# Marketing Plan for Flip Tab

## Introduction

There are two parts to this assignment:

1. Improve mock-up and add a ‘register E-mail’ feature
   1. Vladimir is working on this
2. Experiment with different marketing techniques
   1. AA & GC will work on this

The goal is to quantitatively record how well different techniques perform. A key metric will be in Cost per Acquisition (CPA) with the acquisition being a registered user.

## Marketing

### Getting to know our potential customers (Chuck Easley)

Marketing in a start-up begins and ends with knowing the customer well. We should follow these two steps for working out what is the best way to market Flip Tab:

Market Segmentation: Work on understanding and segmenting our market:  
(Start by just simply asking the customer what the best way to reach them? )

* What blogs do they read?
* What websites do they frequent and spend the most time on?
* Where do they like to hang out?
* What other hobbies do they have?
* What do they find humorous or funny?

|  |  |  |
| --- | --- | --- |
| Type of factor | Break down | Flip Tab Customer |
| People Characteristics | Age, sex, race  Income  Life-cycle stage  Location  Lifestyle | Relevant?  High  Relevant?  Urban  Busy |
| Purchase / Use Situation | Brand Loyalty  Purpose of use  Purchasing behaviour  Importance of purchase | High  Stay in touch  App store?  Medium |
| Users’ needs | Price preference  Brand preferences  Desired features  Quality | Important  Important  Important  Important |

Table : FlipTab Market Segmentation Characteristics

We can create a customer profile(s) by filling in the above table making our Go-To-Market obvious.

Go-to-Market: Methods for marketing to them will begin to become obvious.

* Prioritize that list according to the cheapest and most effective methods.
* This list is your list of experiments to run.
* Start implementing experiments on a small scale.

Key to our marketing experimentation and calculating the CPA will be tracking.

## Marketing Methods

### Online

|  |  |  |  |
| --- | --- | --- | --- |
| Technique | Tools | Resource | Priority |
| SEM (Search Engine Marketing) | Google Adwords,  Bing AdCentre | Buy Keywords,  Marketing Personnel | 1: Identify Keyword  3: Buy keywords |
| SEO (Search Engine Optimisation) |  | Development Personnel  Marketing Personnel | 2 |
| Viral Marketing | LaunchRock, YouTube | Marketing Personnel | 1 |
| E-mail Marketing | MailChimp | Marketing Personnel | 1 |
| Social Media:  Facebook  Twitter  LinkedIn  Others |  | Marketing Personnel | 1 |
| Social Media Ad campaigns:  Facebook  LinkedIn |  | Marketing Personnel | 1 |
| Company Blog & Press Releases | Wordpress | Marketing Personnel | 1 |
| Comment on Popular Blogs |  | Marketing Personnel | 1 |
| Banner Ads | DoubleClick | Buy Impressions  Marketing Personnel to create ads | 3 |
| Mobile banner Ads | iAD,  AdMob | Buy Impressions  Marketing Personnel to create ads | 3 |
| Tracking | Google Analytics | Marketing Personnel | 1 |

Table : Marketing Methods

## Draft Plan:

**SEM:** Compile a list of appropriate keywords but do not run a campaign due to the cost. We can estimate the number of click-throughs we might get from a formula I have and also from data from Google and Microsoft.

**SEO**: Use keywords created for SEM and add them to our landing-page. I have never done this before but would be willing to give it a go.

**Viral Marketing**: Set up a Beta site with LaunchRock

**E-mail marketing**: Set up a MailChimp account and populate it with our E-mail addresses and run a campaign

**Facebook & LinkedIn Ad campaigns**: Set up ad campaigns in Facebook and LinkedIn. Hopefully these are free if not we can do the same as for Adwords above.

**Twitter, Facebook & LinkedIn**: Generate interest on Twitter, FB & LinkedIn.

**Banner Ads (Mobile & Wired)**: Create some ad mock-ups and research the cost of running a campaign. We can use the same formulae I have for Adwords and industry metrics to work out how well the campaign might have performed.

**Company Blog:** Write a Flip Tab blog and do press releases

**Comment on Popular Blogs**: Write comments on the blogs of influences.

**Please add to list!**