

**Marketing
Pitch**

WeAre8

007 Girls

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Scarlett Cassidy
Oceane Bax

It's all good on
WeAre8.



Contents

- Theories and Frameworks
- Situational Analysis
- Objectives
- Target Market
- Strategy
- Tactics
- Return on Investment
- Summary



change

statista



MINTEL



The Guardian



worldometers
real time world statistics



Hootsuite

WORLD
ECONOMIC
FORUM

The
Economist

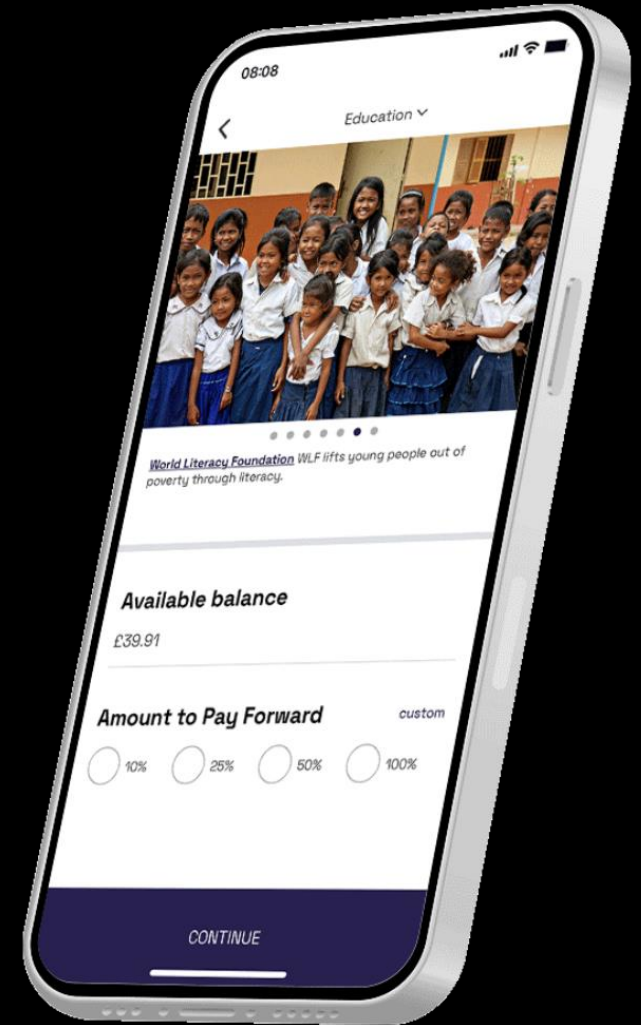
+ more



THEORIES & FRAMEWORKS



SOSTAC



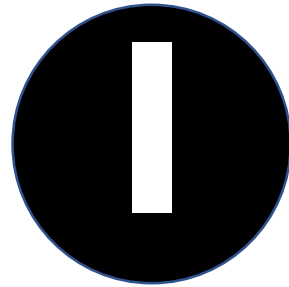
(Indeed Career Guide,
2022)



AIDA



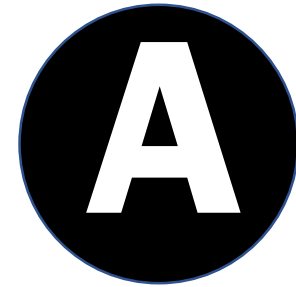
AWARENESS



INTEREST



DESIRE



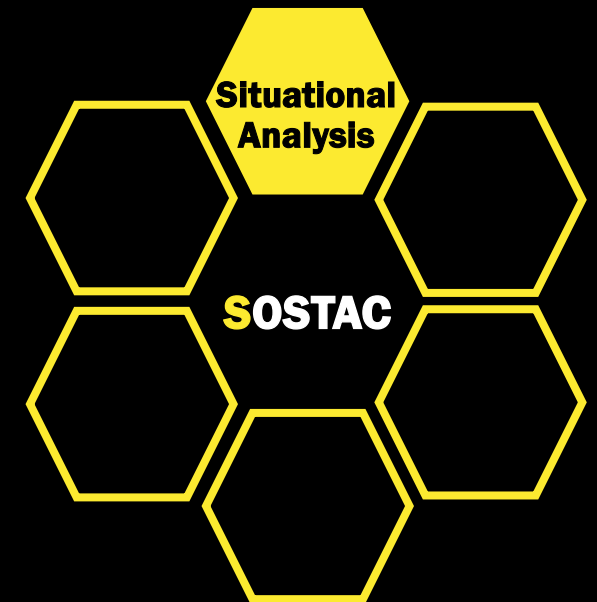
ACTION

**4 STAGES A BUYER GOES
THROUGH DURING THE PROCESS
OF PURCHASING A SERVICE**

**INCLUDES THE INFLUENCE SOCIAL
MEDIA HAS ON BUYER-SELLER
RELATIONSHIPS**

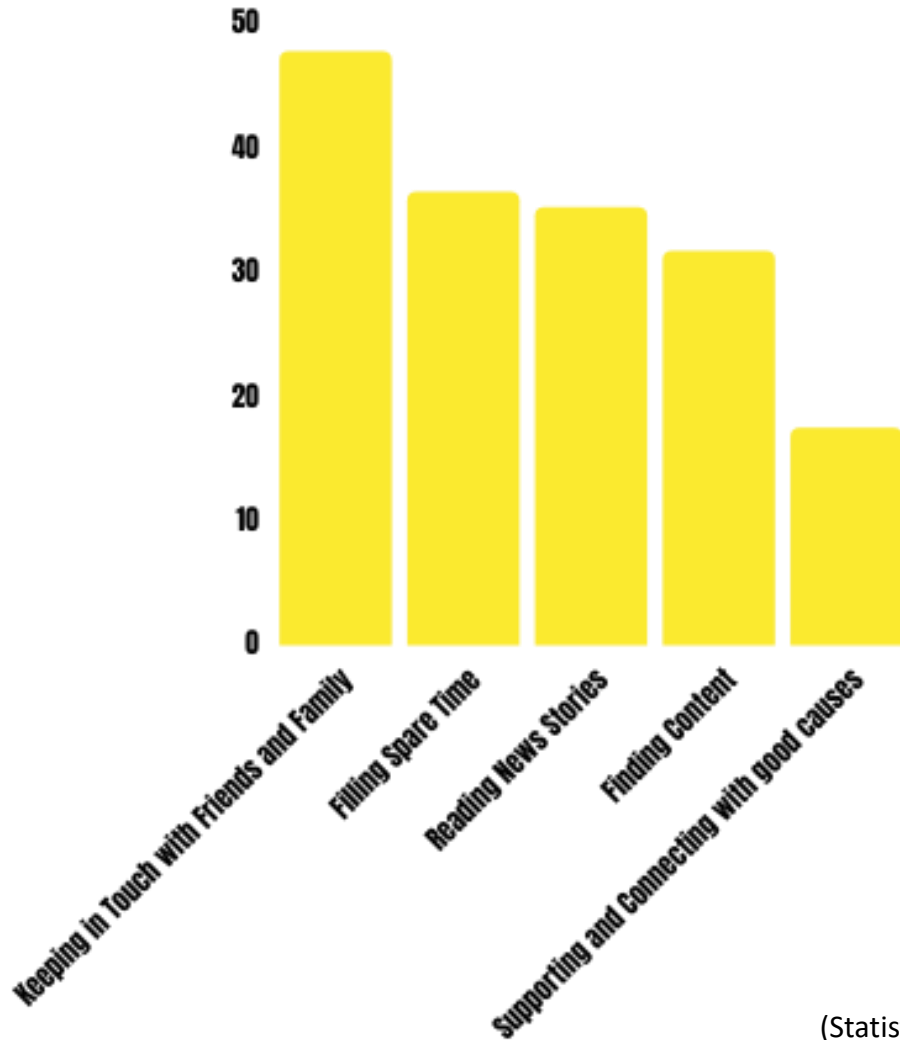
(CFI Team, 2022)
(Indeed Career Guide,
2022)

SITUATIONAL ANALYSIS



INDUSTRY DATA

Most popular reasons for internet users worldwide to use social media as of 3rd quarter 2021



(Statista,2022)

IN THE UK...

Total
Population



68.8
MILLION

(Worldometer,2022)

Mobile
Phone Users



63.46
MILLION

(Statista,2023)

Internet
Users



66.99
MILLION

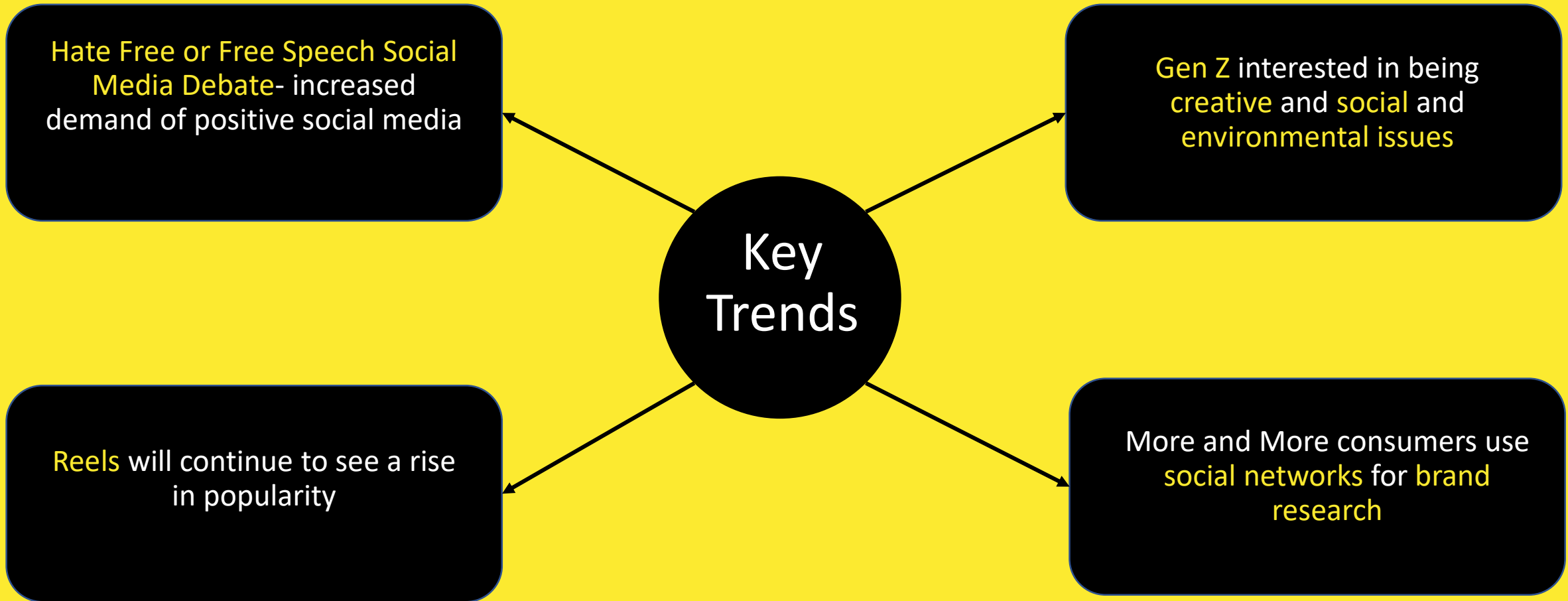
(DataReportal,2022)

Active Social
Media Users



57.6
MILLION

(Statista,2023)



(Mintel,2022)

(Kemp,2022)

KEY INSIGHTS

**Most Social Media
Users by Gender**



FEMALE

**Largest Age Group on
Social Media**



GEN Z

**Main Interest of
Gen Z**



SUSTAINABILITY

**Main Use of
Social Media**



KEEPING IN TOUCH WITH
FAMILY & FRIENDS

**Highest Social Media
in Users**



FACEBOOK

**Highest Social Media in
Growth**



BEREAL

**How Most Social
Apps Grew**



CAMPUS PROMOTION

How Trends are Set



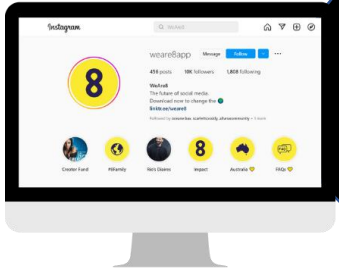
INFLUENCERS

CURRENT STRATEGY

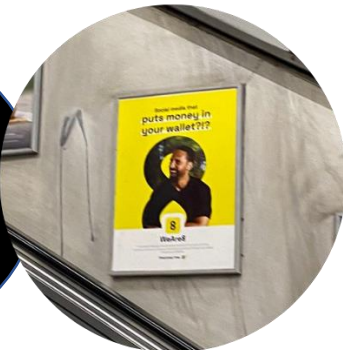
Using Influencers



Social Media Marketing



Billboards and Posters



WeAre8

Key Insights from Primary Research

- Content is a bit repetitive
- Ad part- easy to use
- Nice Original Features- Anthem, Friends Feed
- Advertise in Popular Spaces
- Cannot log back into it

CUSTOMER REVIEWS



OBJECTIVES





OBJECTIVES

1



Achieve over 60,000 sign ups to the WeAre8 App in our first year through a new student brand ambassador campaign

2



Empower the world to use a positive social media platform and support their favourite charities by getting to 1 million new users to the WeAre8 app in one year

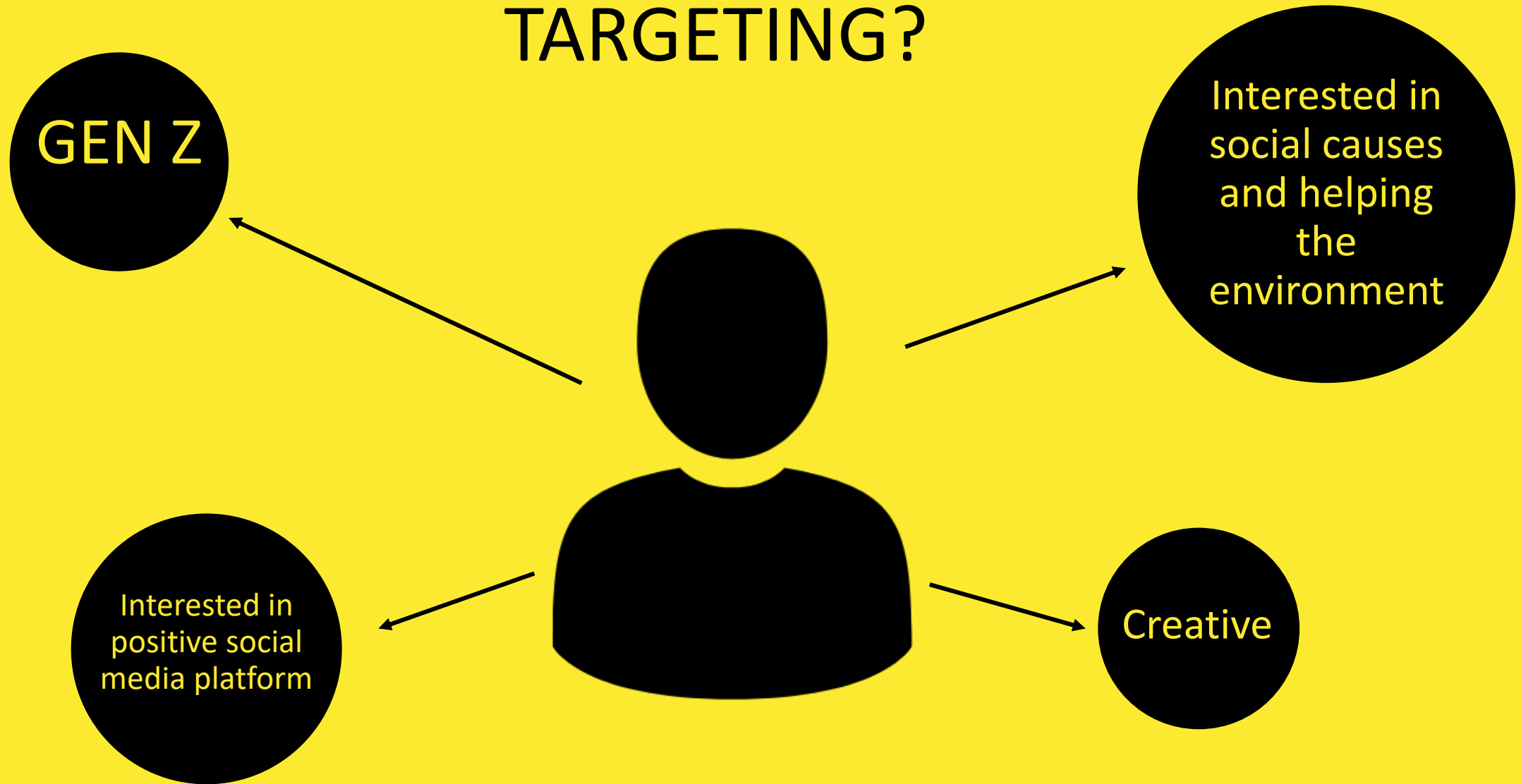
3



Increase engagement by 80% of the Friends Feed through a new marketing campaign by the end of the year

TARGET MARKET

WHO ARE WE TARGETING?





SOCIAL MEDIA AND VIOLENCE

STRATEGY



THEME

Pockets of Peace



Encourage users to use their own
“Pockets of Peace” on WeAre8

More
positive
connotation

Love full
space

Gets rid of
the idea of
censorship

Replaces the
vagueness of
hate free

Fits in with the
app's Friends
Feed Feature



WHAT IS POCKETS OF PEACE?

Rebranding of
“hate-free
zone”

Theme of a
multi-channel
campaign

Encourage
users to use
the app
features



Friends
Feed

Your
Anthem

Help grow
and engage
the user
base

TACTICS



CHANNELS

GROWTH

Social Media

Posts and Ads on Social Media

- Facebook
- Instagram
- TikTok

£30K

Influencers

Rio Ferdinand

Tom Daley

Claire Balding

£70K

Campus Promotions

- Student Brand Ambassadors
- Sponsoring Social Responsibility Modules at 5 universities

£80K

RETENTION

Push Notifications and Email Campaign

- Create habits for users
- Remind them to use their 2 minutes in a “pocket of peace”

£20K



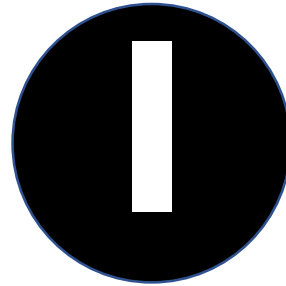
AIDA



AWARENESS



**HIGH PROFILE
INFLUENCERS
WEARE8 ALREADY
HAS**



INTEREST



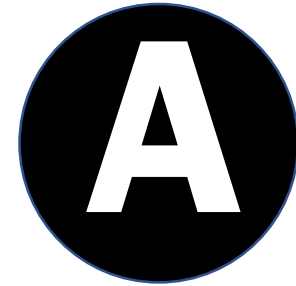
**POCKETS OF PEACE
CAMPAIGN TO
FURTHER INTEREST**



DESIRE



**STUDENT
AMBASSADOR
PROGRAMME TO
INCREASE DESIRE**



ACTION



**STUDENT
REFERRALS, PUSH
NOTIFICATIONS AND
EMAIL CAPAIGNS
AND SOCIAL MEDIA
ADS TO PUSH ACTION**

RETURN ON INVESTMENT



CAMPUS PROMOTION

£80K

BUDGET

| Costs | Quantity | Cost/Unit | Nr. Of Unit | Total |
|------------------|------------------|-------------|----------------------|---------|
| Salary | 75 | £8.50/hour | 2250 hours | £19,125 |
| Jumpers | 5 modules- 75 SA | £5/hoodie | 2575 | £12,875 |
| Training Session | 1 | £100 | 1 | £100 |
| Events | 5 universities | £800/ event | 9 events/ university | £36,000 |
| Buffer | - | - | - | £12,900 |
| Total | | | | £80,000 |

ROI



60,105
SIGN UPS



200%
USAGE



137,860
MONTHLY ACTIVE
USERS

REASONS WHY

Successful
before

Primary and
Secondary Data

Room for Future
Strategy

Unique

OBJECTIVES

- Achieve over 60,000 sign ups to the WeAre8 App in our first year through a new student brand ambassador campaign
- Empower the world to use a positive social media platform and support their favourite charities by getting to 1 million new users to the WeAre8 app in one year
- Increase engagement by 80% of the Friends Feed through a new marketing campaign by the end of the year

REASONS WHY

49% of consumers depend on influencer recommendations

The Fastest growing channel for Brands

Gen Z is most influenced by Social Media Influencers

Major Brands are increasing spend on Influencer Marketing

(Digital Marketing Institute, 2022)

ROI-MONEYWISE

| INVESTMENT | RETURN |
|------------|-----------------|
| £1 | £ 6.50 |
| £70,000 | £455,000 |

(WebFX, 2022)

INFLUENCERS BUDGET

| Costs | Cost Per Action | Per Influencer | Nr. Of Units | Total |
|---------------------|-----------------|-----------------------|--------------|---------|
| 5 mentions/month | 1000 | £12,000 | 12 | £36,000 |
| IG Takeover/month | 1500 | £6000 (each 4 months) | 12 | £18,000 |
| 1 Giveaway/4 months | 1500 | £4500 | 9 | £13,500 |
| Buffer | - | - | - | £2,500 |
| Total | | | | £70,000 |

(Business of Apps, 2022)

ROI



32%

INCREASE ENGAGEMENT

(Statista, 2022)



9%

INCREASE WEB TRAFFIC

(Statista, 2022)



19%

INCREASE SOCIAL MEDIA TRAFFIC

(Statista, 2022)

£70K

SOCIAL MEDIA BUDGET



£30K

| Action | Quantity- Ads | Cost/Unit | Nr. Of Units (days) | Total |
|---------------|---------------|-----------|---------------------|---------|
| Facebook Ads | 3 | £8/day | 365 | £ 8,760 |
| Instagram Ads | 3 | £8/day | 365 | £ 8,760 |
| TikTok Ads | 3 | £8/day | 365 | £ 8,760 |
| Buffer | - | - | - | £ 3,720 |
| Total | | | | £30,000 |

ROI

Reach (in millions)

Facebook Ads



2.7 - 7.8

Instagram Ads



2.4 - 6.6

TikTok Ads



1.7 - 5.7

Total: 6.8 - 20.1

REASONS WHY

Basic but
Effective

Cost-Effective

Leading Digital
Marketing
Channel

Successful
strategy used by
competitors

(Statista, 2022)

ROI- MONEYWISE

INVESTMENT

RETURN

£1

£ 2.80

£30,000

£84,000

(Schaffer, 2022)
(TikTok,2023)

(Facebook, 2023)
(Instagram, 2023)

REASONS

Most Effective in Driving Sales

Cost-Effective

Tuesday Afternoon-
Most Effective

40% of users interact with push notifications within an hour of receiving them

(Statista, 2022)

PUSH NOTIFICATIONS AND EMAIL CAMPAIGNS

£20K

BUDG

| Activity | Cost/Month | Months | Total |
|--------------------|------------|--------|---------|
| Push Notifications | £1,200 | 12 | £14,400 |
| Email Campaigns | £400 | 12 | £4,800 |
| Buffer | - | - | £800 |
| Total | | | £20,000 |

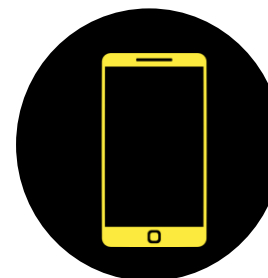
ROI



93%

RETENTION RATE

(Statista, 2022)



60%

OPT-IN RATE

(Business of Apps, 2022)

CAMPUS PROMOTION

£80K



60,105
SIGN UPS



200%
USAGE



137,860
MONTHLY ACTIVE
USERS

INFLUENCERS

£70K

8
WeAre8



32%
INCREASE
ENGAGEMENT
(Statista, 2022)



9%
INCREASE WEB
TRAFFIC
(Statista, 2022)



19%
INCREASE SOCIAL
MEDIA TRAFFIC
(Statista, 2022)

£455K

SOCIAL MEDIA

£30K

£84K

Reach

Facebook Ads

7,665,000

Instagram Ads

5,475,000

TikTok Ads

16,425,000

Total: 29,565,000

PUSH NOTIFICATIONS AND EMAIL CAMPAIGNS

£20K



93%
RETENTION RATE
(Statista, 2022)



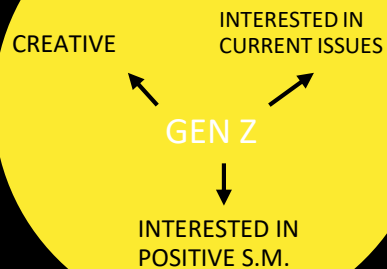
60%
OPT-IN RATE
(Business of Apps, 2022)

SUMMARY

OBJECTIVES

- 1 MILLION USERS- 1 YEAR
- 60,000 SIGN UPS IN 1 YEAR
- INCREASE ENGAGEMENT BY 80%

WHO



HOW

Pockets of Peace

CHANNELS

- CAMPUS PROMOTION
- INFLUENCERS
- SOCIAL MEDIA
- PUSH NOTIFICATIONS & EMAIL CAMPAIGN

JUDGES' SUMMARY

Judges summary

Team name: 007 Girls

| Marketing plan | Summary in bullet points |
|---|--|
| Situation Analysis (10 marks) | <ul style="list-style-type: none"> We found that, according to Statista, the most popular reason for internet users worldwide was keeping in touch with friends and family. After looking at the UK population we found that there are 57.5 million social media users, which is a huge pool of people. We derived four key trends, that there is an ongoing debate as to whether hate free or free speech media is more important, that Gen Z are interested in being social and environmentally conscious, that more and more consumers use social networks for brand research and reels will continue to see a rise in popularity. Our 8 key insights covered areas like the social media with highest growth, how trends are set and most social media users by gender Based on our primary research We have used 2 frameworks in our analysis: SOSTAC and AIDA. |
| Objectives (5 marks) | <ul style="list-style-type: none"> We have set three objectives that are : <ol style="list-style-type: none"> 1. Achieve over 60,000 sign ups to the WeAre8 App in our first year through a new student brand ambassador campaign. 2. Empower the world to use a positive social media platform and support their favourite charities by getting to 1 million new users to the WeAre8 app in one year. 3. Increase engagement by 80% of the Friends Feed through a new marketing campaign by the end of the year |
| Strategy (10 marks) | <ul style="list-style-type: none"> We have created a general theme that we want to promote throughout different channels, branded Pockets of Peace . We have chosen Pockets of Peace because we want to replace the vagueness of " a hate free zone", and instead change it to a name that encourages users to create a place on the internet where they can fill it with whatever they like that is constructive to their lives and away from mainstream media. Our target market are Gen Z, who we know enjoy being creative and are interested in social and environmental issues. |
| Tactics (10 marks) | <ul style="list-style-type: none"> We are going to use four different types of channels that will allow WeAre8 to grow and retain new users. The first will be the campus promotion, where we are going to use student ambassadors and also sponsor social responsibility modules in different universities around the uk. The second channel will be influencers where we are going to use the current influencers Weare8 use but encourage them to be more active on the app to hold giveaway's we create, post photos and facilitate different Instagram takeovers. The third channel will be social media, where we are going to create different ads to put on our accounts. And finally push notifications and email campaign marketings |
| Measurements (10 marks) | <ul style="list-style-type: none"> To be able to measure the success of our strategy, we have calculated the ROI of each of our channels, to see how successful these would be. In terms of our biggest investment, Campus Promotions, where we are investing 80K we expect to see a return to over 60,000 sign ups. Our second highest investment at 70K, on influencers we expect to see a return of £455,000 and a 32% increase of engagement on the app. For social media where we are allocating 30K we expect to have a reach of over 29,500,000 million people on social media. Lastly for Push Notifications and email campaigns, we hope to see a 60% Opt- in rate and a 93% retention rate. |

APPENDIX

ROI- CALCULATIONS BREAKDOWN

CAMPUS PROMOTION

| SIGN-UPS DATA | | |
|--|-------------|--------------------------------------|
| Company X- Nr. Of Student Ambassadors | | Nr of App Clicks gained by Company X |
| 22 | | 5877 |
| WeAre8- Nr of Student Ambassadors | | Predicted Nr. Of Sign Ups for WeAre8 |
| 75 | | 20,035 |
| STUDENT AMBASSADORS PREDICTED ACTIVITY | | |
| Sign Ups | Nr of Terms | Total |
| 20,035 | 3 | 60,105 |
| MONTHLY ACTIVE USERS | | |
| BeReal | | |
| Monthly Active Users generated from July 2021-2022 | | Investment |
| 20,679,000 | | £30,000,000 |
| WeAre8 | | |
| Monthly Active Users generated in year prediction | | Investment |
| 137,860 | | £200,000 |

INFLUENCERS

| PREDICTED ROI-MONEYWISE | | |
|---|------------------------------|-----------|
| Influencer Marketing Average ROI per pound invested | WeAre8 Investment Influencer | Total ROI |
| £6.50 | £70,000 | £455,000 |

SOCIAL MEDIA

| PREDICTED ROI- REACH | | | | | |
|----------------------|---------------------------|-------------|-----------------------------|-----------------------------------|-------------------------|
| Social Media | Reach/Day (in thousands) | Nr. Of Days | Nr. Of Ads per Social Media | Total Reach per Ad (in millions) | Total ROI (in millions) |
| Facebook Ads | 2.5 - 7.2 | 365 | 3 | 0.9 - 2.6 | 2.7 - 7.8 |
| Instagram Ads | 2.2 - 5.9 | 365 | 3 | 0.8 - 2.2 | 2.4 - 6.6 |
| TikTok Ads | 1.5 - 5.3 | 365 | 3 | 0.55 - 1.9 | 1.7 - 5.7 |
| Total | | | | | 6.8 - 20.1 |

| PREDICTED ROI-MONEYWISE | | |
|---|--------------------------------|-----------|
| Social Media Average ROI per pound invested | WeAre8 Investment Social Media | Total ROI |
| £2.80 | £30,000 | £84,000 |

SOCIAL MEDIA

TikTok

<

?

£8 spent over 1 day

Estimated total cost

1,541 - 5,291

Estimated video views

Budget

£8 Per day

Duration

1 day

Next

Facebook

Daily budget

i

Country, currency

RO, GBP

Change

1 £

Est. reach 313-903 people per day

☐

2 £

Est. reach 625-1.8k people per day

☐

4 £

Est. reach 1.3k-3.6k people per day

☐

8 £

Est. reach 2.5k-7.2k people per day

☒

15 £

Est. reach 4.7k-13.6k people per day

☐

Choose your own

☐

Schedule and duration

i

Start date

Wednesday, 1 March 2023

Promote Now

By tapping Promote Now, you agree to [Meta's Terms and Conditions](#).

Instagram

<

Budget and duration

i

8 £ over 1 day

Total spend

2.200 - 5.900

Estimated reach

Budget

8 £ daily

Duration

Run this ad until I pause it ☐

Set duration ☒

1 day

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