

Marketing plan

Our marketing aims at students that want to cook easier, cheaper and healthier meals. This document contains information on how the company will market the application. There will be a marketing campaign for each iteration of the application meaning a total of 3 ad campaigns.

Outreach initiatives

Contacting influencers and bloggers to secure honest helpful reviews. Paying influencers that have a following particularly within the student community allows a large outreach and can gain interest.

The following are some typical prices for advertising through influencers. (TARA JOHNSON | JAN 24, 2020) (Available at:

<https://tinuiti.com/blog/paid-social/how-much-do-influencers-charge/>)

- **Facebook influencer pricing:** \$25 per 1000 followers
- **Instagram Influencer pricing:** \$10 per 1000 followers
- **Snapchat Influencer pricing:** \$10 per 1000 followers
- **YouTube Influencer pricing:** \$20 per 1000 followers

“Micro” influencers (10,000 followers or less) have a very dedicated following and tend to have higher interaction from their following. They are also cheaper to work with, so we would target these people.

Linqia's 2018 State of Influencer Marketing Report found that 86 percent of marketers are using influencer content, with 92 percent finding it to be an effective strategy

Social media

Most companies have a social media budget that covers people working on marketing and paid advertising through social media

Promotion on social media, Facebook, Twitter, Pinterest and other platforms are available at a small cost.

We will be focusing on Instagram as this platform is the most popular for uni students.

The level of interest/interaction is Instagram, Facebook, Twitter, Pinterest, Snapchat in that order.

All social media is free to set up, however advertising through these social media does cost. Most social media are set up with the CPM (cost per thousand impressions) model. You pay for every 1000 views of your ad. There is also the CPC (cost per click) model that allows you only to pay when people click on your advert however the prices are slightly higher, you only pay for interested users.

Businesses can create Instagram adverts that appear as sponsored posts in users' feeds. We can expect to pay £5 for every 1000 views for photo ads and more for 1000 views of a video. Facebook works in a very similar way.

Setting a £500 budget for social media per iteration gives us the money to pay somebody to be in charge of social media and also the cost of advertising.

Campus-based advertising

Our main marketing strategy will be campus-based advertising. This is due to the number of students we would meet in a small amount of time. Setting up at freshers fairs across the country is a good way of increasing interest and getting our name out there.

1000 flyers for an average £15. In a variety of campus events. Have to hire someone to do the advertising, wage of £8.21 an hour. 7 Foot roller banner for £25 which can be reused in every event.

We would want to go to a lot of unis around the country advertising.

Poster printing- To place at universities when on campus. 100 for £30

Estimate users & Time scale

Following the first ad campaign - hope to generate 500 daily active users.

Following the second ad campaign - hope to have 2000 daily active users.

Following the third ad campaign - hope to have 5000 daily active users.

Following the fourth ad campaign - hope to generate 11,000 daily active users.

Following the fifth ad campaign - hope to have 23,000 daily active users.

Following the sixth ad campaign - hope to have 47,000 daily active users.

Total budget

| <u>Type of marketing</u> | <u>Price</u> |
|-------------------------------|--------------|
| Flyers for 100 unis | £1500 |
| 3 hours of work | £24.63 |
| banner | £25 |
| Poster printing (ten per uni) | £300 |
| Social media ads & work | £500 |
| Influencers pay | £500 |
| Total | £2849 |

