

MY DOG NEEDS A WALK

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Case study

We live in a world where time is starting to get so much more expensive, everyone is focused on the job or on their way of having a living.

However, doesn't matter if you're Romanian, American, or any other nationality, many of us love animals, people like having pets. What people don't like? We don't like getting up in the morning, and maybe sometimes we just want to have an evening with our friends, all of that without the concern that we need to walk our pets. Maybe sometimes you'll skip it,

animals don't like that, and even us, we don't like seeing our pets sad.

What: Dog

When: 14 May 2020 15:00-17:00

Where: 123 High Street
Anytown, County, Postcode

Petify

-marketing approaches-

Who we challenge with?

There are apps which can be used to do the same thing as ours (for example: [OLX.ro](#)), but platforms like that are built to have a very generic purpose and that's to target a large amount of users which want to offer services or sell different things. Platforms like those do not offer services like time scheduling and calendar booking. What we are doing is building a customized trading app which helps people walk their pets, and other people make some money while enjoying the happiness of owning a pet for a few hours, all of that with the comfort of having a clearly booked calendar and tied schedule.

How we make ourselves known?

We start small, our app will be deployed as a free service to gain lots of users. To make sure the name 'Petify' gets viral we make sure that for the 'making money' part of the app we target the right audience: teenagers who need money since they can't work. Nowadays, going viral is something regular between teenagers. Based on this hooking point we continue our audience grow by targeting busy people. How make sure the targeted people actually see our app? Using Google, Facebook, Instagram, LinkedIn, or any social platform ads.

How we monetize our app?



The way it is built. Our presentation module of the app offers a nice dynamic and various tile view for the adverts. It's free to add an advert as a basic user, but we offer the chance of adding a premium advert, which has a place reserved in the larger tiles such that there is a higher chance someone will walk your pet.



Placing advertisements inside our application. Those advertisements will not be placed in a manner that blocks or annoys the user, we'll reuse the tile containers to show different ads between the available actual adverts.