



JANGUBUZZAPP

DIGITAL MARKETING PROPOSAL

By: Evan Gillespie & Tolu Olaku



Introduction

Overview

SmartHollow Entertainment is an entertainment and event company based in Burnaby, BC and was founded in 2015. Their mission is to bring entertainment and well-formed events to the right audiences and in the most efficient delivery as possible. With this mission, they have focused their business on staying current to compete in this competitive industry. SmartHollow's primary product is their app called Jangubuzz. Jangubuzz is directed towards generating and sharing events and aims to be a convenient method of bringing their audiences suggested events based on their moods and preferences.

Currently, the app has been redesigned and is in beta testing but needs a solid marketing plan in place for relaunch. The revenue model in place currently will be a free + advertising in app structure.

Online Presence

During its first year on ground as a live app, SmartHollow gained the most traction socially on the Facebook platform. While being equally active on Twitter, they had a significantly less reach to their audience on the social platform. The activity of their Instagram page was lower compared to the other social platforms however, its audience would begin to increase across the year. Overall this past year for the app has been below expectations from a social perspective.

However, they have a proper, well-designed website in place for the major search engines that include pricing, about, features and direct links to the app store for download.

Currently, they are most active on Facebook (573 page likes) and Instagram (231 followers) but believe that Twitter can still be an effective platform due to its sharing nature of events and news (42 followers).

<https://jangubuzzapp.com/>

Competitive Analysis

Event Brite	Eventsi
<p>Ad channels:</p> <ul style="list-style-type: none"> ● Facebook ● Twitter ● LinkedIn ● Instagram ● Google+ <p>Products: Event Promotions Event discovery platform</p> <p>Promote and grow ✓ Track and optimize ✓ Streamonline operations ✓ Security ✓ Support ✓</p> <p>5 million app downloads 64k reviews</p> <p>Pros:</p> <ul style="list-style-type: none"> ● Seemingly user friendly design ● Stays connected to its audience even in review sections to ensure every satisfied or unsatisfied review is heard and responded to. This make the app users to feel that their voices are being heard. Improves client and user retention. ● Improves ease of access to events and shows when going as large groups. You can send each person their tickets so to avoid waiting for them to be able to go in. <p>Cons</p> <ul style="list-style-type: none"> ● Inconsistent recommendations; lots of events way out of the reach of the user ● No way to differentiate between emails for various events; gets 	<p>Ad channels:</p> <ul style="list-style-type: none"> ● Facebook ● Website ● Instagram ● Messenger <p>Products: Event Promotions Event discovery platform</p> <p>Promote and grow ✓ Track and optimize ✓ Streamonline operations ✓ Security ✓ Support ✓</p> <p>500k app downloads 256 reviews</p> <p>Pros</p> <ul style="list-style-type: none"> ● High accuracy in locating events around the user. ● Stays connected to its audience even in review sections to ensure unsatisfied reviews are heard, responded to and issues rectified. <p>Con</p> <ul style="list-style-type: none"> ● Users have to login before having access to events on the app ● Inaccurate information on events given on the app also with lack of permission from organisers or promoters. ● Too many bugs with the app. Constant crashes and android compatibility issues. ● Poor event management on the app.

confusing for people signing up for multiple events	<ul style="list-style-type: none">• The design of the app feels cluttered with too much information. Not user friendly.
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Analysis continued:

- Pricing for promoters creating events on app varies but the nature of whether a promoter uses the app is not usually decided because of pricing.
- Both competitors focus primarily on social media marketing to promote events which in turn promote the app itself.
- With these two big players in market internationally, in the short term focus on geographic location and target.

Goals

There are three goals we wanted to focus on in this proposal as they all relate back to their current situation. Jangubuzz is a well developed app and in a market where they can truly compete especially starting out here locally in Vancouver. What the app needs is a marketing plan that will allow them to judge and measure small scale wins that all lead towards new users including event promoters and consumers.

Primary Goal

Generate six hundred app downloads for Jangubuzz app by June 2019

From the original launch in 2017 and no real marketing plan in place Jangubuzz has built up a following on social media and has had success with events in the past. We feel 600 new downloads based of their current numbers is realistic, the new app is greatly improved, the focus now is just reaching the right audience. To attain this goal by next summer is realistic as their tend to be an influx of events in the winter months and lots of events that gear up to the summer which will be plenty of time for Jangubuzz to generate reviews and buzz.

STRATEGY #1

Use social media to attract target audience and build brand awareness

The CEO of Jangubuzz told us that a lot of their success in ticket sales and event attendance has been word of mouth. With Jangubuzz having such a large demographic in terms of age, using social media for its strengths directly relates to the business goals of the app, to share news, entertainment, current events and allow people to network and stay connected. Structuring a team that devotes time to amplifying the online presence across multiple platforms such as Instagram, Facebook and Twitter with engaging content will help bring awareness to the app.

Tactics

- **Share user-created content**

Users who follow your accounts can turn into advocates if you show them you appreciate them, a great way of increasing reach of online posts is to share content created by a follower who have maybe talked about an event or shared an image at an event sold on the app.

- **Contests**

There are different campaigns that can be run, fan-based can really make them feel involved in the brand and community that Jangubuzz is trying to create - an example of this could be instagram or facebook live challenges or inviting them to create content for you with a reward for select winners.

- **Sponsored ads**

To help with visibility and compete with the main competitors, setting aside money from their budget that goes to ads especially in a targeted geographic region. The best platforms for the app would be Instagram and Facebook.

- **Reward audience for social engagement**

Encouraging an audience who sees posts via social to comment or give feedback or share with friends is important to build that reach again. Working with different brands like restaurants and offering free coupons or discounts or free tickets to events will incentivize these interactions and at little cost.

Resources

A social media manager will need to be put in place to schedule, create and act as a community manager to field questions, comments, concerns and be a voice for the brand on these channels.

Evaluation

Simple insights on Facebook and Instagram is the best way to compare and review data on efforts made on social.

STRATEGY #2

Increase app visibility via App Store Optimization (ASO)

Since the focus is on the app in this proposal utilizing SEO tactics isn't necessary as we are not trying to direct traffic to their website on Google, rather the only way organically the app will be viewed will be in the App Store. We listed the best course of action for discoverability.

Tactics:

- **Use backlinking to bring new users to app page and also to help with rank if coming from high-quality authorities**
- **Combine and make use of title and description with keywords in the name and meta titles**
- **Use screencaps that show interface of app and functional elements that show app uniqueness or value**
- **Heavily research keywords for the category and industry of events and entertainment**
- **Focus on user satisfaction and pop-ups that encourage users to review product in-app and comment back to reviews on product page in App Store.**

Resources

Most likely the marketing manager will need to do research on keywords and competition in the categories in the app stores. As well work with other online presences to make links to the app store visible.

Evaluation

A direct way to evaluate is to view ranking on categories or search pages in app store and analyzing number of app downloads.

STRATEGY #3

Influencer marketing to increase product reach

Finding influencers who are passionate or heavily active in current events, entertainment and love to share their experiences are perfect accounts to target for influencer marketing with the app. With events, its a social space, people will attend if there friends are there or if someone they want to see is there, leveraging influencers to promote product and brand can be powerful fo Jangubuzz.

Tactics:

- **Invite influencers to events at free charge to promote on location via live-streaming, tweeting, etc.**
- **Offer affiliate marketing incentives via discount codes to event when they promote**

A direct way for an influencer to see value in promoting something can be monetary. Giving the influencer a % of a ticket sale when using their code can show who is actually seeing and using this influencers content and also this gives the influencer a sense of importance that they are getting their own code.

- **Guest Blogging will help with off-site SEO and backlinks from their social channels will help with awareness**
- **Share posts on own channels to build relationship with influencer**

Resources

The marketing manager will need to make efforts to find influencers that are a good fit the with product. As well, the community manager will have responsibility to ensure the content being posted by the influencer is on par with the expectations of the brand.

Evaluation

The only way to see if influencer marketing is working is through increases or decreases in engagement and following among platforms.

Secondary Goal

Develop ten *core event promoters by April 2019

*core - promoters who have agreed to use Jangubuzz to sell tickets to all events they host

Since there are two major user types with the app and we are making recommendations for acquiring new users, without quality events and marketing to ensure the app is offering users value, finding promoters that feel the app makes their lives easier and is a no brainer in their process is critical. This goal ties back to their business goals of increasing revenue, with more promoters who are using the app to create events the more commission the app will make with ticket sales and therefore bring in more consumers due to the wider range of events being offered.

STRATEGY #1

Increase satisfaction of promoters

With happy promoters they are more likely to share and spread the good word of this app which makes their lives easier. This increases advocacy and customer lifetime value which is what the business needs to survive in the long term.

Tactics:

- **Develop a separate UI for event creators / promoters**

The separate interface will make sense and discourage creation of fake events by fake users who are only using the app from a consumer standpoint. In order for the separate interface to be successful, it should include features specific to those user tasks. Can include a how-to guide on first login for example.

- **Encourage user feedback and ease of communication with key members of Jangubuzz**

Building trust and giving users authority makes them feel much more invested in the idea and product they are heavily involved in with their own business. In turn, an indicator of success will be new user sign ups.

- **Newsletters for promoters when important updates are going to occur on the app and blog posts that recap events and mention the promoters upcoming events to develop trust**

Resources

This goal does require developers and UI/UX designers to research and do testing to ensure the product matches quality of the primary app. However, with the app in beta testing currently, it would be as if the app after launch was being constantly re-evaluated just with a newer, simpler interface.

Evaluation

General watch of new contacts within the business development team will be the only real indicator apart from app downloads but would be difficult to analyze unless you can route analytics to see which user logins are being created as promoters.

STRATEGY #2

Display advertising to increase awareness

Event promoters heavily use display advertising to promote events and understand the cost and struggle it can have reaching their target audience because of banner blindness etc. But running ads for Jangubuzz to reach promoters who are more likely to be aware of ads (since they run themselves) can be a smart option.

Tactics:

- **Research for all Ad groups**

Using tools to help determine keywords, content searched and bids is needed when budget is tight

- Ad Extensions to help generate more clicks specifically for sub types (in this case and app)
- Focus CTA to generate a click to Jangubuzz' web home page - example would be "Learn More"
- Well designed banner ads

Singular CTA, cohesive design that matches branding, show image of app interface and credibility tags like the available on app store



Resources

An in-house graphic designer is needed to create banner ads and ensure style is reflective of branding. Also, the marketing manager or digital marketing specialist who does the media buying will need to be aware of best practices for running campaigns due to smaller budgets.

Evaluation

Google Analytics is the best way to analyze effectiveness of campaigns and also KPI's such as CPC, CTR, CPA and reach.

STRATEGY #3

Use content marketing to build user trust and more leads

The higher quality content that i created and shared and is seen to have value to promoters will make them feel more invested in the product. Their are so many different forms of content that can be created to retain and draw promoters attention.

Tactics:

- Infographics that show benefit in using Jangubuzz

- **Video marketing that recap events supplied by JanguBuzz allows for shareable content on own social and is easily shareable, free, quality content promoters can use as well.**
- **Continue to send email list top 10's or must visits and other value that is relevant to entertainment in their city.**

This will show promoters that there is active linking efforts from our side and that promotional material for them is promotional material for them.

Resources

Graphic designers to create infographics, social media manager and maybe a videographer/photographer to help with promotional material on event days is necessary since other large event companies have the same unless hired by the promoter.

Tertiary Goal

Increase number of consumer profiles after download

STRATEGY #1

Improve sale flow

If a possible problem that users are downloading the app and not signing up for an account it is either because of user expectations not being met or the process for a task they were trying to complete was inefficient or confusing.

Tactics:

- **Streamline check out process**
- **Use metrics (GA) to track and identify leaky points in process**
- **Make evident of special features that improve usability (ie. QR codes, Apple ID pay etc.)**

STRATEGY #2

Early deals and news on upcoming events via email marketing

Onboarding and showing instant value after download is what will retain new users who have downloaded the app. For longer term solutions of people who download but don't delete the app is to try and market to them via email.

Tactics:

- Allow user to specify types of email and how many they want to receive if any
- Include one-time pop ups after download with call to action such as "sign up now and receive 30% first event etc.

Resources

The development team and UX designers will need to collaborate to test the most effective user flow and continue to improve it so would not be a one time but a recurring cost.

Evaluation

Analytics like downloads and active installs and matching user accounts to downloads will determine the effectiveness of these tactics.

Implementation

ONGOING INITIATIVES

The majority of proposed strategies and tactics are focused on relationship building with the target audience and due to the current situation we believe putting efforts into social media and online advertising via influencer, email ad content are important in developing a brand that excites users to use it to seek out their weekly activities. While these are all ongoing the timeline to kick start identifying influencers via dm or email should be set out to a couple hours each week.

Breakdown

- Email marketing
- Content Marketing
 - Blog posts - *should be scheduled and planned based on current events*
 - Video / photo covering major events
- Display Advertising
 - Constantly analyzing with GA and adjusting budget and targeting with keyword selection, CTA's etc.
 - Creation of standard templates for banner ads should only take a few days to complete
- ASO

APP DESIGN

As suggested to reach more promoters and consumers we suggest creating a separate interface for promoters and improving the sale flow for consumer purchases in app.

Breakdown

- **Promoters Interface**
 - UX Research - *October 1st - October 14th*
 - A/B Test Wireframes - *October 14th - November 1st*

- Content Development / UI Design - *November 1st - November 14th*
- Test Again - *November 14th - 21st*
- Update in app store and promote to existing and prospective users
 - Ask for feedback
- **Sale Flow Optimization**
 - Survey users - *October 1st - 14th*
 - Design - *October 14th - November 1st*
 - A/B Test - *November 1st - 14th*
 - Deploy

Jangubuzz can implement a lot of the big changes before the end of the year. With the strategies in place and expectations based off previous efforts and a growing team the numbers we set for goals are achievable due to the external factors of the entertainment industry here in Vancouver. The most important factors for the plan to be successful is bringing on dedicated members of the team to handle duties for community/social management, a content manager to cover photo, video and blogging. As well, a marketing manager who has familiarity with media buying and can run campaigns.

BUDGET

Jangubuzz is funded by investors and running on capital invested by business owners. With that, since development costs can be estimated since the app has already been developed and we know precisely what needs to be done the only costs we need to determine is the additional man hours for design, business development (with promoters and influencers/brand advocates)

From October 1st - June 2019 the budget will be \$30,000. Nine months with this budget is reasonable and Jangubuzz predicts the more paid events they can host and lock in promoters the more income they can attribute to marketing and ads to grow their reach.

Summary

In conclusion, the implementation of the above strategies and tactics will result in the success of our goals. Our primary focus is to spread the word about this app as the more traction it can build the more likely it will be attractive to promoters to sell their tickets on the app. We believe that moving up the findability of the app in the app store and using influencers and social media will be the biggest help to accomplish this goal. Additionally, focusing on turning promoters into brand advocates is the best long term plan for growth. In order to do so we need to ensure satisfaction and prove to them using our app is beneficial to them.

With all this said, content planning and networking online is essential in the short term with this app if they want to gain traction moving forward.

The Jangubuzz app is available on iOS and coming soon to Android.