

Deployment Plan

Introduction

The Workout Buddy Product currently exists as a website. Users can sign up and utilize the services fairly easily. From the millions of websites currently available on the World Wide Web, however, the chances of finding this particular website is relatively low. Due to this circumstance, a significant amount of time and resources needs to be allocated towards promoting a website such as this. In order to accomplish this, a group of college students has been chosen as the initial target demographic. Based on the response from the initial demographic, advertising can be expanded to other target groups. While the product is being tested by college students, the next goal will be to create an Android application with the help of a consultant (see pg. 4 of maintenance plan). The app will be launched as soon as it's ready on the Amazon App store. Advertising for both the app and the website will occur simultaneously. This will be achieved through promotional events and web advertising.

Target Demographics

College Students

The initial phase of advertising will be targeted at college students attending the University of Kansas. Many college students are frequent workout enthusiasts and would be interested in a product such as Workout Buddy. The product allows the users to effortlessly organize workout sessions as well as find a group with similar exercise interests. Furthermore, the social media aspect of the product is more appealing to people who fall under the college demographic. Polls conducted by Pew show that 82% of people between the ages of 18-29 use Facebook and is the highest percentage across all age groups. This trend is consistent amongst other social media products such as Instagram, Pinterest, and Twitter. College students are most likely to continue to use products such as this, because working out and social media appeals more to this demographic. After the Workout Buddy product gains a following, it has the potential of spreading to other college campuses by word of mouth.

Exercise Enthusiasts and Beginners

The second phase of advertising will be targeted towards exercise enthusiasts outside of the college setting. With the publicity gained from college students, the expectation is that usage of the product will drift into other demographics. Most of these users can utilize this app to better organize their workout

routines and to analyze their progress over long periods of time. Another benefit of this application is that it is perfect for people who are new to working out. A reason for this is that the presence of pictures to illustrate proper technique will aid novice users in performing exercises properly. In return this would reduce the amount of planning needed for their exercise routines.

Advertising Strategies

College Students

Flyers

The initial advertising strategy is to utilize the announcement boards on campus. Having an attractive flyer would catch the attention of students passing by. These flyers will contain small tabs with the website address. When the app is ready, the website will display a link directly to the Amazon App store. This provides potential users with the information to access both the website and the Android app. The main areas of advertisement will be KU buildings and libraries, Residence Halls, and the Ambler Student Recreation Center. The promotion of this product at these locations will allow us to facilitate the popularity among KU students.

Wescoe Beach Table

Wescoe Beach is the most commonly frequented place on campus because many students have classes in Wescoe and the neighboring buildings. The Wescoe Underground Cafeteria and the Anschutz Library are also frequented by many students in the afternoon. This would provide the opportunity for advertising to a wider range of the KU student population. As an added benefit, there is no cost associated with tabling on Wescoe Beach. This would, in return, reduce the cost of advertising. The only requirement, however, is to obtain permission from the Student Involvement and Leadership Center. Tabling creates an opportunity to speak directly to people about the product and have them try it out. At these tabling events, there will be promotional giveaways such as free T-shirts. We will individually demonstrate the product to interested people.

T-Shirts

T-Shirts with the Workout Buddy logo and website address will serve as walking billboards. The plan is to print approximately 120 T-shirts to hand out to the first 120 people who signs up and creates at least one workout routine. We believe that free T-shirts are an adequate incentive to attracting students. The cost of the T-shirts depend on the quantity ordered. A larger quantity results in a significantly cheaper price per shirt. The idea is to choose a white T-shirt, as it matches the Bootstrap theme, which is

attached to all aspects of the product. Also white shirts are significantly cheaper than colored shirts. Full-colored T-shirts with print on the front and back cost \$9.50, whereas a white T-shirt costs \$3.54. There is also a \$75 setup fee to make the T-shirts and print the Workout Buddy logo. The total cost for 120 T-shirts of varying sizes is \$442.20.

Exercise Enthusiasts and Beginners

Convention Exhibit

An exercise convention is a great way to get the Workout Buddy product out into the market. Journalists and people who are enthusiastic about exercise tend to visit these conventions to find out about new and exciting exercise-related products. We will plan to attend The Fit Expo™ in Los Angeles on January 7th and 8th 2017. We chose this expo as it is in a completely different area of the country. Furthermore, it occurs soon after the turn of the New Year where many people make New Year's Resolutions to become more active. A Nielsen Survey shows that 37% of Americans made a new year's resolution to "Stay fit and healthy" and 32% resolved to "Lose weight." This survey shows that there is a large consumer interest to exercise around New Year's. By attending an event during this period of time, it will greatly increase the potential to greatly promote a product.

In order to attend an event such as this, it will require monetary funds. The Fit Expo™ requires exhibitors to apply for an exhibit space. The cost of the same expo in Anaheim, CA is \$1,600 for a 10 ft. x 10 ft. booth. Since this is a company event, employees need to be compensated for their travel expenses. Airline, food and board, and other materials for the expo will be approximately \$1,000 for a 2-day trip. The trip will cost about \$6,600 in total for all group members and the exhibit space. The team also believes that we can use the conference to scout out products to advertise to our users. We will exclusively advertise a specific brand of fitness products in exchange for a share of the profits. This ensures that the Workout Buddy product has a source of income to support its employees and fund further expansion of the business.

Websites

The cost to advertise on popular websites varies greatly. A roadblock ad, an advertisement that all visitors to the site will see, on AOL.com was priced at \$600,000 back in 2009. YouTube charged \$400,000 for a similar service. For Kim Kardashian to advertise your product on her Twitter stream, it costs \$10,000 per tweet. Websites like Wall Street Journal, WebMD and Forbes charge between \$40 and \$100 per thousand displays. Facebook has a bidding system where a product bids for the ad space. The

highest bidder's ad is then displayed to users. Facebook allows you to set a limit on spending per day or lifetime and can be changed at any given moment at the owner's behest.

The cost to create a banner advertisement from a professional artist varies from \$20.00 to \$79.00. For the Workout Buddy product, the plan is to spend \$79.00 for a well-designed banner. The goal is to have minimal spending on website advertising until October but will proceed to spend approximately \$100,000 on various advertising locations during the Holiday Season. The proposal is that WebMD and Facebook will be the best locations for advertising as they can be targeted specifically at users looking for exercise-based pages. For example, the advertisements for Workout Buddy show up only on Facebook pages of famous fitness trainers or on pages dealing with exercise related articles on WebMD.

Android and iOS App

Most of the data we obtain these days is mainly through mobile applications. In 2015, The Pew Research Center reported that 64% of people living in the US own a smartphone. Amongst these users, Android and iOS devices account for 95% of all devices with Android having a 67% market share and iOS with 28.4% market share. In order for users to have easier access to the product and its features, it is vital to release a stand-alone app. As a result, the initial plan is to release the app on an Android platform.

Android App

Google Play and Other Alternatives

In order to upload our app to the Google Play Store, it is necessary to first register, which costs a one-time fee of \$25. If an app generates income, Google is entitled to 30% of the earnings from the app. Note that Google Play is not the only app store available to launch this product. Another option is to launch across several different app stores in order to avoid the mainstream venues. Some of these alternatives include the Amazon App Store and SlideME. App stores like SlideME are more internationally based and can assist reaching target demographics outside the US. The Amazon store takes a 30% share of all earnings whereas SlideME takes 20%.

Google Play holds a massive collection of apps for sale and it becomes difficult to get a product well known and high in the ranking. Smaller app stores allow for more success rate in terms of rating but this comes at the cost of fewer users. Furthermore, different app stores provide different API's to use. Sometimes, it may be more beneficial to release a product on different app stores just to use the

services API. For example, the Alexa Voice Services (AVS) API provided by Amazon allows quick integration of an app, in order to be activated by voice command. This sort of functionality works well with a product like Workout Buddy. This gives individuals using this product more hands-free accessibility when lifting heavy weights or performing exercises.

Deployment Totals

Figure 1: Total Cost of Deployment

Deployment	Cost
T-shirts	\$442.20
Convention	\$6,600
Web Advertising	\$100,000
Advertising Banner	\$79.00
Totals	\$107,121.20

WORKOUT BUDDY

Timeline

August

- Finish and publish product

September

- Advertise on Wescoe Beach

October

- Finalize Internet Banner and App

November

- Start Advertisement on Other Websites

December

- Launch App on Amazon App Store

January

- Promote Workout Buddy at the Fit Expo™

Sources

Target Demographics [College students]

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