

Marketing Plan v1.0

Marketing

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1. Research

1.1. Competitive analysis

1.1.1. Merlin Bird Id

1.1.1.1. Logo/Branding



Phrases: “Let Merlin be your guide” “Tune into Nature”

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 (Multiple Variations)

1.1.2.1. Logo/Branding



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. Birda

1.1.3.1. Logo/Branding



1.1.3.2. Design

Colours:

#2B3040

#0583F2

#FFFFFF

1.1.3.3. Functionality

A log book of what birds the user has seen.

Nearby locations/hotspots for the user to visit and spot birds.

Challenges for the user to complete.

A feed of other users sighting and the ability to follow them.

1.1.3.4. Target Market

General Public, no prior knowledge required

1.1.4. BirdNET

1.1.4.1. Logo/Branding



1.1.4.2. Design

Colours:

#8A8163

#437396

#FFFFFF

1.1.4.3. 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.

1.1.4.4. Target Market

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

1.1.5. Birds of Europe Field Guide

1.1.5.1. Logo/Branding



1.1.5.2. Design

Colours:

#CECECC

#98BBFF

#271917

1.1.5.3. Functionality

Identification by filtering through options.

Recognising a bird by its call and image quiz.

1.1.5.4. Target Market

General Public, no prior knowledge required.

1.1.6. BirdWatching

1.1.6.1. Logo/Branding



1.1.6.2. Design

Colours:

#0077C0

#FFFFFF

1.1.6.3. Functionality

Just an app to purchase a magazine of the same

name which includes a bird guide but different functionality to the rest.

1.1.6.4. Target Market

General Public, no prior knowledge required.

1.1.7. GoBird - Guide to Nearby Birds

1.1.7.1. Logo/Branding



1.1.7.2. Design

Colours:

#6A006A

#007B80

#FFFFFF

1.1.7.3. Functionality

Map of nearby hotspots.

Recent rare finds and their general location.

The birds sounds, location and the link to its wikipedia.

1.1.7.4. Target Market

General Public, no prior knowledge required.

1.1.8. UKBirds

1.1.8.1. Logo/Branding



1.1.8.2. Design

Colours:

#2192BF

#FFFFFF

1.1.8.3. Functionality

Logs the users sightings.

Plays the call/song.

Has a list of birds the user hasn't seen.

1.1.8.4. Target Market

General Public, no prior knowledge required

2. Strategy

2.1. Introduction

The Feather 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.

2.2. USP

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 birds specifically to their area. . By providing detailed information on the birds that can be found there, we make the app a valuable resource for students and faculty at that university. This campus-specific information gives our app a competitive advantage.

2.3. Content Creation

As we continue to develop and refine our bird identification app, it is important that we consider our strategy to effectively reach our target audience. The following are a few ideas that we can suggest the universities do in order to bring in more app users:

Content Ideas:

- Leverage social media platforms, such as Instagram and Twitter, to showcase the content added by the universities and highlight the locality aspect of our app.
- Create campus-specific promotions, such as bird-watching events and educational resources for students.
- Create educational content, such as blog posts and infographics, that highlight the app's features and the valuable information it provides on different bird species, their habitat, and behaviour.
- Utilise online and offline advertising, such as Google AdWords and print ads in local newspapers, to increase brand awareness and reach a wider audience.
- Develop a referral program that rewards current users for introducing new users to the app.
- 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.

2.4. Budget

2.4.1. Year 1

2.4.1.1. 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

2.4.1.2. 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

2.4.1.3. 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

2.5. 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.

2.5.1. Year 1

The first three months after development is complete:

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).

The 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.

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.

2.5.2. Years 2 to 5

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.