

STAY W**KE

MARKETING PLAN

STAY WOKE

STAY SAFE

STAY SOCIAL

Target Market

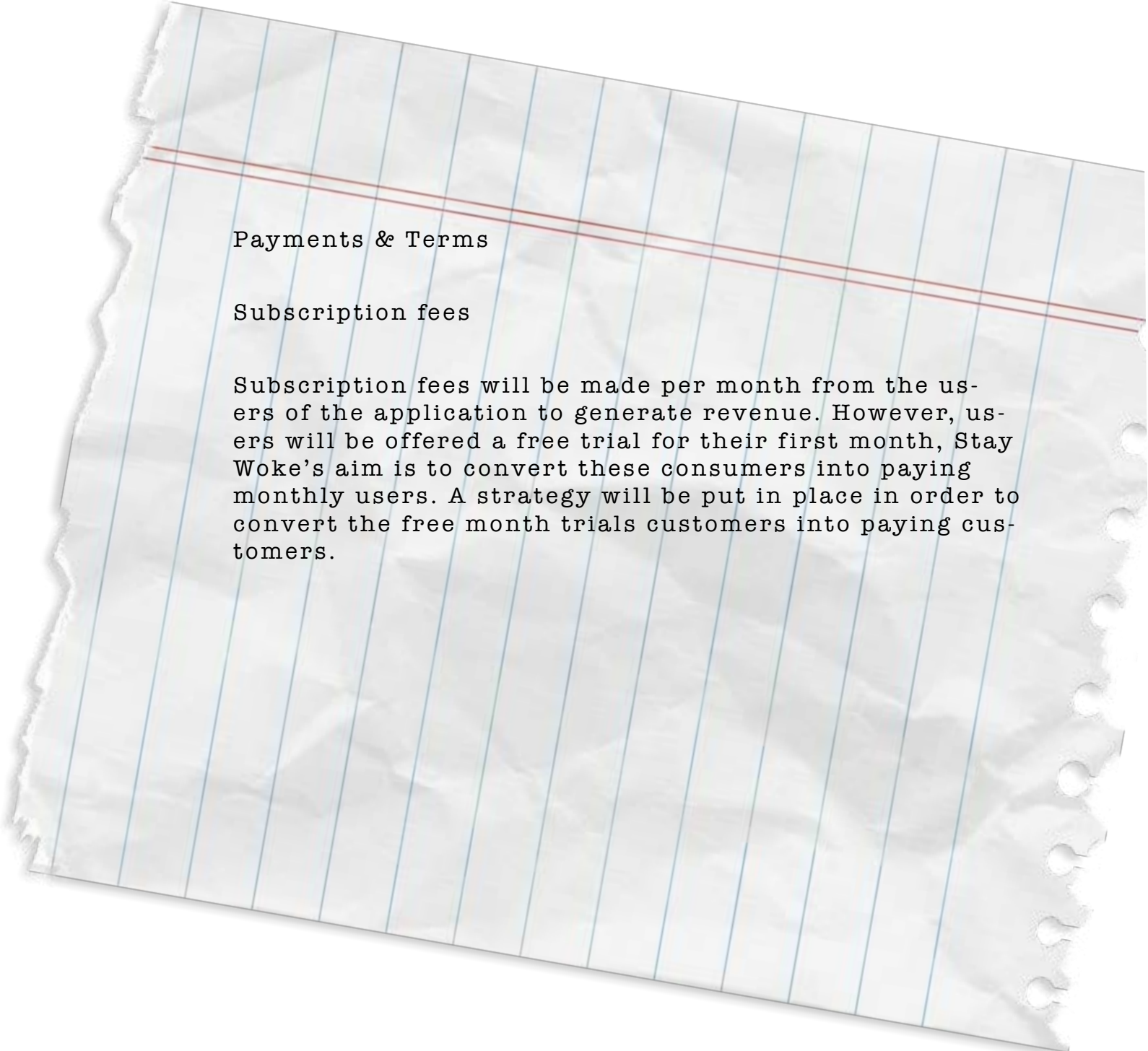
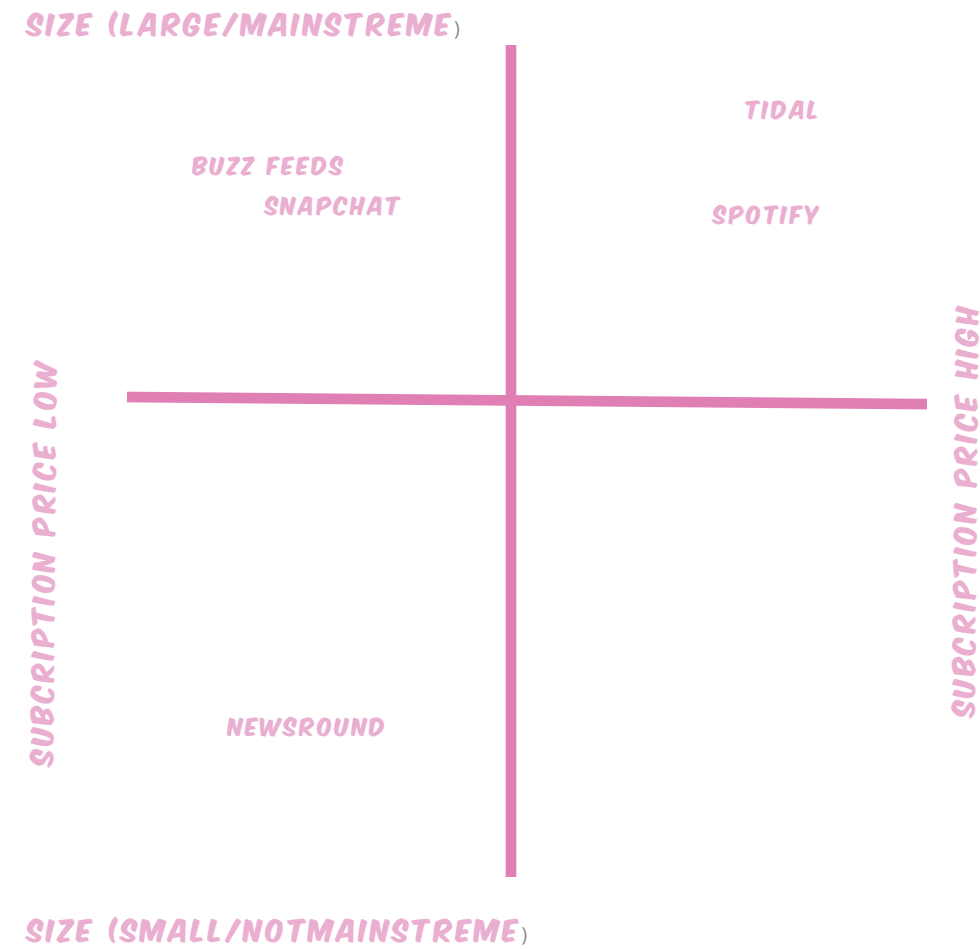
Stay Woke is an app that is needed in the market due to the new rise of the Youthquakers. Youth of today want to be in the know of social political, economical and cultural issues. Youths want to have a voice; share knowledge and bring a light to important topics. Due to youths living their lives in the real world and also on virtual world they need a tool that will meet their needs and cause the youthquake to continue forever.

Unlike other news and social media apps the news that is provided is nothing but important news and has a celebrity ban on it. The application will be of serious content but will be fun and easy to use.

Anticipated Demand

As an app of this specific nature is in such high demand and there is no other app that combines social media, important news and forums together as one due to the research made of the characteristics of the younger generation the app is forecasted to be in high demand. Stay Woke anticipates anyone to have started the free trial to upgrade to the monthly subscriptions as it is now a necessity for youths to stay woke.

PRODUCT POSITIONING MAP



PRICING STRATEGY:

Users will sign up and will need to put in their details, being; Name, Date of birth, Address, Email and Card details.

Once signed up a welcome email will be sent to the user. Users will firstly be sent an official welcome email, simply welcoming them to the Stay Woke community and a second explaining to them very clearly what the application offers.

Stay Woke will then send out a personalized email which will include an email that will be personalized with the consumer's name and any educational events that may be happening within their area. Users will also receive emails based on their activity on the app and will highlight any features that they may not be using to help them get the full use of the app.

A final call to action email will be sent out to push the user to encourage them to take the next step to upgrade their account from their free trial.

The price of the application per month will be £5.99 per month and £3.99 for students; the use of psychological prices will be used. As the App is targeted at a younger audience it is important to put into account that they may be students or just starting out in the working world which consequently means that they may not have that much disposable income. The use of psychological pricing will mean that the target audience will associate the price closer to £2 than £3. Students will also be eligible for a discount. This will target that specific group as students now have an expectation of student discounts. This promotion will be made through social media and through student emails. 38% say that on-campus marketing is the way to reach them and 64% of college students want to receive emails about student discounts (Sheerid, 2018).

GROWTH POTENTIAL

Statistics prove that the application market is set to rise to huge figures by 2020. In 2015 the app market generated 69.7 billion and is estimated to rise up to 188.9 billion by 2020. The statistics demonstrate the app downloads in 2013 and the forecasted downloads being in 2020. It is estimated that 20 billion apps will be downloaded in the year of 2020 (Statistics, 2017).

Due to the Youthquake, youth activism is now on the rise. More Millennials are becoming more politically, socially and environmentally involved. Due to tools such as social media youths are coming together to speak out in the form of 'E-Activism' which is a form of online activism and campaigning.

The combination of the rapid growth of the app market and the trend that youths now use social media as a voice to highlight topics will drive the growth Stay Woke as there is a huge gap in the market for a tool like this to be available.



Market research was undertaken to confirm the need for Stay Woke in the app market and if the target audience would use it. When asking the target age range during a focus group it was said that 'Our generation needs something that real fuels us with knowledge but is also interactive and fun! It would be great to have an app that is actually social but educational' Another member of the focus group also stated that 'I would use it daily especially with my university work'. To back up the focus group a questionnaire was given to ages fifty 15-25 year olds at random asking 'Would you be interested in using an app like this' 95% of participants agreed yes. The use of a focus group and questioner confirms that there is a gap and a need for Stay Woke within the educational app market(primary research, 2018).

SOCIAL MEDIA ANALYSIS

Social Me- dia Tool	Customer	Volume of custom- ers	Detail of use	Strengths	Weakness
Facebook	88% of 18-29 year olds use Facebook. 62% of 65+ year old use Facebook (link-assis- tant, 2018).	2.2 million monthly users(pestleanaly- sis, 2017).	76% of adults use Facebook daily (pes- tleanalysis, 2017).	79% of users are college graduates which means the audience will be well educated and therefor more likely to learn. One-third of Facebook users engage with brands regularly.	The increasing number of busi- nesses using Facebook advertis- ing means the likelihood of your advert standing out vastly dimin- ishes. Catching people's atten- tions and getting your ad noticed amongst updates from their friends can be difficult, and requires cre- ative ad-sets which can come at an additional resource cost.
Twitter	36% of 18-29 year olds use Twitter. • 21% of 50-64 year olds use Twit- ter(link-as- sistant, 2018).	Twitter has 328 million monthly active users (pes- tleanalysis, 2017).	42% of adults use Twitter daily (pes- tleanalysis, 2017).	While other social media platforms can be valuable for grabbing atten- tion and breaking news, Twitter allows for a greater focus on rela- tionships. Twitter followers can do so much more than “like” this can create a conversation with customers. Hashtags are used to connect users interested in the same subjects.	Fast paced nature can make reach- ing large audiences hard Engagement it limited to 140 char- acters
Instagram	59% of 18-9 year olds use Instagram (link-assis- tant, 2018).	Instagram has 700 million monthly active users (pes- tleanalysis, 2017).	51% of adults use Instagram daily (pes- tleanalysis, 2017).	On-site analytics	Only available as an app.
Pinterest	36% of 18-29 year olds use Pinterest (link-assis- tant, 2018).	34% of 30-49 year olds use Pinterest (pestleanalysis, 2017).	25% of adults use Pinterest daily (pes- tleanalysis, 2017).	Product image pins and re-pins drive more sales than any other channel interest has a strong culture of sharing original links, which means your images will get credit and send your followers to your site	Majority of users are women (72%- 97%)

SOCIAL MEDIA ANALYSIS

COMMUNICATION/ENGAGEMENT STRATEGY

Social Media Tool	Customer	Communication Strategy	Frequency	Person Responsible
Facebook	18-25 year olds	Facebook is a tool to reach an older audience from the target age group. Promotional videos and topics shall be posted on Facebook to engage the target consumer.	5 times per day 9am-7pm	Social Media Team
Twitter	16-25 year olds	Use twitter as a tool to launch the app. This tool can be used by creating a hype by using hashtags and also creating a dis-cussion. Any questions of custom-er service queries can be answered on twitter.	10 times per day from 9am-9pm	Social Media Team
Instagram	15-25 year olds	Instagram will be used to target the younger audi-ence. Imagery and videos are very important. Eye catching imagery will be posted on Instagram and hashtags will be use to attract the target audi-ence to see posts.	5 days per day 9am-7pm	Social Media Team

COMMUNICATION/
ENGAGEMENT STRATEGY

MARKETING STRATEGY

Activity/Milestone	Person Responsible	Date of expected completion	Key Performance Indicator	Business Goals
Make the public launch event on Facebook	Social Media Team	August 1st 2019	This will be seen as a success if the target audience either agrees that they want to attend the event or save it as they are interested	This will help achieve a buzz around the launch of the application as it will create good PR for the app and help push the growth of the target audience downloading the app.
Twitter- Increase hashtag used #STAYWOKE to draw attention to the app.	Social Media Team	August 1st 2019	This will be seen as a success if the hashtag #STAYWOKE is used and starts to trend on twitter.	The use of the hashtag used on twitter and a trending hashtag will give the brand a strong presence on one of the key social media platform.
Launch promotional video on Facebook	Social Media Team	August 5th	This success will be measured with the amount of shares, likes and comments on the video.	The promotional video will give users a visual of the app. This is grab the target audience attention.
Launch promotional launch imagery on Instagram	Social Media Team	August 5th	The success will be measured by the amount of engagement on the app.	The promotional video will give users a visual of the app. This is grab the target audience attention.
Launch promotional video on Instagram	Social Media Team	August 5th	The success will be measured by the amount of engagement on the app.	The promotional video will give users a visual of the app. This is grab the target audience attention.
Create a discussion topic on twitter with the hashtag #STAYWOKE	Social Media Team	August 10th	This will be seen as a success if the hashtag #STAYWOKE is used and starts to trend on twitter.	The use of creating a discussion topic will allow the target audience to become emotionally attached to the brand as they will have their own opinions on the subject.

MARKETING STRATEGY

As Stay Wokes target audience fall between generation Z and millennial it is important that the marketing is communicated through social media as they are social media obsessed groups of people. They have either never known the world without a smartphone or social media or have grown up at an early age with having a high amount of technology in their lives.

Youthquakers, growing up in a fast pace environment has influenced their needs for wanting things at a quick speed and has also had a knock-on effect of their very short attention span. The tool of social media will allow another platform for its target audience to discuss the application.

As Stay Wokes idea is to become 'Woke' and therefore the wake up and learn about new topics which could potentially be shocking it is important that this is incorporated within the marketing by using striking imagery which will create a stir for its target audience to then become intrigued.

Platforms such as Instagram and Facebook will be used to target its audience by posting news headlines and imagery. This will allow its apps users and potential users to join the conversation and even create movements by creating hashtags to campaign topics.

MOCK UPS MOCK

UPS MOCK UPS

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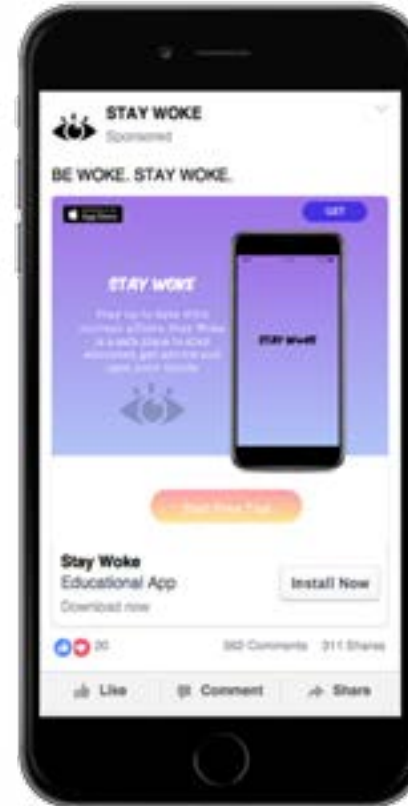
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INSTAGRAM



FACEBOOK

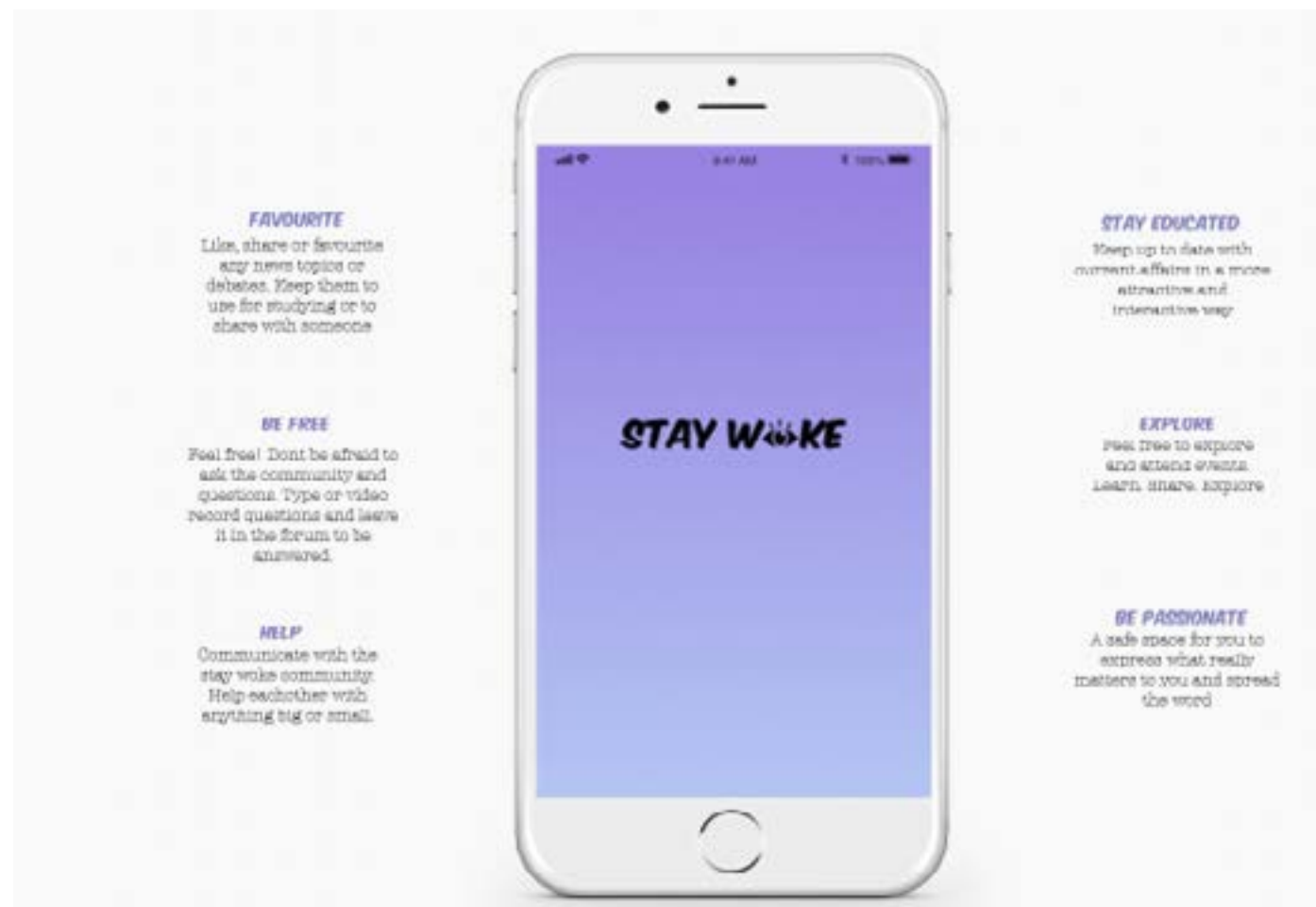




LANDING PAGE



LANDING PAGE



JOIN THE COMMUNITY AND AWAKEN EACHOTHER

Stay woke takes pride in keeping its users safe and comfortable to share thoughts and help eachother. Bring your personal topics to light by using #staywoke.



EDUCATIONAL CLASSES AND EVENTS



SHORT SNAPPY NEWS THAT YOU CAN SHARE WITH THE COMMUNITY



LIVE FORUMS AVAILABLE 24/7. REPLY WITH A VIDEO MESSAGE OR TRADITIONAL TYPING.

LEARN MORE

BIG COMMUNITY OF PEOPLE LIKE YOU

Stay woke takes pride in our app and we are excited to get your feedback to keep improving. Your feedback and ideas are paramount



I use Stay Woke every day at university to help with my work and get involved in debates. Its a quick interactive app to use

LILI AMARA
STUDENT



The community is very helpful i mainly use it to ask questions. I get a fast response.

CHRIS MOORE
JUNIOR DESIGNER



Easy to use and very stylish. Fuses social media and important news together.

SASHA PIENOW
STAY AT HOME MUM

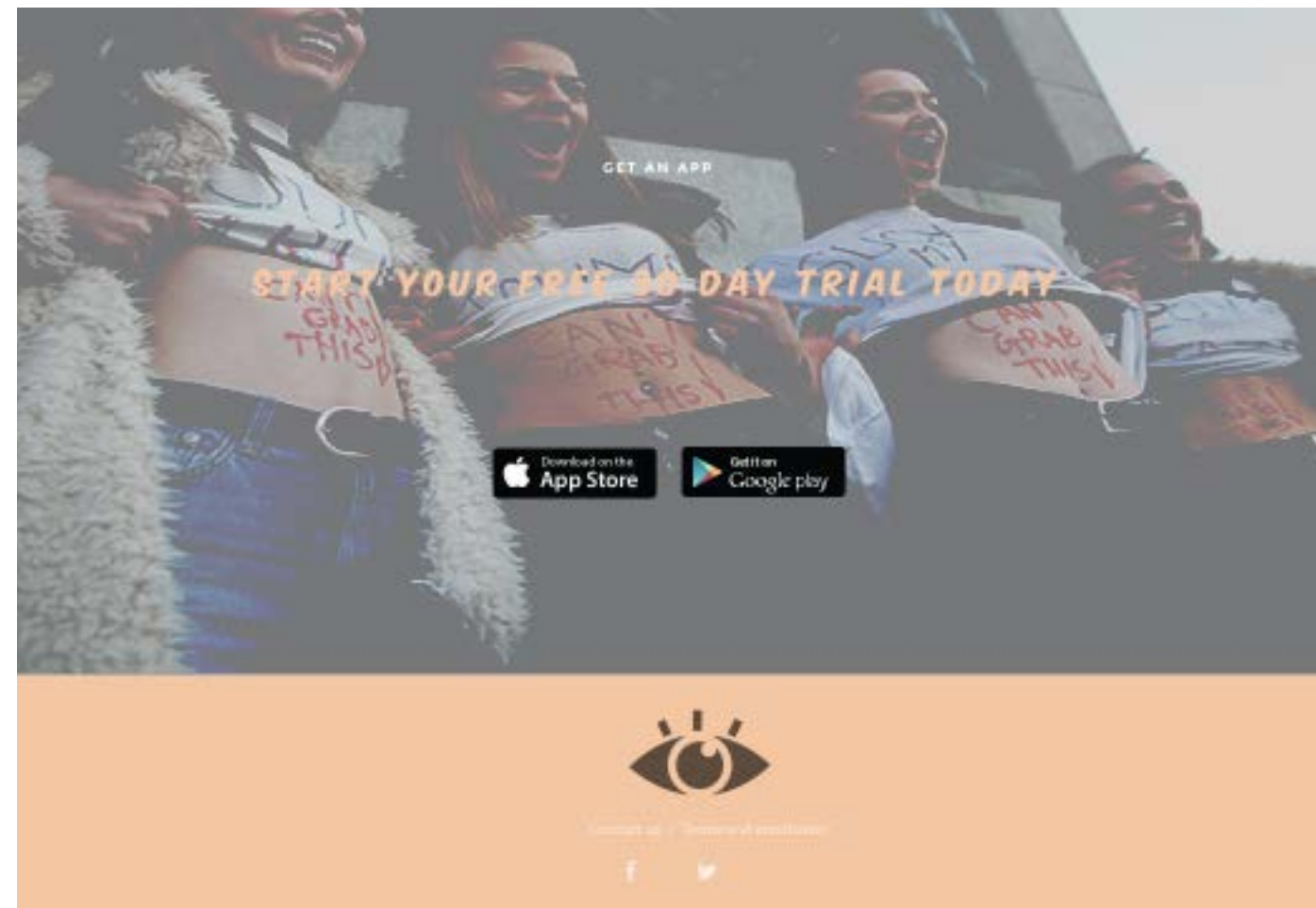
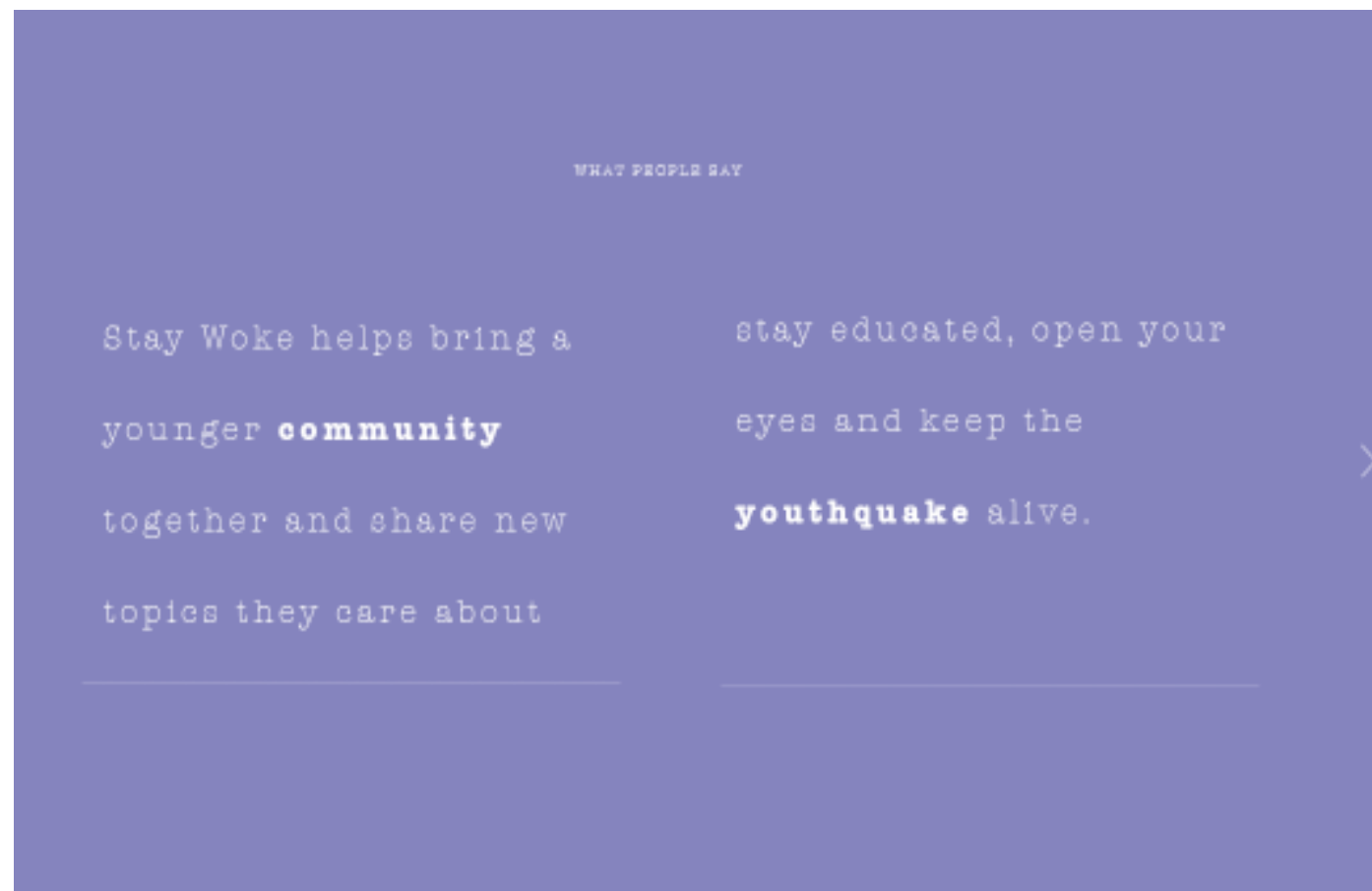
LANDING PAGE

Discover news in an
interactive way

LEARN MORE

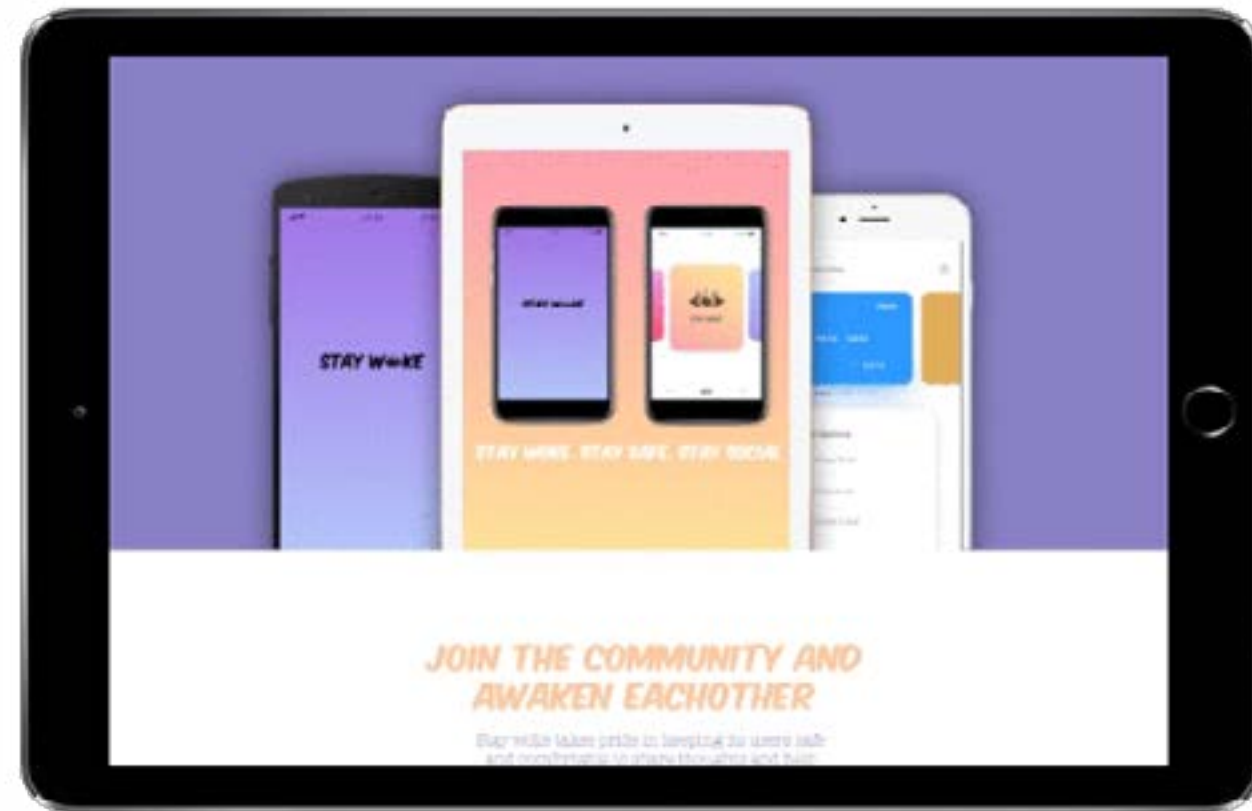
LANDING PAGE

LANDING PAGE



LANDING PAGE

LANDING PAGE



Stay Wokes landing page will be seen on the apple app store and play store. The app store will give the target audience a better understanding of what the app does, how to use it, who its targeted for and will sell it to the target audience and change their want into a need.

The landing page purpose is to convert the target audience into a customer.

As the target audience has a very short attention span it is vital that the text is short and snappy and the colours, font and imagery are grab attention.

LANDING PAGE

PR EVENT

#blacklivesmatter The Stay Woke launch event will occur the day before the app launch date. The event will give the target audience a flavour of the app community vibe and will also give an insight as to what the educational classes will have to offer from the app. The theme of the event is based around the Black Lives Matter movement which is not only a good cause to shed light on but will also cause a buzz on social media through people using the hashtag. As the Black Lives Matter movement is such a relevant topic it will generate an interest of people attending the event. The event will feature food, motivational speakers, educational workshops and live music. 10% of the profit made will go straight to the Black Lives Matter charity. This will generate a great PR move for the app.

PR EVENT

poster



PR EVENT



social media event marketing

referencing

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