

IMMT726 Analytics and IMMT7272 Business Strategy

# Analytics and Promotions Plan

Interactive Media Management, Centennial College

I. Introduction	Pg. 2
A. Problem Definition	
B. Project Description and Target Users	
C. Mission Statement	
II. Voice and Tone	Pg. 3
III. Business Goals and Trinity Strategy	Pg. 3-4
IV. Content Strategy Outline	Pg. 4-6
V. Promotions Strategy	Pg. 6-9
VI. Revenue Model	Pg. 9-10

Project Owner: Karen Yao, IMMT Fall 2019

## I. Introduction

### A. Problem Definition

According to a Timetric survey, Canadians, alone, make an average of 1 outbound trip and 3.2 domestic trips a year. It is also said that a person travels most in his life when he is between 24-39 years old—that's 15 years. That's an average of at least 63 trips per lifetime.

Despite having travel planners or organizers, there are no well-known social networking platforms that is designed specifically for travelers that can store, plot and share those 63 trips in a structured, informative manner. Hence, finding simple details of trips is getting harder by the day. Because of the ever-busy lifestyles, **people are falling short on recalling and appreciating travelling and trips**. Today, even printing photos and putting them into photo albums is a task rarely done.

Travelling remains a personal sentiment that stimulates any traveler intellectually, emotionally and even physically, resulting from what they experience in a new environment. People travel to experience and to make memories. It is important to store these memories because of the emotions that are associated with each trip; emotions that can be rekindled when looked back on.

### B. Project Description (Version 9.0) and Target Users

The product is a social media travel app designed to allow users to create profiles and to streamline documenting travel memories and planned future trips through the collection of flags, photos, durations, locations, basic trip details (e.g. budget spent, weather conditions, LGBTQ+ friendliness and PWD accessibility ratings of a location), and necessary travel documents in an organized manner.

The app's target users are travelers around 24-45 years old. These include (but are not limited to) vacationers, tourists, business travelers, backpackers, documentarists, travel journalists, resort, hotel or restaurant hoppers, travel or landscape photographers or travel influencers.

### C. Mission Statement

***"To encourage more adventures with the help of your personal, modernized travel album. To more destinations!"***

Looking back on travels can revive the nostalgia and other associated emotions attached to these memories. We want to give help with that revival by using a brand voice that gives them that sense of appreciation, success and encouragement linked to travelling.

## II. Voice and Tone

	Characteristic	Description	Use (Company Personality, Promotions, or both)
1	Encouraging but not pushy	We want to make users feel accomplished, and capable of travelling to new places and exploring different cultures.	Both
2	Enthusiastically informative	We are eager to give users the information that they may need or may be of interest to them to keep them enlightened and up to date.	Company Personality only, because we want promotions to be casually approachable rather than conventional
3	Casual and conversational, but also concerned and concise	We are approachable and friendly and but not chatterbox.	Promotions and/or Social Media only
4	Cheerfully nostalgic but still is an anchored reminiscent	We want users to have a net result of happiness, or similar positive emotions, when going through their profile from a year, or even ten years, ago.	Both
5	Upbeat and trendy but not teenaged or silly	We still want to keep things professional despite being millennial.	Company Personality only, because we want promotions to be casually approachable rather than conventional

## III. Business Goals and Trinity Strategy

### A. Goals

1. **Successfully launch** by hitting at least 1000 downloads six months after initial launch.
2. **Grow globally** by gathering users from 10 percent of the total number of countries, 18 months after launch.
3. **Partner with Instagram (Facebook Inc.)** for system integration within 18 months after launch.

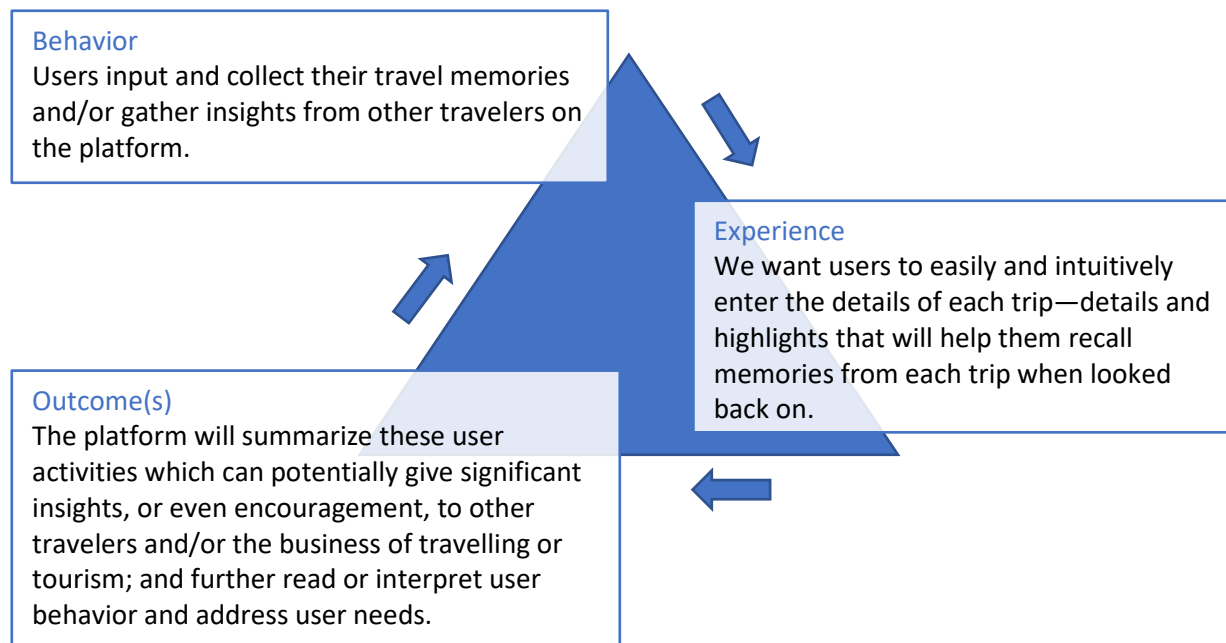
### B. 3 Key Performance Indicators (KPIs) and Metrics

	1	2	3
<b>KPI</b>	Customer growth and engagement	Brand awareness	Social media engagement
<b>Metrics</b>	<ul style="list-style-type: none"> <li>Number of downloads or active users per period</li> </ul>	<ul style="list-style-type: none"> <li>Direct web traffic</li> <li>Search data</li> <li>Web traffic sources</li> </ul>	<ul style="list-style-type: none"> <li>Social listening</li> <li>Audience mentions</li> </ul>

	<ul style="list-style-type: none"><li>• Number of accounts created per period</li><li>• Customer ratings and referrals</li><li>• Number of check-ins (locations) through the app</li><li>• % growth of product adoption and customer retention rates</li></ul>		<ul style="list-style-type: none"><li>• Number of likes, shares and followers</li></ul>
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### C. Trinity Strategy

This trinity strategy revolves around the two main functions: to journalize travel logs or to connect with other



### IV. Content Strategy Outline

One of the major business goals is to grow as a business. We want the product to highly relate to the target audience. Other than the guidance of the brand voice and tone, we need keep in mind that there are different types of travelers and it is our goal to appeal to as most of them as possible. With this being said, we formed four major personas for the platform (see attached PDF File for more information on these personas):

## Joint Assignment: Analytics and Promotions Plan

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1. Yvette, the lively and optimistic, effortlessly fascinated flight attendant;
2. Dean, the well-rounded, strong, and empowered International Recruitment Manager;
3. Atom, the cultural explorer, perspective-seeking, and inquisitive journalist; and
4. Eli, the open-minded, adaptable, strategic risk-taker travel influencer.

We are aiming to generate content relevant and appealing to Yvette, Dean, Atom and Eli on our website and promotions. We need to ask questions and find the balance between, “Is this exciting enough for Yvette and Eli?” and “Is this content serious and insightful for Dean or Atom?”

There will be different phases for the content structure as well: content for the on-boarding user, the stagnant user, and the active user. Content will be released, depending on which type of user is, through notifications, article recommendations, destination recommendations, follow recommendations, and electronic direct mailing.

However, majority of the platform, in itself, contains user generated content since it is a social media app. For this content strategy, we will apply the concept of “users listen to other users.” This concept can help us keep them on the platform—the ability to see information and insights from other users can entertain them—which is why part of the strategy is to create a news feed segment on the platform which contains content generated by other users. This strategy can also help them connect with other travelers; or even help reach the desired outcome on the trinity strategy.

Overall, the general content strategy will revolve around using these personas and the abovementioned voice and tone. Content format includes the use of search engine optimization, forms, images, infographics, videos, notifications, email marketing, polls, checklists and feedback quotes.

### Key Words and Phrases Sampling

Experience or culture, cost, transportation, accommodations, and safety are five of major considerations for most travelers. We used these considerations as a guide to choose the key words and phrases we want to use on the platform.

			<i>X = a country / location / city</i>
	Key Word	Key Phrase	Reason and Impact
	Travel	Travel the world	<b>Reason:</b> These words and phrases are more of for general use and are only listed because of the need to compete within search engine rankings; however, in terms of content itself, they will only be found on introductory pages e.g. Google Play app descriptions, etc. <b>Impact:</b> It can significantly help customer growth.
	Travel app	Best travel app	
	Travel journal	Online travel journal / digital travel journal / travel journal app	
1	How to travel	How to travel the world / How to travel for free / how to get paid to travel	<b>Reason:</b> <i>How-to</i> searches and articles are very relevant today; and we want to adapt to the curiosity of users. With the right referral strategies, we can redirect them to the platform. <b>Impact:</b> It can not only inform users, but also tell them of the possibilities and capabilities of this platform, and what it can do for them during learning about the how-to process.

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Karen Yao, IMMT Fall 2019

2	Backpacking	Hostels in X / how to travel solo / backpacking in Asia	<b>Reason:</b> Backpacking is a popular way of travelling because of its low-cost; and cheap, affordable trips has always been one of the major attractions of traveling.
3	Cheap trips	Cheapest places to travel / cheap flights / cheap hotel in X	<b>Impact:</b> The app is not targeting only the high-end, elite travelers. We want to be able to penetrate the <i>normal-range</i> market as well and convey the message that our app is for anyone who likes exploring new cultures and places, regardless of cost.
4	Safe travels	Is it safe to travel to X	<b>Reason:</b> Health and safety are significant considerations, especially to families and business travelers. The app can penetrate markets with the use of global health issues relevant to travelling, like the concerns of travelers regarding the Corona Virus or issues alike. <b>Impact:</b> With the help of articles or blog posts or even with just the promotional website, we can promote the ability of app to connect travelers with other travelers, and to keep updated on the health and safety situations of a specific location.
5	Tourist spots	Best places to travel / where to travel for [this year] / where to travel	<b>Reason:</b> A spot to be considered a 'new tourist spot' usually blows up within the industry and spreads easily by word of mouth or referrals. We can join groups and/or forums that talk about these new spots people can go to or places and events they can be in. <b>Impact:</b> We can create a personality within new spots or locations, and even be a trusted source for other travelers to find and discover new places they can visit.

## V. Promotions Strategy

Launching and creating awareness for the app will include five (5) promotional tactics: search engine optimization (SEO) landing on its own promotional website, the utilization of the Discovery Feed and Interface, managing an Instagram and Facebooks business accounts, outreach to accommodation providers e.g. Airbnb, hostels, hotels, and partnerships with travel booking platforms.

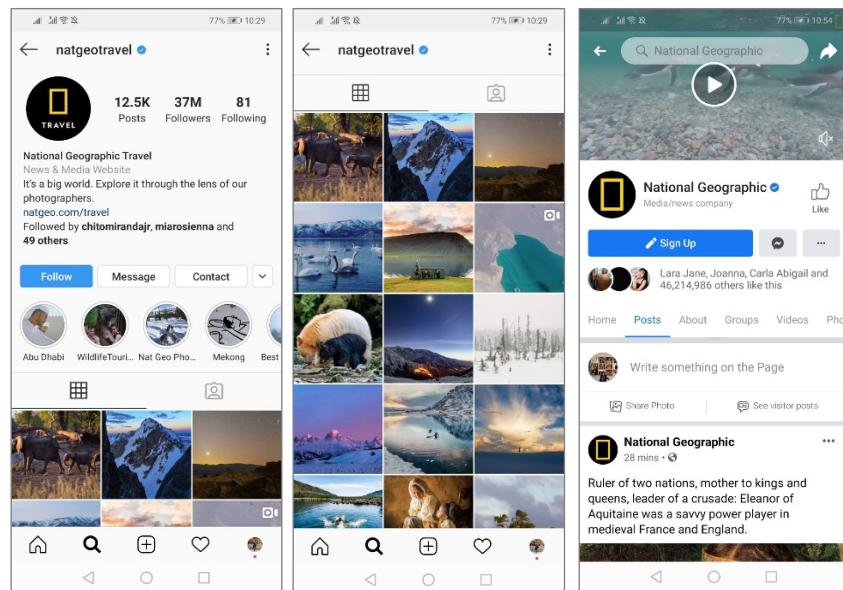
1	SEO / Promotional Website	<p><b>Details:</b> Despite the platform being an app, it is still ideal to be in the market of Search Engines; hence, to create a promotional website that could redirect them to downloading the platform. Similar to what Snapchat (<a href="http://www.snapchat.com">www.snapchat.com</a>) has done. In launching, we plan to set up the landing page or the home page featuring the main functions and what they can do on the platform using the above-mentioned key words and phrases.</p> <p><b>KPI:</b> Customer Growth and Engagement &amp; Brand Awareness  <b>Metrics:</b> Number of downloads or active users per period, Number of accounts created per period from the website, Web traffic sources, Search data, Direct web traffic</p>
1.a.	Search Engine Marketing (SEM)	<p><b>Details:</b> The next step after a good content strategy on a promotional website is to get paid Search Engine results. However, this is only an ideal, next step.</p> <p><b>KPI:</b> Customer Growth and Engagement &amp; Brand Awareness</p>

**Metrics:** Number of downloads or active users per campaign period, Number of accounts created per campaign period from the website, Web traffic sources, Search data, Direct web traffic

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2	Discovery Feed and Interface ( <i>UX design</i> )	<p><b>Details:</b> Part of the strategy is the use of web feeds to keep the users entertained. Similar to how news feeds work on Instagram or Facebook, this tactic allows users to discover and consume recent news from other travelers and to keep updated on possible travel trends. This discovery interface can allow users to browse libraries or even other profiles. As mentioned above, content will be released in the feed users (article, destination, or follow recommendations) depending on which type of user they are (on-boarding, stagnant user or active). The system should update them through notifications and electronic direct mailing, as well.</p> <p><b>KPI:</b> User Engagement</p> <p><b>Metrics:</b> Customer ratings and referrals, Number of check-ins (locations) through the app, % growth of product adoption and customer retention rates</p>
3	Instagram and Facebook Business Accounts ( <i>Social Media channels</i> )	<p><b>Context:</b> Hard selling is not fit for this product, because I think telling users to download an app is simply not enough for any travel platform. Instead, we want to show how travelling has impacted lives. We want to use and feature user-generated photos and stories. We want to tell stories. Instagram and Facebook are good platforms to do this, as well as to connect with our target audiences.</p> <p>A survey shows that almost 40% of travelers use Instagram to plan visits, and almost 30% use it during trips to make decisions on which buildings or monuments to visit; on the other hand, Facebook is used to plan food or dining decisions by 50% of the survey testers; and is used by 40% during trips to make decisions on which buildings or monuments to visit (Source: <a href="#">Fat Tire Tours</a>). Setting up accounts on both is ideal given that they have big chunks of the target market.</p> <p>National Geographic is a good example of this. They share stories of their news writers or features alike, rather than showing promotions or bluntly stating reasons why they should be followed by their audiences. See profile feed screen shots of their Instagram and Facebook accounts below.</p>

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**KPI:** Social Media Engagement

**Metrics:** Social listening, Audience mentions, Number of engagement (likes, shares, followers)

3.a. Social Media  
(Instagram and  
Facebook) Marketing

**Context:** Similar to SEM, it is ideal to get paid advertising once you've established yourself on Instagram—which is a future direction we are aiming for.

**KPI:** Customer Growth and Engagement & Brand Awareness

**Metrics:** Number of downloads or active users per campaign period, Number of accounts created per campaign period, Web traffic sources, Search data, Direct web traffic

4 Outreach to  
Accommodation  
Providers (*OOH  
event*)

**Context:** This tactic was reached through answering the questions, "Where do travelers all commonly go? What is that one location that all of them inevitably go to?" Hence the conclusion, all travelers will need to have a place to sleep in.

Hotels and hostels are good places to reach; however, can be considered a big step for starter companies like us. We can start out with the smaller, yet significant, providers—Airbnb. As the first step to this, we want to reach out directly with Airbnb accommodation providers and create business to business partnerships. Airbnb's lists more than six million rooms, flats and houses in more than 81,000 cities across the globe. It is said that half a billion people are on Airbnb property each night since 2008 (source: [The Guardian](#)). We need to reach out to the hosts and hopefully be able to establish physical presence through flyers or posters on their properties—on the fridge, on countertops, and if feasible, even hang artistic-but-promotional posters in the common areas. See Figure 1 for sample collateral.





Figure 1. Source: [https://featstudio.com/portfolio\\_page/asian-games-2018/](https://featstudio.com/portfolio_page/asian-games-2018/)

**KPI:** Customer Growth and Brand Awareness

**Metrics:** Number of downloads during a specific period, Number of accounts created during a specific period, Web traffic sources, Search data

4.a. Partnership with Travel Booking platforms

**Context:** Similar to the concept of reaching out to accommodation providers, the next step we can take in terms of out-of-home events is to

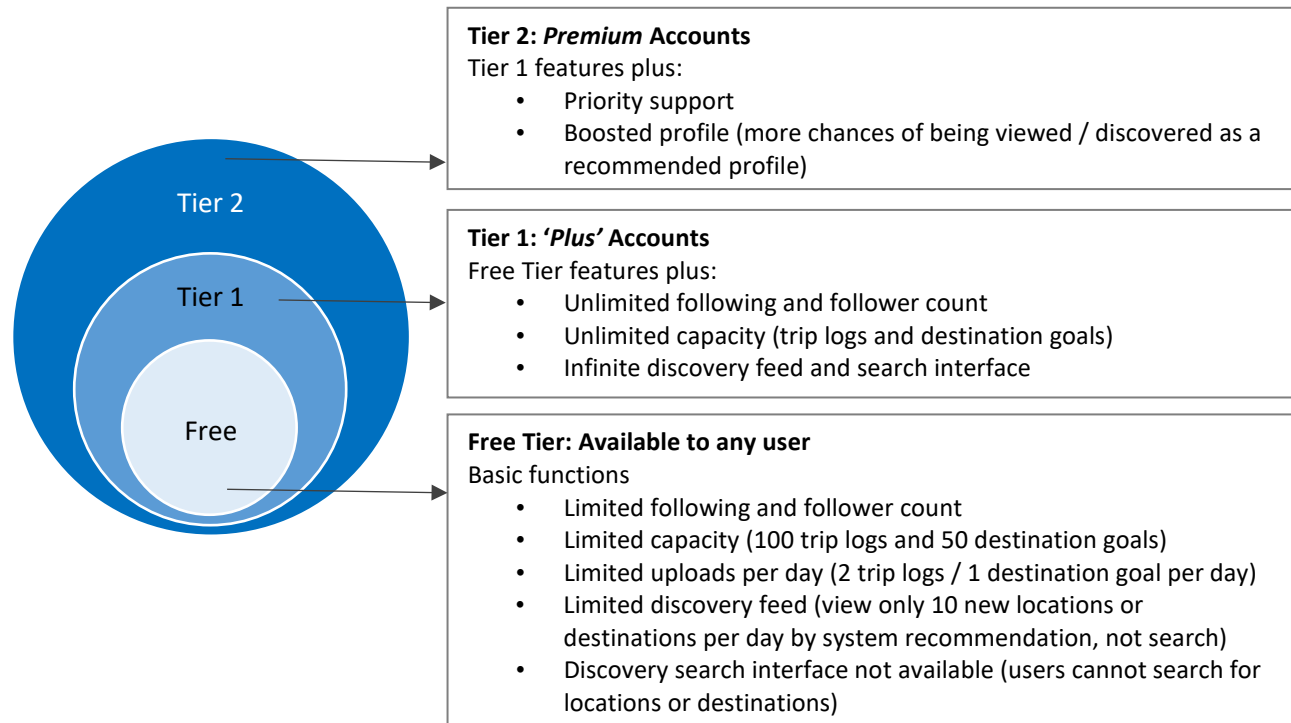
**KPI:** Customer Growth and Brand Awareness

**Metrics:** Number of downloads during a specific period, Number of accounts created during a specific period, Web traffic sources, Search data

The **link building strategy** relies on two types of content: (1) data generated by users e.g. insights about a certain trip that would relate and could connect travelers with other travelers; and (2) content that could invite and promote the services the app can offer e.g. records personal memories, capture opinions, offer insights. Some steps to this strategy include (but are not limited to) building relationships with already established travel online sources (like abovementioned accommodation providers), offering said companies data generated by our platform that can support content for users, or writing guest posts, testimonials or articles for news or travel outlets. We want users to at least land on the website through link building strategy and at most download the platform, create an account and keep them on the platform.

## VI. Revenue Models: Freemium Pricing Strategy and Advertising-Supported Model

We want this product to be available to all users from all cultures, so we looked into a monetization strategy that would allow them to create their own accounts and still be able to generate profit—which is the freemium pricing strategy. Largely similar to the model of [Tinder](#) (Source: [Tinder Business Model](#)), we want to have three tiers for the user levels, depending on which tier each user is willing to register and pay for.



However, one of the cons of a freemium model is its need to have viral growth to capture enough engagement that will attract actual transactions (paid members). As a result, and as a back-up plan, the discovery feed will also be utilized for the business model by supporting advertisements.