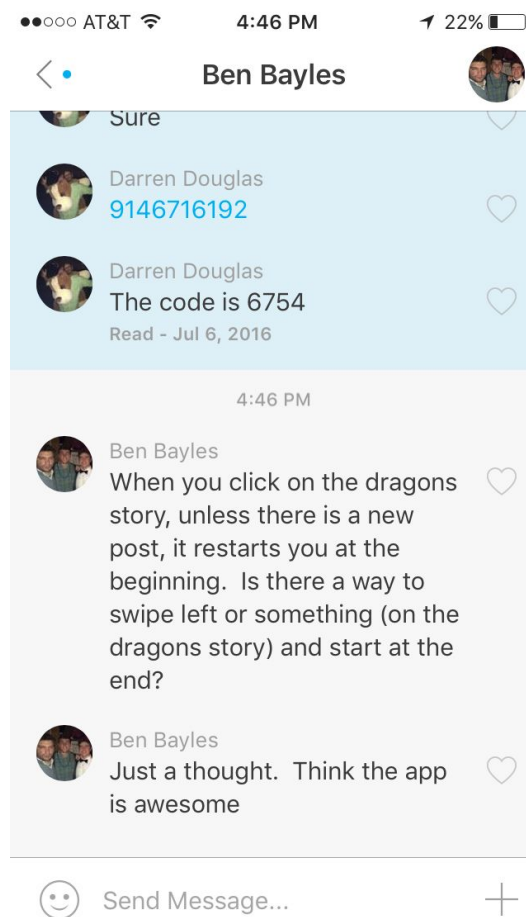
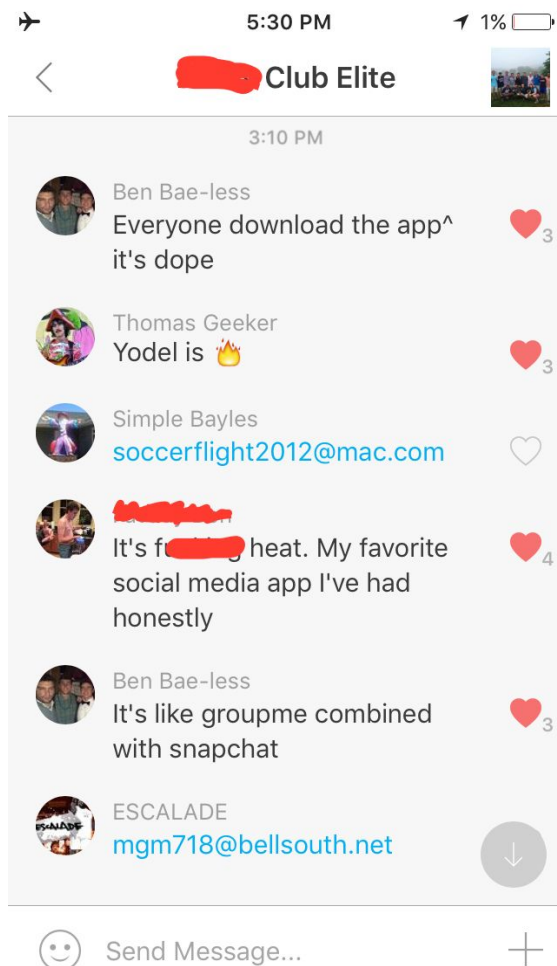


For the recruitment of Yodel beta testers, we decided to go with an online campaign and a guerrilla street marketing campaign. Despite some drawbacks with bad weather that prevented better results with street marketing, the most promising tactic was marketing to groups, not individuals. Whether it was via GroupMe, Facebook, or in person, people joined more quickly when targeted as a group.

Suggestions for moving forward:

- When doing direct street marketing, the splash page getyodel.weebly.com (made by Kevin Chu) was great for making it quick and easy for interested passersby to sign up.
- If marketing on a new campus, go with student influencers
- Once student influencers are acquired, market through established group channels (club email chains, club GroupMe, friend group messaging systems, etc.)



●●●○○ AT&T



5:47 PM

8%

Messages

Luke

Details

iMessage
Today 5:36 PM

Can I make a suggestion for the app? Put one of those icons with three dots on the individual stories to see members and bring up that menu that comes up when you click and hold on the story



iMessage

