**Tammy Hartline | Launch Plan | Event Tracking Mobile Application | CS-360 2023**

**Launch Plan for Event Tracker Mobile Application**



**Executive Summary**

The Event Tracker mobile application is designed to provide users with a seamless event management experience. Users can log in to their individual accounts, schedule, edit, and delete events, and receive timely notifications. The primary goal of the launch is to introduce a user-friendly and efficient tool for managing personal and professional events.

**Objectives and Goals for the Launch**

User Acquisition: Achieve a user base of 10,000 within the first month.

User Engagement: Maintain a user engagement rate of at least 60%.

App Downloads: Aim for 50,000 downloads in the initial three months.

**Target Audience**

The target audience for the Event Tracker app includes professionals, students, and individuals who actively organize or attend events. Key user personas involve busy professionals looking for efficient event management solutions and students seeking to streamline their schedules.

**Market Analysis**

Competitive analysis reveals several event tracking apps in the market. The unique selling points of Event Tracker include an intuitive user interface, robust notification system, and seamless event organization capabilities.

**Pre-Launch Preparation**

A thorough testing phase has been conducted, focusing on functionality, usability, and security. Bug fixing and feature refinements are currently ongoing, ensuring a stable and user-friendly application will be launched into production.

**Marketing and Promotion**

The marketing strategy includes leveraging social media platforms, collaborating with influencers in the productivity space, and creating engaging promotional content. A marketing budget has been allocated for online advertisements to maximize reach.

**Launch Timeline**

Week 1: Feature implementations and bug fixes.

Week 2: Internal testing and final refinements.

Week 3-4: Soft launch to a limited audience for further testing.

Week 5-8: Full-scale launch with extensive marketing efforts.

User Acquisition Strategy

Early adopters will be incentivized with exclusive features or premium access. A referral program will encourage users to invite friends, offering mutual benefits for successful referrals.

**Technical Infrastructure**

The app is hosted on a scalable cloud server to accommodate potential traffic surges. Regular monitoring will ensure optimal performance.

**Customer Support**

Multiple customer support channels, including email and in-app chat, will be available. FAQs and documentation will assist users, and staff will undergo training to handle potential issues effectively.

**Post-Launch Marketing**

Continued promotional efforts will focus on user engagement, feature highlights, and community-building. Regular feedback collection will inform updates and improvements.

**Monitoring and Analytics**

Analytics tools will monitor app performance, user behavior, and key performance indicators (KPIs) such as user retention and conversion rates.

**Legal and Compliance**

The application adheres to data protection laws, with clearly defined terms of service and a privacy policy. Legal considerations include intellectual property rights and user data security.

**Budget Allocation**

Budget allocation includes marketing expenses, server infrastructure costs, and a contingency fund for unforeseen expenses.

**Conclusion**

This launch plan outlines a comprehensive strategy for the successful introduction of the Event Tracker mobile application. Acknowledging potential challenges, the team expresses confidence in achieving the outlined objectives.

**Appendix**

* [Link to Terms of Service]
* [Link to Privacy Policy]
* [Sample Promotional Content]
* [User Feedback Form]