**Marketer’s Toolbox Case Memo Analysis for California Playsets**

**TARGET MARKET**

1. **The main target group are individuals who use health care services and social media.**

**PRODUCT**

1. **Users Speak is a social media app and website where people can share their insights on health care services, like that of doctors, hospitals, and outpatient services.**

**PROMOTION**

1. **Initial promotion was a contest that of advertised, which offered 5 randomly selected registered users the opportunity to win $25 for every comment they posed on users Speak during the month-long period.**
2. **Advertisements (TV) in 10 large cities in the U.S. and Canada.**
3. **Email list (?)**

**PLACE (Distribution)**

1. **Currently operates in the U.S. and Canada.**

**PRICE**

1. **Free (?)**
2. **Possibility to expand to a paid subscription for access to certain features**

ANY ADDITIONAL INSIGHTS?

My Recommendations:

1. In order to be competitive, I think that Users Speak should look to partner with hospitals across the U.S. and in Canada. Many hospitals User interfaces for their patients portals are not well utilized and I think that when combined with a social media site they would be much easier to use and understand.
2. I am not sure that the best viable option in for a paid subscription, I think they need to revise and revisit their research to define and target a more specific market. Once they know what demographic to target then they can advertise more effectively and gain more traction.
3. I am proud that the Wilson’s are allowing their employees to have a voice and suggest options.
4. They should invest in their infrastructure to make sure that their app and website experience NO downtime as this makes users very upset.