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Nationwide Marketing Plan for Jike App

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Abstract

Nowadays, news apps such as Yidianzixun, Jinri Toutiao, and Tencent News are fashionable. However, greatly reduced content quality, frequent embedded advertising, and a sea of shallow information without careful selection have become the major drawbacks of current information apps.

More and more young people are opting for niche information apps, where they can subscribe to sources according to their preferences and browse only what they want to read.

Jike is an interest-based information pushing tool available on iOS and Android platforms. Users can follow people, news and events they are interested in via Jike, and the app will track the latest trends of these people and events and let users timely get information they care about through push notifications. For example, once users subscribe to the topic, “New movies with 8.0 or higher score on Douban”, Jike allows them to receive push notifications whenever such a movie appears on Douban Movies.

It is reported that Jike is designed to improve the efficiency of people's access to information. “Forms including proving latest news, passive reading, and short text are all best ways to get information delivered”, said Ye Xidong, CEO of Jike. “Jike will produce more fine-sorted and highly correlated topics and optimize the topic push service by making wiser use of the phone notification bar in the hope of achieving the matching of users and information”, he added.

The marketing plan has made a detailed investigation of the market environment, competitor analysis, and customer use of Jike, and designed a nationwide marketing and promotion plan for the App from December 2017 to March 2018.



Part I

Analysis from Three Aspects

Chapter 1 Product Analysis

Section 1 Physical Attributes of Jike

1. Product introduction

Jike is an interest-based information push notifier that allows users to follow people, news and events they are enthusiastic about and keep up with related updates, and lets users gain the information they are concerned about in time through push notifications. A typical topic to subscribe to: “Useless but interesting trivia”, “Reminder of celebrities’ deleting their micro-blogs the moment they post them”.

2. Product classification

As a third-party application software of smartphones, Jike belongs to subscription apps rather than aggregate apps like Jinri Toutiao and Yidianzixun.

3. Product function

Jike aims to timely and accurately push the updates of people, topics, events followed by users

4. Product icon



Section 2 Mental Attributes of Jike

1. Jike cultivates users to build the information frameworks of their own with its well-sorted information, so that customers will not easily get lost in enormous amounts of complex information on Internet platforms. For example, generally, if a user chooses a topic themed “TV series scoring over 9.0 on Douban”, plenty of unclassified and unscreened film and television work notifications will pop up on his or her phone.

2. Jike helps users avoid information that seems not attractive.

3. As information update frequency is extremely high, Jike assists users in getting the latest news on the topics they are concerned about.

4. Jike taps users' potential interest in unfamiliar fields or areas to which they haven't paid attention by creative naming of topics;

5. Jike provides a communication platform for young people from all walks of life who prefer the latest information and niche culture.

6. A concise, precise and eye-catching lead caters to Internet-based “fast reading” when the topic relevant is updated.

Section 3 PLC analysis of Jike

1. **Industry support.** Ali App Distribution officially launched a program called Ivy Plan to support excellent app developers in January 2017 with an investment of 1 billion in traffic. Push class “Jike” featuring information customization was selected to be a part of its first phase. It is reported that Jike will have the chance to be recommended by Wandoujia or PP Assistant through the client-side splash screen, gain more exposure from single product recommendation activities and multi-brand joint marketing opportunities.

2. **Being placed in a variety show for the first time.** The usage, features like small memory and functions of Jike was detailedly introduced in Happy Camp, a popular entertainment program, aired on September 9, 2017. And after that, Jike’s ranking witnessed an overall increase of 1329 places within two days, from 1456th to 127th.

3. **Uncertain profit model.** Though Jike has won the favor of a large number of users, profitability is a must for every enterprise. Based on its current development, as the number of users increases further, monetizing its traffic (such as advertising) becomes feasible. However, it’s worth considering what kind of advertising should be chosen to protect the user experience while ensuring profitability of enterprises.

4. **Technical strength to be strengthened.** Judging from some contents on Jike's official Weibo and comments on the App Store, there are some shortcomings technically.

5. **Challenges in message classification.** “Currently, there are a total of more than 2,000 self-built reminders.” The increasing number of reminders makes it urgent to implement effective classification.

6. **The classification page of [Discovery] can be optimized**

In summary, Jike is in its **growth stage**.

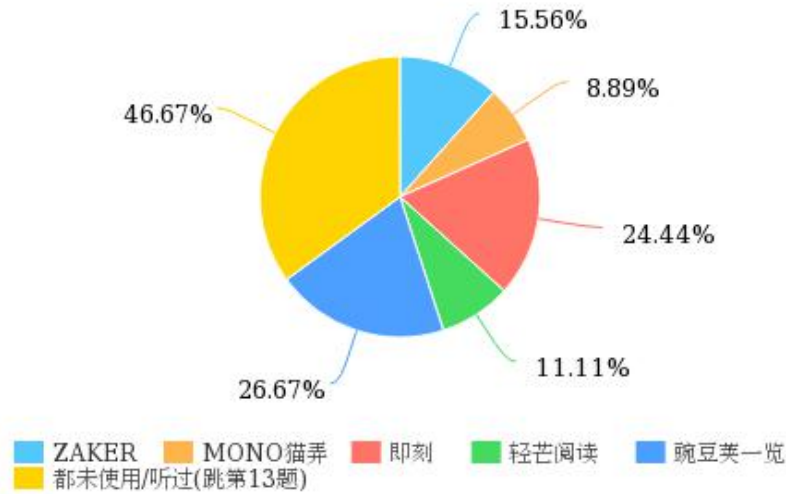
Section 4 Brand image analysis





Young, changeable, innovative, interesting, unique, novel

Section 5 Analysis of competitors

On the basis of questionnaire data, apps including Qingmang Yuedu (former Wandoujia Yilan), ZAKER and MONO, which are similar to Jike, can be listed as its

competitors despite their small market shares.



	Jike	MONO	ZAKER	Qingmang Yuedu
App Icon				
Listing time	March 2015	November 2014	September 2011	July 2017 (former Wandoujia Yilan)
Slogen	Just want to see something wonderful.	Never miss the content you are interested in.	Deliver valuable information	Browse the contents of all the apps you like in one app
Positioning	An information subscription App based on fine-sorted interest topics with precise push function	A high-quality content and cultural information subscription App	An information subscription App integrating deeply personalized subscription, interactive sharing, O2O service	A high-quality content subscription App based on user's interest
Strengths	1. Fine-sorted and interested-oriented	1. Rich content of high quality: Its content is not original but	1. Deeply personalized subscription content:	1. Putting a priority on reading experience:

	<p>subscription feed: subscription feeds and content of Jike are mainly determined, and completed, and then delivered to users through the coordination of crawler scraping, content algorithm, efficient background, editing operation, user feedback, etc. The subscription feed of Jike can be as fine-sorted as one topic or one scene.</p> <p>2. Pers onalized push settings based on a single subscription feed: users can decide whether to push a subscription subject or not.</p> <p>3. User s can create their own topics and track the</p>	<p>provided by existing excellent content creators.</p> <p>2. Attractive interaction design; chic startup page, artistic tone and avant-garde design</p> <p>3. It mainly focuses on lifestyles and life attitudes (including fashion trend, music and film design), and basically involves no serious topics (such as business, politics, history).</p> <p>4. Interest group discussions and interesting online activities</p>	<p>focusing on news, hot topics, interest topics, newspapers, magazines, Wechat public accounts and other content to realize deep personalized customization</p> <p>2. LBS-based O2O services: LBS-based catering, leisure and entertainment services</p>	<p>content card in a uniform style, detail page adopting native page in statistical style</p>
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	latest events they are concerned about.			
Download Ranking (IOS)	9 (news)	148 (social communication)	15(news)	70(news)
Operation	crawler scraping + content algorithm + efficient background + editing operation + user feedback	crawler scraping + content algorithm + editing operation + user feedback	crawler scraping + content algorithm + editing operation + user feedback	RSS technology
Promotion	Word of mouth marketing; SNS communication; app store distribution; we-media promotion	Word of mouth marketing; SNS communication; we-media promotion; app store distribution	SNS communication; app store distribution; early PR advertorial	app store distribution; we-media promotion
Business model	Since Jike's target user group is small and in its initial growth stage, traffic monetization is unpractical. Advertorial is the only commercial approach.	Realizing IP monetization and financing through content operation	1. Advertisement: splash screen advertisements on startup pages, splash screen advertisements after pulling homepage to refresh, banner advertisements on homepage and channel pages, Bar advertisements interspersed with list pages, interstitial advertisement on content pages. 2. Guiding consumption through O2O: To monetize life services,	“Qingmang” has two apps: Qingmang Yuedu and Qingmang Zazhi. Increasing user base by constantly consolidating its brand place in users’ hearts

			advertisements are interspersed with Tab 4 “entertainment” to guide users to consume online or offline. Advertorial: PR advertorials	
Number of followers on Weibo	260,000	490,000	1230,000	9,955
Life cycle	Growth stage	Growth stage	Mature stage	Mature stage

Chapter 2 Market Analysis

Section 1 Analysis of environmental system

1. Internet environment

As smart phones and electronic devices are developing rapidly, fragmented reading has become an inevitable outcome of the development of science and technology. In the digital age, traditional reading is changing slowly, and the era of mobile reading is coming. The emergence and development of Internet-themed reading and reading terminals have started an era of digital reading.

2. Market environment of reading apps

a) Classification 1

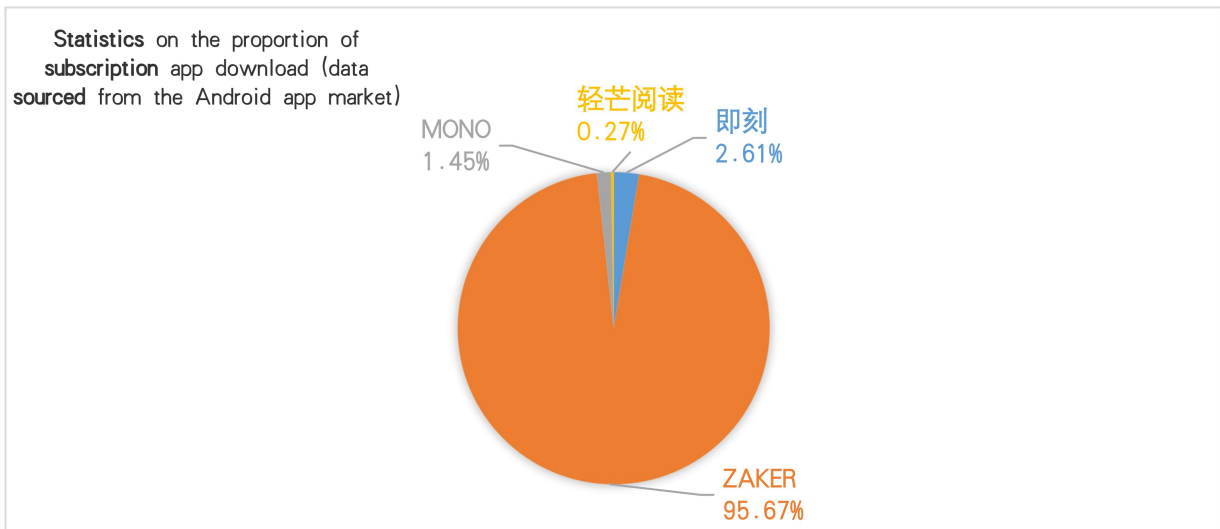
	Aggregate App	Subscription App
Features	Basic need not requiring manual subscription	Basic need requiring manual subscription

Like products	Jinri Toutiao and Tencent News	Jike and Qingmang Yuedu
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b) Classification based on product form

	News App			Book and magazine App			Information subscription App
Content	Portal	Media	Aggregate	Book	Magazine	Newspaper	Personalization
Like products	NetEase News SOHU	Ifeng News The Paper	Jinri Toutiao Yidianzixun	PRIS QQ Reader	National Geographic Global People	The Wall Street Journal Southern Weekly	Jike Qingmang Yuedu

Section 2 Analysis of market potential



(Wandoujia Yilan has been renamed Qingmang Yuedu after inquiry.)

As shown in the chart above, ZAKER, as a traditional subscription app, has occupied half of the market in terms of popularity and usage rate, with a download volume of 130 million, compared with that of Jike, 3.54 million.

Section 3 SWOT analysis and conclusion

<p>S</p> <ul style="list-style-type: none"> - fine-sorted interest-themed subscription feed; - Personalized push settings based on a single subscription feed; - Sustainable tracking of lots of information that hasn't yet appeared; 	<p>W</p> <ul style="list-style-type: none"> -Uncertain profit model; - Technical strength to be strengthened; -Lack of user interaction, user stickiness, and user precipitation; - The larger the number of topics, the higher the cost of topic classification; - Positioned at the middle and high-end class, Jike cannot be compared with Jinri Toutiao and ZAKER in terms of potential users and the spiritual core of the broad masses of the people; - Lack of transmission of specific values;
<p>O</p> <ul style="list-style-type: none"> - Winning industry support such as the “Ivy Plan” of Ali App; - Given the trend of young people’s pursuing of niche culture, novel products turn out to be more promising; - Fragmented user time area and huge personalized consulting market; - Creating your topic and keeping up-to-date with the events you are concerned about. 	<p>T</p> <ul style="list-style-type: none"> - Jike cannot get rid of its “parasitic” attribute, for it relies on other content platforms, thus staying in a disadvantageous position among political, policy, and market changes; - In addition to their large user base, BAT and traditional portals’ intervention in the consulting market makes personalized information market face fierce competition.

Chapter 3 Consumer Analysis

Section 1 Survey Plan

1. Offline questionnaire survey

Time period: October 5, 2018 to October 7, 2018

Target: All users who have the habit of reading on the Internet all over the country

Required valid sample number: **90**

2. Time for in-depth interviews

Time period: October 7, 2018 to October 8, 2018

Target: Students and office workers aged from 18 to 29 who plan to use or are using Jike.

Number of interviewees: **8**

Interview forms: offline communication, network communication, telephone communication

Section 2 Overall usage trends of information App users

1. The number of users who have heard of or used interest-based subscription apps accounts for half of the total sample size, and this has proved that such apps have not been fully popularized.

2. Most users expect that information apps will only push information related to the topics they have subscribed.

3. The daily usage rate of information apps is one to two times per day, and the total daily usage time is less than 30 minutes.

4. Users generally dislike interstitial advertisements which can reduce apps' favorability, but advertorials are widely accepted.

5. Three functions of information apps that users value most are "preference-based pushing", "subscription time/topic status tracking", and "social platform sharing".

6. Three aspects of information apps that users dislike are "excessive advertising", "too many push notifications", and "severe content homogeneity".

7. Users have a strong desire to subscribe to extremely fine-sorted topics.

Section 3 User Analysis

1. Analysis of existing users

a) Composition of existing users

Through market research, we find that 24.44% of the total sample of users who have heard of or used Jike, are mainly Internet advocates aged from 18 to 29 with undergraduate degrees.

b) Usage behaviors of existing users

- According to a questionnaire, 45.45% of Jike's users have been following a topic/time/personality (such as celebrity/team/stock market) for over a year.
- Interstitial advertisements are generally acceptable for Jike's existing users.
- What Jike's users value most is information exclusivity.

c) Summary of in-depth interviews

- The target group has a high preference for virtual entertainment.
- Jike has gradually become one of the approaches for the interviewees to access to hotspot information;
- The majority of interviewees are willing to trust the safety of online dating
- The target group relies heavily on music use NetEase CloudMusic frequently;
- Respondents' viewing preferences and favorite stars show that they identify more with Western culture and values, and prefer to use iQIYi, Bilibili often;
- Almost each interviewee has expertise;
- Most interviewees have a certain knowledge base and are willing to share their knowledge and insights;
- All interviewees can output a certain amount of interesting content in their chats with others;
- The interviewees have an awareness of copyright and are willing to pay for knowledge;
- Most of the interviewees would like to trust the safety of online dating and are more comfortable with online socializing;
- Investment and studying abroad become the first choice of most of the interviewees who will utilize their money more efficiently;;
- These interviewees' self-focus is not so high; and the majority of them tend to take a respectful and understandable attitude towards minorities who are often mentioned in social opinion with a more open mind.
- Most of the interviewees have formed a fitness habit and recognized the necessity to have a strong and healthy body.
- The interviewees focus on personality and fitness degree, and haven't mentioned too much of the requirements for appearance when choosing a life mate.

2. Analysis of potential users

According to a market survey of 90 people, we found that the number of users who show interest in “what is being discussed on Weibo” is 56, of which 16 users use Jike, thus the potential users accounting for 44.44% (40/90).

a) Characteristics of potential users

Users interested in such fine-sorted topics as “what is being discussed on Weibo”, but haven't used Jike can be regarded as potential users.

b) Usage habits of potential user

Potential users like to subscribe to their favorite categories when browsing information apps;

- c) Possibility of potential users being attracted by Jike
Potential users are easily attracted by social media advertising.

3. Analysis of target users

The target users of Jike are highly educated students and white-collars aged from 18 to 29 who have avant-garde thinking, interesting ideas, strong curiosity and busy schedules. They are open-minded, pursue quality of life, and live a full life.

Section 4 Insight into users

After obtaining his master's degree, Xiao Xu joined an Internet company. As a fresh graduate, he needs to learn large amount of the latest information about the industry every day. He has to spend an hour on the subway due to a relatively long commuting distance. But there was a newly downloaded secret room escape game on his phone. For him, niche games like decryption were more appealing than the common popular ones like "Anipop" and "Arena of Valor". "This level is so difficult, let it be, just do some reading.", he thought. Xu took a Kindle out of his bag. Recently, he is reading a book by a social media influencer on Zhihu. The price of this book on Amazon e-book market is 20 RMB, higher than the average price of general e-books. Xu believes that "paying for knowledge" is understandable. What's more, getting the latest insights of the industry's bigwigs for just 20 yuan is a real bargain. Ding! "One Republic has a new single released" is a message pushed by Jike. Gosh, so excited to have another song set on an infinite loop. This is the only band he wants to see live performance. Their songs are less about love and rock, and more about a sense of rousing vitality, occasionally involve about ultimate questions such as "the darkling skies and yellow earth, amid great chaos had their birth" and "the meaning of life". But he is too busy with work to go abroad for a concert. "Ding! These overseas products are on sale at a 50% off". Clicked in and he saw the BOSS blue-tooth earphones he has long been yearning for and he saw once at the airport brand store. Given it needed only 1,000 after discount, Xiao Xu haven't not hesitated to complete the following operations, "add to cart, order and pay". "If I cannot go to the scene, upgrading my earphones is also a good choice," he thought. Tomorrow is the weekend, and several of his high school classmates have made an appointment to go to a bar after playing games. Since he doesn't like the atmosphere of the bar, so he decided not to join them. Finally, he can switch from a hectic work scene to an alone and quite time after work to have a rest. He has planned to stay at home as he remembers a few high-scoring movies and documentaries recommended on Jike. As he was getting out of the subway, he looked up and saw a girl who looks like his net friend on Zhihu who he met last time. Here's how they know each other. Xiao Xu once answered a question about the Internet on Zhihu, a girl had some interesting interactions with him in the comment section, and they later met each other and became friends. He does not think about this experience that much, and all he believes is that contacting more with some interesting people of the same taste and hobby can let different ideas collide with each other, which can allow him to feel the fun of life.