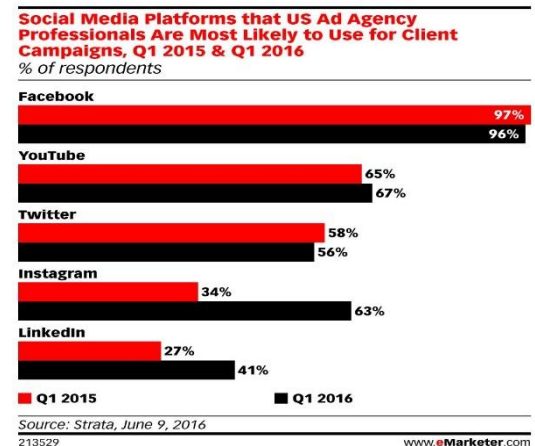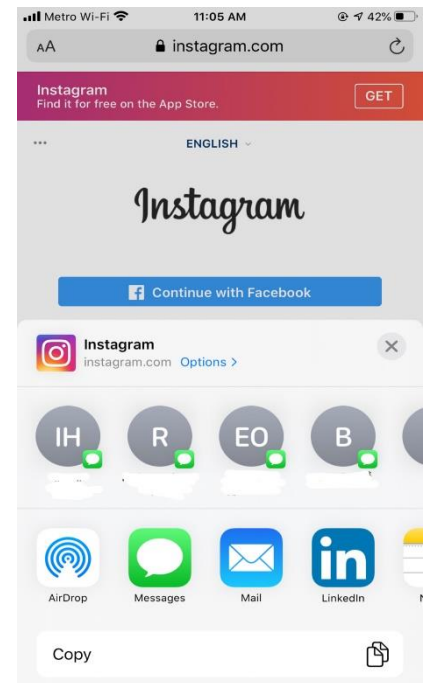# Big Head:

Electronic Marketing Techniques:

- Brand Awareness
  - Unique and recognizable symbol/logo
  - Engagement: How to keep users on app
- Blogs (Free?/Website-Github): Creating a blog beforehand, to explain how app works and give information to users convincing them to utilize app
  - Video trailers
  - Users currently using it
  - App reviews/App Store Reviews
- Airdrop Marketing (Free):
- Social Media Platforms (Free)
  - Social Media Tools
    - Ambassadors – Tester; One from each region/university
    - Trailer
    - Access to premium feature in exchange for service
  - Instagram
    - Instastories (Free)
    - Ad Campaign
      - Audience Growth
      - Attention (Gives metrics and analytics)
        - Carousel
        - Single Image
        - Single Video
        - Slideshow
      - Targeting: Specific demographic
    - Hashtag: #BigHead; #NSBae; #NSBaEBighead; #Blacktinder; etc
  - Twitter
    - Black Twitter
    - Ad Campaign
    - Hashtag: #BigHead; #NSBae; #NSBaEBighead; #Blacktinder; etc
  - Groupme
    - Chapter
    - Regional
    - National
    - Extra Chats?
- App Reviews (Free)
  - App Store
- App rewards for activity/Invites (Free)
  - Premium feature incentive

Social Media Platforms that US Ad Agency Professionals Are Most Likely to Use for Client Campaigns, Q1 2015 & Q1 2016
% of respondents

Platform	Q1 2015	Q1 2016
Facebook	97%	96%
YouTube	65%	67%
Twitter	58%	56%
Instagram	34%	63%
LinkedIn	27%	41%

Source: Strata, June 9, 2016
213529   www.eMarketer.com

- Podcasts (Free)
- App Store Optimization/Search Engine Optimization
- In App Contests
- Guerilla Marketing:
  - QR Codes
  - Business Cards/Mini Cards
- Premium
  - Promo codes
- App Launch Party