

**Milestone 3 - Group 33**

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### Contents

Reminder Statement about our Product	1
Customer Persona	1
Brand Awareness	2
Product Awareness/Education	2
Call to action : Example of our CTA Phrase	3
Sales pipeline	4
Gantt chart	5
References	6
Appendix A	9

### **Reminder Statement about our Product**

The cold and harsh winters come with grueling snowfall, leaving many people the terrible and back aching task of having to shovel snow. This can be a major problem for those homeowners who need to wake up early in the morning for work, spare time to shovel snow with minimal stretching and reduced sleep hours, or for the elderly who are no longer physically in shape to shovel snow. This is where our innovation, the SnowBot, an autonomous robotic device that saves the day with its unique features including a compact size, improved mobility, and safety technology, eliminates the need for you to use a shovel or snow blower ever again. At Winterly, we enable homeowners to enjoy the satisfaction of having a clean driveway without having to move a muscle.

### **Customer Persona**

As a Canadian-based company, our primary target market is residents in North America, particularly those that live in suburban areas who have to deal with the menial task of snow removal the most. The ideal customer would be a homeowner who struggles with extremely physical tasks. Therefore, the demographic target would be 25 to 60 year olds who make a household income of more than \$45 000. This demographic makes up the majority of middle-class Canadian households, so by targeting this demographic our market is maximized as much as possible (Hogan, 2019). An important behavioral characteristic of our target market is that they are busy individuals that likely do not have time to spend every morning clearing their driveways. Also their purchase behaviour is going to be value based, which means they purchase products based on value rather than solely on price or solely on quality. Our product is also a bit expensive but it is worth its value so a tech-savvy individual that values efficiency and their own time is the perfect consumer for our company.

### **Brand Awareness**

While “[b]rand “recognition” is an ingredient of brand awareness” (Harvey, 2017), we want to ensure our product is not just recognized, but continues to grow awareness in the long term. The first strategy is to create a social media following. In the year 2021, there “could [be] 3.02 billion social media users” (Mosley, 2019) which opens room to explore consumer engagements and use it for social marketing such as consistent posts and unique hashtags. Our main focus would be on Facebook, Twitter, and LinkedIn since these three sites are prone to have mid-age to old-age users (30-60) (Barnhart, 2021) which is our target demographic. Our second strategy is to have an informative website with consistent updates, which uses search engine optimization with keywords such as “snow blower” or “snow remover”, to increase the number of hits for our website through google search. Along with this, a PPC (pay-per-click) campaign will be used for online advertising which includes online banners as it is a powerful way to target your brand to its most qualified audience. (Patel, n.d.). Our final strategy would be to set up live demonstrations that consumers can attend for as it is a good opportunity to meet our consumers and present our product before their eyes and build trust. A growing Internet presence is key for brand awareness allowing us to gain key insight on consumer opinion and feedback while live initiatives will help foster trust regarding our product and new developments, helping establish long term brand awareness.

### **Product Awareness/Education**

The best way to present this product and how it operates is by preparing videos. This can be done in an extremely cost-effective way thanks to free platforms like YouTube and Twitch or even live product demonstrations that can be done in person. YouTube or Twitch are video creation and live streaming websites that have millions of viewers daily. Many companies that use these platforms to advertise, like Shopify, Dollar Shave Club, or Grammarly, have seen

massive growth as they reported product purchase intent rose by 270% once they advertised on YouTube (“YouTube for Business”, 2017). Another possible way of creating product awareness is technology events that take place throughout the nation at different times. These events allow for a more in-person connection with crowds and by doing this we can create product loyalty and interact with attendees to receive feedback. These are all crucial in order to build product awareness that lasts in not only the short term but also cements us as a stable company in the future. Similar to companies like Apple, Alphabet Inc., and Tesla, which has and continues to use these events to present their products to early adopters. Through a combination of online and in-person demonstrations of our product, Winterly can achieve a greater market share and increase the demand for the SnowBot.

**Call to action : Example of our CTA Phrase**

Don’t miss out on the opportunity to shovel your snow without breaking a sweat by buying the SnowBot today! Shop now to get 20% off when you order on our website <https://shopwinterly.com/SnowBot>.

Call to action buttons should feature striking, action-oriented text. In our call to action phrase words such as “Shop now,” “get,” and “Don’t miss out the opportunity” gets the attention of the audience and tells the potential consumers to buy the product on our website (McCaffrey, 2018). Our marketing team will be responsible for spreading word of our products by creating social media ads on Facebook, Twitter, and LinkedIn. The ad will have the Call to action button with the above phrase placed on the top of the ad, known as “Above the fold” method, with our product gif underneath it, so that users never miss it (Marrs, 2020). The product gif will include an image of our product in action (shovelling snow), the product features (sensors, tires, cameras) in close-up, and the product name. Our main goal is for the consumers to see the ad in one of the social media platforms, and use the well placed and enticing CTA to prompt the

consumers to buy the product off our website. The landing page will have a contrasting, visible button with the Buy Now text which the consumers can click and order. In addition, the website will also include a page with details about when and where the live demonstrations will take place, so that consumers can learn more about the product, and we can build trust and brand loyalty.

### Sales pipeline

Customers will first learn about our product through one of the following mediums: our website, PPC campaigns, live-demonstrations, or YouTube ads. When we first start out, online sales will be our primary source of sales but we also plan on putting our product in retail stores. As previously mentioned, our target demographic is 25 to 60 years old so using both retail and online sales would maximize our reach. The online sales will be our greatest way of distributing our product as online distribution channels are expected to hold over 87% of the distribution share in the North American market ("blower Market 2021-2026", 2021). We will push hard for product awareness at the beginning of winter season in September as the customers will be looking to buy winter machines. The product marketing will get customers to consider to buy our product for the winter. Getting our product in retail stores will be a lengthy process, beginning with developing a comprehensive sales and marketing plan. From there, we will contact retail buyers who may be interested in partnering with us and also attend trade shows where we can showcase the SnowBot to potential retailers. Canadian Tire is the main distributor we are interested in working with since their current customer base is centered around 40-60 years old and they are pushing to shift towards a younger demographic of around 30-49 years old ("Canadian Tire out to woo younger shoppers", 2014). Over time, we plan on expanding our distribution channels to more retailers such as Home Depot, Rona, etc.. Getting into retail will provide customers with another method of purchasing our products.

Gantt chart

Project Timeline	Winterly	Duration (months)	Start Date	Product Release
Gantt Chart	SnowBot	9	1-May-21	1-Feb-22

Task	Name	Task Duration (months)	Start Date	End Date	1-May-21	1-Jun-21	1-Jul-21	1-Aug-21	1-Sep-21	1-Oct-21	1-Nov-21	1-Dec-21	1-Jan-22	1-Feb-22
Market Research	Kaween, Mit	1	1-May-21	1-Jun-21	■									
Hardware Component Research	Adarsh	1	1-May-21	1-Jun-21	■									
Product Design	Siddarth	1	1-Jun-21	1-Jul-21		■								
Systems Design	Adarsh	2	1-Jul-21	1-Sep-21			■	■						
Embedded Software Development	Jay, Mit	1	1-Sep-21	1-Oct-21					■					
Finalize Design and Build Prototype	Adarsh, Jay	1	1-Oct-21	1-Nov-21						■				
Develop Market Strategy	Kaween	1	1-Oct-21	1-Nov-21						■				
Develop Business Model	Kaween	1	1-Oct-21	1-Nov-21						■				
Build Website	Adarsh, Jay	1	1-Oct-21	1-Nov-21						■				
Find Retailers	Kaween	2	1-Nov-21	1-Jan-22							■	■		
Product Testing	Siddarth, Jay	2	1-Nov-21	1-Jan-22							■	■		
Find a Production Facility	Adarsh	3	1-Nov-21	1-Feb-22							■	■	■	
Determine Suppliers	Mit	3	1-Nov-21	1-Feb-22							■	■	■	
File Patent	Adarsh, Kaween	2	1-Dec-21	1-Feb-22								■	■	■

PRODUCT  
RELEASE

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**Appendix A**

<b>Group Work Division</b>	
<b>Section</b>	<b>Group member(s)</b>
Introduction	Written by Mit, Edited and Revised by whole group
Customer personas	Kaween Peiris
Brand awareness	Mit Patel
Product awareness	Kaween Peiris and Mit Patel
Call to action	Siddharth Dhanasekar
Sales pipeline	Jay Patel and Adarsh Patel
Gantt chart	Adarsh Patel