

SquadUp Deployment Plan

In mobile app development, marketing is one of the most important aspects. Mobile apps are greatly spread through word of mouth and not through traditional marketing techniques like TV commercials. Initially, our main marketing strategy would be to spread information locally, such as at the Ambler Recreation Center, as that is where our current version of the app is based around. We could directly market to players there by handing out flyers to people at the basketball courts and encouraging them to use our app. Hopefully if some people began adopting it, word of mouth would spread and other people would begin adopting it to. The main draw of the app is that it brings people together, i.e your whole pickup crew needs to have the app in order for it to work. So if one person downloads it, it's likely that their friends they play with would also download it. Another way to raise awareness for our product would be to spread QR codes at basketball courts that link to our app store page when scanned.

Another marketing strategy would include advertising on Youtube videos. Youtube advertising is very effective because you can market to very specific groups of people, allowing you to reach your target audience very easily. Our advertising would be seen by people watching basketball videos, and a large percentage of those people probably play pickup basketball, making it an attractive option for them. Youtube advertising costs around \$0.10 to \$0.30 per view. For most, this averages to about a \$10 a day budget, or \$3650 a year. Running a yearlong advertisement would be costly, so it would make sense to limit it to times of year where pickup games would be common, such as the spring and summer months. In our case of being focused around the rec center, winter advertising would also be viable as the courts are indoors. This would give us an approximate budget of about \$800 to market throughout the entire school year.

The next cost to consider would be deployment to the Android app store. Google charges a one time registration fee of \$25. Although our app currently only exists on Android, the next step could be to port it to the iPhone. Apple charges \$99 a year to have an app on the app store. This is

much more expensive and is part of why we chose to develop on Android initially. Assuming we no longer have access to the KU SQL servers, we would also need a database. Microsoft offers multiple free options for SQL servers, so that would be a good option. Currently our app does not store a lot of high-volume data, so a free option should do fine for the time being.

The Android Dev Summit would be a good goal to try to attend. It is an invite-only event, with no cost if you are invited. Google I/O is another event that we could attend to market and learn at. This event is also invite-only. There are hundreds of other mobile app developer conferences we could attend.

Aside from marketing from initial adoption, we also have to market to our users along the way. We would need to make sure users are registering, staying engaged with the app and using it consistently. These metrics will mainly be decided by the usability and user interface of the app. In app development, user interface design is a very large portion of success. The interface must be simple to use, look nice, and function properly. Once users are onboarded, push notifications can be used to entice them into

using the app. For example, using the Google Maps API, we could send a user a push notification when the app notices that they're near a court.

Retention is also a large factor in maintaining a good user base. Users could be retained by offering rewards for using the app, whether they're in-app only in the form of points, or outside of the app in monetary value.

For example, we could offer a coupon for a new Spalding basketball to the user/team that tops the leaderboard at a specific court for a week. This would increase usage of everyone in that area as they compete to win. Of course this would require more marketing to get a partnership with retail stores and companies. Like most mobile apps do, users would also be encouraged to leave a review of the app on the store, thereby increasing its visibility to other people. User feedback would also be used to track bugs and features that users want, and also find out what features or design choices users dislike so we can fix or change them. Keeping track of our user reviews and metrics will be one of the most important things in making the app successful. Deploying frequent updates and listening to users are two of the most important factors in success.

Overall, this plan can be summarized in the following way. For marketing, we need to market to a specific audience to make sure we target the most likely people to download our app, while also maintaining a reasonable budget for advertising online. The next thing to consider is registration costs for putting our product on the app store. Developer conferences are a good step after those to promote the app and learn more about development and marketing, but those would likely be later down the road since the main ones are invite-only events. After marketing for initial adoption, user retention is the most important step. Retention can be maintained by having a pleasant user experience and interface, deploying consistent and useful updates, and by listening to user feedback about bugs and features they want. Use of the app can be encouraged with push notifications via location services, and also with promotional partnerships with retail companies. All of these efforts combined should make for a successful app and make us all millionaires by 30.