

Wii-Tell.

MARKETING PLAN 2020



Marketing Objectives

- To gain high customer traction for high market share and revenue: to achieve 500,000 downloads and have 30-40% active users of our platform after Year one.
- To achieve a 400% yearly increase in the number of subscribers. We want to cross one million active users by or by Year 2.
- To obtain investment and create functional business partnerships.
- To effectively penetrate new market segments and geographical regions.

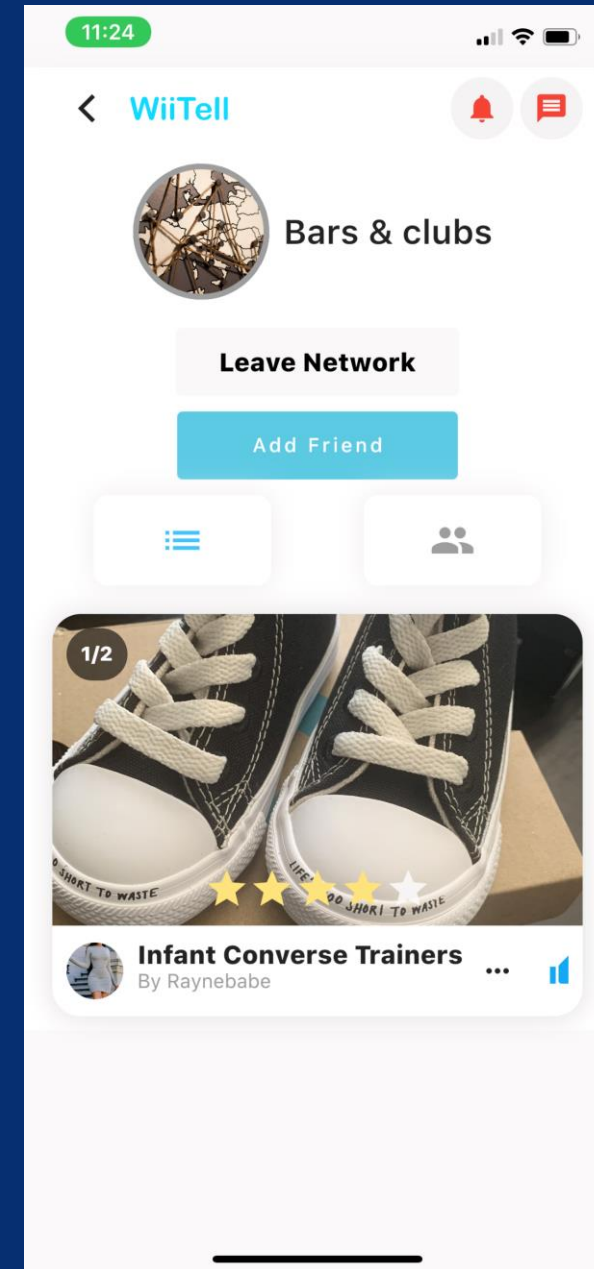
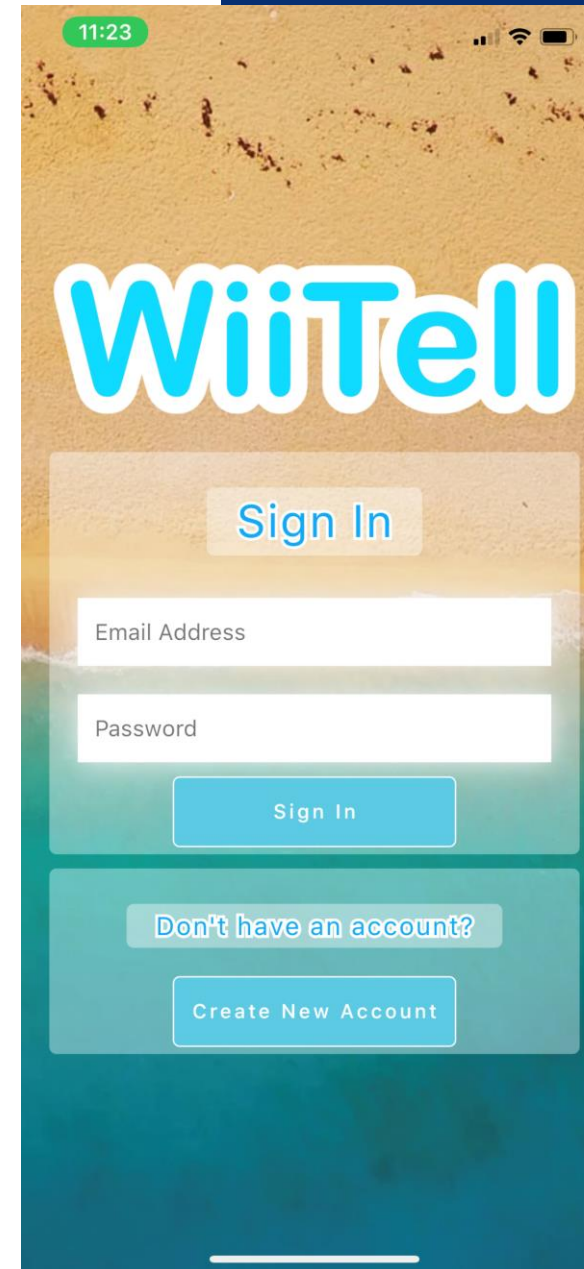


Product description

Wii-Tell is an independent social media review app for consumers and shoppers to write their genuine opinion about a product or service.

Wii-Tell makes the review process personal for both the reviewer and for those looking to read honest opinions about a product or service before purchase. Reviews are curated and shared in a Personal and social network infrastructure which permits comments, likes, dislikes and sharing.

Users can create closed groups around their common interests, Personal and professional relationships. The app will integrate with other social media network mediums and is extremely flexible, allowing every user to create a variety of categories that are relevant to their followership.



Our Services



Ratings and reviews about products and services (from blogs, videos, audio notes, photos etc.)



Relevant industry reviews and information sharing



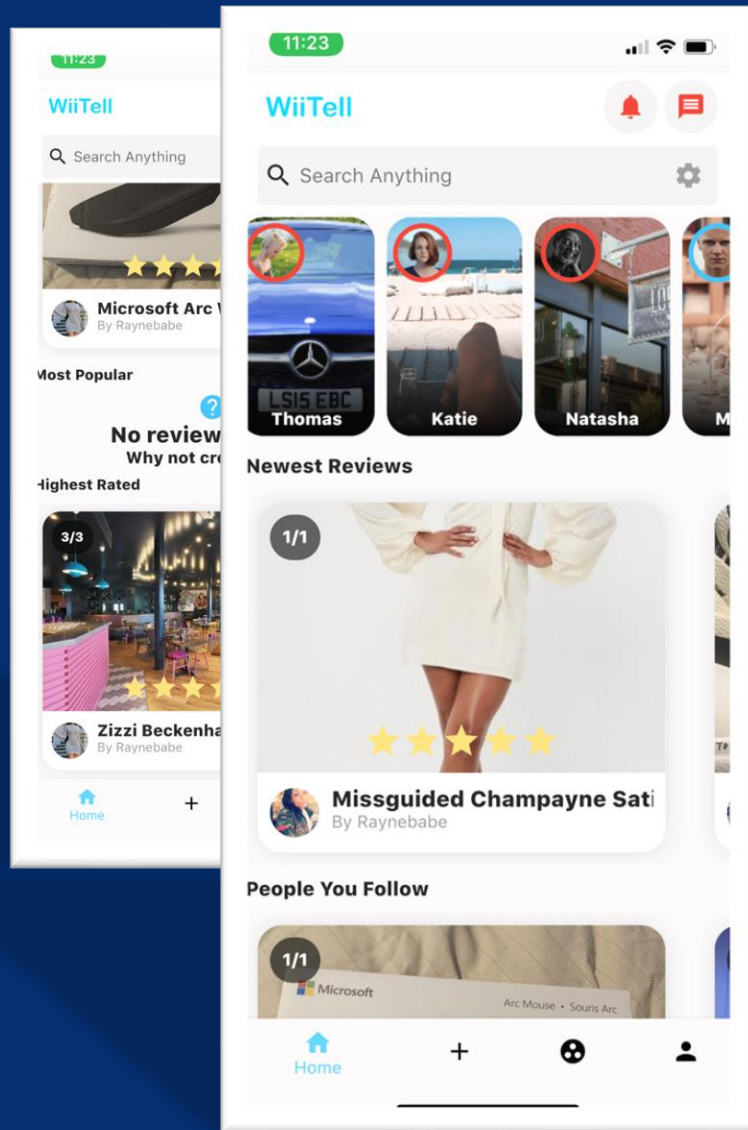
Product listing



Data Analytics



Business advertisement



Value Proposition And Unique Features

- The largest, all-inclusive network for consumer reviews
- A platform for businesses to connect with their consumers
- A platform for consumers to connect with one another
- Opportunity to promote creative ideas.
- Professional review and vetting of goods and services to help consumers make better decisions.

Positioning Strategy for Wii-Tell

We want to be intentional about our market entrance by going to where reviews are most needed. We will be starting off with two industries that have consumers with high interests in other people's review.

These industries are

- 1) Electronics and gadgets industry.
- 2) Beauty and skincare industry.

Consumer Psychographics

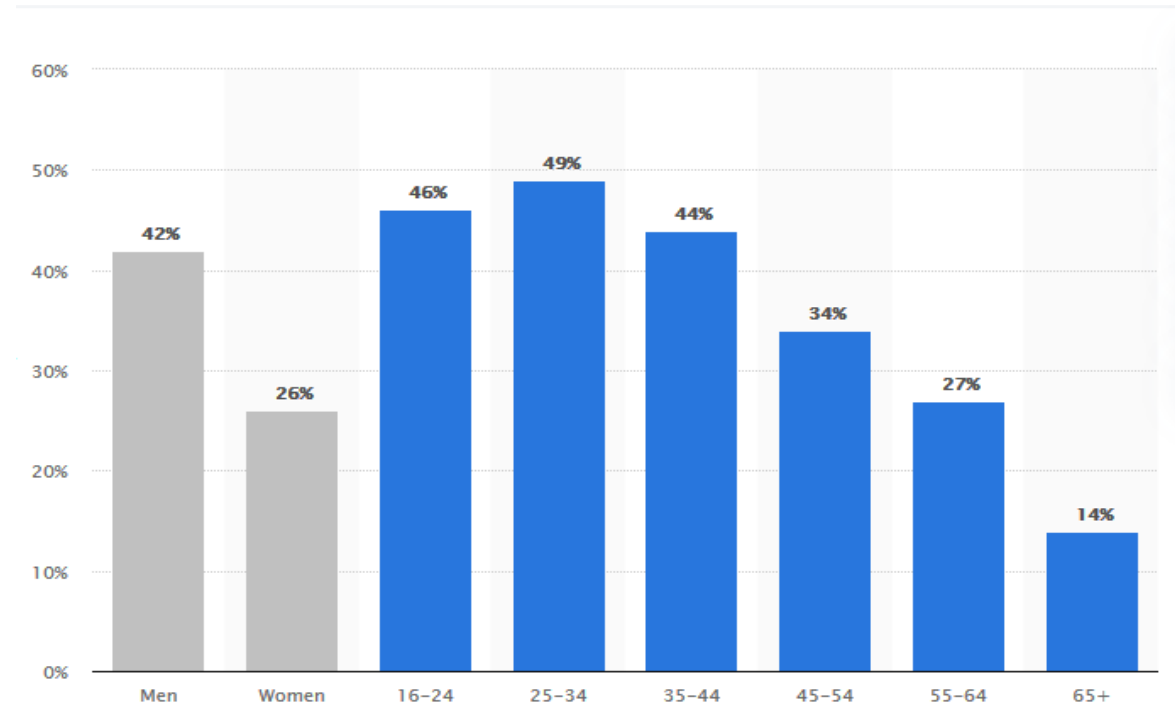
- 1) Those who would like to connect with other high-end skin care products
- 2) People who will love to check other consumer's reviews on gadgets and skincare products before carrying out an order.
- 3) Gadgets and skin care businesses who would like to create their own niche of reviewers
- 4) Consumers who would love a social app with other consumers of
- 5) like passion and needs
- 6) People who would love to check all their favorite product's reviews on just one platform

Market Study

Share of individuals to purchase electronic equipment (including cameras) online in UK in 2020, by age and gender

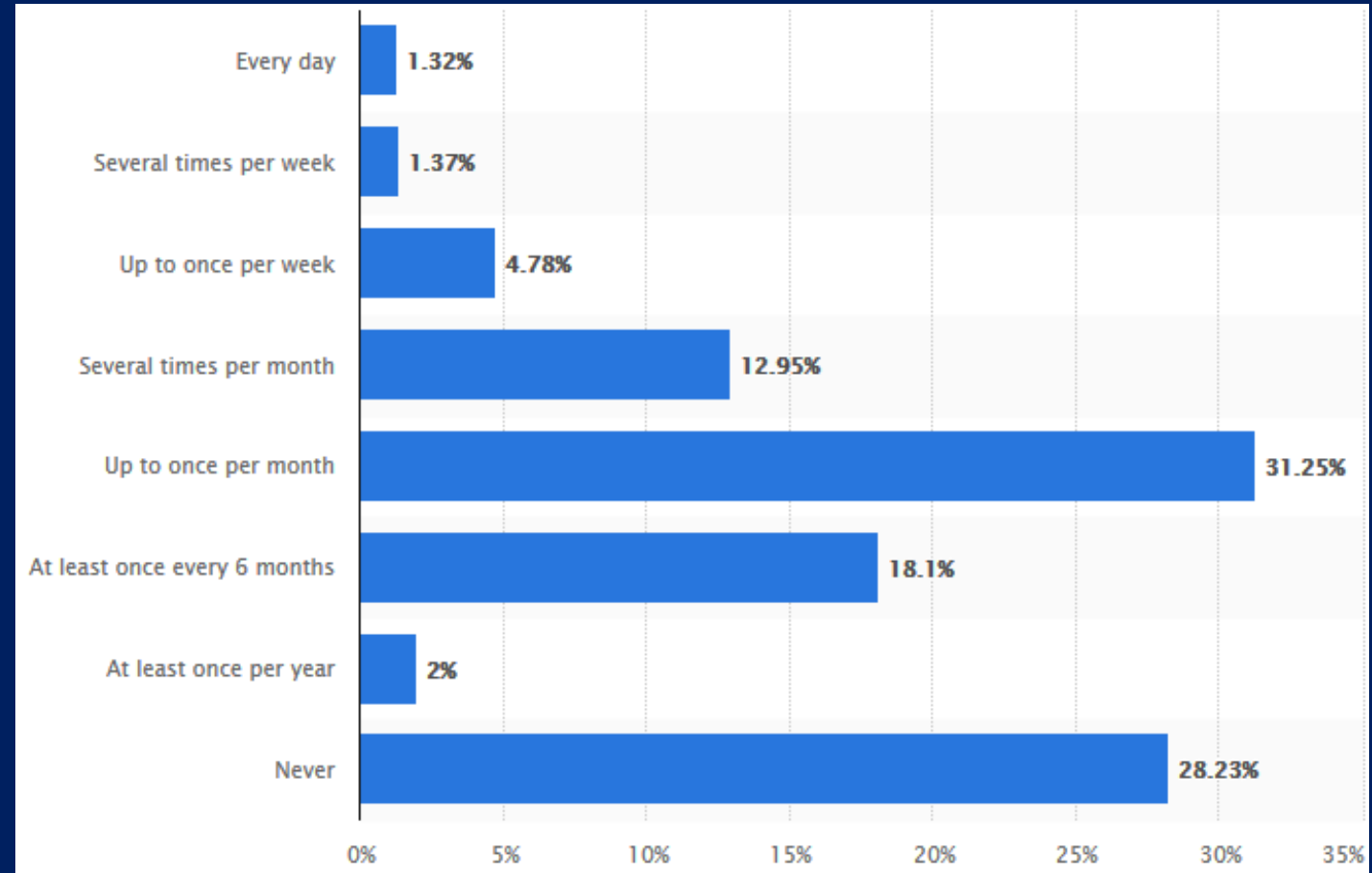
While brick and mortar stores are still making more sales than online stores, online stores are steadily on the rise. This is mainly because of the increased speed and convenience.

This statistic shows the results of a survey in which respondents were asked how often they purchase electronics online in the United Kingdom (UK) in 2017. A majority of 37 percent of respondents occasionally purchase electronics online, followed by 33 percent who do so very frequently



Consumer frequency of buying skincare in the United Kingdom (UK) in 2019

The worldwide skincare, beauty and cosmetics industry is predicted to be worth over \$675 billion by 2020. In the UK, the beauty industry employs over a million people and is worth £17 billion. Women aged 18 to 34 are the biggest portion of the cosmetics market, and they are more likely to be buying more than 10 types of products a year. That said, the 50-plus population is predicted to grow by 38 per cent from 2015 to 2035 and women over 45 spend £2 billion annually on cosmetics, skincare and toiletries.



Competitive Analysis

Direct Competition

Although some many websites and apps allow users to give reviews on products and services, very few of this app functions as a social media or connects to other social media platforms

Below are the websites that allow consumers to review and rate product and services:

Amazon Shopping: With this app, users can simply search up what it is they are looking for, find the price and reviews that are offered for that specific product.

ShopSavvy Barcode & QR Scanner: The app helps to reveal pricing, comparable products, and reviews of purchases that buyers are about to make. However, instead of having to manually enter in the item what they wish to buy, the app makes it extremely easy to search for the product by using the camera to take a picture of the barcode.

Price.com: Price.com is a platform that is able to capture a complete set of items for any category, the app reveals the best prices and reviews for items ranging from tickets to electronics and even fashion



Competitive Analysis

Indirect Competition

YELP: With Yelp, users who are looking to try new foods or places are able to get a sense of the service and quality of the food prior to eating there. With images, star ratings, hours, prices, and the different services that are offered, visitors can form expectations prior to eating at a particular restaurant.



ANGIE'S LIST: This is a paid-for business directory and review portal. Users can search for information on various types of businesses in their area, view ratings and reviews, and write reviews themselves. Users can also hire companies through **Angie's List**, often at discounted rates.



NAME	YEAR OF ESTABLISHMENT	REVENUE	EMPLOYEES
Amazon Shopping	July, 1994	\$1.014b	6,030
YELP	July 2004	\$160.47b	75,000
Shop Savvy	2008	\$10m	\$10m
QR Barcode	2011	\$\$4m	\$54m



Expansion beyond first Position

- After we have gained traction in these two industries, we will then move on to other industries.
- Intensify our marketing strategies.
- Continuous research and development of the app, its features, services and process.
- Alliance and networking with businesses.

Case Study (Tik-Tok)



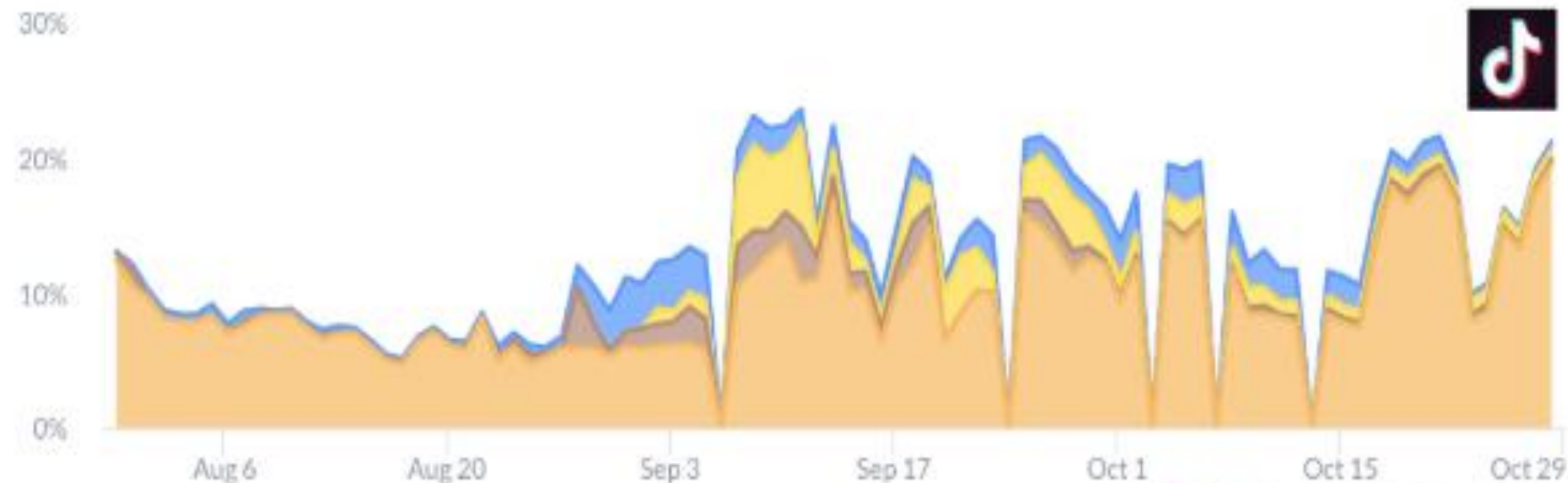
Tik-Tok is a Chinese company that turned into becoming one of the most profitable and downloaded apps in the world. This app is a combination pack of the vines, Twitter, and Instagram. Tik-Tok, with over 800 million monthly users has surpassed the total download records of Instagram in the first half of its release. However, the success of Tik-Tok isn't just powered by mere excitement, it was all credited to a significant increase in advertising spend by Byte Dance, it was reported in 2019 that Tik-Tok was the largest advertiser on SnapChat, running an app-install campaign worth \$1 billion. Advertising on rival platforms has been a key strategy for Tik-Tok. And they ascribed a slowdown in download growth last year to a decline Facebook ad spending.

Tik-tok Advertising Spend

Network Share ▾

Last 90 Days

- ☒ AdMob
- ☒ AppLovin
- ☒ Chartboost
- ☒ Facebook
- ☒ IronSource
- ☒ MoPub
- ☒ Unity
- ☒ Vungle



Other marketing strategies used by Tik-Tok include:

1) **Influencers**: A considerable number of people became aware of Tik-Tok through Instagram stories from Instagram Influencers. Daily, thousands of people share Tik-Tok videos on their Instagram stories, something that plays an important role in usage/download rates of Tik-Tok.

2) **Niche marketing**: Tik-Tok is a unique niched app that is seemingly made for today's younger generation, who are most of the time glued on their Smartphone are bored. It also gives them the opportunity to get off social media where their parents can see what they are up to

3) **Content**: It is easier to upload content in Tik-Tok than to do so in Instagram and Snapchat. This is because when you open the app, there is no sign up or tutorial- it just takes you straight into the app's content, which hooks the audience right away.





SWOT

ANALYSIS



STRENGTH

- First- to- market
- Strategic Operational model
- Flexibility and distinct features on the app



WEAKNESS

- Being new entrants in the industry
- How to finance initial investment
- How to price seats
- How to scale



OPPORTUNITY

- A large, underserved market
Online presence
- Possibilities for acquisition by bigger social media platforms



THREAT

- Unfavorable economic situations
- Unfavorable government policies and legislation
- Larger companies might imitate our concept and create competition

Sales Process



FINDING

This is the first stage of the sales process. After identifying our target market, we will then set out to find the consumer with the “need” for gadgets and skincare reviews. Our marketing strategies will be directed to this market.



ENGAGING

This is the stage where our target market get to see our app as an option to check their reviews. We will keep investing in different marketing strategies to get them convinced.



PROVING

At this stage, the customer typically has the chance to review the information provided him about product/ service via the marketing channel(s) and our capacity to meet his needs.



WINNING

This is the stage where the deal is closed. The customer decides to download and subscribe.



KEEPING

This is the stage where actual customer satisfaction and depth of the relationship which has been built with the customer are measured.

Buyers' Persona



THE FRUSTRATED

This consists of consumers who have had bad experiences with several products and services. This segment will be desperate for a solution and be willing to get some reviews to guide their next purchase.

We forecast that they will make up as much as 35% of the target market.



THE PROACTIVE

This consists of consumers who haven't had unpleasant experiences before but are well-informed of the possible adverse effect that this can have on them. They will therefore not be hesitant to subscribe and pay for an app that could save them from this loss, this would be about 45% of the target market.



THE INQUISITIVE

These are consumers that are undecided about their need for Wil-Tell. They might have been in contact with our marketing channels but aren't convinced about the app's capacity. The intent for download will be to test the performance of the app, but we are sure that the period of free trial will be enough to convince them. They should account for the remaining 20%.

Customer's Journey Sales Funnel

Channels	Experience
Awareness	Consumers see our adverts through Influencers and social media campaign. At this point, consumers are curious and needs to understand what possibilities exist through the app. Our Objective is to keep creating exciting Ads that explains the Product. Through Ads, we need to show the how Wi-tell can help consumers make informed decisions before they make a purchase. We also want to appeal to businesses that see our products by saying they have an incentive to join our platform and be proactive by inviting consumers to leave comments– positive or negative.
Consideration	At this stage, people understand the main value offer of the App after seeing our Ads repeatedly. They have either downloaded the app to try it or are still looking to learn more about the services of Wi-Tell. Our objective is to broaden the consideration at this stage by investigating attractive offers to consumers and businesses
Activation	At this point, the potential users have the criteria set and have mostly finished the discovery phase.
Churn	We will likely have a lot of people use the app one time and forget about it. Our objective is to keep redirecting our Ads and campaign to their signup email
Retention	Other groups within our early adopter may use the app every time they make a purchase that is not favorable. Businesses that see our value proposition will potentially encourage their customers to leave their review on our platform as we are independent. Our objective is to keep our active users active by consistently replenishing their timelines with similar products or categories they have interests in.

Strategic Marketing Initiatives

PRE-LAUNCH:



Venture Capitalist and Investors: There are many investors and venture capitalists that invest in start-ups especially in the tech service/industry. Details about such VCs and investors will be gotten through an online search. We will contact them, determine their requirements for business and also pitch our product to them for investment.



Influencer Marketing: The best bet for an online promotion and marketing is influencer marketing. We will hire influencers such as musical artistes, twitter and Instagram influencers to talk about our app. We would also hire YouTube Tubers to make a review of what our app entails. We could also involve in giveaways and promos as this is one sure way to mouth to mouth referral.



Social media ads: We will also run aggressive paid advertisement on social media till our brand is registered on every shopper's heart. Based on our target market, we will focus on Facebook, Instagram and Twitter at the pre-launch stage. We will then develop tone and style for our daily posts.



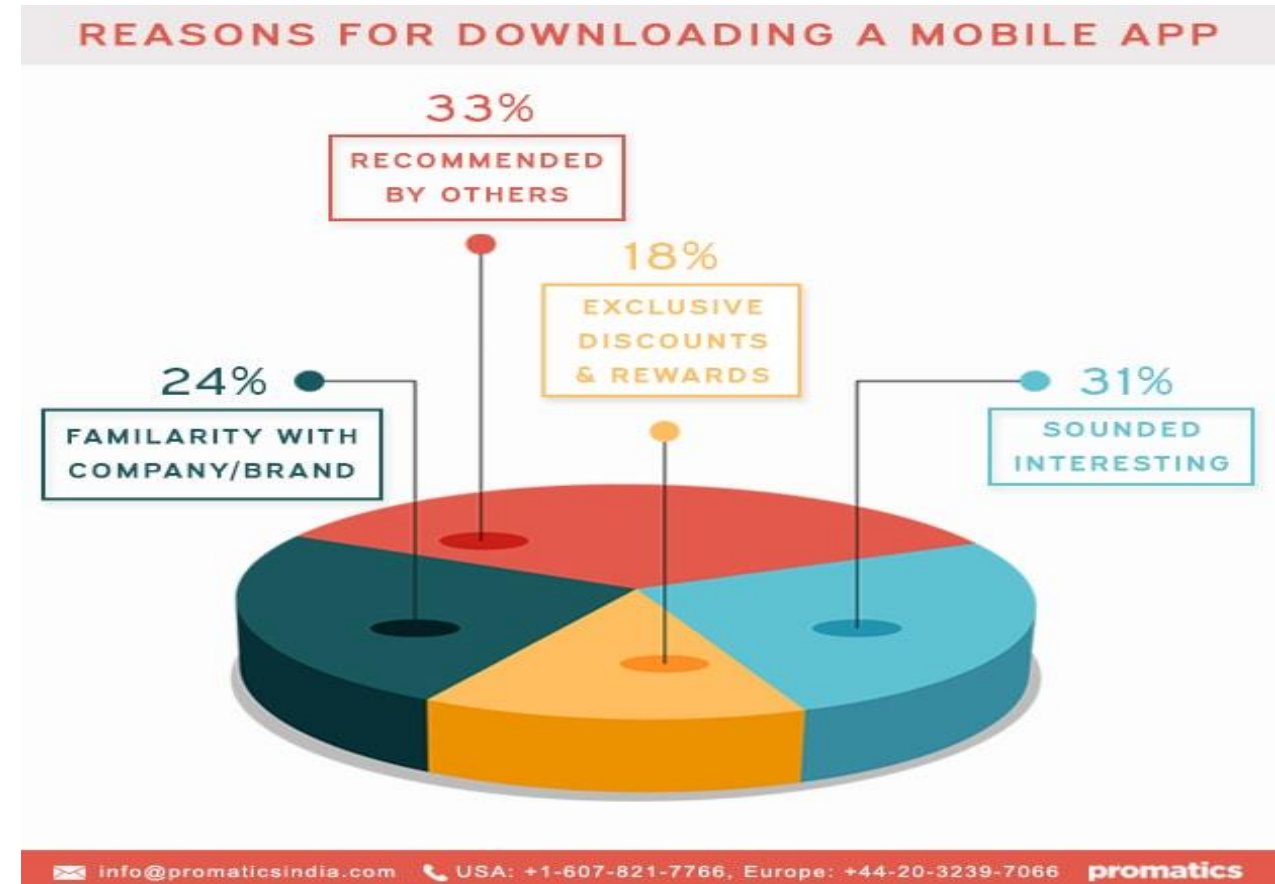
Service Marketing: We will emphasize sincere, trusted, professional reviews and excellent customer relationship in all of our operations



Associations and organizations: Proposals will be sent to associations and organizations to do business with us, their conferences will as well be attended for presentations and exhibitions of our products.



Search advertising: Google Play and Apple's App store both offer in-store advertising that app managers can purchase to drive downloads. We will leverage on this



LAUNCH:



Blog post: When it's time to launch, we will hire popular bloggers to boast about the app's features, showcase screenshots, and videos



Online listings and directories: We will ensure that Wil-Tell is listed as a tech/service company on popular online listings and directories. We will provide accurate business contact for these platforms as this will increase the chances of organic searches finding the business.



App Store Optimization: We will find and use the right keywords for mobile app discoverability. We will find the language our target audience uses for their search for a product like ours and careful



Email Marketing: Articles and news with quality and engaging contents about our products and company will be propagated through blogs with a high level of viewership and followership.

LAUNCH:



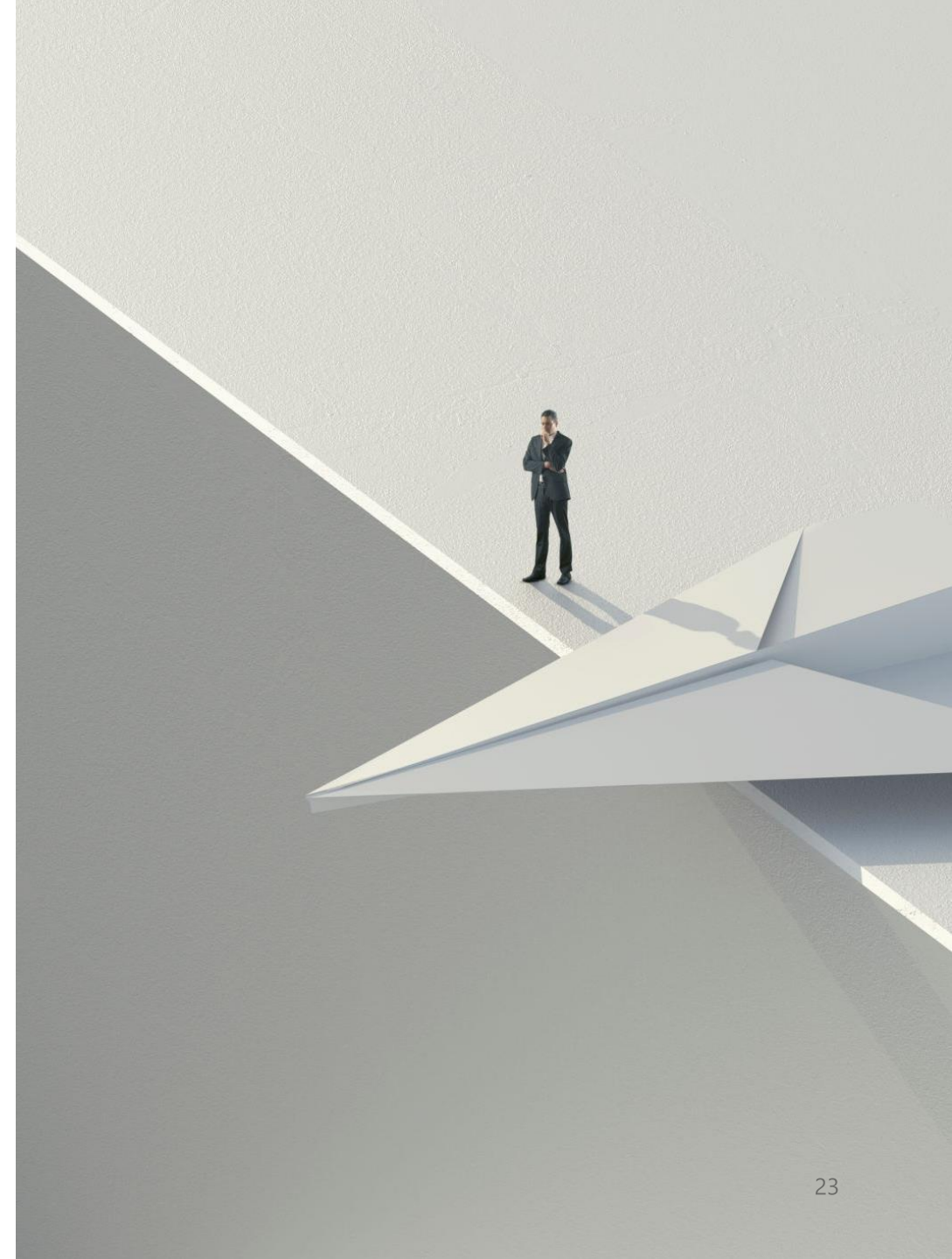
Discount and Promos: Offering our users a bonus or benefit when they promote our app online is a surefire way to get them to spread the word. With a staggering 3900% growth rate, Dropbox is an excellent example of how powerful referrals can be.

The company had just 1,00,000 registered users in 2008, which climbed to a staggering 4,000,000 registered users within a mere 15 month period as a result of their referral program. This post from Localities explains how Dropbox used referrals to exponentially increase their user base.

Post-launch

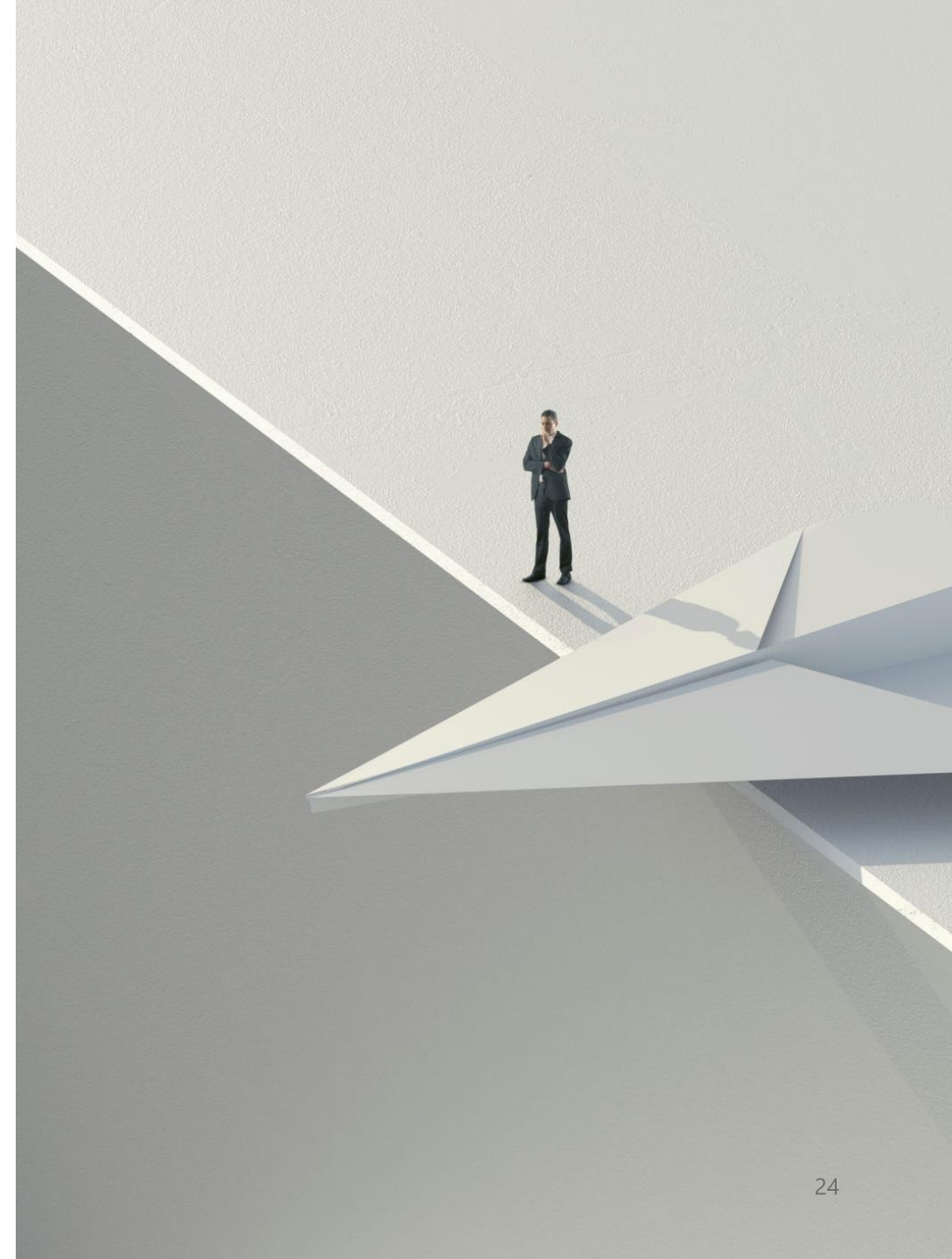
(Other strategies from pre-launch and launch can also be adopted)

1. **We will expand to other industries and also increase our database**
2. **Push notification.** When a user gets to install our app, we will send notifications one at any time; our user doesn't even have to be in the app to see it. Push notifications are easy to brand, and we will specify actions for the user to take with a single tap.
3. **In-app messages** are similar to push notifications, but they're delivered to your users while they're active in your app. We will put real-time updates in them, and, unlike push notifications, they don't require opt-in in order to be received.
4. The **message center** is a passive channel inside the app; it offers a user a way to see past notifications if they're interested. It's a great way to deliver messages that don't require immediate action and that might be most useful when a user is already in the app.



Post-launch

5. **Print media:** Advertorial contents will also be made available on newspapers, business magazines and journals that are suitable with the potential to reach target customers. Posters and signage (electronic and LED panels) will also be employed to promote our brand and business. They will be placed at strategic locations where human traffic is high and where people can have a reasonable view time.
6. **Referral and word of mouth promotion:** We will encourage our clients to refer other friends to our app and reward for referral will be automated on the app using referral link.
7. **Onboarding flow:** This is a tour of the product, showing where key features are and explaining when and how to use them. Thoughtful onboarding increases engagement and builds trust, which in turn makes it easier to ask user for permission to send notifications and other messages.



MARKETING ACTION PLAN

INFLUENCER MARKETING– This should be done continuously and subject to review at least, once in 6 months.

Channels	Actions	Expected Results
Social Media Platforms, Website	1. Hire social media influencers to review our products to their fan.	<ul style="list-style-type: none">• Brand awareness• Increased business visibility through organic searches.

SOCIAL MEDIA- This should be administered twice daily

Channels	Actions	Expected Results
Facebook	1. Create accounts	<ul style="list-style-type: none">• Increased followership
YouTube	2. Create and post well-optimised contents	<ul style="list-style-type: none">• Increased engagement
Instagram	3. Link accounts with the website	<ul style="list-style-type: none">• Enable brand campaign and publicity.
Twitter	4. Use hashtags	<ul style="list-style-type: none">• Increase business visibility.
	5. Use Social media marketing	<ul style="list-style-type: none">• Increase website traffic
	6. Organise and post contests and giveaways.	

MARKETING ACTION PLAN

PRINTMEDIA – this should be done continuously and subject to review at least, once a year.

Channels	Actions	Expected Results
Newspapers	1. Printing of materials with the company's name, logo, contact information and business description.	• Improved brand popularity.
Magazines		• Business visibility.
Flyers.	2. Create and send contents for the media outlets.	• Increased sales volume.
Posters.		• Increased website traffic.
LED boards.		

INCENTIVES AND GIVEAWAY – To be performed every month

Channels	Actions	Expected Results
Gifts	Dedicate a percentage of the monthly revenue for discount and give away	• Customers' engagement • Increased Patronage

PRINT MEDIA: It should be done regularly

Channels	Actions	Expected Results
Flyers	1. Design a catchy flyer and poster with relevant information about the product	• Improved brand popularity
Posters		• Increased sales volume
	2. Place them in strategic locations in the USA and Canada	• Increased website traffic



Implementation strategy

SEED FUNDING (Testing) PHASE:

1. We will launch the MVP (minimum viable product) as a soft launch few weeks in advance of the hard launch date. This will give the app ample time to go through the app stores review processes while also getting reviews and reports that might be useful for fixing bugs and errors.
2. Create a list of gadgets and skincare companies and directly promote the app to them through in-person meetings, cold calls, and emails.
3. Create a media list- bloggers, media outlets, influencers, websites etc., that could post articles and contents about the app and also contact them to promote Wil-Tell on their channels.
4. Collect emails of visitors on the website and send them messages containing well-optimized promotional and advertorial contents.
5. Engage App Store optimization and SEO
6. Begin Social Media campaigns with photos, videos, contests and giveaways.
7. We will engage in Pay Per click and ads

Market Communication

The marketing communications via the selected marketing channels would fall under 4 major themes. Under these themes, messages would be developed to convey Wil-Tell's value propositions to the contractors and their businesses. The themes are:

1. **Save Time:** Wil-Tell will help consumers conserve the time and energy that would be expended in searching various platforms for a product/service review. It will also help businesses to create a niche or target those that they will prefer to review their products.
2. **Be Informed:** Consumers on Wil-Tell constitutes a community where useful information/ reviews can be shared amongst one another. They can know which business to make orders from and also have access to information that can help them avoid buying a substandard product.
3. **Have a Voice:** Consumers and businesses now have a say. Through Wil-Tell we envisage a movement that will curb excesses in business relations
4. **Buy Smarter:** Information is power. Having the right information about the market and the industry can help consumers adopt a focused approach in their orders. It also gives businesses the opportunity to use accurate market data for strategy development.

Examples of Market Communication

1. Save Time: Why spend hours searching through the internet for that product review when you can get it with just a click on Wi-Tell?
2. Be Informed: Are you worried about getting reviews from people with the same reality as you?, Wi-Tell gives you the luxury of gathering reviews from people within your niche.
3. Have a Voice: With Wi-Tell, you can now express yourself in the most convenient way
4. Buy Smarter: Why worry about the quality of that product/services, when Wi-Tell can provide answers to all your questions?





Key Performance Indicators

Cost per lead: This calculates the cost of acquiring a customer through marketing activities. It helps analyze and ensure that we allocate the right amount of budget to productive campaigns

Traffic-to-lead ratio: This indicator will help us understand where our website traffic is coming from; social media, referrals, direct etc.

Organic traffic: This is closely linked to SEO and it shows that clients are finding the company through searches; hence this indicator will be properly monitored and refined accordingly.

Content downloads/ request for more info.

Data Driven Strategy

Retention Strategy: Wi-Tell has different attractive features that can encourage our users to drop their review; from videos to voice notes, instant messaging etc, Users can make short memes of celebrities' reviews. We will also update our users on family and friends that have joined Wi-Tell and keep them coming back by sending updates on how many of their friends has joined since they left.

Active user strategy: In a bid to turn our monthly users to daily users, we would hire influencers to post their reviews regularly on the app and also invite their fans through hashtags to share their experience about various products/services. This could also be one of the strategies through which we will promote businesses on the app.

Churn reduction Strategy: In order to stop people from leaving the app, we would send them notifications about their followers activities. This notification can also be sent to their email. We would also engage in short pop-up ads; these adds pop up on user's Smartphone screen at intervals. Also, we would use our knowledge of what the user has experienced interest in before to get them back into the app.

Marketing & Partnering Budget

Due to startups increased dependence on paid acquisition channels for growth, especially for e-commerce products. The median seed round has increased by 300% from \$272,000 to \$750,000. However for Wi-Tell , paid advertisement will be a wise acquisition channel, because when the numbers add up, paying X dollars for every new customer is the right way to go.

TEST PERIOD:

TOTAL MONTHLY BUDGET: MAX OF £XX for the first 6 months and a total of £XX for the first year.

Marketing Type	Description	Cost Per Month (£)
Influencers	Advertise with top Instagram and Twitter influencers	£7,000
Email marketing	Cost of sending emails to customer database	£1,200/CPM
Associations and business communities	Business cards, leaflets	£1,700
Company's Website	Creation of website with monthly maintenance	£1,850
Social Media Accounts	Cost of hiring aSocial media marketer	
SEO	Cost of hiring an agency or freelancer	£2,000
Blogs	Featuring the app in a popular/official blog	£1,200
Discounts and Promos	Amount set aside for discount and promos	
Online listings	Cost of listing business online	£2,500
Contingency budget	Amount set aside for discount and promos	£1,200
TOTAL		23,650

Growth Phase:

Other strategies from the test stage can also be applied to this phase.

Marketing Type	Description	Cost per Month (£)
Paid Advertising	Featuring the app in a popular/official blog	3000
Blogging and SMM	Featuring the app in a popular/official blog	1000
App trailer	Cost of trailer on twitch and other platforms	1,920
ASO (App Store Optimization)	Cost spent on App Store Optimization	106.8
Influencer marketing	Cost of acquiring an influencer	2,000
TOTAL		8,026