

Marketing plan covid updated

Due to this app being released in July there is a big chance that social distancing measures will still be in place, we have therefore decided to change the marketing plan.

Removing advertising through flyers and big gatherings and moving to a completely online advertising. Following government guidelines (reference this was written May 20th) there is a stay at home order. Due to the current situation a lot more people are cooking new things as they have a lot more time on their hands. We believe this could benefit us releasing in July.

Our marketing surveys tell us that 89% of people find out about a new app online. Focusing on this will reduce our overall marketing cost.

<u>Type of marketing</u>	<u>Price</u>
Social media ads & People working	£1500
Influencers pay	£800
Total	£2300

These figures come from 8 influencers with 10,000 mainly on Instagram and Facebook and the social media ads and people working covers the wage of someone who is in charge of the social media sites and the paid ads on different platforms