

OVERVIEW

E-Scrapbooking is a hobby that many people do to save mementos of them, family members and loved ones. It is an art of saving, arranging and decorating the family history in the form of a book. It includes photographs, art works and photos with journaling. Scrapping is a hobby practiced in many places of the world. Scrapbooks provide images of our everyday life and records our special events in a simple, attractive, and cohesive way.

PROBLEM

Unfortunately, since this is an actual book filled with sentimental photos or items collected, it is always heartbreak when a scrapbook is lost during a move, damaged or not easily accessible.

MARKETING STRATEGY

Encourage the target market to use E-scrap booking to keep their memories protected privately and never worry to lose them.



OBJECTIVES

Create brand awareness and get between 10k to 15k website users in 2018.

TARGET MARKET

Demography:

- 24-55
- Parents of young children
- Newly married couples
- Grandmothers

COMPETITORS

PHOTOBOOK
AMERICA

Photo Book America

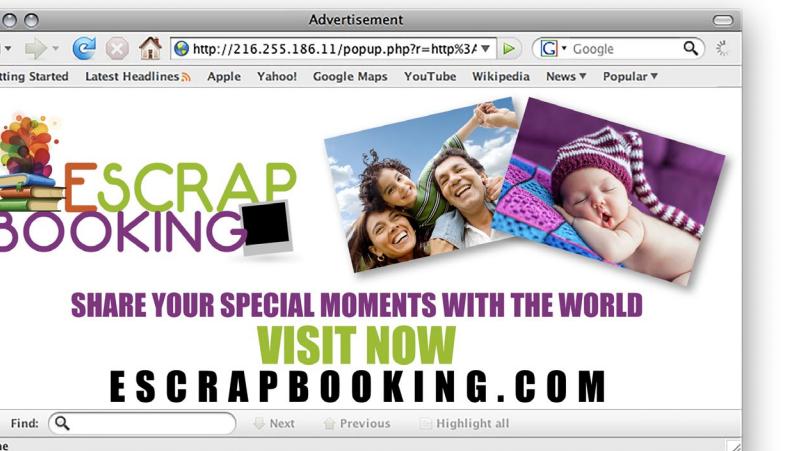
Photobook America is a website that allows users to create photobooks online.



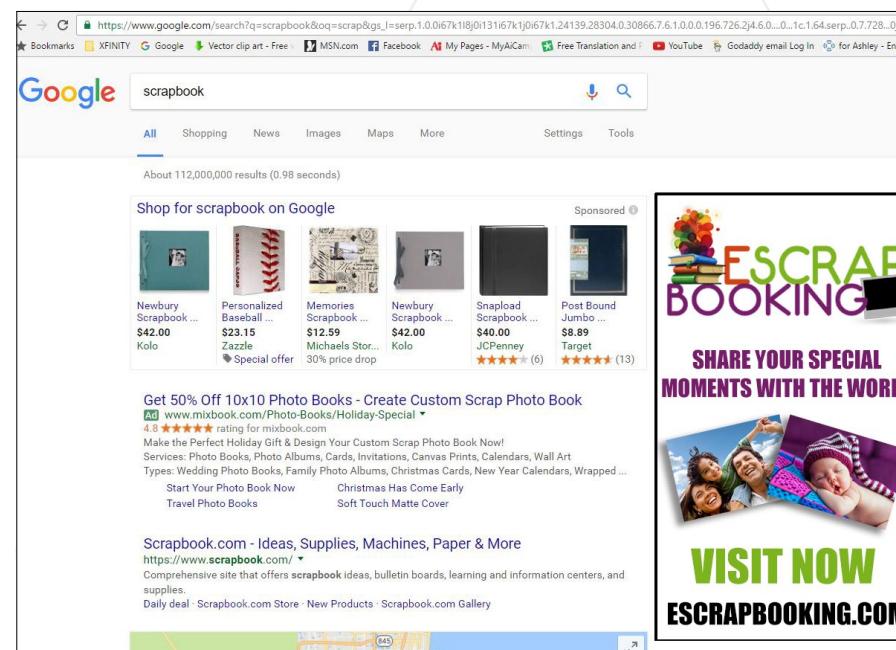
Mixbook

A competing product to the scrapbooking website project.

EXECUTION



Pop up ad



Google ad



Billboard