Wallie – Location Based Credit Cards Offers

Marketing Plan

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Executive Summary

Wallie positions itself as a location-based app that offers highly personalized deal notifications to the end users and as an online platform for merchants to target the end users with personalized deals. Wallie has some key differentiating features from its competitors such as, its context-aware notifications and store specific deals and offers.

Wallie is a free app that will be available on both App Store and Google Play Store, and a SaaS platform for merchants to enable them to reach out to the right users. The first step of branding Wallie is its website (www.getwallie.com) to let people know more about Wallie. The first target segment are people living in and around San Francisco Bay Area. We have planned extensive marketing distribution channels for Wallie in order to reach the right audiences and make consumers (prospective users) aware of the app. Some of the channels are Email Marketing, Direct Mails, Social Media Ad Campaigns, Adwords, SEO, but based on the numbers and conversions, we will be altering them through the course of time. Few others including, reaching out to Influencers, deploying a Public Relations Organisation are not in the initial plan as our budget is limited. Though Wallie is not exactly a two-sided marketplace but it is connecting merchants and users where it is important to have a robust supply side (merchants) to have a better user experience in terms of deals and offers. Hence, we will be reaching out to stores and merchants directly with help of the marketing team to get them onboarded with the Merchants system. In order to measure the effectiveness of each marketing channel, we have identified metrics for different phases in users and customers (merchants) journey maps. Users refer to the end users and customers refer to merchants.

Situation Overview / Unmet Needs in the Market

Users do not want to enter Credit card number

Currently, there are some apps in the market that tell users about different credit card offers. But these existing apps need the users to provide their credit card numbers. For example, a credit card points app called "Drop" needs the users to link their bank accounts. Though these existing apps promise latest security encryption algorithms, users are not comfortable to link the bank account details or enter credit card numbers. With Wallie, users do not need to enter the credit card details. Entering credit card details is entirely optional. Wallie just needs to know about credit card type of a user to start notifying user about offers for that credit card type.

Most of the existing apps do not have store specific offers

One other unique advantage of Wallie is that we provide store specific offers. Most of the existing apps do not provide any store specific offers. All the offers provided by the existing

apps are tied to the credit card or payment method. Irrespective of the payment method, lot of stores offer store specific discounts. Wallie notifies users about store specific deals so that users can maximize their savings.

Users want to be notified about customized offers

Wallie provides notifications based on user preferences. As users start using the app, Wallie's Machine Learning algorithms will learn about users' preferences and start pushing deal notifications accordingly so that users only get notified about offers they care about.

Goal

Primary Goal

The primary goal of Wallie is to enable its users to save money and maximize the rewards and offers for the users based on their preferences and location. Wallie is a context-aware application that interacts with backend merchants (customers) system to provide best deals for the users.

Customer Objectives

In Wallie's case the customers are the merchants that Wallie will have a relationship with. With Wallie, the merchants want to create their brand awareness and attract more users (buyers) by utilising the user insights that Wallie provides. Wallie has a platform for the merchants where they can access all the information, post deals and offers for the users, and post ads on Wallie user mobile apps.

User Objective

Keeping track of credit card rewards, in-store deals and discounts or online promotions is rigorously time consuming and users tend to lose out on hundreds of dollars annually by not knowing the offers for the card or the store. Wallie provides accurate information and as a Wallie mobile app user, the person has access to the deals and offers (credit card or store specific) based on the current location and preferences.

Internal Objective

Wallie's internal objective is to make the process of getting the relevant information about deals and offers seamless and provide relevant offers to the users. At the same time, Wallie aims to have a robust relationship with the merchants to equip them with benefits of user insights. Wallie also makes sure that the user interface of its systems are very easy to use and gives close attention to the customers and users problems.

Competitive Objective

Wallie has a few direct and indirect competitors. Its closest competitors are Wallaby and Wallet, Wallie's goal is to get users using these apps to try Wallie and adapt to Wallie instead. Other competitors such as Honey and Ebates have more focus on online offers whereas Wallie's objective is to be a one stop app for all kind of deals and offers. Competitors such as Groupon offering local coupons on group deals and Drop having a deals only for certain online and offline stores, have a different focus from Wallie.

Strategy

Target Market

Users

According to the market research, our target users are people within US territory who have intention to maximize credit card benefits or have already tried to do this by constantly tracking their credit card offer changes. Whoever wants to save money by looking for shop deals are also our potential users.

- User needs
  The identified user needs from our target users are:
    1. maximize the benefits from their credit card offers in specific shopping contexts
    2. capture the best shopping deals whenever they need to purchase based on location.

- User Demographic Profile
  Wallie has a broad set of users in terms of demographics. Our market research showed that people of all backgrounds with regards to education, income and age are potential users of Wallie. Both low-income earners and high-income earners are interested in Wallie's offering. People with more than three credit cards have higher probability to become our users.

In the initial phase, we will target users who are located in the Bay Area, spanning across all ages and income ranges. The target user base differs mainly based on their spending behavior and therefore the initial outreach effort will target users who are more hands-on and proactive in managing their finances. Particularly, we will target the following groups as our beta users.
1. Married people with kids having income more than $100k, saving for family
2. Single, high income, saving for large purchases in near future
3. Single, minimum to average income, high emphasis on savings

In the next phase, we will target broader set of users across demographics and geographies as we expand Wallie to new markets.

Customers

The primary customers can be categorized into two large groups:
1. credit card information providers, including **banks** and **credit card carriers**
2. physical merchant stores, including **restaurants**, **grocery store chains** and **departmental stores**.

We expect credit card information providers to contribute to the success of Wallie by:
1. providing popular credit card offers
2. updating credit card offers in real time based on user behavior
3. adding more card options to target our users as completely as possible.

We expect physical merchant stores that have partnership with us to contribute to the success of Wallie by:
1. providing merchant basic info in our database
2. providing shopping deals exclusively to Wallie users or universally applied to all shoppers whom Wallie can further target
3. posting and managing deals aligned with Wallie's business strategy.

We will build a merchant system available only for our partnered merchants to enter and manage their offered deals.

Competitors

Wallie has both direct and indirect competitors.

Direct competitors include Wallaby and Wallet who provide credit card deals recommendation service similar to Wallie. Both of these companies have not yet reached a mass adoption, hence the there still exists a large segment of an uncaptured market.

Indirect competitors include online offers recommendation platform such as Honey and Ebates, local coupon provider Groupon and selected deal provider Drop. Some of them have already built brand awareness amongst people. Although these companies have a different focus from Wallie, they are still indirect competitors for Wallie as they can weaken Wallie's ability to acquire and maintain users by giving them similar deals but in a different manner.

However, Wallie has its own differentiator that allows us to find a market niche to develop the business. Two of the unique features that Wallie offers are, our partnerships with the stores that will give users coupons not advertised anywhere else and and highly personalised notifications. We believe that a combination of credit card rewards and store-offered coupons

will allow users to not only maximize their rewards but also achieve one of the lowest prices for their purchases.

Based on our research, we believe that financial privacy is very important to our users, they want granular control over targeted alerts they receive from the app and want a frictionless experience while using the service. This completely resonates with Wallie's aim.

Company

Wallie is a startup incorporated in 2018. The headquarter is located in Mountain View, San Francisco Bay Area, where we house our software engineering, business development and product personnel.

We currently have 11 engineers and 2 merchant acquisition specialists. Our management consists of:
1. 2 engineering leads
2. 1 product lead
3. 1 Business development lead
4. 1 marketing lead

We are currently planning the product development roadmap, building relationship with partners and preparing to create an initial user base.

Our core competency is a highly differentiated business vision, strong tech team with proprietary technology, potential to reach network effects and a strong business development team that can build a strong partnership network.

Context

Economic Context: Continuous economic growth, low interest rates, lower unemployment rate in US, high consumer confidence and high willingness for spending.

Technical Context: Mature tech to provide mobile Internet speeds (3G, 4G/LTE and potentially 5G in 2018) to all kinds of users; easy access to cloud and map APIs allowing Wallie to build the product in a fast pace; mass adoption of smartphones with friendly environment for users to use the app.

Sociocultural context: most of US shoppers pay by credit cards; increasing awareness for people from all ages, occupation and regions to use digital tools in their phones to improve their lives; people caring more about their privacy.

User Value Proposition

Value Proposition

Based on our research and estimation, an average user can expect to save up to $200/annually and even more by using Wallie. In detail, Wallie will offer target users a number of unique benefits:

- *Maximized benefits annually.* With Wallie, target users can best leverage the credit card offers provided by credit card carriers and banks, without extra time and energy to record and track offer changes. Annually, the user can save $200 and more on an average.

- *Tailored purchase recommendation experience.* Wallie will send notifications to users when users have a potential need based on the credit card offer they have, the position they are located and their searching behaviors captured recently in Wallie.

- *Safe and Private Platform.* Wallie will only ask for credit card types as the basis to track card info. The user's credit card number, name and other sensitive information will not be asked in exchange for the recommendation service.

- *Free and user-friendly.* Wallie is a free app for target users. All users can set their own credit card offer preference, push notification preference or shop category preference.

- *Ability to better manage purchasing habits with better financial awareness.* By using Wallie, the user will find the maximized way to do financial management and live a better life with optimized cost.

User Positioning Statement

To people with Credit Cards seeking best shopping deals, Wallie is a location-based app that offers highly personalized deal notifications because of its context-aware secure recommendation engine.

Customer (Merchant) Value Proposition

Value Proposition

Credit card providers
Wallie will offer the following benefits to credit card providers:

- *Increased credit card user base and brand awareness by word-of-mouth.* Visualized credit card deals inside the App allows users to share card deal info to others, which offers chances for more card appliers.

- *Increased credit card user base by ads.* Wallie allows credit card providers to promote their best cards by recommending to users when necessary based on user profile and behavior. This way not only the users can have access to potentially better offers, but also the card providers can reach targeted users efficiently.

- *Increased deal usage rate.* With the push notification and personalized recommendation, the user can use the card with suitable deals more frequently. With increased usage the card issuers will have a higher probability to figure out better deals to target user groups.

- *Ease of use.* All the information can be synchronized in real time.

- *Saved staff time and trouble.* No extra manual work to do. Wallie also has a top-skilled BD specialist team and engineering team ready to deal with all the communication steps during integration.

Physical Merchant stores

Wallie will offer the following benefits to physical merchant stores:

- *Increased brand awareness by word-of-mouth.* Realtime push notification with shop deals inside the App allows customers to share deal info to others, which offers chances to gain brand awareness.

- *Increased user base by ads.* Wallie allows merchants to promote their deals by recommending to users when necessary based on user profile and behavior. Customized ads will increase the probability to convert a user into a lead.

- *Increased revenue.* With the push notification and personalized recommendation, the user tends to purchase immediately because the pushed deal is the cheapest, nearest and tailored option. Tailored recommendation can efficiently increase in-store user number and the revenue thereafter.

- *Ease of use.* Wallie will provide a user-friendly merchant information system that can save customer staff's time and energy to post and update deals.

- *Saved staff time and trouble.* Wallie has a top-skilled BD specialist and engineering team ready to deal with all the communication steps during integration.

To merchants who want to attract users in-store, Wallie is an online platform that lets merchants target users with personalized deals because of its context-aware user behavioral insights.

Tactics

Brand

Brand Identifiers

Name	Wallie
Logo	W&llie
Colors	Black or White (background dependant)
Website	http://getwallie.com
Description	Wallie is a location based credit card and deals app

Brand Referrals

Wallie is different from its competitors due to its focus on user's privacy of data and ability to let users heavily personalize the app to their preferences. Unlike competitors, Wallie does not require a user to enter his credit card details. Wallie is context-aware, so it takes into account several factors before notifying a user of any deal or offering. The key features of Wallie are:

- Privacy-focused
- Highly customizable
- Context-aware
- Secure

Price

User Pricing

Wallie will be free to use app for our end users. It is in our interest to reduce the barrier to entry for using the app as much as possible in order to get large user base.

Customer Pricing

Wallie will also be free for our customers - merchants, banks and stores. Specifically, we will offer a SaaS platform to our customers to target Wallie's end users with ads, personalized coupons and deals.

Revenue Generation

We currently plan to generate revenue in the following three ways:
1. General ads inside the app (e.g. AdMob)
2. Referral commission from credit card recommendations powered by Wallie that convert into signups
3. Sponsored deals and ads by merchants that receive special placement throughout our app

Incentives

User

Wallie will be free to download and use by our end users. Unlike other similar apps and services, we also do not ask users for their personal or financial details. We believe the potential monetary savings paired with privacy of their data will be large enough incentives for our end users to try out Wallie.

Customers

Wallie offers our customers a unique opportunity to hyper target local clients. Through Wallie's platform, they will be able to accurately track how their local marketing dollar is spent and improve their returns. Also with Wallie's SaaS platform, they will be able to keep a tab on conversion and goals in real time or change their campaigns instantly.

Communication

User Communication

Marketing Channels
Following are the inbound and outbound channels:

Launch Platform
- Product Hunt

Direct Mail

Email Marketing

SEO/SEM
- Organic Inbound through search results
- Paid AdWords ads

Social Media (includes both free and paid)
- Facebook
- Instagram
- Twitter
- Quora

Deal Forums
- Slickdeals
- Reddit.com/r/Frugal

Influencers
- Nerd Wallet
- The Points Guy
- Planet Money

Customer Communication

Marketing Channels

Sales
- Field Specialists
- Phone/Internet Specialists

Distribution

Users

For the users, we will distribute the app through App Store and Play Store. We will also have a website (http://getwallie.com) where users can learn more about the app before downloading. The website will also feature links to respective app stores for iOS and Android.

Customers

Merchants, banks and stores are Wallie's customers. For these set of customers, we will have a SaaS platform that will allow them to manage their deals, coupons along with targeting Wallie's end users with ads and personalized offers. We will onboard each of these customers as part of the signup process.

Implementation

We will divide our marketing strategy into free & guerrilla approach and paid advertising. This section lists how each channel in those categories will be used to spread Wallie's brand awareness and reach out to our target users and customers.

ATTRACT

STRANGERS → VISITORS

Inbound
- Social Media Ad
- SEO & Adwords
- App Stores
- Content
- Partnership

Outbound
- Direct Mails
- Email Marketing
- PR
- Influencers
- Launch Events

CONVERT

VISITORS → LEADS

- Signup Bonus : Calls-to-Action
- Landing Pages

ENGAGEMENT

LEADS → USERS

- Email Workflow Marketing
- Social Media
- Content Marketing

DELIGHT

USERS → PROMOTERS

- Referrals

Each step will lose an uncertain amount of people, depending on the effectiveness of different channels combined.
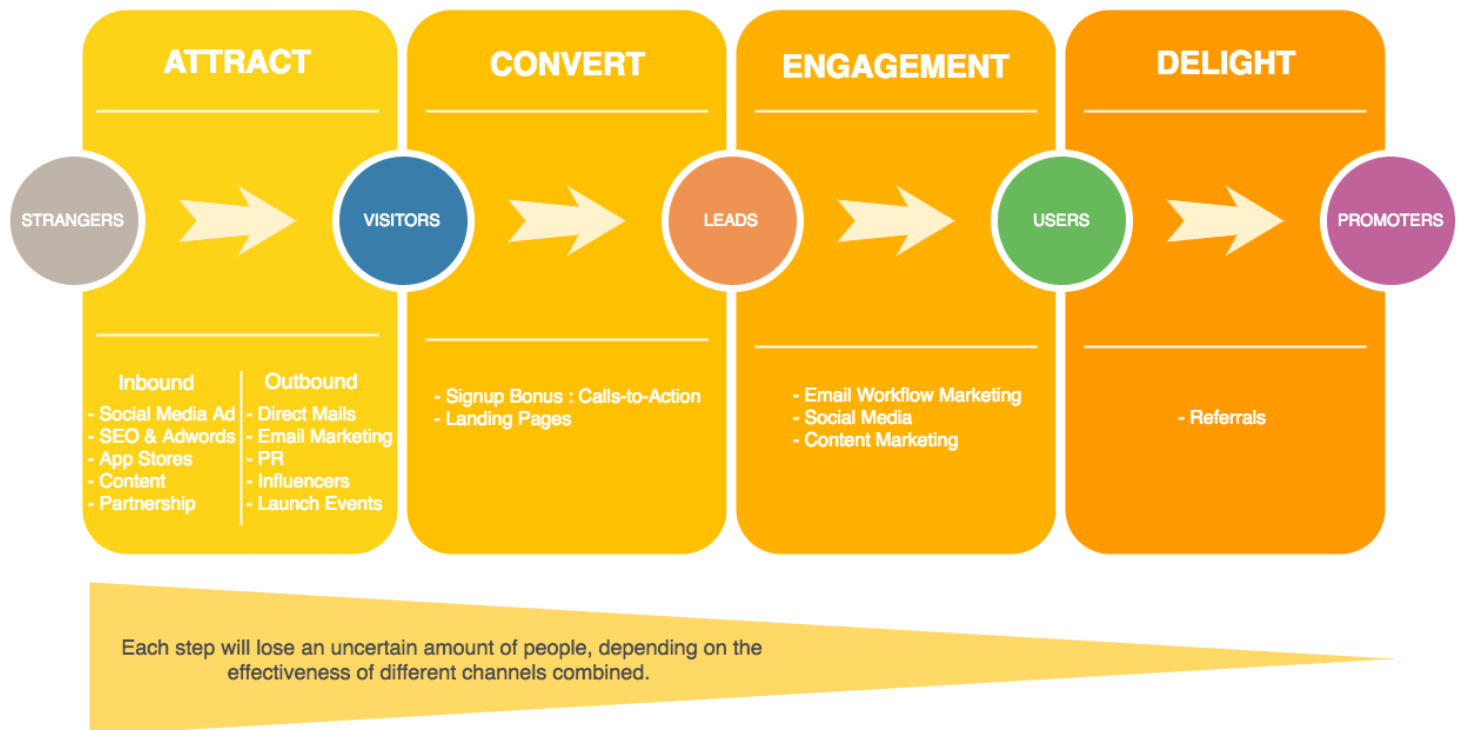
Diagram: Marketing Distribution Plan of Wallie

Direct Mail

Wallie plans to make use of direct mail campaign to reach the users. We plan to start by targeting San Francisco bay area first. We will specifically start by targeting users in the south bay. We plan to send direct mails (postcards) to households. Direct mail marketing will primarily be done in 2 phases. Release 1(iOS) is expected to be released in Oct 2018. Phase 1 direct mail marketing is targeted just before and just after Release 1. During phase 1, we plan to send direct mails to close to 100K homes in Bay area. Similarly, phase 2 is targeted in December, 2018 during holiday season. During phase 2, we plan to send direct mails to close to 200K house holds in bay area. For Direct mail marketing, we plan to use services like Everydoordirectmail.com who can take care of delivering direct mails to households. The cost for this is provided in the marketing budget spreadsheet.

We anticipate a conversion rate of 1% through direct mail marketing. As we are targeting a total of 300K house holds (including 2 phases), we plan to get 3,000 users in total through direct mail marketing. In this modern digital era of smartphones, it is possible that direct mail marketing might not lead to high rate of user conversions but we still need to do direct mail

marketing to make sure that we reach out to as many users as possible and do not miss out on any potential users.

Email Marketing

Wallie plans to make use of Email marketing to target the users in San Francisco bay area. We will use targeted mails to target users based on user personas . Through email marketing we will target those user personas who can be the potential users of our app.

Like direct mail marketing, Email marketing will also be done in 2 phases. As soon as we release the iOS App in October, the first phase of email marketing will be done to attract users to sign up as it is Thanksgiving season and users will be looking for deals and offers.

As of 2017, San Francisco bay area has around 7.68 million population. In phase 1 of email marketing we plan to target 1.5 million users by sending targeted emails. Phase 2 of email marketing will be targeted in December 2018 to take advantage of holiday season. In phase 2 also, we plan to send targeted emails to 1.5 million users.

We plan to use services like Experian to get the mailing lists of people from all the counties in Bay area. Services like Experian provide email mailing lists based on zip codes, demography etc. We plan to use services like mailchimp to run the email marketing campaign by sending mails to the targeted users. The total cost of using email marketing services has been provided in the marketing budget spreadsheet. We estimate 0.1% conversion rate through email marketing which means we are targeting to get around 3000 users through email marketing.

Press Release and Public Relations

We plan to issue an official press release on the day of iOS app launch in october. An official Wallie press release document will be created and shared with website news agencies. We plan to use services like PR news wire to distribute our press release. Services like PR news wire will make our press release to be searchable by search engines like Google and Bing. PR news wire will also make our press release visible in more than 1000 websites like yahoo finance and others that are in PR news wire network. We will also have the official press release in Product hunt website. More about Product hunt is in a later section in the document. The official press release will also be included in all of Wallie's official social channels like facebook, Instagram and twitter.

We plan to have one official Press Release when iOS app is released and another official press release when android app gets released. As of now, we are not going to have any official agency for public relations. Other than the official press release where we plan to use PR news wire, any other news from Wallie will be distributed by our Product marketing manager in websites like Product hunt and others that release content for free.

Partnerships

One of the main unique features of Wallie is to have store specific offers. To have a good database of store specific offers we need to have a good network of stores. As our plan is to start our app initially for users in San Francisco bay area, we plan to partner with local stores and shopping conglomerates in the bay area so that Wallie will have robust database of deals. Before we release the iOS app in October, we have planned for a separate merchant onboarding event. This event is targeted at local stores in Bay area so that we can on board as many stores as possible before the first release. We also plan to hire two Merchant Acquisition specialists as Wallie employees so that these two can start talking to local stores and merchants and get our partnerships up and running. We plan to hire these two employees by May 2018 so that they have 4-5 months time before the first release to start the partnerships with merchants. We plan to do the merchant onboarding events regularly. First event will be in September 2018 and the second event will be in November 2018 (just before shopping season). Third onboarding event will be before the second release. The merchant onboarding events will also include partnerships with credit card companies apart from partnerships with stores.

Product Hunt

Product Hunt is a reddit-like site where people post new products and vote them up or down. The members of the community are eager early adopters, who are very willing try out new and even unfinished products and provide feedback. Product Hunt is also very popular among tech bloggers and journalists and top products here are often picked up by the media. They also have a separate feature called ShipIt, where companies can do pilot and beta launches with a controlled target audience. Members sign up for the waiting list and are given early access to the product than the general public. The top products also get picked up in their newsletter and emailed to their entire user base.

Product Hunt is free to post and is completely driven by community voting, with a very high virality rate. Even though it's free, not anyone can post. You need to be approved first in order to post, so that the public feed doesn't get crowded with low quality products and spam. A member on Wallie's team has access to posting rights and therefore we can overcome this barrier.

For an app like Wallie, Product Hunt is a great tool to market since the community is full of tech members and people who are on the lookout for new ideas. This will definitely help generate some buzz and provide more credibility at the time of launch.

Reddit

We believe Reddit can be pretty useful to us especially in the early phases of our rollout plan. It has several sub-reddits dedicated to shopping, saving money and deals. Some of the subs such as /r/Frugal have a close to a million members who are actively looking for ways to save money.

These users are definitely among our target group of users we will focus on for the initial launch. Being able to not only showcase the product to these reddit members but also have a conversation with them and get feedback will be incredibly valuable.

Social Pages (Facebook, Instagram, Twitter)

With a regular website, it is also important to have a presence on social media sites like, Facebook, Twitter. To convey the utility of Wallie, these will provide the perfect platform to reach as many potential users as possible as these sites are always flocked with people. With the added advantage of a free business page creation, these sites have various interactive features which enable like minded users to interact, share and explore. When a user joins or follows Wallie on any of these sites, it will be visible to all his/her friends. They can share their experiences with Wallie, and make it more viral and popular amongst their network. This will help Wallie to create and grow its community, engage better with its users, know their opinions and experiences, interact with them and improve thereafter.

Quora

Quora is a community-fueled question-and-answer site, with 25 million DAU in average. Instead of going to Google, some of users, immuned by Adwords, tend to go to Quora for answers because they trust real people more. And Quora can also provide deeper and comprehensive discussion under certain topics.

One of the disadvantages of Wallie, a beginning startup, is no authority and limited exposure in the vertical field, which, for us, is the credit card field. With quora and its users, we can gain our exposure and start to establish our brand reputation by: a) tailor specific questions to our target users (under certain topic tags), ask them to weigh in and provide professional answers on it. b) search related questions in the target field and answer questions. Currently there are 235k users under Credit Card topic c) publish content on Quora platform. d) build our own brand questions as a way to provide information about the product. With accumulation, the page might also show in front when people search Google.
Our goal on quora is not promotion, instead, we aim at spreading knowledge.

SEO

Our SEO strategy will be part free and part paid. We will do the obvious checklist items such as on-page optimizations, site analysis and submission using Google Webmaster tools and submission to other search engines. We will also participate in free backlink exchange networks (even though their effectiveness is low, the effort required is low as well). All of these will constitute the free aspect of our SEO strategy. We also plan to design mobile optimized site, since this has become a very big factor from search engine's perspective. Content-wise, since our main site is just a landing page for the app, there isn't much content that we will have and thus have a disadvantage from SEO perspective. Search engine give high weightage to site content and Wallie, in its first release, will lack that.

For paid SEO, we plan to pay other domain-relevant high PageRank sites/backlink networks to get our site high quality inbound links. We will do this starting a few weeks before launch, so that our website is complete and search engines have a few weeks to crawl and index our site. We will limit our budget for this to under $11000. Based on our team experience from past work, this is certainly not as effective today as it used to be in the past, yet there are still some benefits to it when the site is entirely new.

Other effective paid technique for SEO that we will leverage is buying content with embedded links on related high quality sites. We plan to buy sponsored/branded content on popular money saving blogs such as ThePointsGuy and ThePennyHoarder, discussed in detail later in this document.

Referrals

Word of Mouth is the best form of advertising. People tend to pay 2X more attention to the recommendations from their friends. So our strategy is to find a way that can deliberately encourage the best users to tell their friends about us.

When the target users feel good about our product, we will encourage them to refer to their friends. For the senders, they can get $10 discount coupons or other incentives based on the deals we have. When we have enough behavior data about this user, we can give him/her customized incentives. For the receivers, we will also give $10 gift card. We will make the process as simple as possible, preventing users from impatience. The detailed referral mechanism needs careful design and people to follow up.

As for how do we ask users to refer us, we will try any place that is suitable for sharing. Possible channels includes: a) in the App - Account, there will be a referral feature (release 3). b) Location-based purchasing. Before purchasing, if there is related coupon to use, we can encourage the user to share on their social network to get the coupon. c) CTA in contents.

To make word of mouth have the utmost efficiency, we also will keep upgrading our core user experience and refine our customer service. The referral marketing will not be triggered at the very beginning. Instead, only after we have a small amount of best users, we will trigger this strategy.

We plan to start referral mechanism after release 2 and totally replace signup bonus with referral. From June to September 2019, we will allocate $50,000 budget for referral.

Signup Bonus

Signup bonus will be provided in mobile app, which means people who wants to get the signup bonus need to download the App at least. This is an important step to convert visitors to qualified leads.

After attracting strangers from channels like direct mail, email, SEO and social media, Wallie has a bunch of potential users who are interested in Wallie. If they scan the QR Code, or click the link from email or social media, or simply enter into the landing page through SEO, they are converted to visitors.

The next step is to further convert those visitors to leads by providing rewards, in our case, signup bonus. Any new users who sign up will get a $10 gift card of some merchants.

After release 1, we will allocate up to $30,000 signup bonus budget, throughout the entire release 2 development period to accelerate the process of acquiring new users. We will adjust our plan according to metrics we defined.

Influencers

Sites such as NerdWallet and ThePointsGuy are one of the most popular referrers for credit card recommendations and financial products in general. These sites together have a very active following of people that are looking for ways to either save money or maximize their financial returns. NerdWallet gets close to 15M visits annually and ThePointsGuy sees about 10M for the same period. This user base is the ideal target for Wallie's offerings. We do not plan to use these channels for the MVP launch but will consider them for our future releases once we expand outside of Bay Area so we haven't included cost estimates for this.

NPR's Planet Money is another medium that we would target which has a 8.3M weekly listeners. This podcast is not limited to finance topics but is very closely aligned. While it might be too expensive to purchase an audio ad in their podcast, they also feature ads on their web version of the podcast which can be geo-targeted. These ads will cost us about $5000 per 100,000 impressions, based on our estimate. While we don't have an estimate for lead generation ratio in this case, we can experiment with one campaign since the cost is low.

There are several deal forums but particularly, Slickdeals where people discuss about deals and coupons of all types of stores. These sites also have featured advert placements and are visited by people who are actively looking for coupons and offers to save money - perfectly aligns with Wallie's user demographics. We will buy a featured ad but since we our launch release will be limited to Bay Area at first, we plan to utilize this channel for future releases.

Social Media Ads (Facebook, Twitter etc)

Initially, it is important for Wallie to generate leads and boost its brand awareness, hence these shall be our objectives with the ads on social media sites. It will boost our user reach, impressions and page views. We shall use highly targeted ad campaigns to move audiences through the buyer's funnel of: awareness, interest, consideration and purchase.

While we work on a smooth conversion, we will also keep on promoting our content/Ads to our warm audiences; people who are aware about our website/app. They will be our retargeting list, we will analyze the data and understand what is working best with whom.

We will understand the audience segments that are driving maximum engagement and purchases. Based on these identified segments, we will create lookalike audiences and pivot into promoting this to cold audiences and eventually scale to other locations as well.

Adwords and Mobile App Stores

We analyzed some of the keywords and phrases that are relevant for Wallie and did a quick cost vs traffic vs competition comparison for the United States market. We have listed a few of them below.

Search Term	Avg Monthly Searches	Competition	Suggested Bid
wallie	10k-100k	Low	$0.40
get wallie	-	Low	$0.10
best credit cards	100k-1M	High	$10.60
credit card offers	10k-100k	High	$16.76
money saving tips	10k-100k	Low	$1.99
compare credit cards	10k-100k	High	$10.46
best credit card offers	10k-100k	High	$14.60
credit cards for bad credit	100k-1M	High	$4.34

It's not a surprise that the competition in this category is high but having a unique name like Wallie, benefits us to buy all the search terms related to that name to build credibility and presence. For the MVP launch, we will spend up to $70,000 between first release and second release to target all search terms related to "wallie", "get wallie" and the low CPC (Cost Per Click) will allow us to get a good ROI on our budget.

Based on our research on CAC (Customer Acquisition Costs) for mobile users in the U.S. the average cost ranges from $1.5 - $3 per app install. This cost is not for any specific category of users and hence the quality of users gained this way wouldn't be the most desired customers. Thus this cost doesn't accurately represent the CAC for Wallie.

Channels	Launch Timeline	Action
Product Hunt	Nov '18 for MVP	We will make a post about Wallie on PH and get our friends and family network to upvote the post. Also interact

		with the forum members and answer any questions they might have.
Reddit	Nov '18 for MVP and continuing	Post on /r/Frugal about Wallie and answering selective questions across Reddit that are related to deals and offers
Social Pages(Free)	Already created	We will keep on updating our social media pages and provide more information about Wallie and its partners Facebook Page: https://www.facebook.com/getwallie/ Twitter page: https://twitter.com/getwallie
Quora	Continuously added	Contribute to credit card-related questions and answer other domain questions to increase Wallie's brand exposure by providing high-quality contents
SEO	Nov '18 for MVP and varying across releases	Link building on high page rank sites through SEO providers
Referrals	Jun '19 after Release 2 and thereafter	Pinging existing users through email and app notifications about referral bonus incentive
Signup Bonus	Nov '18 for MVP and thereafter	Display signup promotion on website and in the app as part of onboarding
Social Media Ads	Sept '18 for MVP and continuing	We will create highly targeted ad campaigns to move audiences through the

		buyer's funnel and keep on optimising the ads.
Adwords and Mobile App Stores	Nov '18 for MVP and varying across releases	We will purchase the identified keywords and create campaigns
Direct Mails Marketing	1st Campaign right after release 1 in Oct 2018 and second campaign in Dec 2018 to target holiday season	Plan is to target 300K house holds in bay area through direct mail marketing. We plan to use services like Everydoordirectmail.com to send direct mails.
Email Marketing	1st campaign right after release 1 in oct 2018 and second campaign in Dec 2018 to target holiday season	Plan is to target 1.5 million users in each phase by using services like Experian (to get the mailing list) and mailchimp(for email marketing campaign)
Press Release	Will be done in oct 2018 on the official day of app launch	We plan to use services like PR news wire to distribute the official press release.

Control

Performance Evaluation

Users Performance Evaluation Metrics

To improve the movement of audiences through the buyer's funnel of: awareness, interest, consideration and purchase, we will use metrics targeted for different phases.

- **Awareness**: we will utilise our predefined personas and filter them as per our first phase of target location(San Francisco Bay Area). This will be our initial target audience for social media Ads. With notifications and services being driven by location, starting with a targeted and familiar location will be easier for analysis and improvement, thereby enabling us to scale for a larger region subsequently.
Our Ads will target this segment. After creating the ad, we will set a budget and bid for each click or thousand impressions that our ad will receive. These cost per click ads will drive traffic to our website.
We will be optimizing our Ads and targets to continually increase the Click through rate.

Metrics used to measure the effectiveness:
1. Website visitors from each channel
2. Number of emails opened (Email Marketing)
3. Cost per click (ads)
4. Cost per acquisition (ads)

- **Interest**: Once the user has clicked on the Ad, she will be directed to our landing page, asking either to download the app or subscribe. The aim is to assess the interest of the user with the "signing up" conversion mechanism.

  Metrics used to measure the effectiveness:
  1. Number of mobile app downloads through each channel
  2. Number of new registrations through each channel

- **Consideration**: We will separate our Ad campaigns as per the interest groups. For example, for a user who has given her email, we need to build the trust and eventually have her make purchase through Wallie.
  In this phase we will nurture the users who have shown interest in Wallie with targeted and personalized deals through Ads or sending sign up bonus or offers to the email list subscribed through social media.

  Metrics used to measure the effectiveness:
  1. Number of users used the sign up bonus or offers
  2. Number of user referrals

- **Purchase**: Eventually when a user makes purchase using offers given by Wallie, we will track her lifetime value and will expect 100% payback in that time period.
  Throughout the process, we will be monitoring the CTR as it not only affects the number of clicks but also the amount that we pay per click. Watching CTR by interests will help us learn which audiences work best and which ads resonate with them.
  We will provide referral benefits to our converted users. This will not only help us in generating traffic but also prove to be useful mechanism to judge Wallie's brand awareness. This is because brand awareness is measured by analysing behavior of loyal/converted users and the amount of traffic brought by referrals.

  Metrics used to measure the effectiveness:
  1. Returning mobile app opens
  2. Cost per click (ads)
  3. Cost per acquisition (ads)
  4. Number of users used the referral bonus

Customers Performance Evaluation Metrics

To improve the movement of merchants through the customer's funnel of: interest, consideration, activation and retention, we will use metrics targeted for different phases.

- **Interest**: We will measure the number of merchants who have shown interest in meeting and know further about Wallie.

    Metrics used to measure the effectiveness:
    1. Number of merchants who agreed to meet

- **Consideration**: Once we have met the merchants, we will measure our prospective partners by measuring the number the number of merchants who show further interest.

    Metrics used to measure the effectiveness:
    1. Number of merchants who show up at the "Merchant Onboarding Event"
    2. Number of merchants who show interest in meeting again

- **Activation**: Once we have identified our prospective partners, we have to convert them into our partners. That can be measured by following metrics.

    Metrics used to measure the effectiveness:
    1. Number of merchants sign ups
    2. Number of merchants who updated the information
    3. Number of merchants who added Deals/Offers

- **Retention:** Once we have signed up our partners, we have to identify the merchants who continue to use the Merchant System and can be our long term partners.

    Metrics used to measure the effectiveness:
    1. Number of merchants who logged in
    2. Number of merchants who updated Deals/Offers
    3. Number of merchants who left the System