

# Internet Meme Guide App Business Plan

Mobile Smart Application Development

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## Target user group

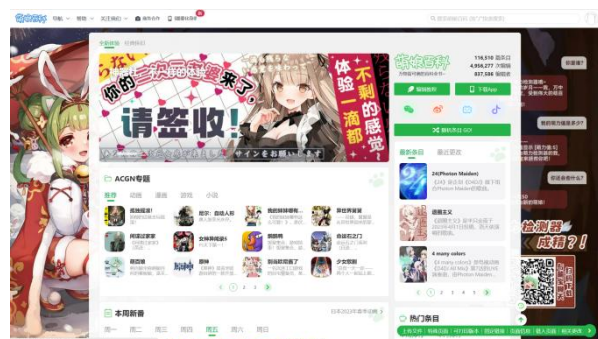
The 50th Report on the Development of the Internet in China shows that the number of Chinese netizens has reached 1.051 billion, and the internet penetration rate is as high as 74.4%. The average internet user spends 29.5 hours online per week, with a mobile phone usage rate of 99.6%. When speaking on major application platforms, the use of internet memes has also become more frequent. The iteration speed of memes is also accelerating, and more memes from different circles are being used everywhere. In order to keep up with the iteration speed of memes, people search for relevant content from all over the internet for understanding. So our app. So our app is aimed at people who need to search for the meaning of a meme. Currently, there are many applications or websites on the market that can search for memes, and many search engines have also made adjustments to search for memes. We collect and organize user data for such application websites. (The data is obtained from publicly available reports or datasets on major platforms, all through legal and reasonable channels)

### Bilibili uploader: 梗指南

UP主号	最新发布时间	作品数	获赞数	充电人数	粉丝数	操作
 梗指南 Lv6 年度大会员 粉丝勋章 UId:94610421 梗指南官方账号 个性签名: 关注我, 看懂别人玩的梗! 商务合作: hyqiujiu19 商务Qq: 445591408 [简介] [直播] [电子商店]	2023-04-06	721	5979.50w	479	358.70w	<a href="#">收藏</a> <a href="#">PK对比</a> <a href="#">写私信</a> <a href="#">速览</a>

On Bilibili, there are 358.7 million followers, and according to data feedback, there are more male fans. The majority of Bilibili users are young people aged 18 to 24 (mainly college students), making them the main consumer group and vocal group in society. This up is dedicated to popularizing various content related to popular science on the Bilibili website, with the advantage of being able to quickly capture hot topics and quickly popularize science. However, the popularization of this method can only involve high popularity and has a high degree of one-sidedness.

### Independent app and website: 萌娘百科 (Moegirl Wiki)



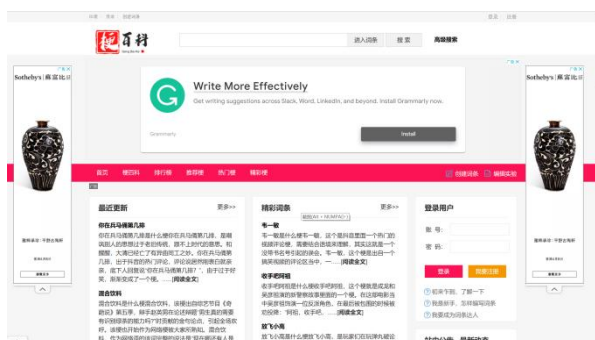
Moegirl Wiki is an encyclopedia website that has rapidly developed in recent years and occupies a place in the search engine of the encyclopedia. The main target audience is various young internet surfers. The website initially focused on various anime and anime encyclopedias, which gained the favor of a large number of young anime enthusiasts. As it expanded, it gradually

became more comprehensive, but the main target audience was still young people. At the same time, Moegirl Wiki has also become a gathering place for online popular memes. Its advantage is that it has comprehensive encyclopedia resources that can cover the popularization of various small circle memes. However, due to the fact that encyclopedia entries are filled out by various individuals and poor review efforts, there may be deviations in encyclopedia entries.

### A website had been shut down: 小鸡词典 (Xiaoji Dictionary)

Xiaoji Dictionary is a website that focuses on popularizing various content related to memes, but announced its indefinite closure at the beginning of 2023. Before the website was closed, the main user group was still young surfers. This website has achieved popularization of various popular internet memes and is an excellent science popularization website. Its huge advantage is to focus on the comprehensive popularization of popular memes. The disadvantage is that similar to Mengniang Encyclopedia, the popular content is uploaded by netizens, so some parts have deviations.

### Hard Core Popularization Website: 梗百科 (Geng Bai Ke)



Geng Bai Ke contains a large number of meme related terms, covering various aspects of meme terminology, and is a very comprehensive meme popularization website. Its main advantage is the popular science hardcore of the stem, covering a comprehensive range. But its web pages are very simple and there are no mobile apps, so its audience is not as good as other similar software websites.

Based on the existing websites and apps mentioned above, we believe that the initial audience of our app should be young people aged 18-25, with college students as the main force. After the app reaches a certain level of development, we will develop a special version that targets the 35 to 60 age group, with the aim of reducing the generation gap between the two generations. From this, we have designed the following two ideal models for app users in different periods



## Marketing Proposition

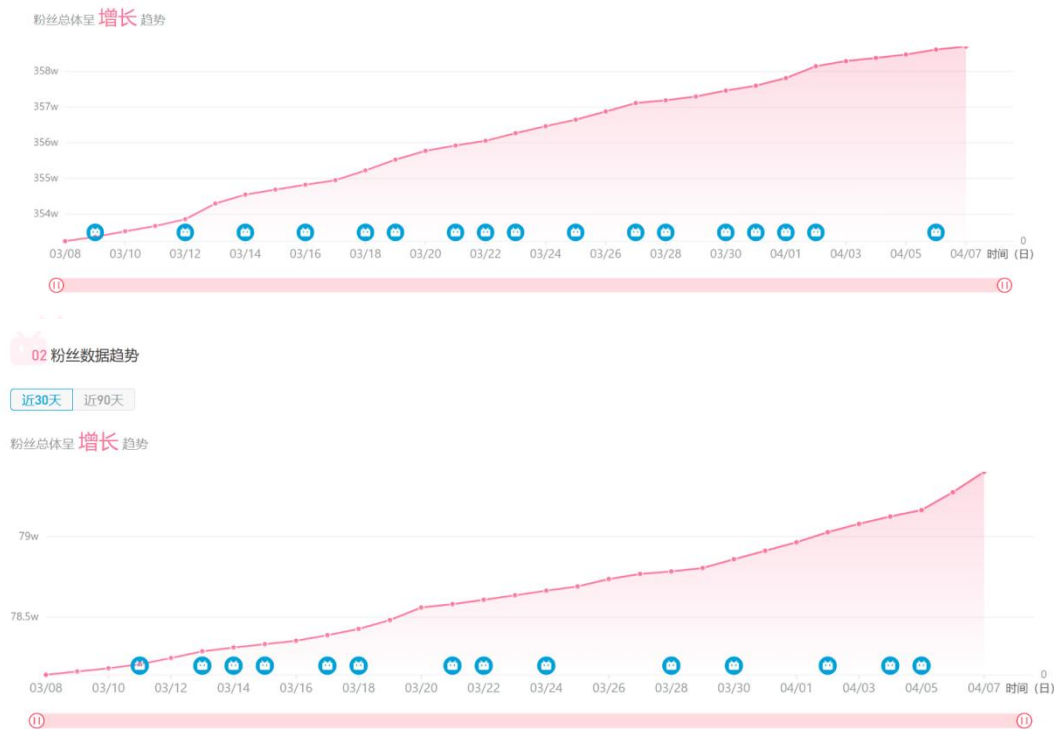
### Market Background

With the continuous development of the internet, popular internet words have become increasingly popular, and some special words in small circles have been ignited and broken by the internet, affecting various circles. But because not everyone can quickly understand the meaning of these words, the popularization of these words has become very important. At the same time, it also brings huge traffic to this type of popular science. This is very precious in the era of the internet where traffic is king. So, popular science applications in memes have great market prospects now, and a large number of similar apps and websites have emerged, giving these types of application websites more choices. However, whether these apps can retain customers is the key to their stable foothold. We believe that our app has strong competitiveness and can survive this battle.

### Market Demand

According to our survey, the number of bloggers, followers, and views related to popular science memes on major platforms are very high, and the growth rate of followers is also very fast. Therefore, we believe that market demand is still at a high level.

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 <p><b>梗百科</b> <span>lv6</span> 大会员 生活 粉丝多</p> <p>Uid:1544008396 bilibili知名UP主</p> <p>个性签名: 来个关注, 全球热梗轻松懂~ 商务邮箱: gengwiki@sina.com</p> <p>搞笑   社科人文   电子宠物</p>	2023-04-05	317	953.18w	46	79.40w



At present, similar apps and websites on the market also have relatively high user traffic, indicating that the demand for such applications is still very high, and the existing supply is not enough to meet market demand. Our app can quickly seize market share with its own advantages.

## App Advantages

Our app focuses on popular science on memes, covering various fields and circles. We will classify various genres to achieve the classification of popular and unpopular genres, and display the current popular genres on the main page, so that users can quickly understand the current popular genres. Secondly, we will organize the memes of various circles and manually review each added meme to ensure the correctness of the science popularization and reduce deviations. We will also set up circles for communication among colleagues from various circles, and provide corresponding introductory science popularization content for newcomers to the circle.

In the special version developed after the app matures, we will simplify the app page for the older generation to use, and the science popularization method will also be simpler and easier to understand, making it convenient for people to quickly understand relevant content in a short period of time. The special edition will focus on targeting the 30-60 year old population and provide more convenient operation methods for such populations to use.

## Marketing channels

To increase the reach of our software to our target audience, we will use a variety of marketing channels, including: Social media: We will use social media platforms such as Weibo, posting and

bilibili to place ads or interact with users to promote the features and content of the app.

### **Baidu Promotion:**

Advantages of Baidu search advertising:

Extensive user coverage: The user base is huge, with over 90% of domestic users now usually searching through Baidu to solve their daily query needs.

More flexible pay-for-performance: Pay-for-performance helps advertisers to reduce their investment costs and achieve higher results. With pay-for-performance, advertisers only have to pay when users click on the ad, while display is free.



Baidu Search Ads

We will only use this channel in low quantities, as meme has too much coverage for search terms and the investment will consume huge costs.

### **Baidu Infomercial flow**

Infomercials flow are mainly in three main sections: Baidu Home, Baidu Post, and Baidu Browser Ads. The display style is mostly single image, large image, three images, video, download, etc.

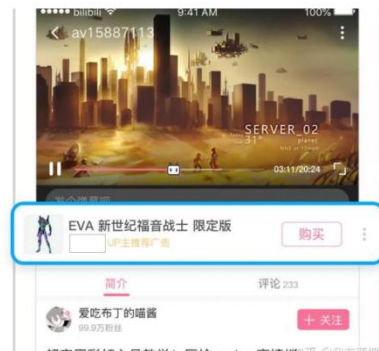
Baidu, we mainly promote in Baidu posting bar(baidu tieba), the user group of Baidu posting bar for network meme use is very large

### **Placement of commercials on BiliBili.com**

User analysis: This is the platform with the largest group of our software's main audience. The user group of this platform is mainly young people, with good educational background and superior material conditions. They belong to the online generation and have excellent creative and expressive skills, as well as a high level of humanistic literacy and a strong sense of payment. In addition, this user group has a high degree of stickiness and loyalty.

The promotion mode of Up owner's business list: Up owners can provide a variety of cooperation methods, including video cooperation, live cooperation, offline activities, and UP owner's authorization channels, etc. Video cooperation includes advertising implantation and advertising customization. Most of the most popular videos on Bilibili are from big UP owners, so we can cooperate with these UP owners to publish creative short videos for meme explanation or to

insert advertisements in their videos to promote our software.



Infomercial flow promotion: After entrusting the UP owner to directly produce and promote our software's advertising video, we can achieve precise placement through tagging, usually in the form of home page recommendation and play page recommendation. Combine the content of the UP owner's video with the advertising space, you can watch the UP owner's video and achieve the inflow jump, which can lead the users to our own promotion page.

## Advertising on Sina Weibo

Kol (Key Opinion Leader) dynamic placement

We can find a micro-blogger in our industry or product and send our product or brand advertisement in his or her account. KOL placement is very targeted and the target audience can be very clear, with the KOL's built-in fan base, so that the placement can be clearly chosen and our relevant audience for promotion. With regard to the selection of KOLs, we must ensure that they have a high number of likes and messages, rich original graphics, and good interaction and fan stickiness.





Through these marketing channels, we aim to promote our software, increase awareness of it and drive app downloads and subscriptions. We will also use user feedback and data analysis to improve the functionality and content of the application and ensure a satisfactory user experience.

## **User feedback**

**Phase 1:** Our memes guide can be used directly as feedback areas using the meme column within the software, without the need to develop additional external links.

**Stage 2:** When the number of users increases, the way to use WeChat public conversations is to get users into a AI chat interface where users can do feedback online 24 hours a day. Set the keywords for the auto-response, including automatic answers without rules and answers with keyword matching. The dialogue mode is used in a way that does not require the user to fill in personal information, (email, ID, etc.) and the dialogue chat is anonymous.

## **Marketing strategy improvements based on feedback**

User statistics: Using user statistics tools such as Amplitude, Mixpanel etc., user behaviour of the application can be counted and analysed to understand the volume and structural composition of the application's users.

App shop data: placing our software on mainstream shops (e.g. Apple App Store, Huawei App Store, etc.) to understand information such as app downloads and user reviews, so as to estimate the amount of users of the app on that platform. Then make point-to-point adjustments according to the needs of users on each platform

## **Marketing Planning**

Initially launched on campus as a trial run (through promotional means such as friends circle or campus platforms) (main purpose is to collect user feedback for app optimisation)

Advertising on social platforms (initially at a lower cost through the accounts of upkeepers, bloggers, etc. on various platforms).

Then official accounts was set up on all major platforms to obtain feedback and publish promotional content and updates.

Mid-term additional investment in advertising to platform search engines (Baidu Weibo and other major platforms' search engines)

Later on, after the app has matured, we steadily invest in promotion costs for continued promotion and expansion of various user groups.

## **Financial key metrics for mobile App Business Plan**

Firstly, our first version of the app will be aimed at the campus user group, which we hope will reach 500 users.

Secondly, the optimised application is rolled out to the social groups based on user feedback from within the school. Our target is to reach 3,000 users within a month through various promotional channels.

As the application continues to be promoted and constantly refined, we aim to reach over 50,000 users within several years.

As the app matures, we aim to maintain daily activity over 1000.

The main revenue for the app is advertising. We plan to experiment with advertising when the user base is campus users. We conservatively expect that these revenues will sustain the development and maintenance of the application.

After the app is made available to the public, we will accept more advertising as the number of users increases and the cost of development and maintenance increases. The ads we place in the app will also be more appropriate for different user groups. With more advertising revenue, we will invest more money in promotion as we realise the revenue. Excluding all input costs, we aim to achieve a monthly revenue of over \$5000 within a year. As the app matures, we expect that the target revenue will continue to grow.