# Target users:

Our product is targeted to the following groups of people:

* People who regularly uses social media
* People with families, that may feel the need of leaving messages for their children, nephews, grandchildren…
* People with a decent amount of income: As what we are offering is a service who usually has not a direct effect and it is more oriented as a long time investment, those with cash to spare are more likely to purchase our service even if they have to wait for a long period of time to see the results
* As for the gender of our target demography, there are no apparent factors that may make man or a woman more likely to purchase our services.

Taking these factors into account, we have stablished our core target demography as a middle-class man or woman of 30-50 years, who is married or plans to and who has a close relationship with his family members, and that potentially has kids or plans to.

The reason why we are not counting elder people as part of our core target is because they are less likely to be tech savvy and use the internet regularly. This means that they may not trust our services or that they may be unable to make purchases as they might not have a Paypal account.

The reason why we are not counting younger people as part of our core target is because they are less likely to think in the long term, they may also not have that much cash to spare and usually they are not as focused on the family.

This does not mean that this kind of audience has no interest in our application: Elder people may be more interested in leaving a legacy behind, which is one of the main goals of our application, and are more likely to be close to their family members. On the other hand, young people are more likely to trust an online service, and they are more used to make online purchases. Basically, we will have a bigger amount of elder people interested in the services we offer but only a small percentage would be willing to pay, while we will have a small amount of young people interested, but among those interested a high percentage of them would go through our payment process.

# Marketing campaign:

Our goal is to advertise ourselves on the internet. We will manage social media accounts: Twitter, Facebook, Instagram, Youtube and Linkedin accounts. We will also use the ads services provided by these social networks, mainly Twitter and Facebook ads. Besides social networks, we will make use of google ads to further advertise our product. Following our project launch, we will hold different special discounts and campaigns, which of course will be advertised in our social media.

## Marketing budget

### Google ads budget

Google ads charge business for each time their advertising is clicked. Each business can set how much they can be charged, and depending the price set, their ad will be more visible.

Because we are a small company, we will be setting the cheapest price possible within the range of prices our possible competitors for that ad spot pay, which is one of around 220€ per month, with an estimated performance of 137‑229 clicks per month

### Facebook ads budget

Facebook also allows us to customize how much would be willing to spend on a weekly basis. We have decided to spend about 140€ monthly for a Facebook advertisement which targets people of between 18 and 50 years old.

### Twitter ads budget

Same as before, allows us to set a daily price. We will be using a similar budget to the one for Facebook, 5€ daily, which means ~150€ monthly for an audience between 18 and 49 years old.

The reason why we are trying to reach a broader audience that the one of 30-50 years is because of the abundance of younger people who use social media, even if a smaller percentage is interested in our product, we can easily reach a lot of young people compared to middle aged ones, which means that it can help compensate the smaller amount of interest. Depending on the results we get during our first months, we will decide whether or not this broader target audience is having a positive impact in our business and we will adjust our ads accordingly.

### Total:

We will be spending approximately 510€ monthly in advertisement. If in our project costs we are going to include the cost for the first 6 months, we will have a total cost of 3060€.

After these first 6 months, we will evaluate how this approach is performing, and depending on that we will decide whether increase or decrease our budget.

## Discounts and campaigns:

In order to generate interest in our app and get people to use it, we will have special discounts just after our final application is launched:

* During the first week, creating premium capsules will be free.
* Afterwards, there will be a discount of 25% when purchasing capsules for the first month. This means that if they usually cost 11.99€, their price during the first month will be of 8.99€.
* We want to add some campaigns where people can recommend the application to their friends and this way, both the person who recommends the application and whoever decides to give it a try will receive discounts. However, in order for this to happen we will need to update our product so that it supports a referral system. Because of this, we have decide to launch this campaign during Christmas Holidays, this way, we can tie the invitation to use our services with a campaign as a “present”. After Christmas Holidays, and therefore our campaign, ends, we will launch similar referral campaigns in special dates such as Saint Valentin, Father’s/Mother’s day, etc…