Kick The Bucket

May 4, 2015

Marketing Strategy

For the Kick The Bucket launch, the below will outline the target audience for the launch, the segmentation strategy used, the offer that will be utilized, and the tactics to reach this target audience in order to meet the unit goal featured within.

**Application Description**

Our new application that is going to be launched is called Kick The Bucket. Kick The Bucket will provide a platform creating individual users’ bucket lists and matching users with similar lists, allowing them to collaborate on a plan to achieve their shared goals. The platform will include tools for time and resource management to assist users in completing their goals together. When signing up, you will recite your list and Kick The Bucket will match you with users who have similar activities to yours. If you need help creating your list, Kick The Bucket guides you to find items you may want to add to your own bucket list. Getting connected with other users will help followers achieve their goals together.

**Target Audience**

KTB will have a wide demographic for its target audience. With an age range of 19-60, both male and female, everyone has a dream they are looking to accomplish. Since our app followers are so diverse, we will need to plan accordingly because of the difficulty in marketing to such a broad age group. Therefore when addressing our target audience, we will research the wants and dreams of users to be able to better understand their needs.

**Segmentation Strategy**

For our segmentation strategy we will use a mix of Psychographic segmentation as well as Demographic segmentation. We will use a Psychographic segmentation to study the activities of our followers. Getting to know which activities these users are interested in and what kind of life style users live is important in our marketing strategy. If we can gather lifestyle information from complied lists that tells us our consumer enjoys outdoor activities, it will help us better understand how to reach our followers. We can gather this information by looking at what they have previously purchased in the past. We will also use Demographic segmentation. Knowing our users’ age will help us market to a particular consumers goals. Using both of these strategies will help gain recognition and users for Kick The Bucket.

**List Strategy**

KTB is forecasting to reach 15,000 followers by the end of Year 1. In order to captivate these many followers we will need to reach all new prospects. We will need to rely on multiple list strategies that are detailed below.

**Prospect List Needed**

Because we do not already obtain a customer list we will need to use multiple strategies in obtaining this list. The strategies we are going to implement are:

* Consumer Lifestyle Enhanced List- We will buy these complied lists of people who have purchased outdoor and fitness equipment. Although they may not be buying directly from us, we can market these consumers with similar interests to our most popular bucket list items.
* Response list – We will obtain response lists from subscriptions to fitness and outdoor magazines, as well as fitness websites.

It is likely that we will hit our target goal and reach enough prospects with these approaches. However, if we do not reach enough people with the chosen lists, we will rethink our forecast assumptions.

**Tactics**

The tactics we will use are:

* Email
* Banner Advertising
* Text Messaging

With the combined use of each of these tactics, I believe we will reach the amount of awareness needed for KTB application. Using e-mail as a tactic will be beneficial because it is a personal form of communication with our consumers. E-mail as a tactic, is a low cost method of reaching our followers. Our next tactic we will use is a banner ad. This tactic is deemed important because we can target our market that spends more time on the internet. This tactic has immediate results and can target users easily. Text messaging tactics will be a low-cost method that will quickly reach our consumers. Each tactic will be accompanied with a landing page as our Call-To-Action that will direct our users to download our application and form their bucket list.