

Unlock:

Market Research and Marketing Strategy Review

Version 1.0

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Document Control

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1. Introduction

The goal of our marketing is to ensure successful sales of both the platforms we're developing, a mobile application and a kiosk installed at fixed locations. Due to the significantly different target groups the marketing need different approaches. To market the mobile app successfully we need large scale digital and physical advertising across a broad demographic, for the kiosks we will employ a much more targeted approach directly approaching potential clients.

2. Budget

Marketing has been allocated £4000 in the budget and then £500 a month for the first year of marketing. Over a 3 month period prior to release date we'll spend £600 a month on Facebook and Instagram targeted advertising resulting in around 85,000 to 225000 unique users, £800 in the last month will be spent on a youtube teaser video advert, £800 on physical marketing like posters on trains and at tourist locations and £600 on client focused marketing. After the release we will continue to advertise with a budget of £500 a month for a year, at the release date and every 3 months we will review the effectiveness of our ad campaign and revise it if necessary.

3. Mobile Application Marketing Strategies

3.1. App Install Campaign

Paid install ads on the major social sites (Facebook, Twitter, YouTube) offer an excellent opportunity to get our app in front of a huge target audience. They also have the advantage of simplifying the ROI tracking process—it's easy to see when an ad leads an app install.

There is some evidence that users who convert from a paid install campaign have higher engagement and retention rates than users who find an app organically, so the CPI model is cost-effective for us to build a user base.

3.2. Paid Social Media and pay per click

Paid social media campaigns allow us to build a strong social media base early on. The benefit of branded social media accounts is it allows to retain user contact on platforms they use for socialising so is far less intrusive than classic search engine advertisement.



3.3. Perception of Social Media

The perception of our social media accounts is very important, as different age groups will engage with our content differently. Our Instagram account will feature aesthetically pleasing images and small facts about locations in our cities. Providing content that is broader than simply just advertising our application means users are far more likely to stay engaged with our business. Companies that have a much more blatantly product driven social media presence struggle to retain interest and user base.

3.4. Analysis of Competitors

In 2017 there was over 197 billion app downloads generating over \$77 billion dollars. It's a saturated market with many different developers competing for almost every different type of application. I went to the app store to find any pre-existing competitors or similar apps. It turns out no one is doing our exact idea, certainly not with the same level of interactivity but we can draw some inspiration from what these apps do well and what we can improve on.

4. Current Market Analysis

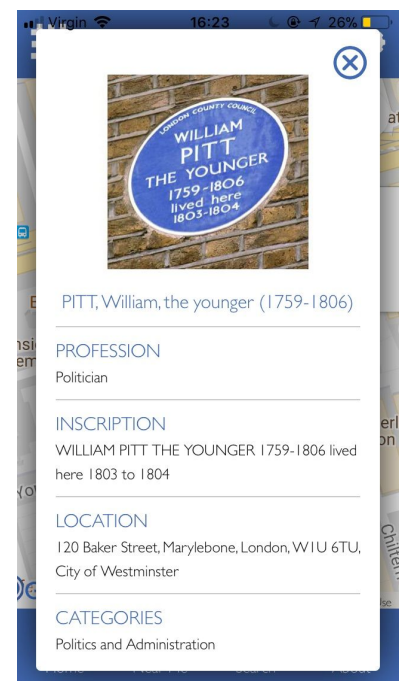
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4.2. Blue Plaques of London

English Heritage designed app showing all the blue plaque locations in London with some information on each. The app includes very little information on each person other than their profession and dates at that property. It contains walking tours with distance, estimated time and number of locations of interest.

The app looks great and is simple to use although is lacking detail and multimedia content. Free to use and download. I think what we can draw from this is that the presentation of the information is excellent and despite there not being much





information available the app looks and feels great so is still appealing to use.

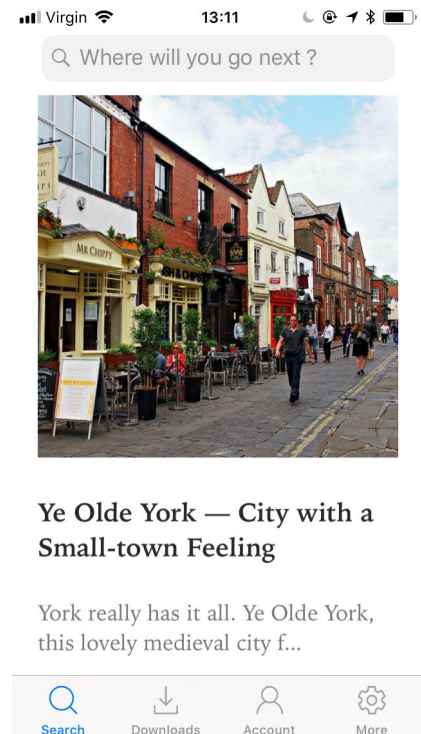
Being produced by English Heritage helps a huge amount too - endorsement by a known representative of the British history like museums, English Heritage, the National Trust etc is more likely to bring people in to the product and will produce an element of trust in the brand.

4.3. GPS my City

App with hundreds of cities focusing around articles written about different locations in the city forming tours. Lots of information however the format of scrolling through the articles between locations isn't very user friendly. Free to download and access articles but GPS features are paid for, \$1.99 for full access to GPS in a single article which is pretty steep, \$12.99 for full access to full version functions in all the travel article for a year. for \$18.99 access to all the city walks and travel articles. App looks good with a clean design but is somewhat overwhelming with all the information available.

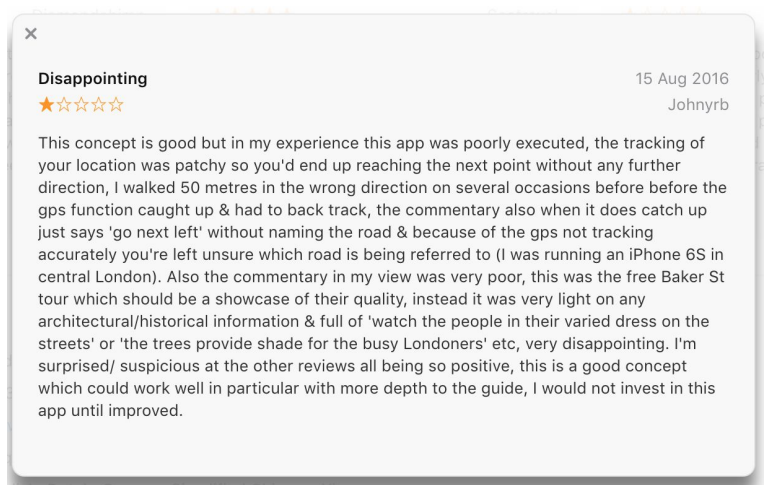
It seems to me that the app is too big and too expensive and it seriously damages the apps popularity. People don't see the value in paying \$18.99 for access to information in an application, they'd much rather spend that money on an actual tour or a book. So the information we can take away from this application is that firstly people are exceptionally reluctant to pay for any app, and in app purchase pay walls blocking their use will nearly always trigger people to stop using the app.

Secondly the app is a bit cluttered. It's clear that there is vast amounts of information available on hundreds of cities in the app but its not structure in a way that makes it user friendly. If we were to branch out from York in later versions of the app we should consider whether it is cleaner to split the app into a different application per city or put thought into how we present our information.



4.4. VoiceMap

A more modern interface showing tours that are closest to my GPS location. Most cities only have a one or two tours available but are \$2.99 a tour and provide a comments feedback section on the quality of the tour. This app makes similar mistakes to previously mentioned competitors, expensive





in app purchases and poorly presented information.

App store reviews are telling as while some people were content a lot of the feedback was a good concept but 'poorly executed'. It is definitely worth considering the implications of developmental bugs and issues in the application, people can instantly leave poor reviews on the app and this can be exceptionally damaging.

4.5. Tourist Tracks

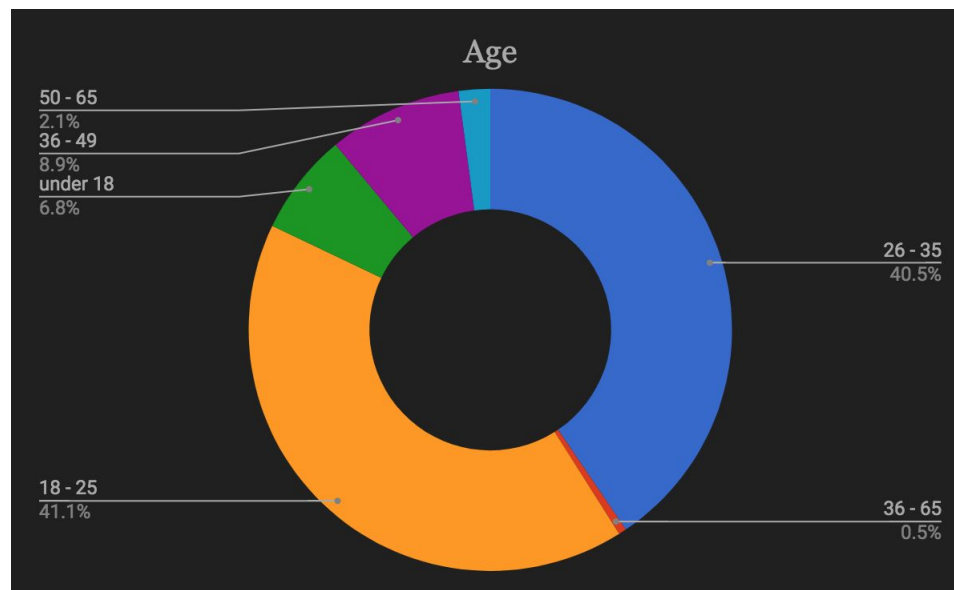
Providing audio MP3 downloads of hour long walking tours around York. £3 per tour. Again a bit too expensive and lacks application support, users simply have to download the MP3s to their device of choice.

5. Primary Research

5.1. Reddit Survey

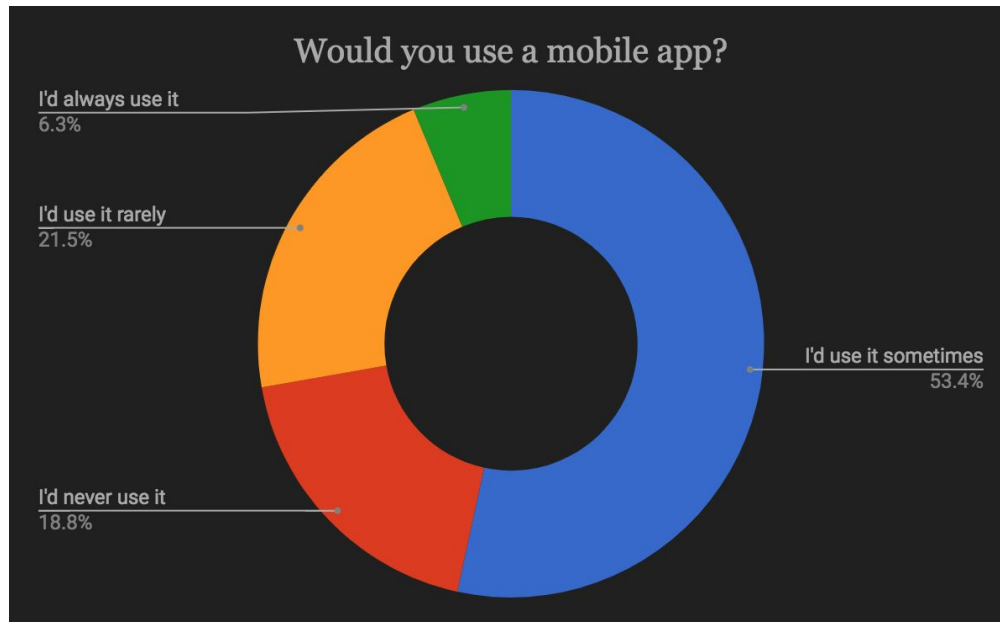
James carried out a market research survey on Reddit. The benefit of using Reddit to distribute the survey was twofold, firstly the survey reached a larger number of people, garnering nearly 200 responses. Secondly it also had the benefit of being distributed among a more random and unbiased group, often university surveys are shared amongst fellow undergraduate students and suffer from the bias of lots of students with very similar opinions and doesn't properly represent the target demographic.

The results of the survey echo and reinforce the observations made through analysing the competitors apps. 90% of our survey contributors were aged 18-65 with 80% being 18-35. Our main concerns were whether they'd use the app often enough or whether banner ads would put them off using it. The graph below shows the age range of participants.

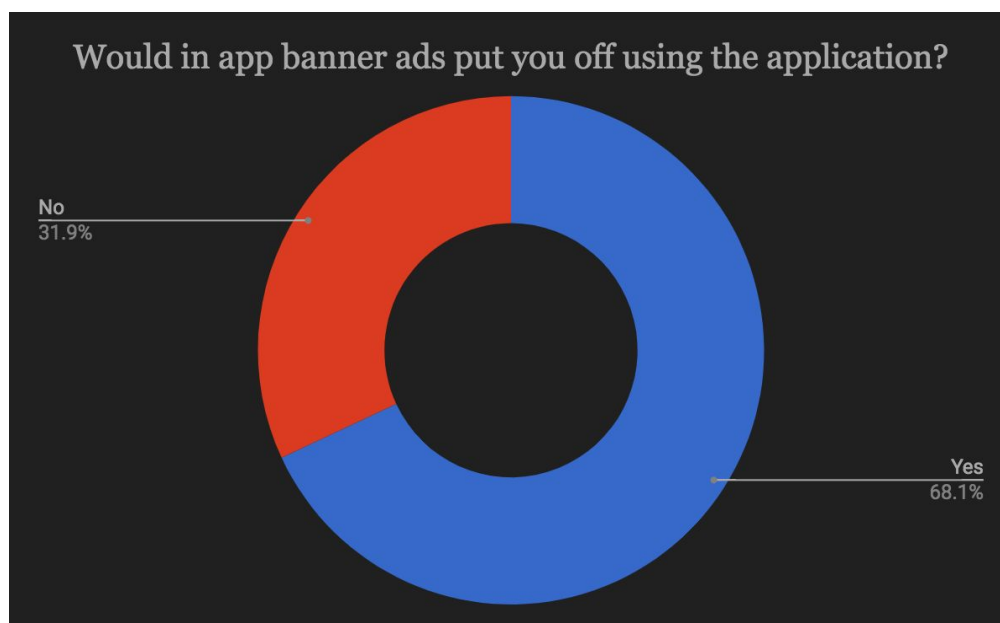




After introducing the concept of the application we asked them how often they think they'd use it. As seen below we've got encouraging results of only 20% saying they had no interest and wouldn't use the app. As a tourism app we don't expect people to be using it regularly, only for the time they visit the city.



When asked if banner ads would put people off using the app the general consensus was yes, with nearly 70% saying this would put them off using the app. We clearly need to ensure our revenue is generated through better less intrusive methods. This will predominantly come through kiosk sales and selling 'bespoke' advertisement and product placement as part of the apps content, not just overlayed in the usual banner ad format.





The survey asked where people were most likely to get their tourist information and a clear majority relied solely on the internet for their tourist information so its clear we need a strong online presence.

6. Advertising Strategy

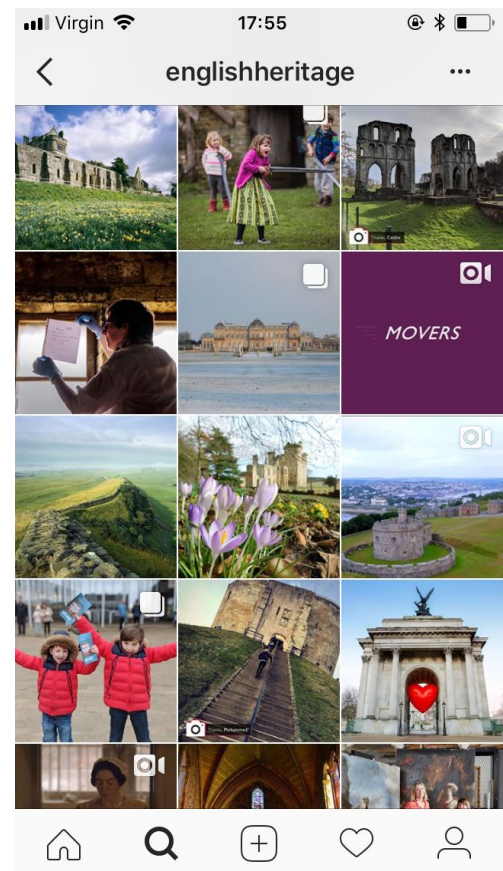
6.1. Targeted Advertising on Facebook and Instagram

The majority of our advertising budget will be spent on targeted advertising through social media and popular websites like Facebook, Instagram and Youtube. These sites form a very large majority of the average internet users browsing. The benefit of this method is it allows for very specific targeting of demographics. Facebook taps into people likes, age, location, friends and more to create a marketing algorithm that ensure the majority of the advertisement is targeted to the people its most likely to appear to. For example this far more effective than a billboard which is simple displayed to everyone passing on a street, unless the street is particularly full of tourists this wouldn't be cost effective for us.

Using Facebook advertising algorithm it is predicted by spending around £1800 over a 3 month period we would be able to reach between 85000 and 200,000 Facebook and Instagram users, with a predicted 10,000 likes on our Facebook page. These would purely be 'paid' likes, and we would likely receive an additional 5000 likes from users generated through organic methods as the algorithm for advertising and just general content suggestion work separately.

The importance of a large social media platform is not to be underrated, virality and presence is extremely powerful and can not only be used to boost the product's popularity but also to convince investors of our viability.

Platforms like instagram (as seen on left) are a fantastic way to keep people engaged with the product without constantly forcing it down their throat through advertising as people engage with





aesthetically pleasing content that is relevant to our platform. For example regularly posting interesting content that relates to the app will keep users following the product.

6.2. Physical Advertising

Physical advertising, despite being less powerful and relevant than targeted online advertising, can still provide some use. We plan to target areas that carry a lot of tourist traffic, like the advertising billboards on trains, buses and in train stations as well as key tourist locations around York and at the locations of the advertising partners we gather through the coming months. Trains and buses are especially good as they carry hundred of thousands of tourists in and around York every year. A billboard at the station informing people about the application would be an excellent use of money.

We have allocated £600 of the budget for the first 3 month period of advertising and will remain similarly funded with the £500 a month allocated for the next year. As physical advertising is harder to monitor and cancel we will hold a review of its effectiveness 3 months after the release and then reallocate funds appropriately.



6.3. Client Advertising

£600 has been kept in the budget for miscellaneous client advertising, this money will be spent on events targeted directly at our potential advertising clients. We will hold Lunches and drinks events held at York tourist attractions inviting local business owners to meet us and discuss the product.

7. Conclusion

By utilising a combination of targeted online marketing and physical traditional advertising methods we give ourselves the best chance to ensure an adaptable, good value and successful marketing campaign.