Spoilt for choice

What is SFC?

Ask Sam to look at this before uploading to Professor Collins!

SFC is a double edged sword. From the perspective of a business it is the solution to the internet based marketing issues of how to distribute your message to potential clients as well as ensure that they truly interpret the information. From a user perspective the SFC provides concise information to determine which brand best suites your needs plus a chance to win sponsored prizes and capital.

SFC is a web application that runs on any device with an internet connection that will prompt a user with a marketing question. There will be four possible answers to the question represented by the logos of relevant brands that provide a product or service pertaining to the question. When hovering over a logo with your mouse, or tapping it with your finger on a mobile device, the app will provide information limited to 255 characters about the brand that will help you answer the provided question. An answer must be selected by the user. On the successful completion of five randomly selected questions the user will be entered into a pool where each week pool users can win a prize. Prizes fall into 2 categories: Sponsored prizes – businesses can sponsor prizes with their branding on that will act as a second leg of marketing. SFC cash prize – each week SFC ltd will provide a large cash prize. The goal of both categories of prizes are the same – to incentivize the user to use the SFC application.

An example: Blake downloads the SFC apps and registers with his email address or cell phone number. Once registered Blake logs in and chooses to view a question. The first question materializes onto the screen reading as follows: “Which bank provides the highest interest rate for a fixed 3 year period?” There are four logos on the screen, Bank A to Bank D. Blake taps Bank C’s logo first (as Blake is currently banking there). The following information pops up: “At Bank C we know the only free lunch in investment is time. We provide a 5.5% interest rate on our Savings account and 8% if you choose to fix your investment for 3 years or longer.” Blake is familiar with the 5.5% interest rate but was unaware of the additional 2.5% if you fix your investment for 3 years or more – clearly intrigued Blake will contact his bank afterwards to find out more. He moves on to Bank A where the info box displays the following: “Bank A now provides loans of up to 200% of your monthly income, this will go great with your fixed investments which yield varies depending on the periodicity of your investment, click here for more.” Bank A has made the most of this opportunity, marketing the 200% loan witch is something that is very appealing to most clients as well as not directly giving the answer but providing a link to where the answer can easily be found. The redirected page can contain other information as well, not to mention that Blake will be on their website.

Market evaluation: 10 question to determine whether or not there is a market for the product. The higher the score the higher the chances are that there is a market for the product/service.

1. Urgency: 0
2. Market size: 10
3. Pricing potential: 8
4. Cost of customer acquisition: 5
5. Cost of delivery: 9
6. Uniqueness of offer: 10
7. Speed to market: 5
8. Upfront investment: 7
9. Upsell potential: 5
10. Ever green potential: 5