2022

MARKETING PLAN FOR VOICEPRO

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EXECUTIVE SUMMARY

VoicePro is a startup company in Salt Lake City, Utah. We want to develop an app for smartphone users that revolutionizes the way people organize and access their voicemails, and control the way callers perceive them via fully customizable greetings with brand new features not used by any existing software. With a targeted, appealing launch via social media, outlining the features and promotions for new users, this product concept radiates success already and has the potential to make millions of lives easier.

PROJECT BACKGROUND

Experiencing the beginning of the smartphone era has provided adults of some generations the opportunity to observe unique things about the evolution of smartphone features and priorities of the designers and manufacturers who produce them. One thing that VoicePro's creator noticed in the devices' shortcomings was the lack of control over what happens when you receive a call; if your mother is calling and you are in a job interview, you have to decline the call, but not hurt her feelings or worry her. If a job calls you back, and your greeting is set to something silly for your friends, that makes you look highly unprofessional. We think you should be able to tailor these things based on who is calling you and what you want them to hear, and have the ability to organize the messages you receive into folders for storage. Similar apps do exist, but their abilities are limited and only apply to saved contacts-- these features should be available even when receiving calls from unknown callers, thus making our product singular and unique in its usefulness and versatility.

SITUATION ANALYSIS

INDUSTRY & SWOT:

Strengths:
- Unique, never-before-seen features
- Adds convenience to users' lives
- Gives users a method to organize and store voicemails

Weaknesses:
- Users sometimes dislike apps that cost money or require subscriptions

Opportunities:
- Young professionals breaking into the professional world
- Older adults who prefer calling to texts, email, etc.

Threats:
- Calling has seen a decrease in popularity in favor of text-based communication methods
- Similar competing apps

INDUSTRY & ENVIRONMENT ANALYSIS

It has become astoundingly easy for just about anyone to find success by developing and releasing their own app, so introducing ours on the app stores will be simple. While there are existing apps that are somewhat similar (YouMail, for example), there are not many, and ours will have additional features that will make it much more appealing and comprehensive. The existing apps appear to be successful, having thousands of existing users and reviews-- a customer base we can tap into by showing that a superior version exists. Keeping our coding and the other developmental details of our app private and confidential will prevent potential new competitors from being able to offer the same benefits.

PRODUCT

PRODUCT & FEATURES

VoicePro & Voicepro.com

A downloadable smart device app with:

- Customized recorded greetings that can be assigned to contacts/numbers to be automatically routed, or selected when receiving a call from an unknown number
- Folders in which to organize, save, and store voicemail messages
- A recorded video greeting to play when a FaceTime/video call is missed
- The ability to send or download/upload your messages to just about anywhere, including cloud-based storage

POSITIONING STATEMENT

The VoicePro app is the premier way for smart device users to store and organize their voicemails, and control caller perception. We think you should have full control over your callers' experience, and be able to listen anywhere, anytime.

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MARKETING MIX

PRODUCT:

- A downloadable smartphone app
- This app allows users to:
  - Customize voice greetings based on callers
  - Display a recorded video greeting when Facetime calls are missed
  - Organize and store voice messages in folders
  - Download and save voice messages in multiple formats and locations

The benefits to this app are limitless. It really enables users to organize, control, and customize not only how they store their messages but also the experience of those who contact them.

PRICE:

Existing similar apps seem to be pricing theirs as subscriptions, with their rates ranging from $3.99 per month to $20 per month, and more for business owners.

Because part of our philosophy is that users should have full access and control over their messages and greetings, and the nature of these subscription based services is typically that users lose access to their content if the subscription were to lapse, we have opted instead for a **one-time fee of $9.99.** This is very competitive and gives users the advantage of never risking the loss of access.

MARKETING MIX

PLACE:

The VoicePro app will be available for purchase on all smartphone app stores. (Apple, Android, Google Play, etc.)

PROMOTIONAL MIX: ADVERTISING

Promotion will be widespread via the internet, radio, and social media. Targeted video ads and image ads will be run via Facebook, Instagram, YouTube, Twitter, and Pinterest. We plan to feature ads on cellular carrier websites and sites that sell smartphones; short radio ads will also be run. Our target market (smartphone users) is broad and covers several demographics, so our marketing techniques must also be varied.

SALES PROMOTION/PERSONAL SELLING

- Discounted prices for our first 100 users
  - Incentives for those who leave reviews
- Booths at tech conventions with raffle tickets and contests to spread awareness and spark interest
  - Feature functional display smartphones with the app installed so customers can see how it works

PROMOTIONAL MIX CONTINUED:

ADVERTISING: IMAGE/PRINT AD

PROMOTIONAL MIX CONTINUED:

DIRECT MARKETING

- The aforementioned expo booths are a form of direct marketing.

- Email ads and newsletters, particularly to individuals who showed interest at the expo booths.

- We can also partner with cellular providers like AT&T and Verizon so that their sales representatives can mention VoicePro to their customers and offer coupons when someone is purchasing a smartphone or asking questions about voicemail features.

PROMOTIONAL MIX
CONTINUED:
PUBLICITY/PR

The expo booths are, again, a nice combination of marketing, sales, and publicity/PR all in one, as it offers the opportunity to interact with the public and potential customers, collect sales leads and interest, show people the product and its features, and use marketing techniques on the appropriate segments, all in the same place.

We can create video content at the events with positive customer reactions and do live streaming events during them as well. Some of the radio ads can mention the location and times of the events as a form of publicity.

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FINANCIAL PROJECTIONS

- Development of the app software is expected to cost roughly $50,000.
  - This can be offset by offering internships or college credit to amateur software developers interested in working on it.
  - We can also pitch to donors and/or investors
- Advertising, marketing, and optimization will cost an additional estimated $10,000.
- We are planning on 6-8 months for development and another 2 for beta testing and fixing bugs, so the app should be up and running on all specified app stores within one year at the most.
- To break even with an estimated $60,000
  - 100 successful sales at each of 5 annual events would total $5,000 per year
  - 250 sales each month as a result of ads and promotion would total $30,000 per year
- With these sales goals, the app would be profitable after a maximum of 2 years.

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