Marketing

Marketing plays a major and a vital role in success of a mobile application. No matter how good an app is, the end users must get to know that there is an app which will make the life easier for them if they use that app for a particular purpose. And because marketing is so important, we came up with our marketing scheme which will not only promote the app but will also make the users download and use the app whenever they want to go on a tour. We want our users to love the app.

Our Mantra for marketing is very simple. Whenever a person thinks about planning a vacation or a business trip, the first thing that comes to their mind is our Tourist Assist App. The following are the marketing schemes which we came up with:

1. Social Media Marketing
   1. Facebook: There will be a tourist assist page which will have a link to download the app from the app store. The page will promote the app to specified category of users. The age group from 15 to 35 will be targeted the most because these will be the majority of the users using our app. The page will also post features of the app so that the users will get to know about the app and will use it more often.
   2. Twitter: Similar to Facebook, twitter will be used to promote the app by posting tweets about the trip planner and other functionalities.
   3. Instagram: An Instagram profile will post photos from different destinations and will also post trip planning tips so that the users get to know about the app.
2. On-Site Marketing

After getting corporate sponsors, the following places will be targeted for on-site marketing and live interaction of the app with the functionalities will be displayed for the users. This way, users will get to know about the app and will let their friends and family know about it too.

* 1. Shopping Malls
  2. Airports
  3. Train Stations

Apart from these marketing schemes, we are also planning to have a share feature which will allow the users to share their trips, destinations, attractions etc on Facebook, Twitter and Instagram. This will inform their friends about the app and thus will help in overall marketing of the app.

We have also included a Rate & Review feature in the app. The users can rate & review their thoughts about the app on the app store. This will increase the quality and ranking of the app and thus help in marketing as well.