# Advertising proposal for MusicPrint

In the beginning of the app launch the advertising campaign will mainly rely on social media promotion by different means of advertising, such as targeted ads, social media profiles. Which will post changes in app updates, collect user feedback and provide the user base with fun content periodically. By all means should our social media profiles stay spam free and family friendly.

The second stage of the advertising plan is to start placing posters on designated spots for them. The figure below shows a proposal of one poster design, the poster's design is subject to change. Furthermore, the already existing users will be notified through the app that a new campaign has started and it will provide users with a chance of receiving valuable awards. As seen in the bottom of the figure there is a unique MusicPrint for every poster. Which will allow users to gain different rewards depending on how much scanned prints do they have.
- 1 scanned MusicPrint - get one free month of Music Rookie
- 3 scanned MusicPrints - get one free month of Music Enthusiast
- 10 scanned MusicPrints - get one free month of Music Expert
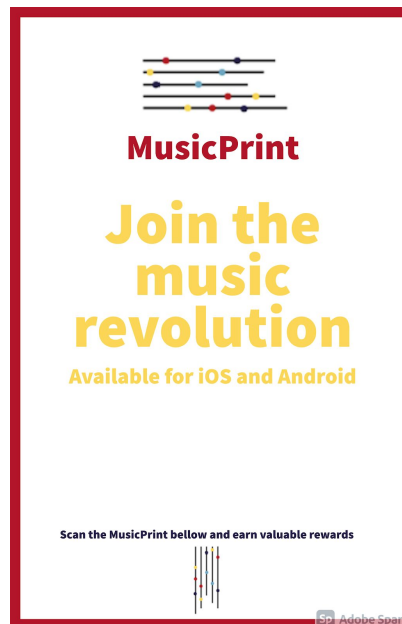
Another possible advertising campaign is one including upcoming bands/music performers, where MusicPrint will provide non-intrusive advertising for them through the application. And they will provide free tickets for shows which will be used in prize games. Entering a certain prize game You will have to scan an MusicPrint on the band's/music performer's poster.

Lastly zones called MusicPrint walls could be implemented, providing a legal zone to stick your MusicPrint stickers