

Graduation Project - Jabda App

Digital Marketing Strategy

Rzazade Kamran

Contents:

1. Product
2. Situational analysis
3. Information gathering
4. Audience definition
5. Business objectives
6. Action plan
7. Measurement and budget
8. Iteration and management

1. Product

- ★ Jukebox
- ★ TouchTunes
- ★ Jabda

Jukebox

A jukebox is an electromechanical apparatus for automated music-play of musical gramophone records. It is a coin-or jetton operated machine.

Jukeboxes are usually set in cafes, bars, restaurants, clubs and other places of entertainment.

In the short term, they started to be used to attract customers by bar and cafe owners.



TouchTunes

Machine serves three functions:

- a digital jukebox
- a karaoke machine
- a photo booth that prints out strips of images with a variety of backgrounds



jabda

-Is the new age jukebox
Application

What is it?

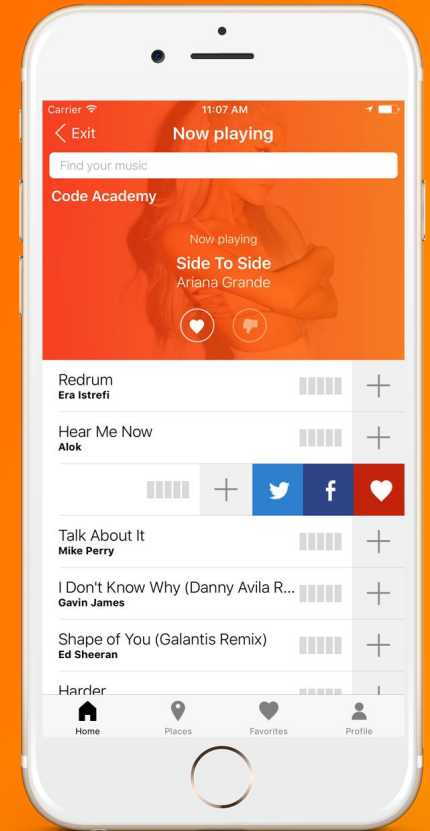
It's playlist manipulator that allows you to interfere with the music playing at the establishment you are at.

What does it do?

It's an application that lets you get the songs you want to hear to the top of the playlist of whatever place you're at - or add new songs to it. With Jabda, you'll have even more fun than you usually do.

How does it work?

It's based on a voting system. You can look at the Jabda screen at the place you go and see the first 10 songs included in their playlist. By using the Jabda application you can pick and vote up the songs you want to hear out of those 10 songs or add a song that has previously not been on the list.



jabda

2. Situational Analysis

- ★ SWOT analysis
- ★ 5C analysis

SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> - unique of its own - app free - easy to use - attracts people's attention giving a chance to listen to their own music - possible to make your music popular among visitors, - desire to share music a person liked 	<ul style="list-style-type: none"> - Few functions - Not popular - Little information about app
Opportunities	Threats
<ul style="list-style-type: none"> - Add functions as add to playlist,online player,add to cache - Post about app on mobile app websites - Disseminate information about Jabda at least in cafes restaurants pubs - Spread among youth - Mini presentations in organisations of young people 	<ul style="list-style-type: none"> - Competitors - Ads while using - Technical malfunctions - Bad reviews

5C analysis

Company	Competitors	Customers	Collaborators	Climate
<p><u>Product line</u> A unique mobile application for playing background music in cafes, restaurants, etc.</p> <p><u>Image in market</u> The only one in its functions and free mobile application;</p> <p><u>Technology and experience</u> Available for Android and iOS users.</p> <p><u>Goals</u> 1. Have more than 100K users 2. Active use of the application in places of rest, food and sports. 3. Become popular with young people.</p>	<p><u>Actual Competitors</u> Category of music apps</p> <p><u>Potential Competitors</u> Not exist</p> <p><u>Strengths of competitors</u> Multifunctionality (music player, music caching, etc.).</p> <p><u>Weaknesses of competitors</u> -No Jabda function -Payment -Annoying ads</p>	<p><u>Market size</u> Play store: 900M Apple store: 600M</p> <p><u>Market segments</u> Places of rest, food and sports.</p> <p><u>Benefits that consumer is seeking</u> Multifunctionality (the ability to listen to your music as a player, download music, an equalizer).</p> <p><u>Retail channel</u> N/A</p> <p><u>Consumer information sources</u> Website, Play store, Apple store, Social media.</p>	<p>N/A</p>	<p><u>Economic environment</u> Since the creation and development of the app there haven't been any big changes in its economy.</p> <p><u>Social/Cultural environment</u> Music types increase annually, with the help of the app one can share not only his favorite music or song but also a good mood and feeling,</p>

3. Information Gathering

- ★ Google keyword planner
- ★ Apptrace
- ★ Google trends

Keyword	Avg. Monthly Searches (exact match only)	Competition	Suggested bid
jabda	100 - 1 K	0	0
jukebox	100K - 1M	0,67	0,4
online songs apps	10K - 100K	0,92	0,22
electric jukebox	1K - 10K	0,9	0,24
songs player app	1K - 10K	0,9	0,14
jukebox music	1K - 10K	0,33	0,43
internet jukebox	1K - 10K	0,66	0,94
music application	1K - 10K	0,47	0,3
modern jukebox	1K - 10K	0,41	0,6
jukebox musical	1K - 10K	0,1	0,89
jukebox music player	1K - 10K	0,44	0,18
jukebox app	1K - 10K	0,17	0,51
digital jukebox	1K - 10K	0,98	0,48
jukebox android	100 - 1K	0,12	0
party jukebox app	100 - 1K	0,13	0,02
online jukebox music	100 - 1K	0,32	0,38
jukebox music apps	100 - 1K	0,49	0,22
online jukebox	100 - 1K	0,31	0,74
new jukebox	100 - 1K	0,99	0,56

Apptrace Statistics

Round up

AGE

9 months

RELEASED: 2017-02-22

AVAILABLE IN

2 Genres

ENTERTAINMENT, MUSIC AND AUDIO

PRICE CHANGES

0

LAST CHANGE: N/A

OVERALL RATINGS

20

WITH AVERAGE OF 5.0

GLOBAL RANK

None

Currently not visible

TOP 25 OVERALL

0 Countries

NOT IN ANY TOP 25

Tell your friends



Ratings



20 ratings



0 ratings



0 ratings



0 ratings



0 ratings

Google Trends

Динамика популярности [?](#)



4. Audience Definition

- ★ Audience profiles
- ★ Prioritizing the target audience

Zaur lives in Baku. He is 28 and

he is a journalist. He earns 1200 a month, and lives alone. He is very sociable and has an active lifestyle, likes to go on evening walks and spending time with his close people. A great music fan and plays the piano. As a hobby he prefers going out with his friends and family, to cafes restaurants pubs. He is an active smartphone user, reads news about politics, music and technology.



Lucia lives in Rome. She is 22, studies economics. Lives in students' dormitory on her scholarship. She is very keen on music, dancing. Often attends different parties and events. Active social network user, writes a personal daily blog as well.

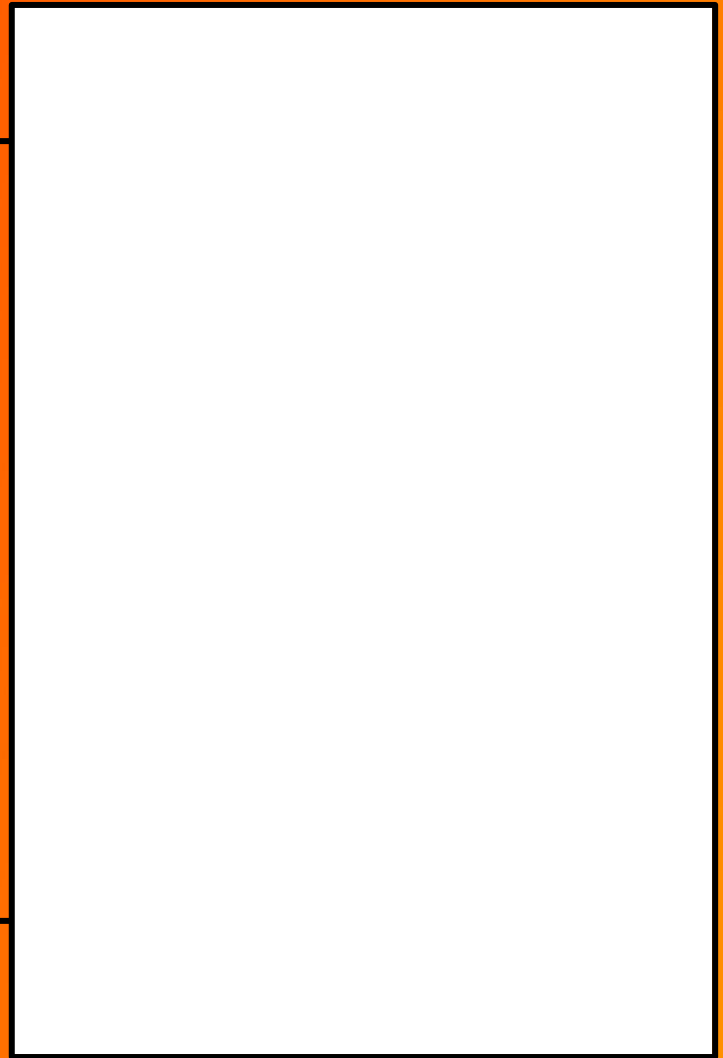


Victor lives in Saint Petersburg.

36-year-old, businessman. He owns a popular chain of restaurants and cafes, has a big experience. Started as a restaurant manager, good at attracting customers. He is interested in innovations and sport.



Jennifer lives in Los Angeles. She is 30, events' organizer. A friend of celebrities and in close relation with popular companies, plans parties for youth in clubs, restaurants and cafes . Goes out a lot, likes to communicate, walking, and enjoys being in the centre of events.



Prioritizing the target audience

<p>Victor</p> <ul style="list-style-type: none"> - businessman - owns a popular chain of restaurants and cafes - interested in innovations and sport 		<p>High Value</p>	<p>Jeniffer</p> <ul style="list-style-type: none"> - events organizer - close relation with popular companies - plans parties for youth in club, restaurants and cafes 	
		<p>Easy to Reach</p>	<p>Hard to Reach</p>	
<p>Lucia</p> <ul style="list-style-type: none"> - student - very keen on music, dancing - writes a personal daily blog 		<p>Low Value</p>	<p>Zaur</p> <ul style="list-style-type: none"> - a journalist - great music fan - prefers going to cafes restaurants pubs 	

5. Business objectives

S

Product launch in places of rest, food and sports.

M

Provide regular usage of Jabda firstly in minimum 25 public places.

A

Only in Baku there are more than 1000 restaurants cafes and other places of rest.
Need to try promote the app in places where there are more new clients rather than permanent ones.

R

Product launch in places .. it is the main purpose of the application and the whole strategy is built on this task

T

The end of 2018.

6.Action plan

SEO-Search Engine Optimization

Objectives	Engagement
Action items	Content updates/social linking
Frequency	Weekly/Monthly
Measurement Tools	Google Analytics, Webmaster Tools
KPIs	Organic traffic,website engagement
Spend	Staff

Social Media

Objectives	Engage Customers
Action items	Visual posts, targeting, paid advertising
Frequency	Daily/Weekly
Measurement Tools	Google Analytics, in-platform analytics
KPIs	Downloads, ROI
Spend	Staff Time, paid ad

Mobile Marketing

Objectives	Product Launch
Action items	Mobile Advertising
Frequency	Weekly
Measurement Tools	Google AdWords, Google Analytics
KPIs	ROI
Spend	AdWords campaign cost, application development

7. Measurement and budget

- ★ SEO ROI
- ★ Social Media ROI
- ★ Mobile Marketing ROI
- ★ Total Channels ROI

ROI (SEO)

Average sale : 100 \$
 Unique searchers : 50000
 Aiming to attract : 35% = 17500
 Conversion Rate : 1.3% = 227.5
 Lead : 50% = 114
 Sales rate : 10.4% = 11.856
 11 new customers : 1185.6\$
 Man/hour : 150\$

Total : 1035.6\$

ROI (Facebook)

Average sale : 100\$
 Total post reach : 105000
 Est.clicks to store : 7.5% = 7875
 Est.conversion rate : 3.6% = 283.5
 Sales rate : 9.2% = 26.082
 26 new customers : 2608.2\$
 Costs for ads and creative : 45\$
 Man/hour : 150\$

Total : 2413.2\$

ROI (Mobile Mark.)

Average sale : 100\$
 CPI : 3.5\$
 Install 100 : 350\$
 Sales Rate 17.2% : 17.2
 17 new customers : 1720\$
 Man/hour : 75\$

Total : 1295\$

$$\text{Total ROI} = ((1185.6 + 2608.2 + 1720) - (150 + 195 + 75)) / 150 + 195 + 75 * 100 = 1212\%$$

Iteration and management

1. Brand awareness
2. Testing and optimizing
3. Analyze competitors
4. Identifying the needs and habits of the audience
5. Modify application
6. Reporting and feedback
7. Data analysis
8. SMM and ads management

jabda

Is a friend of the musically sensitive ears.

Made with love in Baku

Thank You!

Digital Marketing Strategy
Rzazade Kamran