Glances Marketing Plan

SWOT analysis

Strengths

- Fresh and high-potentiality
- Breakthrough technology
- Fun and engaging to use
- Greater and unique way to access and share to information

Weaknesses

- The way we see the world through latest technologies
- Prioritizing money over vision
- Small base of users
- Less reliability

Opportunities

- Augmented Reality and Facial recognition technology
- Large consume of battery
- Expanding to other potential users
- Weak marketing
- Hit marketing

Threats

- Privacy and data concerns
- Lot of research
- New and latest technology, lot of people will take time getting used into
- Not making financial projections

Target Users

What does it do?(PRoduct)

For who?(USers)
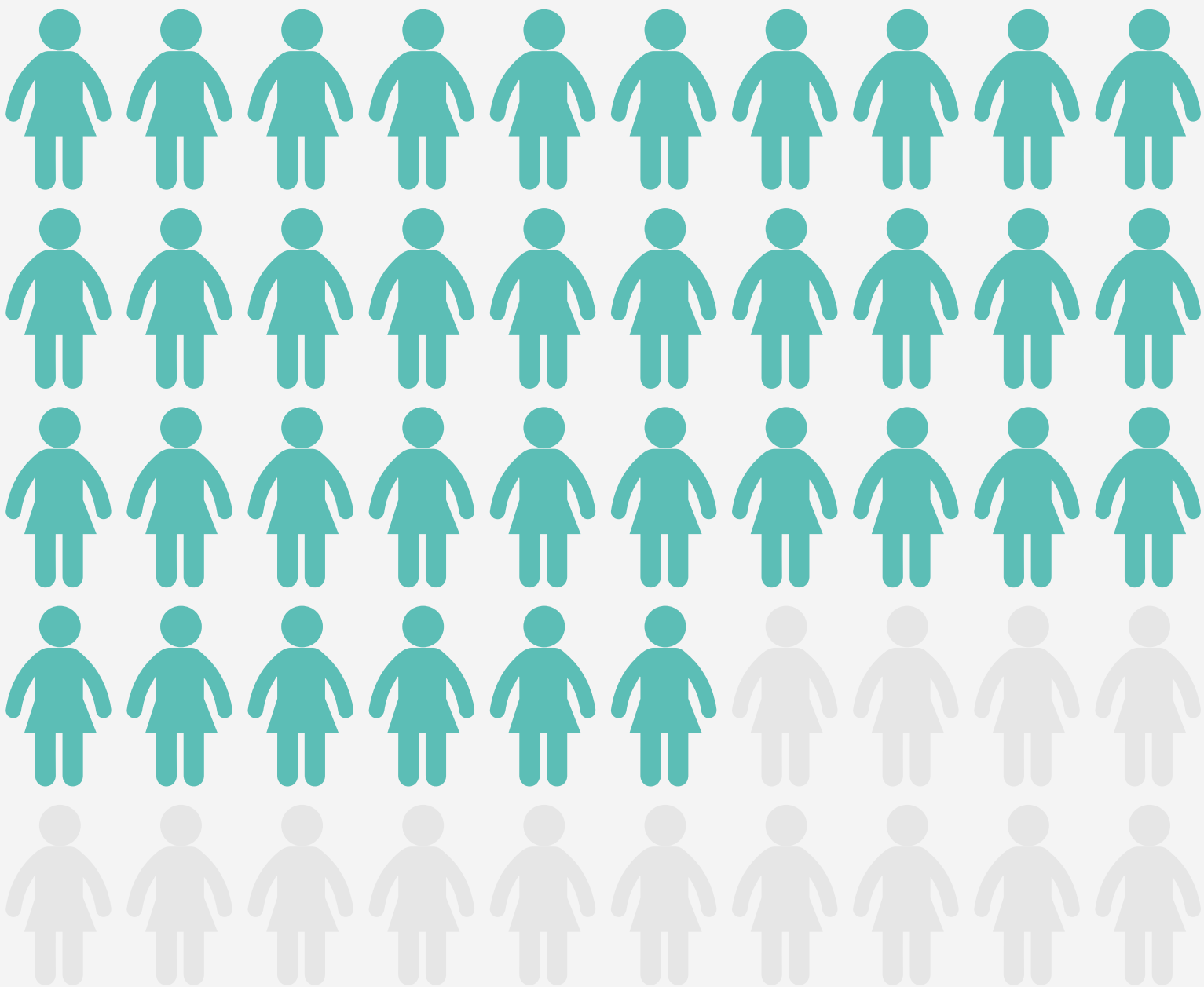
College Students (17-24 yrs)

Marketing goals

Country growth 🇮🇹

Build Brand
Awareness

Launch new products
or services

Establish and increase
customer relationships

Attract investors/
employees

Make subtle impressions
that will drive sales later
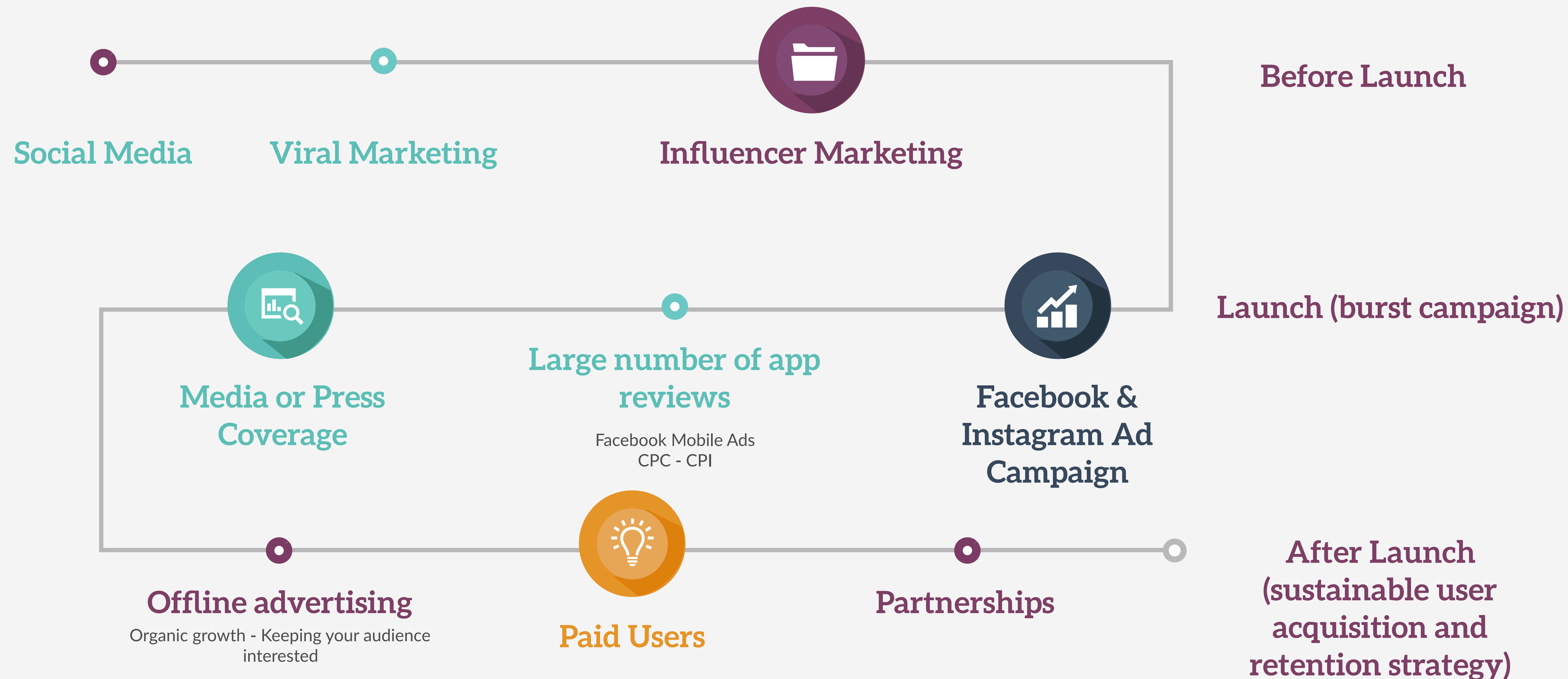
Possible Strategies

Social Media

SEO & ASO

Influencer Marketing

Public Relations & Press

Action Plan

Before Launch

Social Media

Viral Marketing

Influencer Marketing

Launch (burst campaign)

Media or Press Coverage

Large number of app reviews

Facebook Mobile Ads
CPC - CPI

Facebook & Instagram Ad Campaign

After Launch (sustainable user acquisition and retention strategy)

Offline advertising

Organic growth - Keeping your audience interested

Paid Users

Partnerships

Going deeper

Social Media Strategy

Facebook for brand awareness, Instagram for identifying potential interested users and Twitter Preferably Twitter as with hashtags can spread faster and make subtle impressions(Content Marketing)

Influencers

Contacting Instagram users to help spread the word-of-mouth to their users. (Effective when the user has a lot of followers and impressions)

Burst campaign

Getting in touch with blogs, and news company and proposing to spread the idea.(Idea must be well-explained and controversial)

Facebook ad campaign

Paid sponsored visual content of our app or a link to our app(Big promotion)

Going deeper to

Paid users on Post-Launch

Buy users then hashtags and customer relationships by photos and tags.

+ Landing Page

For reliability and trustability

Partnerships

With companies like Kairo, Amazon or any other ones who is developing the Face-Recognition system for expansion or by exit strategy(getting bought)

**After 1 year (Launch)
As starting point. (For business and with a large adoption users)
We can provide and sell data or information to companies.
(Valuable data)**