

- Marketing Plan -

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Market research & analysis	<ul style="list-style-type: none"> Porter's 5 forces model SWOT analysis User observation with traditional photo apps
Goals and objectives	<ol style="list-style-type: none"> Provide an alternative file management app for mobile consumers Make mobile file management both easy and intuitive for users Enter the app market to gain a user base and experience
Marketing mix	<p>Product:</p> <ul style="list-style-type: none"> App that sorts photos with custom sort options <p>Price:</p> <ul style="list-style-type: none"> Core offering always free Introduce premium features for a price after adoption Premium feature pricing based on development and marketing costs <p>Place:</p> <ul style="list-style-type: none"> Google Play Store Apple App Store Desktop <p>Promotion:</p> <ul style="list-style-type: none"> Google advertisement placement Social media campaign Poster advertisement campaign Magazine advertisements
Monitoring and evaluating market response	<ul style="list-style-type: none"> Monitor click-through rate on online advertisements Monitor app downloads Monitor app usage <ul style="list-style-type: none"> Number of active users Type of users Usage time
Contingency plan	<ul style="list-style-type: none"> New advertisement campaign Launch new features Redesign app to increase simplicity of use Partner with influencers to promote using the app Integrate with other services, e.g. Google Drive or Dropbox
Final checklist	<ol style="list-style-type: none"> Release app starting with one entry point (Android) Create promotional materials <ol style="list-style-type: none"> Release announcements Social media advertisements General advertisements Launch the promotion campaign Monitor application interest and growth Based on interest growth, develop the app for iOS Release for iOS Promote the new platform version Repeat 5-7 for desktop

- Supplements -

Branding Decisions

- Focus on “**usability**” and “**simplicity**”
- Modern, clean look a la “tinder”
- Appeal to a young, **social media-driven** audience
- Name origin: inspired by a popular Instagram personality

Logo



Media Campaign

1. Kimera Facebook page
2. Kimera Instagram page
3. Kimera Twitter page