

Bookmark

Launch Strategy

Overview

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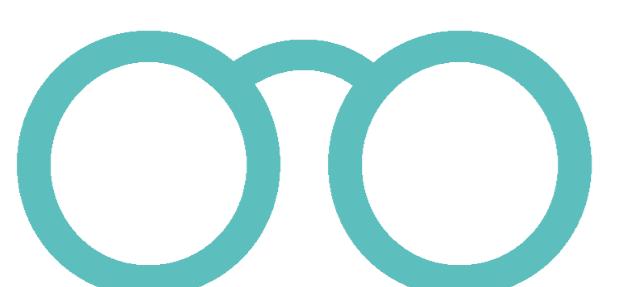


Introduction

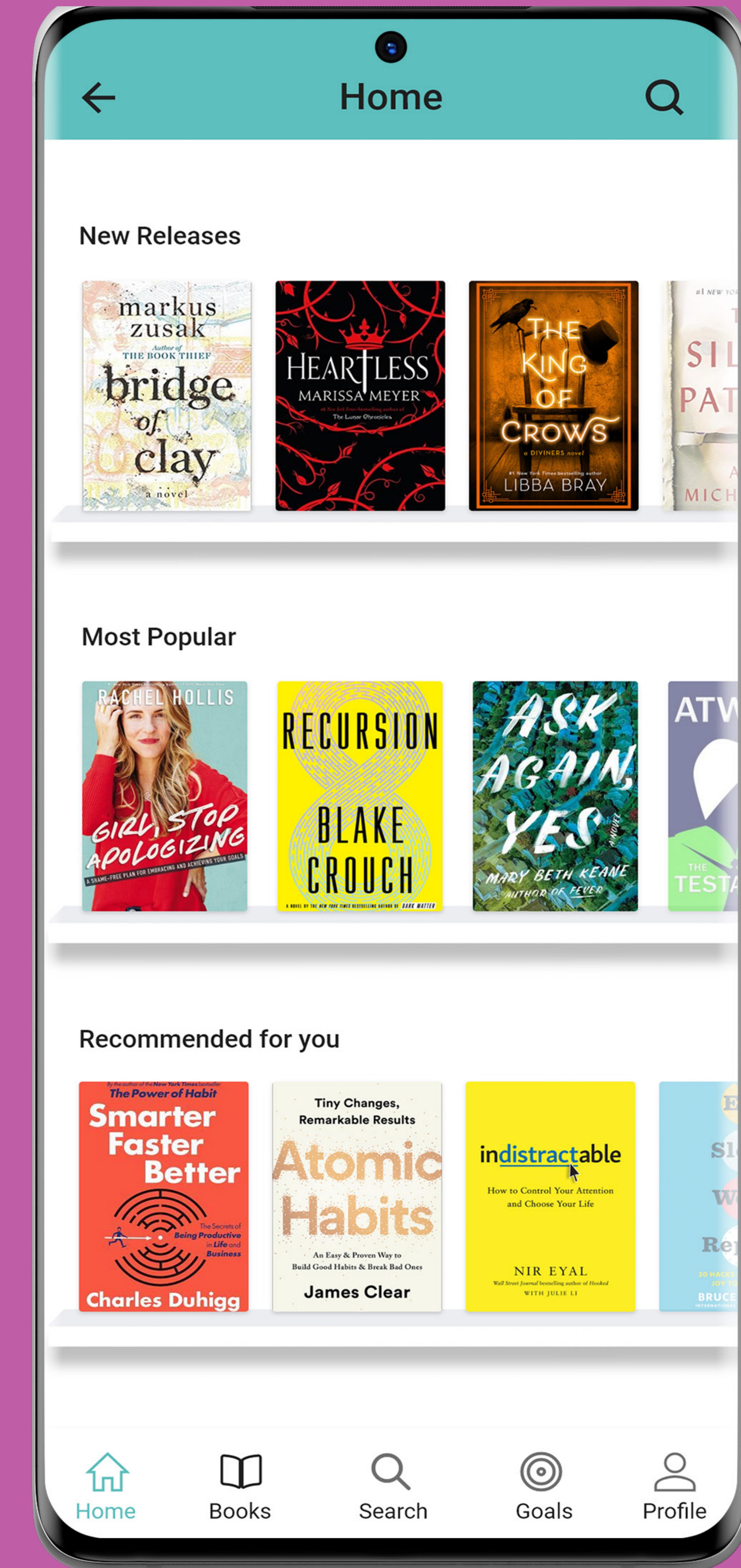
In 2018 only 51% of UK adults had read a book in the last year. Research indicates that over 40% of people believe Bookmark will help them increase their reading habits.

To guarantee Bookmark will successfully launch, this strategy outlines a few options to promote and advertise it's purpose and broadcast it to its target market.

Bookmark aims to encourage users to read more, gives them reviews trusted from their friends and creates a welcoming community of readers for them to connect and share book recommendations.



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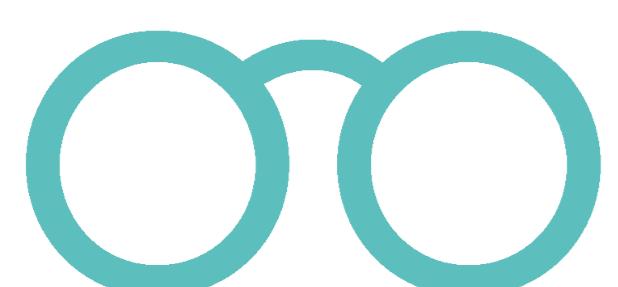


Website

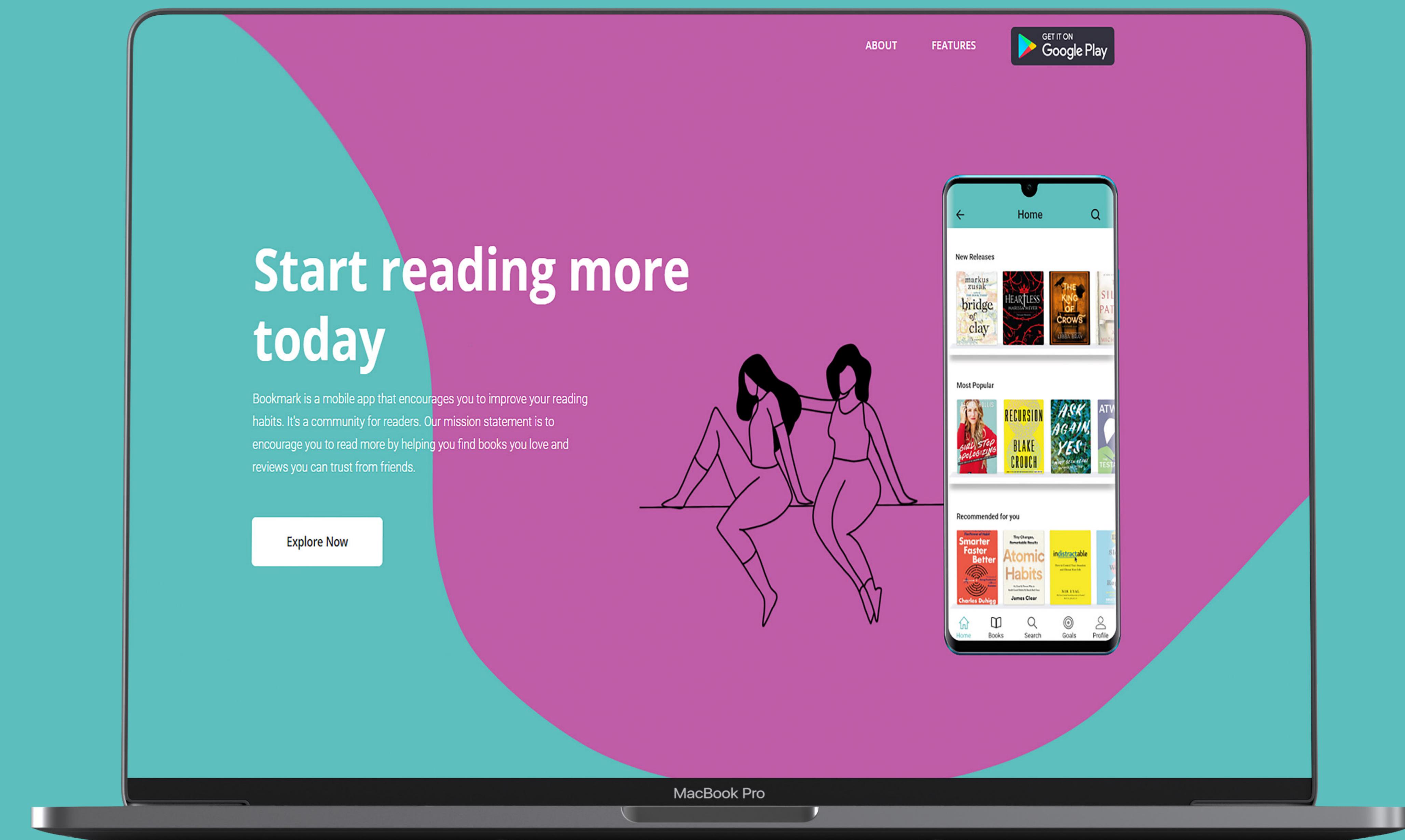
The Bookmark website is a crucial selling point for promoting Bookmark. As it will give users an overview of what the app is and what features they can explore when they download it.

The website will consist of a single page site, including feature breakdowns, direct links to download the app and links to all social media platforms. The website design is minimal to reflect Bookmark's app interface and branding.

bookmarkapp.co.uk



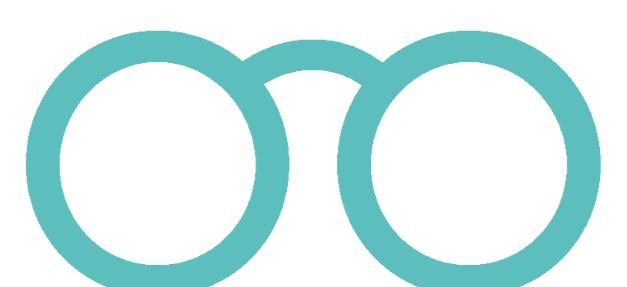
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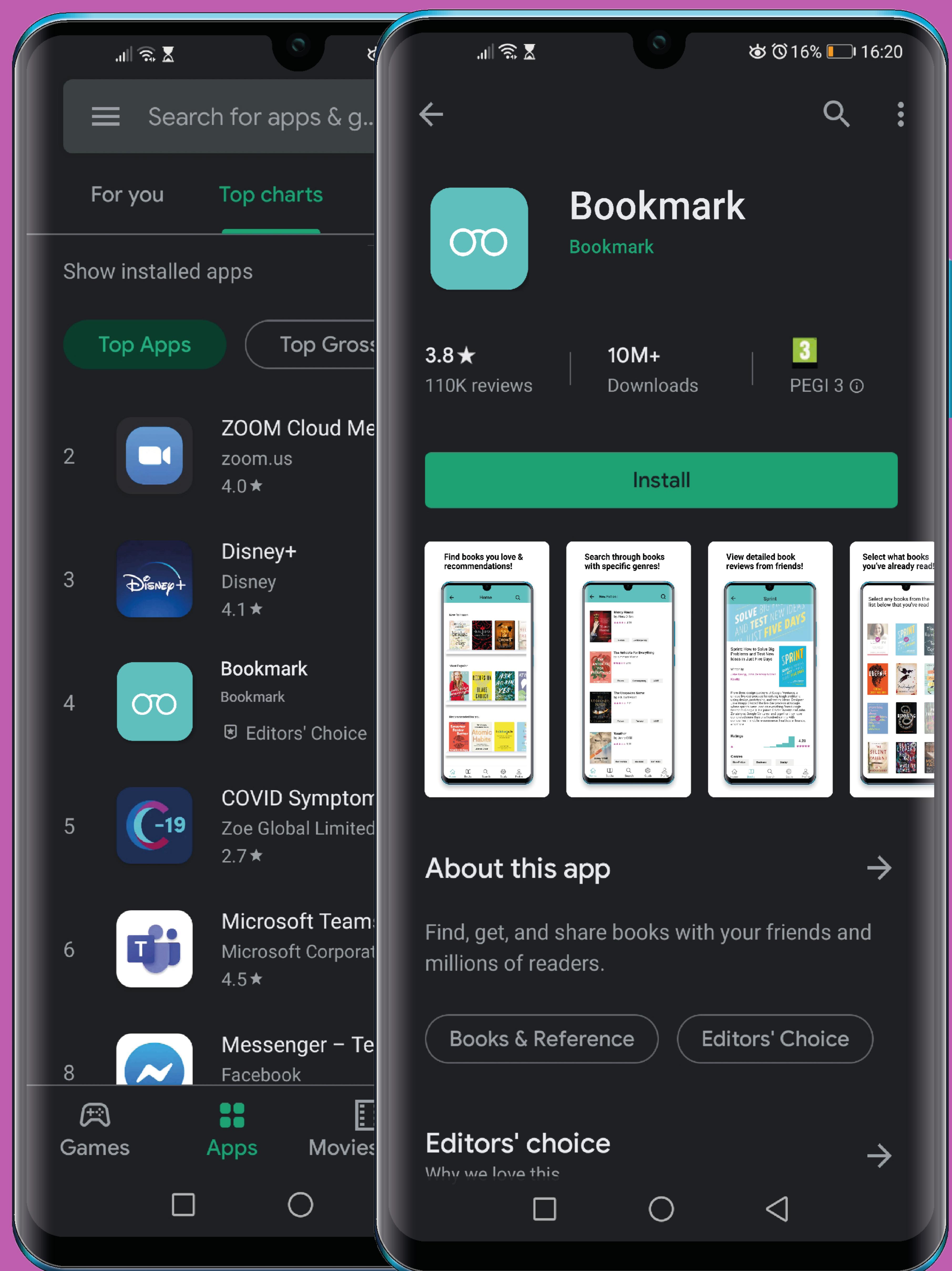
Google Play Store

For Android users, Bookmark will be available from the Google Play Store. Additionally, its found categorised within Books & Reference.

The content on Google Play gives users an overview of what Bookmark is about while also a peak preview at four screens within the app.



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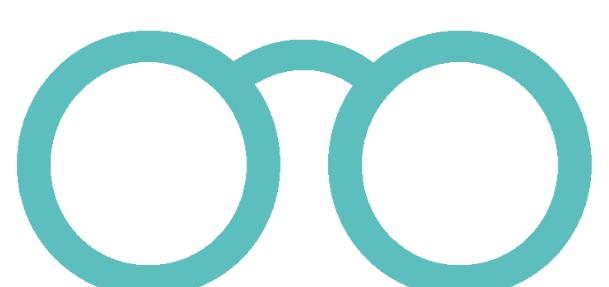


Social Media Campaign

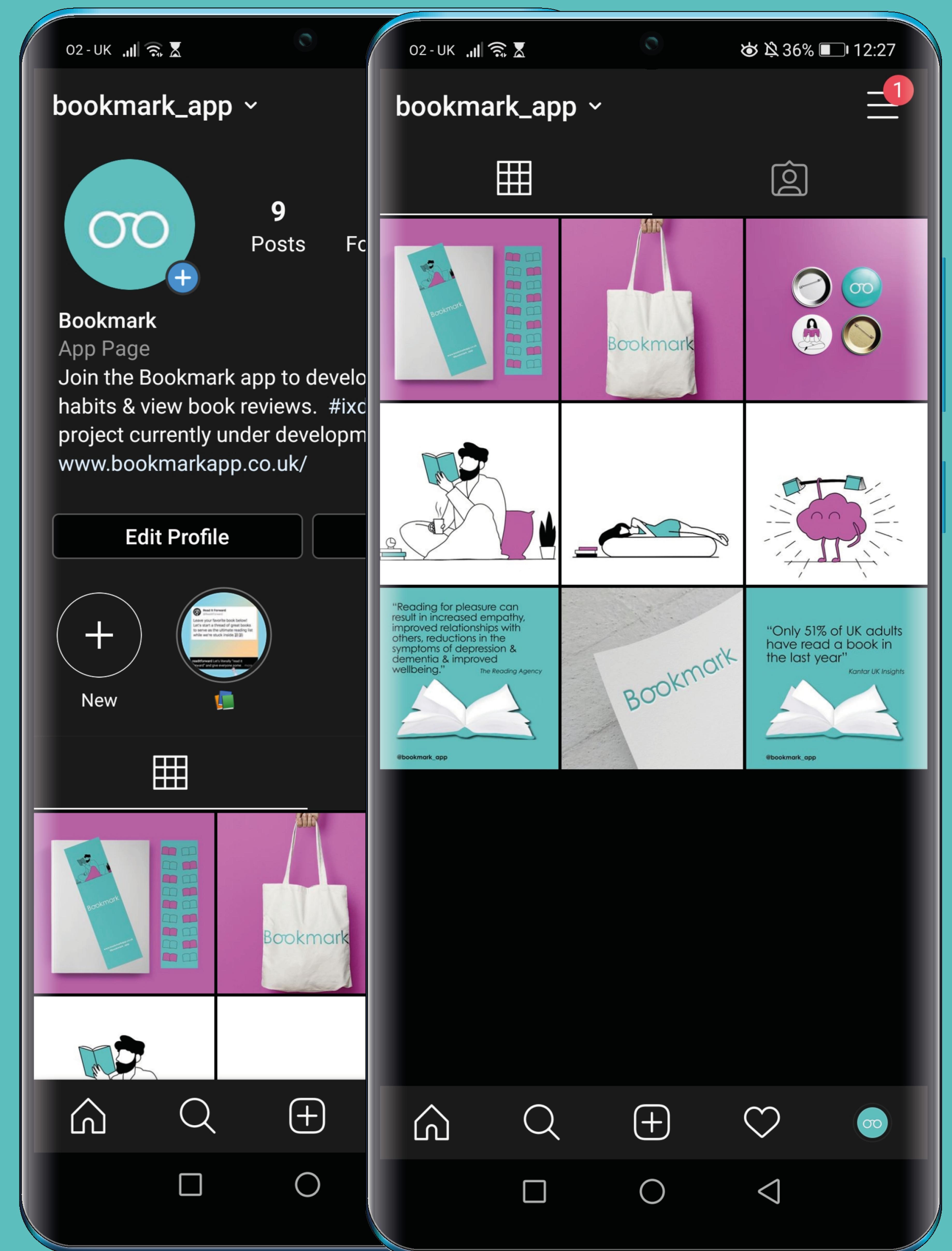
The blue and purple colour palette are vital for Bookmark's brand and visual identity. So I tried to keep this consistent throughout all social media platforms.

These include Facebook, Twitter and Instagram. I created hashtags for all of my posts; some of these include:

- #TheBookmarkApp
- #ReadingCommunity
- #ReadDaily
- #Readers
- #ReadingHabits
- #WorldBookDay2020
- #Design
- #BookLove
- #ixdBelfast
- #BelfastHour



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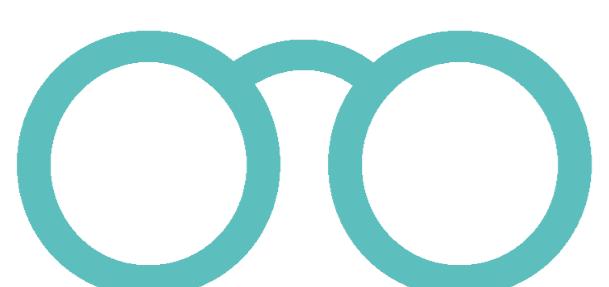


Social Media Campaign

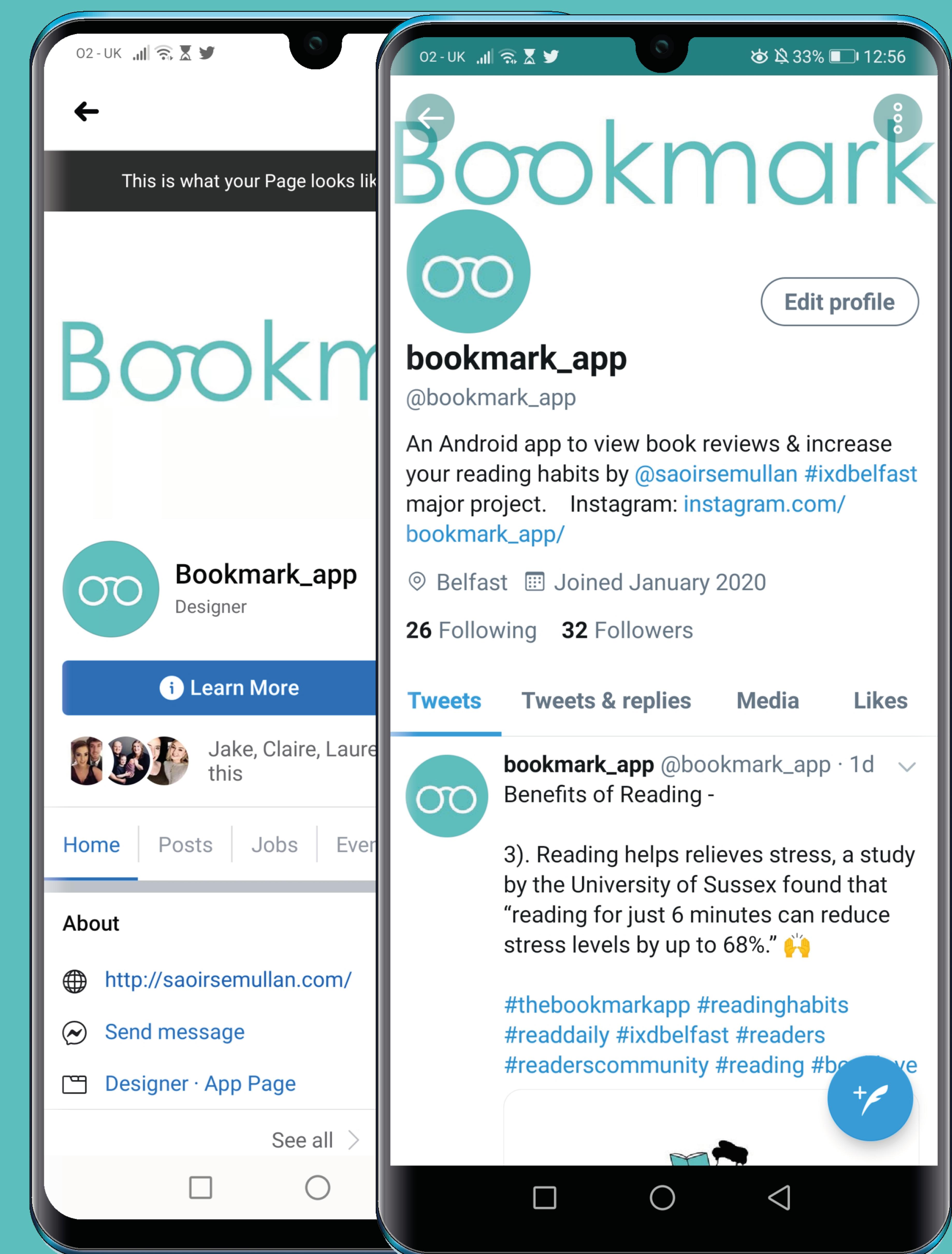
I decided to promote Bookmark on Instagram, Facebook and Twitter. One of the main reasons for this was due to the broad age range in my target market.

I wanted to use a mixture of platforms to ensure I reached all of my users and to make the most efficient marketing strategy to promote the release of the app.

All of these platforms are used for exposure and raising awareness for Bookmark. I also wanted to build a community for my users, so they feel welcomed and will actively use the app to improve their reading.



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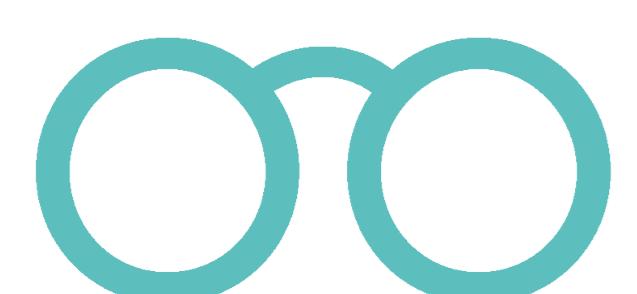
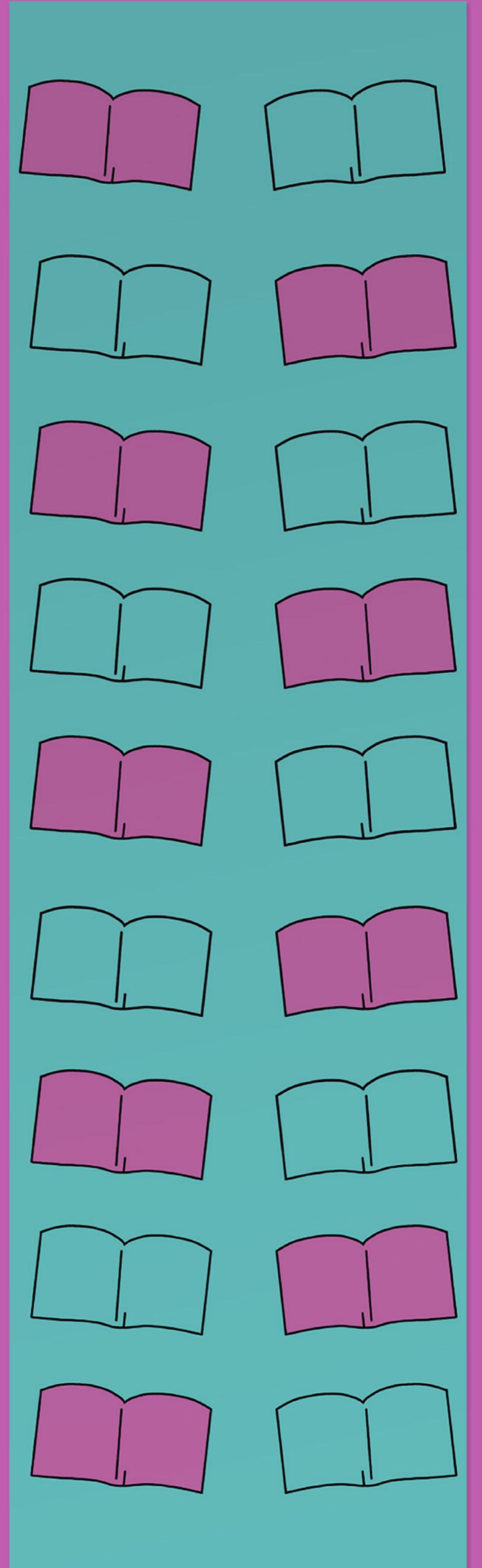
Merchandise

To promote Bookmark and to raise awareness for the app, I created a range of merchandise.

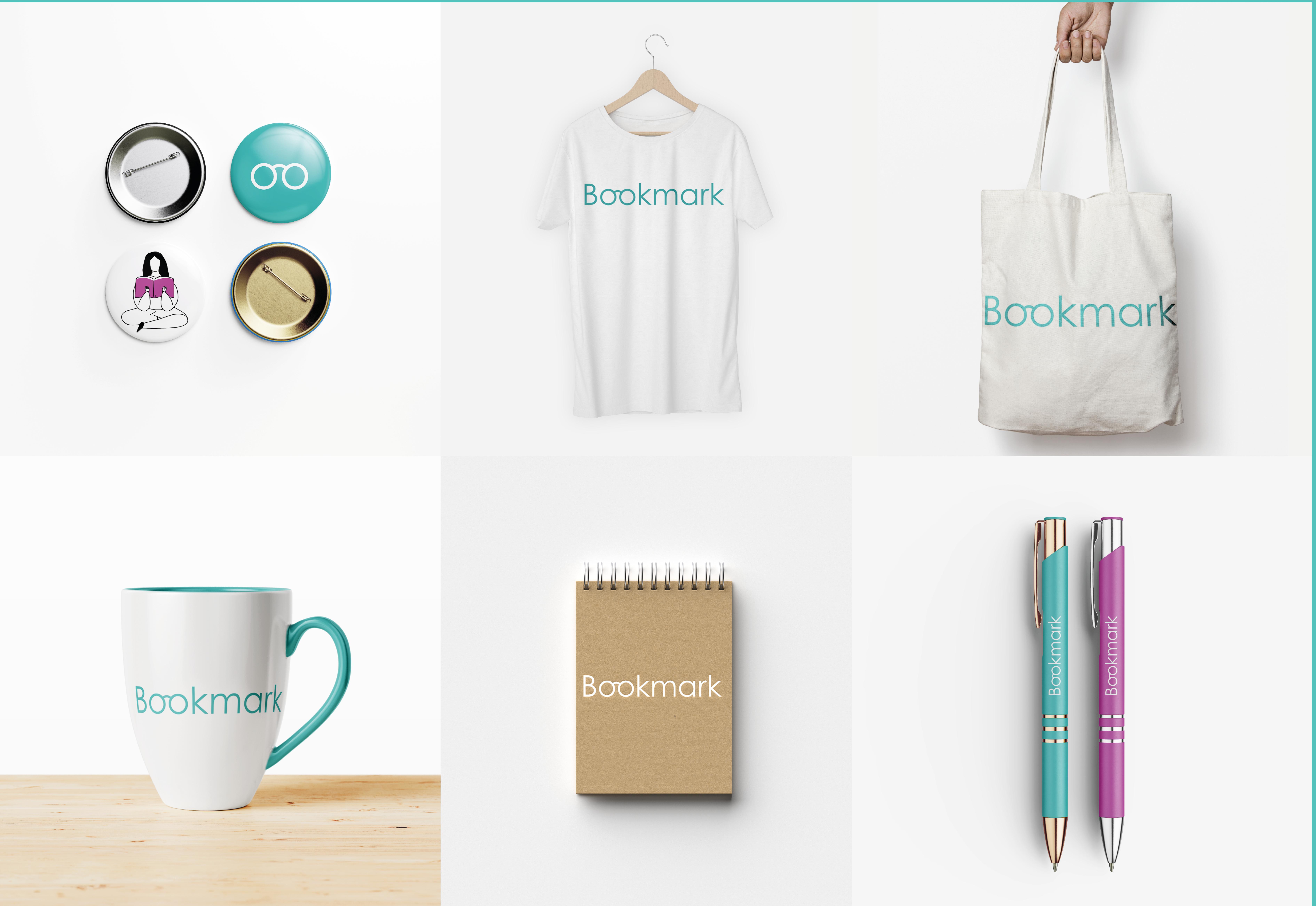
The products are all explicitly targeted for my target market of 18 - over 45s as I have tried to implement products that they can all use regularly.

Here are the pieces of merchandise I have created:

- Bookmarks
- Badges
- T-shirts
- Tote bags
- Mugs
- Notepads
- Branded Pens



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Promotion

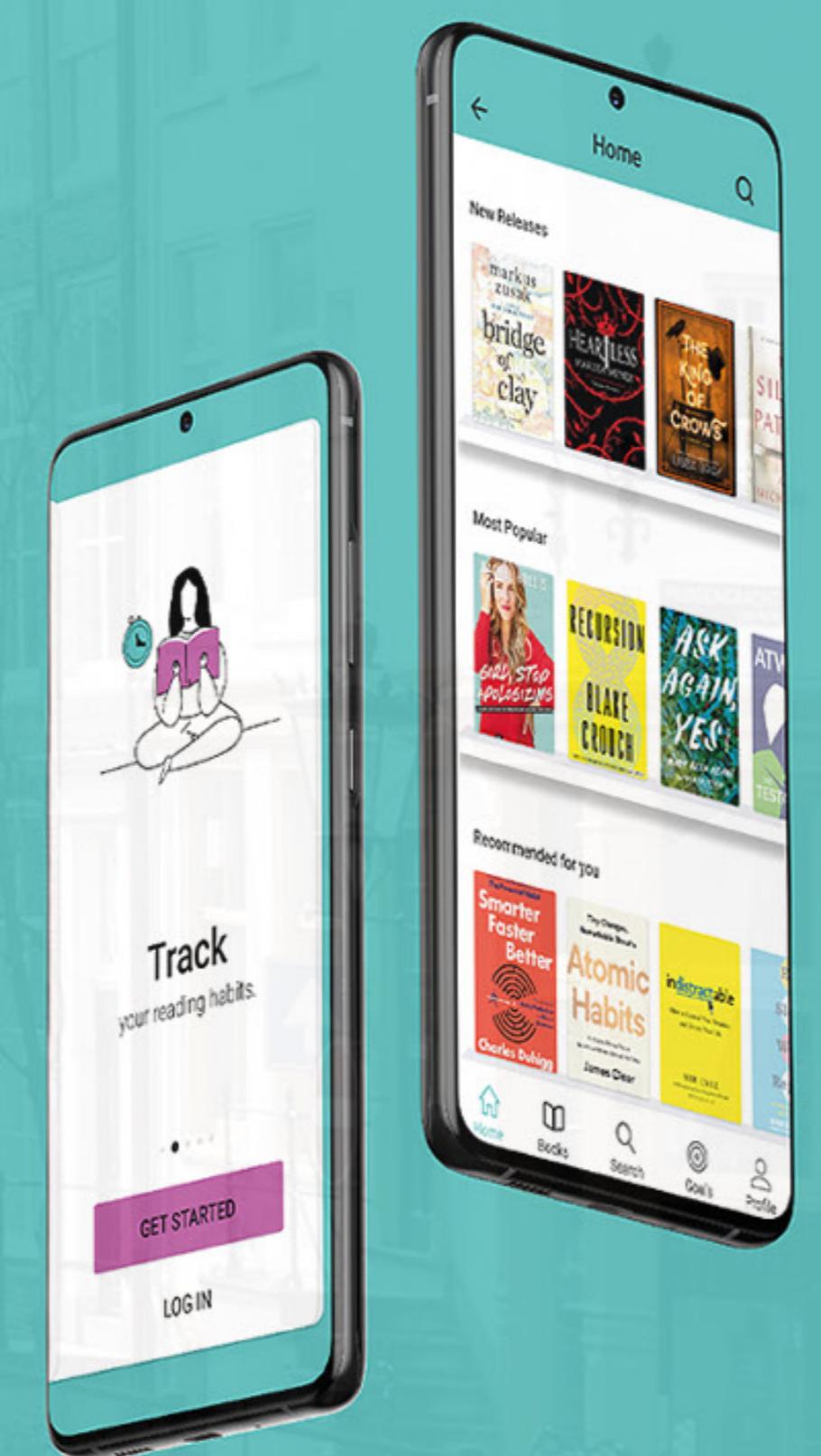
To promote Bookmark further, I designed a few billboards to showcase the app. I created these billboards in compliance with my brand colour scheme. They showcase an onboarding screen and the home screen for Bookmark. The main aim of these billboards is to try to promote the app and to drive users to discover more by downloading it on the Google Play Store.



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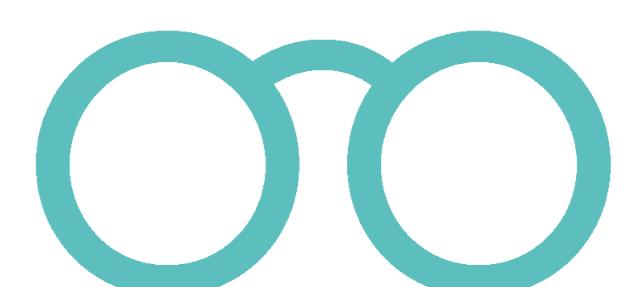
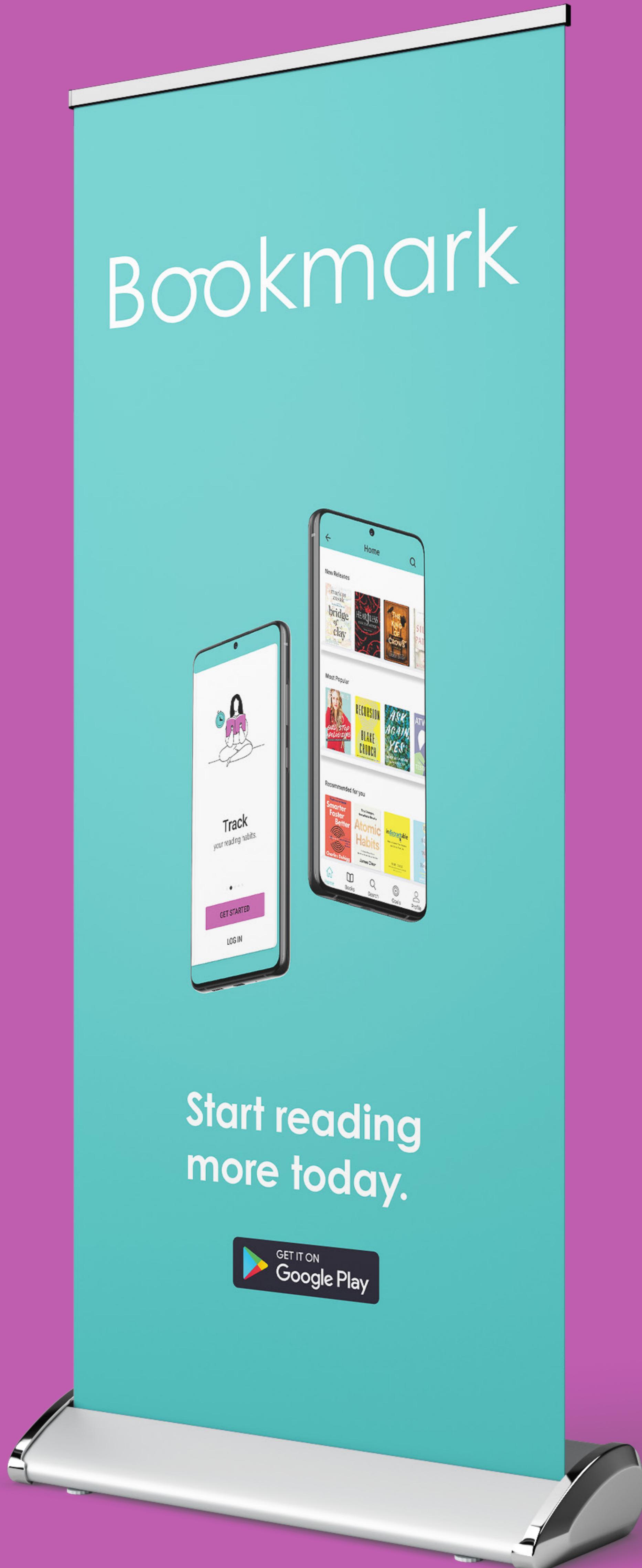
Start reading
more today.



The Future of Bookmark

To take Bookmark to the next stage, I would aim to try and secure funding for the app whether this is from the Literacy Reading Agency or small publishers in Belfast who would want to try and increase their sales by promoting people to read more by using the app. Securing funding or sponsorship would mean I could pay a developer to develop Bookmark into a fully functional app for people to download and regularly use.

I designed this roll up to show how Bookmark will get promoted in bookshops, universities and even schools. To try and encourage users of all ages to start reading more as a regular daily habit. So hopefully with Bookmark that could happen.



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