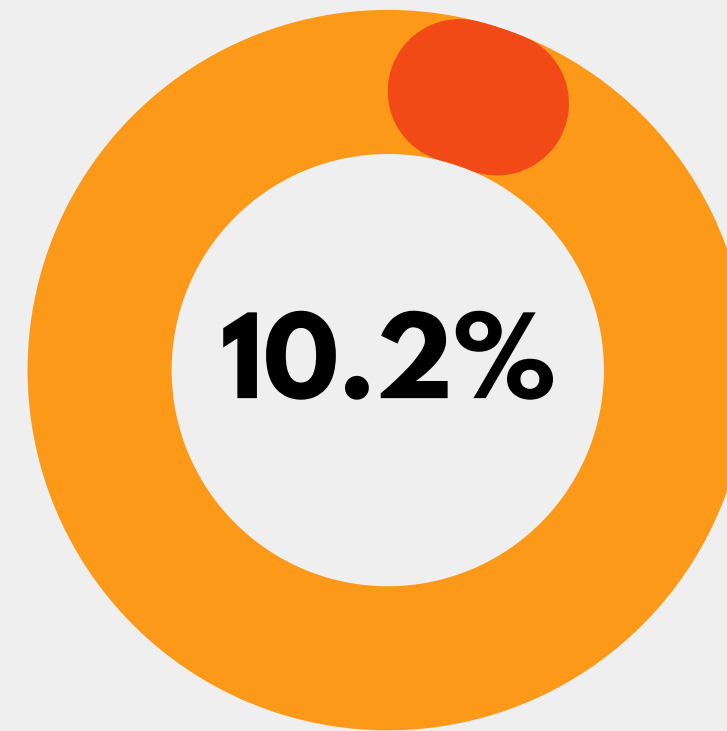
Rates of social media users in Australia



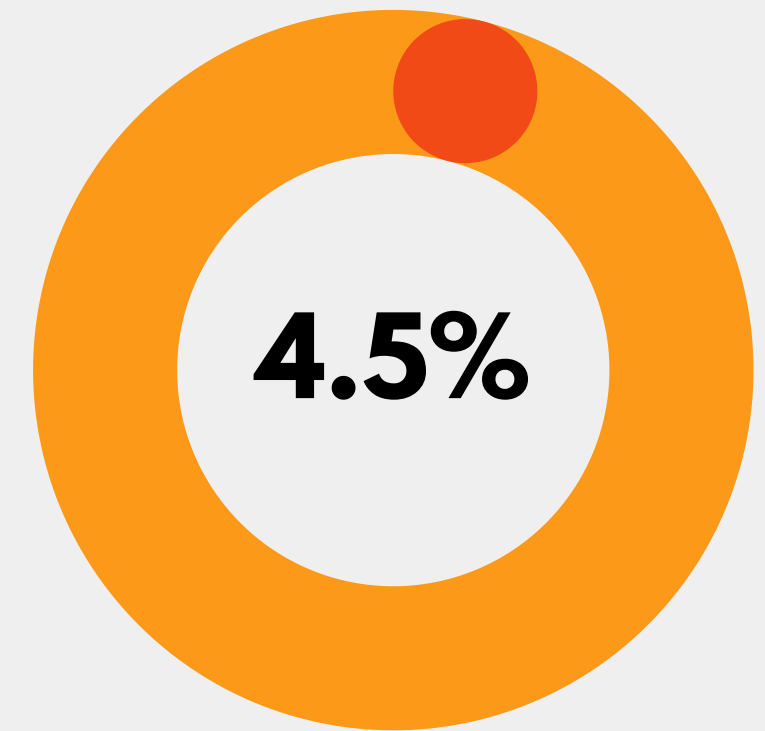
Instagram



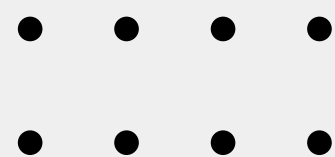
TikTok

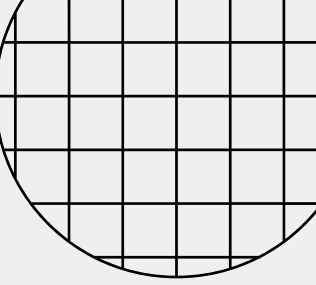


Twitter



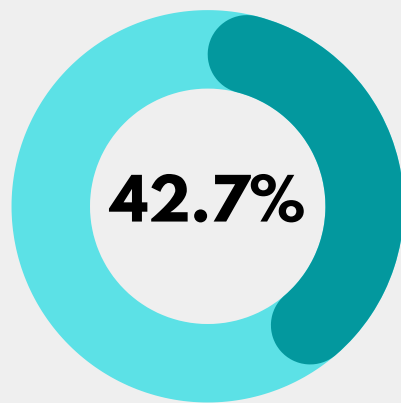
Reddit



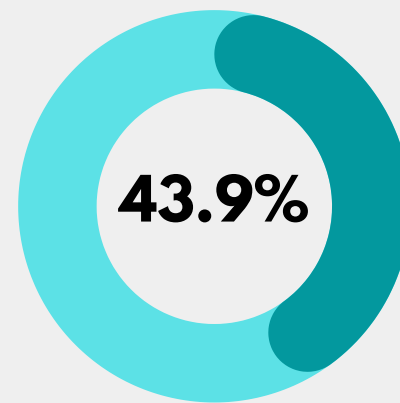


Social Media Statistics

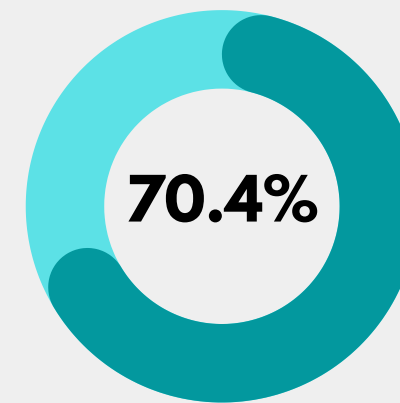
Rates of gender split social media users in Australia



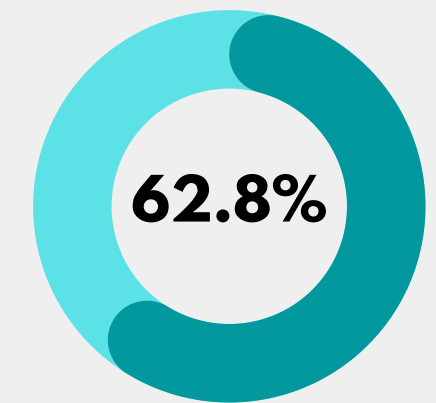
Instagram



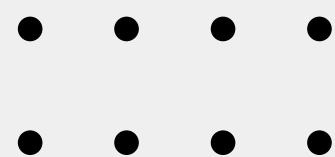
TikTok

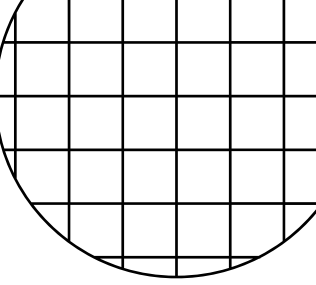


Twitter



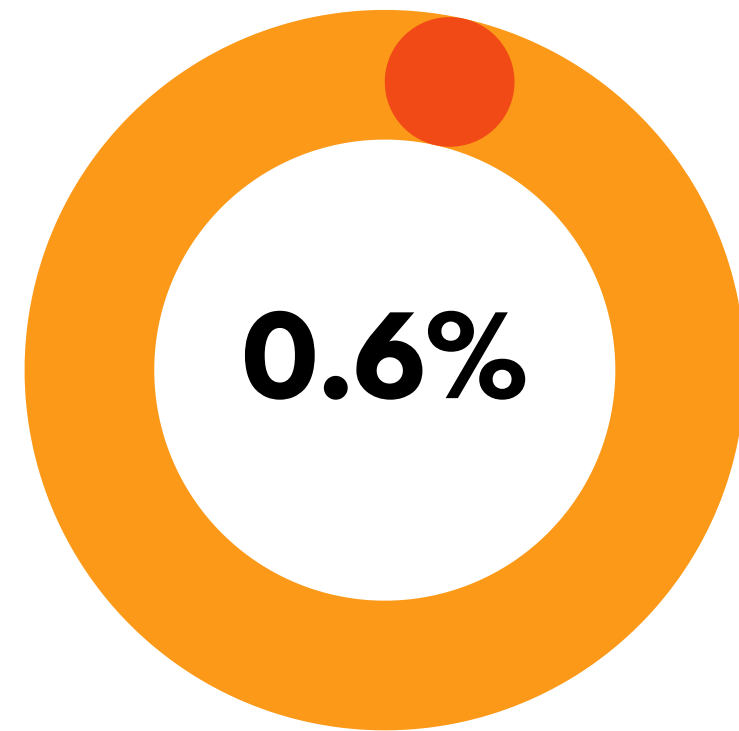
Reddit



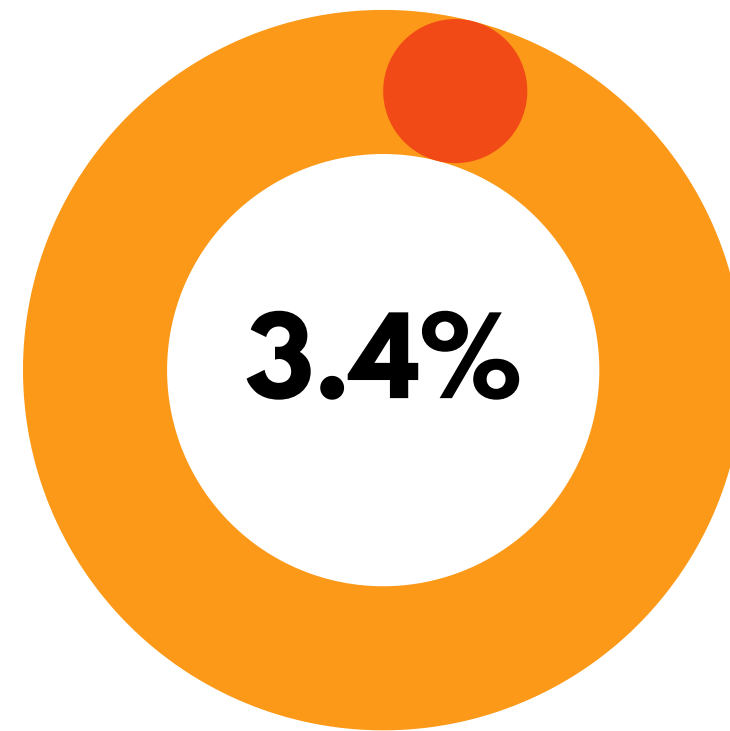


Social Media Statistics

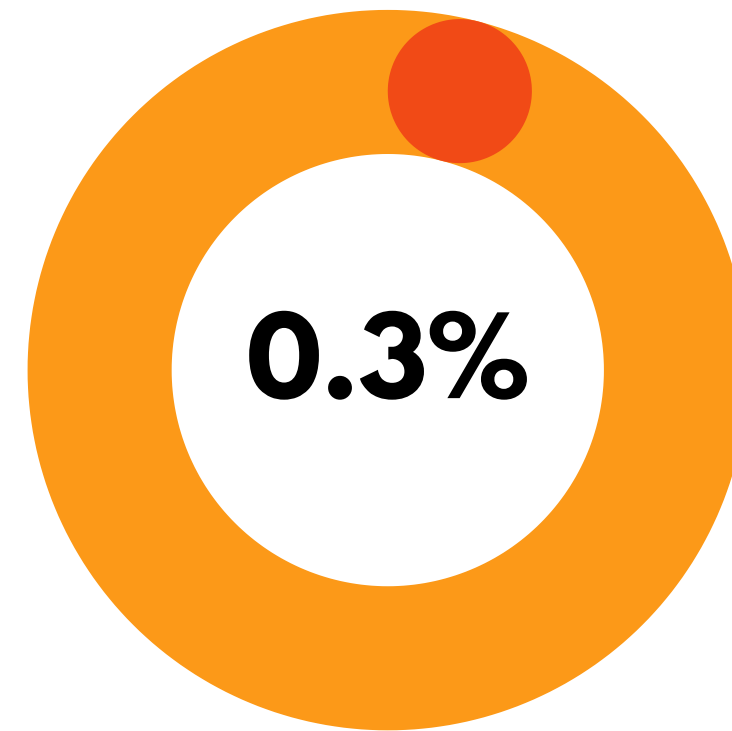
Rates of time spent per day by social media users in
Australia



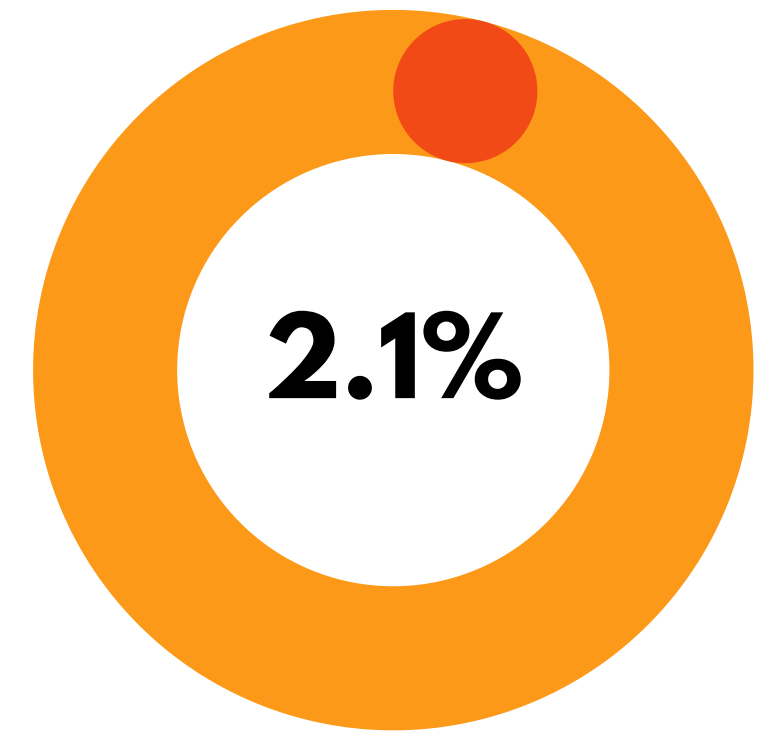
Instagram



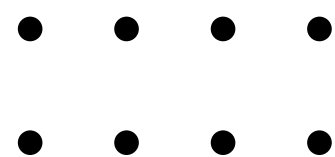
TikTok

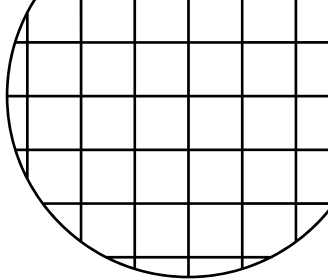


Twitter



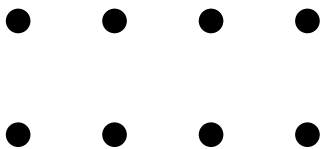
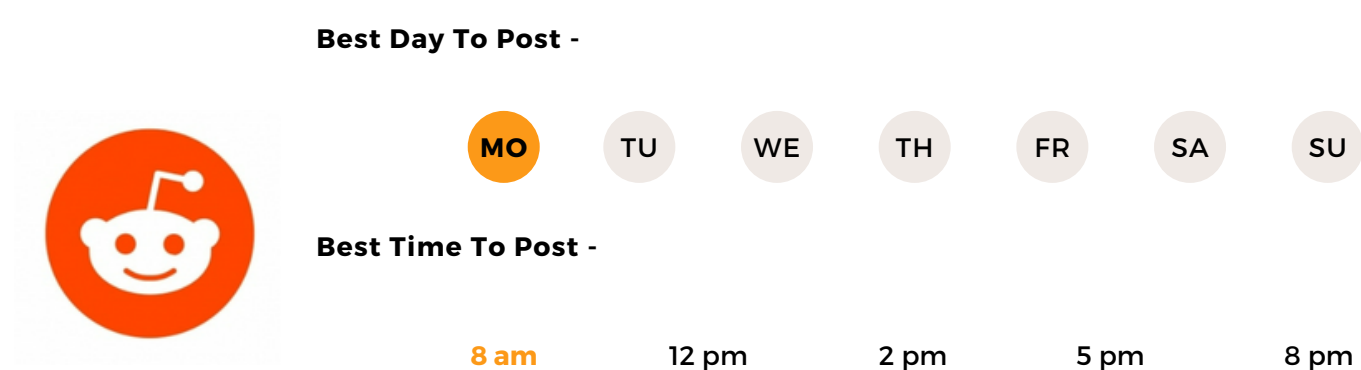
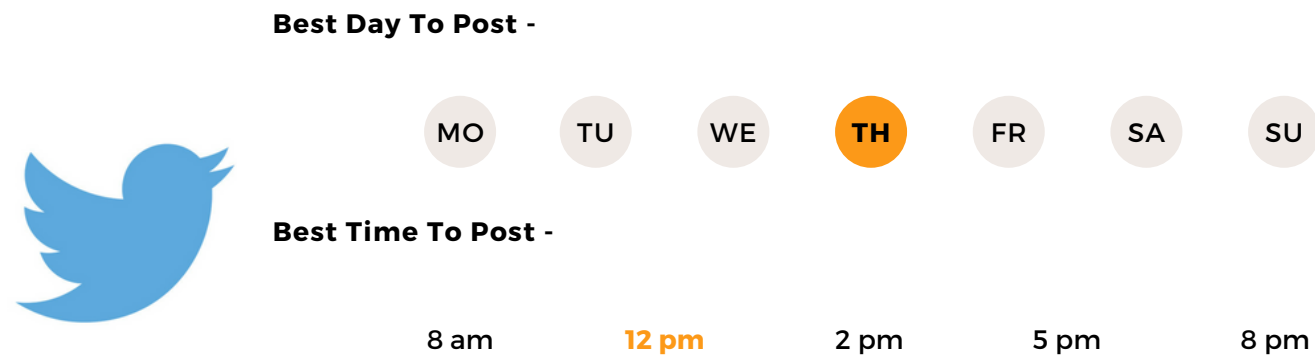
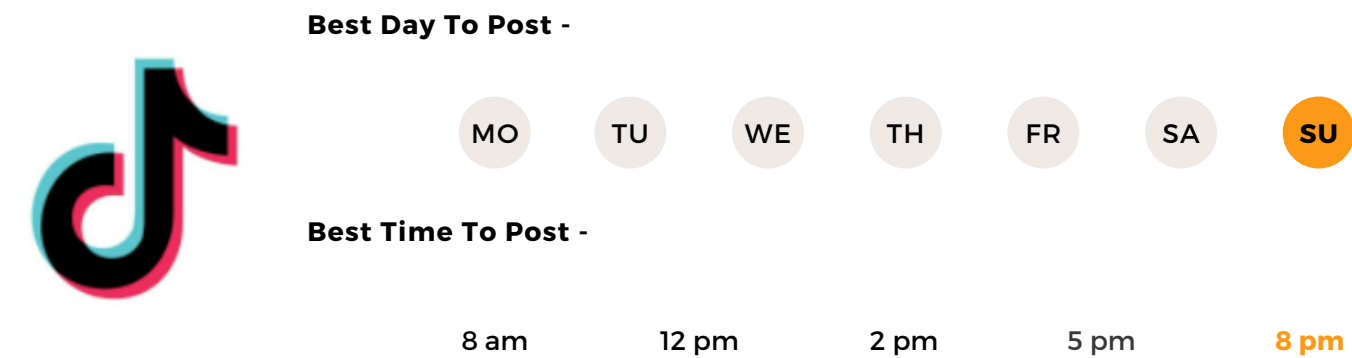
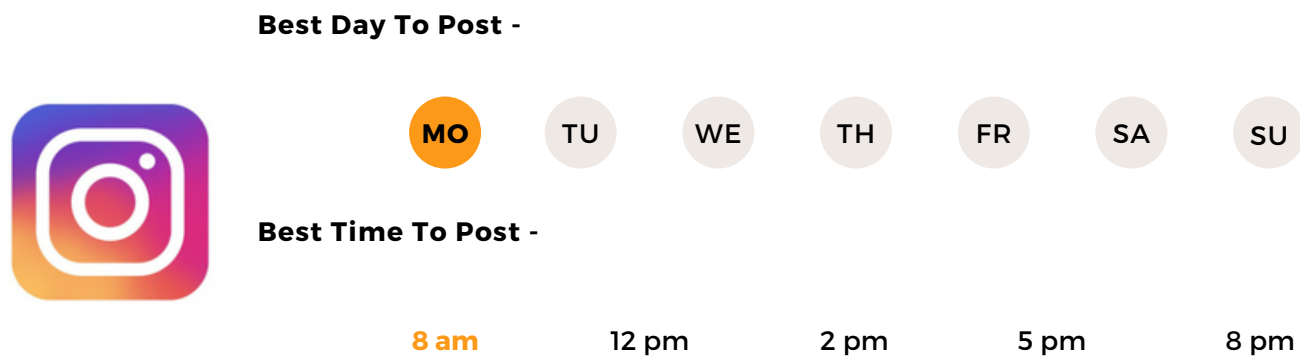
Reddit





Social Media Statistics

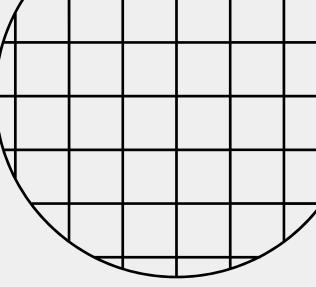
Social media time schedule in Australia





Advertising Strategies

- 1** Posters
- 2** Website that includes features and explains our subscription plan
- 3** Trailer for application



Strategy 1

Post content twice a day on all social media platforms

Strategy 2

Staying up to date with social media trends

New Marketing Strategies

Strategy 3

Understanding social media performance and optimising our posts based on what's performing well

Strategy 4

Make sure to post relevant topics that makes users engage

Strengths

Established niche market is loyal and tight knit

Weaknesses

Upcoming company, first time application publishers



Opportunities

Create a community within a niche market to keep users engaged

Threats

Similar applications within a niche target market

PESTLE Analysis

political

Different restrictions for tracks depending on their locations

technological

Incapable application access to certain tracks in regional areas

economic

Inflation of vehicle prices, PPE prices, cost of living

legal

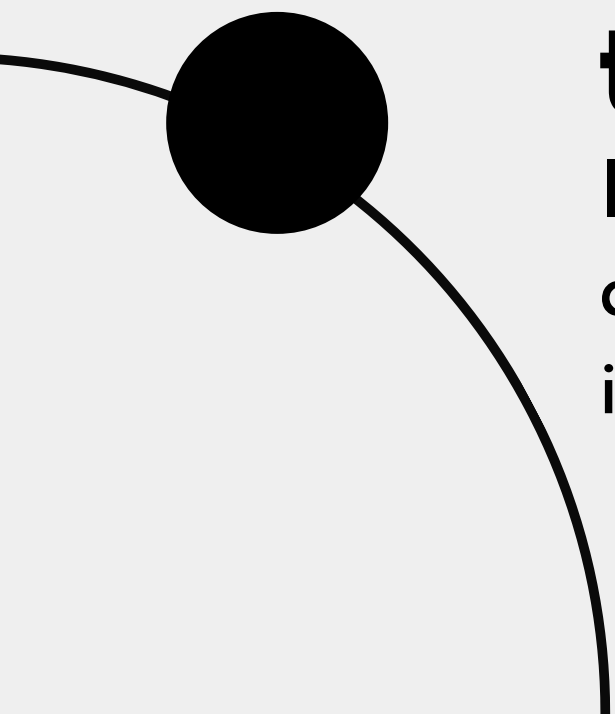
Privacy and data protection concerns

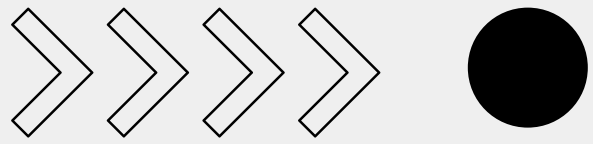
social

Backlash for encouragement of all ages in dangerous activity

environmental

Usage of excessive fossil fuel





Product

Race data tracking application

Place

Australian racetracks

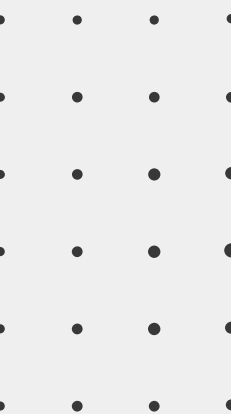
4P's

Price

\$10 monthly subscription for full version, feature locked free version

Promotion

Advertising through social media



TraqStarz

Thank you

