



Marketing Plan

Penelope LTD (SwEng Group 2)

School of PET

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1 Research

1.1 Competitive Analysis

1.1.0.1 Logo/Branding

1.1.1 Merlin Bird Id

1.1.1.1 Logo/Branding



Figure 1: Merlin Bird ID Logo

1.1.1.2 Design

Sleek design Colours: White, Green, Grey

1.1.1.3 Functionality

Photo Recognition Audio Recognition Attribute recognition Picture database Sound database

1.1.1.4 Target Market

General Public, no prior knowledge required

1.1.2 iBird

1.1.2.1 Logo/Branding



Figure 2:

1.1.2.2 Design

Website like design, large amounts of text

1.1.2.3 Functionality

Picture database Sound database

1.1.2.4 Target Market

Multiple versions with different levels of functionality aimed at all levels of birdwatching

1.1.3 BirdNET

1.1.3.1 Logo/Branding



Figure 3:

1.1.3.2 Design

Colours: #8A8163, #437396, #FFFFFF

1.1.3.3 Functionality

Specifically identifies a bird from its song, not a bird guide itself and produces a spectrogram. Not very clear how it should be used.

1.1.3.4 Target Market

Serious amateurs/professionals - contains lots of detail, not all relevant to certain applications.

1.1.4 Birds of Europe Field Guide

1.1.4.1 Logo/Branding

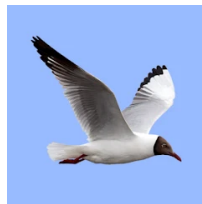


Figure 4:

1.1.4.2 Design

Colours: #CECECC, #98BBFF, #271917

1.1.4.3 Functionality

Identification by filtering through options. Recognising a bird by its call and image quiz.

1.1.4.4 Target Market

General Public, no prior knowledge required.

1.1.5 BirdWatching

1.1.5.1 Logo/Branding

1.1.5.2 Design

Colours: #0077C0, #FFFFFF



Figure 5:

1.1.5.3 Functionality

Just an app to purchase a magazine of the same name which includes a bird guide but different functionality to the rest.

1.1.5.4 Target Market

General Public, no prior knowledge required.

1.1.6 GoBird

1.1.6.1 Logo/Branding



Figure 6:

1.1.6.2 Design

Colours: #6A006A, #007B80, #FFFFFF

1.1.6.3 Functionality

Map of nearby hotspots. Recent rare finds and their general location. The birds sounds, location and the link to its wikipedia.

1.1.6.4 Target Market

General Public, no prior knowledge required.

1.1.7 UKBirds

1.1.7.1 Logo/Branding

1.1.7.2 Design

Colours: #2192BF, #FFFFFF

1.1.7.3 Functionality

Logs the users sightings. Plays the call/song. Has a list of birds the user hasn't seen.



Figure 7:

1.1.7.4 Target Market

General Public, no prior knowledge required

2 SWOT analysis

As we move forward with the development and launch of our bird identification app, it is important that we understand the strengths and weaknesses of our competition. To do this, we will conduct a SWOT analysis on our main competitors in the bird identification app market. SWOT analysis is a strategic planning tool that helps us understand the internal and external factors that may impact the success of our product. It is a useful tool for understanding both the potential opportunities and risks for our product. In this analysis, we will focus on the following competitors: Birda, Cornell Lab of Ornithology, Thom Shutt, National Audubon Society, Stefan Kahl, Madavor Media, Tony Gentilcore, and Ecosystema. By understanding the strengths and weaknesses of these competitors, we can make informed decisions about how to position our product in the market and make it more appealing to our target audience.

2.1 Strengths:

- Unique feature of user-generated content, allowing users to upload their own images of wildlife for identification by other users. This creates a community of users that can help each other with bird identification.
- Tailored specifically to the University of York's campus, providing detailed information on the wildlife that can be found there. This makes it a valuable resource for students and faculty at that university.
- Educational resources such as information on different bird species, their habitat, and behaviour, making it a valuable resource for students studying biology or environmental science.

2.2 Weaknesses:

- Limited to a single campus, whereas competitors such as Birda and Cornell Lab of Ornithology have a wider geographical reach.
- Lack of audio identification feature, which is offered by competitors such as Stefan Kahl and Ecosystema.
- Limited number of features compared to some competitors, such as Birda which offers challenges for users to complete and a feed of other users' sightings.

2.3 Opportunities:

- Potential to expand to other campuses and increase geographical reach.
- Opportunities to add new features such as audio identification to increase functionality and appeal to users.
- Partnerships and collaborations with universities, bird watching groups, and other organisations to increase visibility and credibility.

2.4 Threats:

- Strong competition from established players such as Birda and Cornell Lab of Ornithology.
- Limited budget for marketing and promotion in comparison to established players.
- Difficulty in differentiating and positioning the app in a crowded market.

3 Personas

3.1 Buyer

Name: Dr. Smith **Age:** 40-50 **Gender:** Male/Female **Occupation:** University administrator **Education:** PhD **Field of Study:** Environmental Science/Biology

3.1.1 Goals:

- To provide students with access to educational resources
- To promote environmental awareness and conservation on campus
- To enhance the university's reputation as an institution that values nature and sustainability
- To generate revenue for the university

3.1.2 Challenges:

- Limited budget for educational resources
- Limited staff to manage educational resources
- Difficulty in identifying bird species on campus

3.1.3 Values:

- Access to educational resources
- Promoting environmental awareness and conservation
- Enhancing the university's reputation
- Generating revenue

3.1.4 Behaviour:

- Actively seeks out educational resources for the university
- Attends conferences and events related to environmental education
- Collaborates with other departments within the university

3.1.5 Attitudes towards the app:

- Will be interested in the app if it provides accurate information about wildlife on campus
- Will be more likely to invest in the app if it is recommended by peers or experts in the field
- Will be more likely to invest in the app if it is user-friendly and easy to manage
- Will be more likely to invest in the app if it is a cost-effective solution for providing educational resources

3.2 User

Name: Jane **Age:** 21-25 **Gender:** Female **Occupation:** University student **Education:** Undergraduate
Field of Study: Environmental Science

3.2.1 Goals:

- To learn more about the bird species on campus
- To have a convenient way to identify and learn about wildlife
- To have a fun and educational experience on campus
- To have a resource for her environmental studies

3.2.2 Challenges:

- Limited time to spend outdoors
- Difficulty in identifying bird species
- Limited resources for bird-watching education

3.2.3 Values:

- Interest in the environment and conservation
- Convenience and ease of use
- Access to educational resources

3.2.4 Behaviour:

- Active on social media
- Uses her smartphone for research and entertainment
- Attends environmental events and clubs on campus

3.2.5 Attitudes towards the app:

- Excited about the opportunity to learn more about wildlife on campus
- Will be more likely to download the app if it is recommended by peers or influencers
- Will be more likely to use the app if it is user-friendly and provides accurate information
- Will be more likely to share the app with friends if they enjoy using it

Jane will be excited about the opportunity to contribute to the community by uploading her own bird sightings and helping others with identification. Jane will be more likely to use the app frequently if it allows her to share her own observations and see others' observations.

4 Strategy

4.1 Introduction

The Fauna Finder app is a unique and innovative solution for bird-watching and nature education on university campuses. Our goal is to pitch the idea of the app to many universities up and down the country, the universities can then purchase a subscription to introduce their campus into the app and distribute it among their students. This is an alteration to the typical target market for mobile applications as instead of targeting the user, we will be targeting the universities. By implementing this strategy we can achieve continuous, large subscription purchases by fewer customers rather than one off small purchases by many.

4.2 USP

Our Unique Selling Proposition (USP) is threefold: user-generated content, campus-specific information, and educational resources. First, the user-generated content feature of our app sets it apart from others in the market. By allowing universities to upload their own images of wildlife for identification by other users, we create a localised community of users that can help each other with bird identification. This not only makes the app more interactive and engaging for users, but also helps to improve the accuracy and completeness of the bird identification information available within the app. Second, Although there are many bird guides available for the application user to download, our app will be sold directly to the universities and so will, in essence, be a bird guide for that university. This means we will be presenting the universities with a totally customisable app where they can add wildlife specifically to their area. By providing detailed information on the wildlife that can be found there, we make the app a valuable resource for students and faculty at that university. This campus-specific information is not available in other bird identification apps and gives our app a competitive advantage. Finally, our app provides educational resources, such as information on different bird species, their habitat and behaviour. This makes it a valuable resource for students studying biology or environmental science, or anyone else interested in learning more about wildlife. The app can also be used as a tool for research and study, as it provides detailed information on wildlife found on the university campus, which is different from other apps available in the market. Overall, our USP is that our app is a unique and valuable resource for bird identification, conservation and education. It offers a unique combination of user-generated content, campus-specific information and educational resources that sets it apart from other bird identification apps available on the market.

4.3 Branding

The branding of our app is designed to be simple and eye-catching, featuring a bright orange color scheme that stands out in a crowded app store. The color choice was also made with accessibility in mind, as it is easily distinguishable for those with color blindness. The logo features a simple illustration of a duck on an orange background, which reflects the overall theme of the app. The warm and inviting design of the logo and app interface emphasizes the user-friendly and accessible nature of our app. The app's design is centered around this bright orange color, ensuring that users are able to easily navigate and enjoy all of the features and content our app has to offer. As we expand to different universities, we will be encountering varying wildlife. However, we plan on keeping the same format and color scheme to maintain consistency and brand recognition. We will make adjustments to the design elements to accommodate the different wildlife species, while still keeping the overall look and feel of the app. This will help to ensure that users can easily recognize our app, regardless of which university they use it at, and that the app remains visually appealing and user-friendly. Additionally, we may consider incorporating local wildlife or university-specific themes into the design, which will make the app more relevant and engaging to users at each location.

4.4 Content Creation

As we continue to develop and refine our identification app, it is important that we consider our advertising strategy to effectively reach our target audience. The following are a few ideas for promoting our app, which leverages user-generated content and campus-specific information to create a community of enthusiasts, as well as educational resources for students studying biology or environmental science.

4.4.1 Content Ideas:

- Leverage social media platforms, such as Instagram and Twitter, to showcase user-generated content and highlight the community aspect of our app.
- Create campus-specific promotions, such as bird-watching events and educational resources for students.
- Collaborate with local birding groups and organizations to reach a wider audience and tap into the existing interest in bird-watching.
- Create educational content, such as blog posts and info-graphics, that highlight the app's features and the valuable information it provides on different bird species, their habitat, and behavior.
- Develop a referral program that rewards current users for introducing new users to the app.

- Utilize online and offline advertising, such as Google AdWords and print ads in local newspapers, to increase brand awareness and reach a wider audience.
- Utilize influencer marketing by collaborating with popular birding influencers on social media to showcase the app and its features.
- Use targeted online ads that reach individuals who have shown an interest in bird-watching through their online activity.
- Create a viral marketing campaign where users can share their bird sightings and identification successes on social media to increase visibility and interest in the app.
- Partner with environmental and biology-related student organizations at the University of York and other universities to promote the app to students.
- Host a contest or giveaway for users who upload the most bird sightings and identifications.
- Utilize email marketing to reach current and potential users with updates and promotions for the app.
- Create a loyalty program for app users who reach certain milestones in terms of bird sightings and identification to keep them engaged and using the app.

These content creation strategies will help us effectively promote our identification app, engage our target audience, and create a strong user community around our app.

4.5 Distribution plan

It is crucial that we have a solid distribution plan in place as it will be the foundation for the company making money from the app. Our initial app is tailored specifically for the University of York's campus, providing detailed information on the wildlife that can be found there, making it a valuable resource for students and faculty at that university. We plan on starting small, putting all our focus into making the app perfect and helping the first university get acquainted with it. Then, we will slowly expand, marketing to more universities and keeping realistic growth. However, as we plan on expanding to other campuses, it is important that we have a strategy in place to ensure that our app is easily accessible to a wider audience. We plan to target the universities with larger student enrollment as they will be more inclined to see the benefits of our app when put to a large scale. We will also only target campus-based universities as they are likely to have large open spaces where a more varied set of wildlife will inhabit. Our distribution plan includes a variety of different tactics to ensure that our app reaches as many potential users as possible. We do this by suggesting different ways universities can introduce users to the app. Firstly, we will suggest leveraging social media platforms, such as Twitter and Instagram, to raise awareness of our app among the target audience. We will also be suggesting online advertising, such as Google AdWords, to target individuals who are likely to be interested in our app. Additionally, we could reach out to influencers in the bird-watching community to help promote our app and increase its visibility. We will also put forward for consideration utilizing traditional marketing techniques, such as flyers and posters, to increase awareness of our app on campus. We will suggest targeting student societies, such as the biology and environmental science societies, to ensure that our app is reaching the right audience. In addition, we will point out that reaching out to potential partners and collaborators, such as bird-watching clubs and organisations, will help increase the visibility of our app. As this will unlock their existing networks and reach a wider audience.

4.6 Budget

4.6.1 Year 1

4.6.1.1 First Three Months

The biggest expense we will face in the first three months is the continued development and maintenance of the app as well as the customer support we will be providing to the University of York. Customer Support: £257.50 Development: £250 Maintenance: £425 Marketing research and monitoring: £187.50 Total: £1120

4.6.1.2 Next Three Months

The biggest expense in the next few months will be the cost of travel for our sales team to reach 4 universities per month. Travel Expenses: £350 Marketing research and monitoring: £187.50 Total: £537.50

4.6.1.3 Subsequent Months

The biggest expense in the next few months will be the cost of travel for our sales team to reach 8 universities per month. Travel Expenses: £700 Marketing research and monitoring: £93.75 Total: £793.75

4.7 Distribution Plan

It is vital for us to have a strong distribution plan in place as it will be the foundation for the company making money from the app. We plan on starting small, putting all our focus into making the app perfect and helping the first university get acquainted with it. Then, we will slowly expand, marketing to more universities and keeping realistic growth. We plan to target the universities with larger student enrollment as they will be more inclined to see the benefits of our app when put to a large scale. We will also only target campus based universities as they are likely to have large open spaces where a more varied set of birds will inhabit.

4.7.1 Year 1

4.7.1.1 First Three Months

In the beginning, the plan is to pitch the app only to the University of York, a mid-size campus, at a reduced rate in exchange for feedback on the app. This will act as a sort of trial period for the app. The reason for doing this is so we can give our software developers extra time and useful information needed to iron out any bugs or implement small features. Furthermore, it will provide essential experience for key areas of our company, preparing them for future pitches to larger universities. These areas include our sales team (who with more experience are more likely to sell subscriptions) and customer/tech support (who will help the university administrators get familiar with the app/uploading new birds).

4.7.1.2 Next Three Months

Once the trial period for the app is over, we will spend the next three months targeting four universities each month. This will give our, still relatively inexperienced, sales team more chances to practise delivering our product. The plan includes using the University of York's good word of mouth and meetings with the university's administrators to sell them on our app. We foresee selling to every one in four universities in this period.

4.7.1.3 Subsequent Months

Once the first six months of sales have been completed, the team will then start targeting eight universities a month, repeating techniques developed previously but convincing and selling much quicker. Again, we foresee selling to every one in four universities in this period.

4.7.2 Years 2 and 3

In the subsequent years, we will reduce the number of new universities that we try to sell to and focus more on renewing the current subscriptions and maintaining the app. This means the company will be able to develop new products while the current application is maintained with just a skeleton crew of support staff and maintenance programmers.