Promotional strategy proposal.

fairydust

Project proposal: Wasl App

Client: Ashraf Nassef

Delivered on: Not yet submitted

Submitted by: Alexander Praetorius, Nina Breznik

Overview and Goals

Dear Ashraf,

We also prepared for you a Promotional Strategy proposal for more impactful positioning of the app and for efficient on-boarding of the users.

Sincerely,

Nina Breznik

FairyDust

Marketing strategy

Goal

Positioning the idea on the market, create credibility and get **supporters and newcomers** on the app.

Solution Design

Instead of focusing on traditional marketing channels we should build our own channel - **WASL TV**. Our customer relationships should be centered around creating **educational content** for newcomers. But instead of creating content ourselves, we should make a series of interviews with supporters where each of the supporters covers one topic from the curriculum.

This way we get:

- free educational material,
- we create value for supporters (free promotion),
- **get supporters signed up for the app,**
- we build our own credibility.

Development Process

- create a blog & youtube Wasl TV channel,
- create educational episodes that make up the curriculum,
- get in touch with supporters, who would participate in an educational interview,
- arrange a video shooting where we create videos and also help supporters create their profiles on the app and show them how to use it,
- distribute videos on Facebook, blog and other social media channels plus partner pages,
- create short articles for blog to summarise videos (for PR and SEO).

The idea is to go to local NGOs, incubators and others who are interested in mentoring refugees and would sign up for the app. We ask supporters what exactly is their expertise (legal, marketing, accounting, business development etc.) that they think they could help newcomers with and if we could make interviews with them. Each of these interviews would cover one part of the curriculum, together **30 videos, 10**min each.

Topics for curriculum

- introduction to integration process (work options),

- legal information about entrepreneurship/freelancing in Germany,

- business model canvas - overview,

- customer segments,

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- how to develop customer relationship,

- developing distribution channels and creating partnerships,

- product development / value proposition,

- introduction to financial planning and accounting, etc.

- legal information about entrepreneurship/freelancing in Germany,

- business model canvas - overview,

- customer segments,

- how to develop customer relationship,

- developing distribution channels and creating partnerships,

- product development / value proposition,

- introduction to financial planning and accounting, etc.

On-boarding strategy

We need to fill one job position contracting a professional sales consultant that would tour through Germany on-boarding refugees and refugee centres as supporters on the app.

Goal

In order to attract supporters and make them stay active on the app we have to in parallel also on board newcomers.

Solution Design

We visit and newcomers in refugees centres where they are cut off from daily life and left without information. We educate them about the options and find those motivated for self-employment.

Development Process

We find professionals who speak arabic language and send them to refugee centres where they do the research and volunteer for a day and try to sign up refugee centres and newcomers on the app. Once we have newcomers on the app, we can immediately start educating them with the help of change makers and Wasl TV.

Our Team

ALEX PRAETORIUS

Technology Director

Studied Business Informatics on Technical University of Darmstardt in Germany, worked first as a researcher at Fraunhofer Institute and SAP. In the last years he is working as a Technology Director developing several web and mobile solutions.

NINA BREZNIK

Managing Director

Studied Political sciences and Communication, founded her first company with 25 and worked many years in business and product development. Currently she is managing Technology Projects for Social Enterprises at FairyDust.agency.

CODING AMIGOS

Design & Development Team

FairyDust.Agency collaborates with high professional developers and designers. Our "Coding Amigos culture" is made up of diverse people with common interests. We bring together talented creatives to tackle large projects elegantly.