

Student Beans

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STUDENT BEANS

MAKE STUDENT LIFE A LITTLE MORE AWESOME



COMPETITOR ANALYSIS

- **Highly Competitive Market**
- **Identical Services Provided**
- **Loyalty Is Important**

DIRECT COMPETITORS



UNiDAYS

- **Satisfaction**
- **Core Offering**
- **The marketplace**

INDIRECT COMPETITORS



DATA – Newsletters, Current Database, Fresher's Fair.

Who	Contact information – Helps in using Email, Addressable Mail, Push notification if they have signed up for the application rather than mass media.
How	How much they spend – gives an indication as to the approximate amount as to what students spend which give as an idea as to which promotions would be more attractive and affordable.
What	What people buy – Helps in promotional of those specific product or service rather than promoting everything we got which does not provide returns.
Where	Where the access the service from – Website/Application
Activity level	Who uses it more/less – By Knowing the low users, we can target them heavily. An alternate would be targeting the high users first since they are already strong and loyal.

THE CHALLENGE

150,000 Downloads

50,000 Verified Downloads

Existing Customers

- Active Users
- Passive Users

New Customers

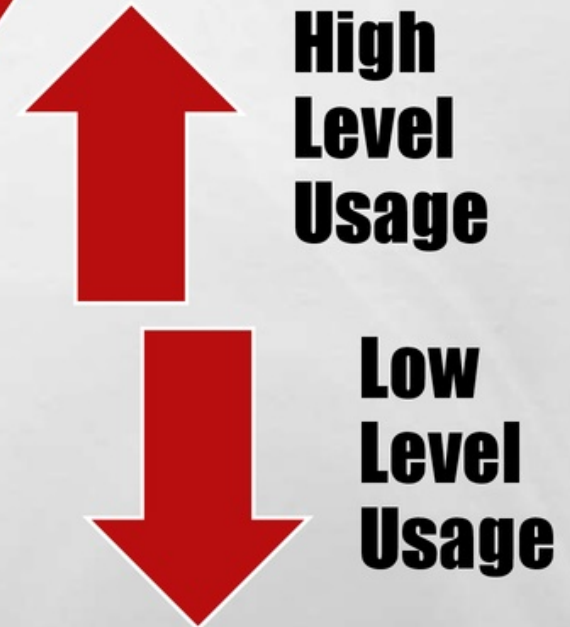
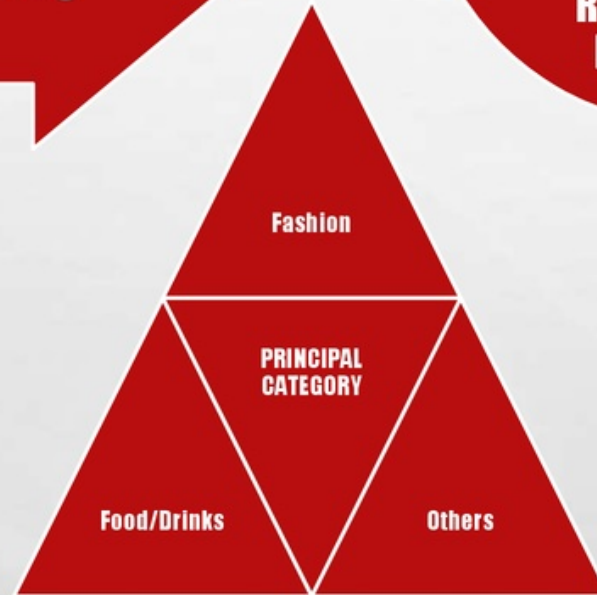
- Influenced By Friends
- Visits Website
- Social Media
- Fresher's Fair
- Service Provided

- Reactivation of the application is required every year.
- Gaining loyal customers



The Lower You Go The More You Spend

SEGMENTATION



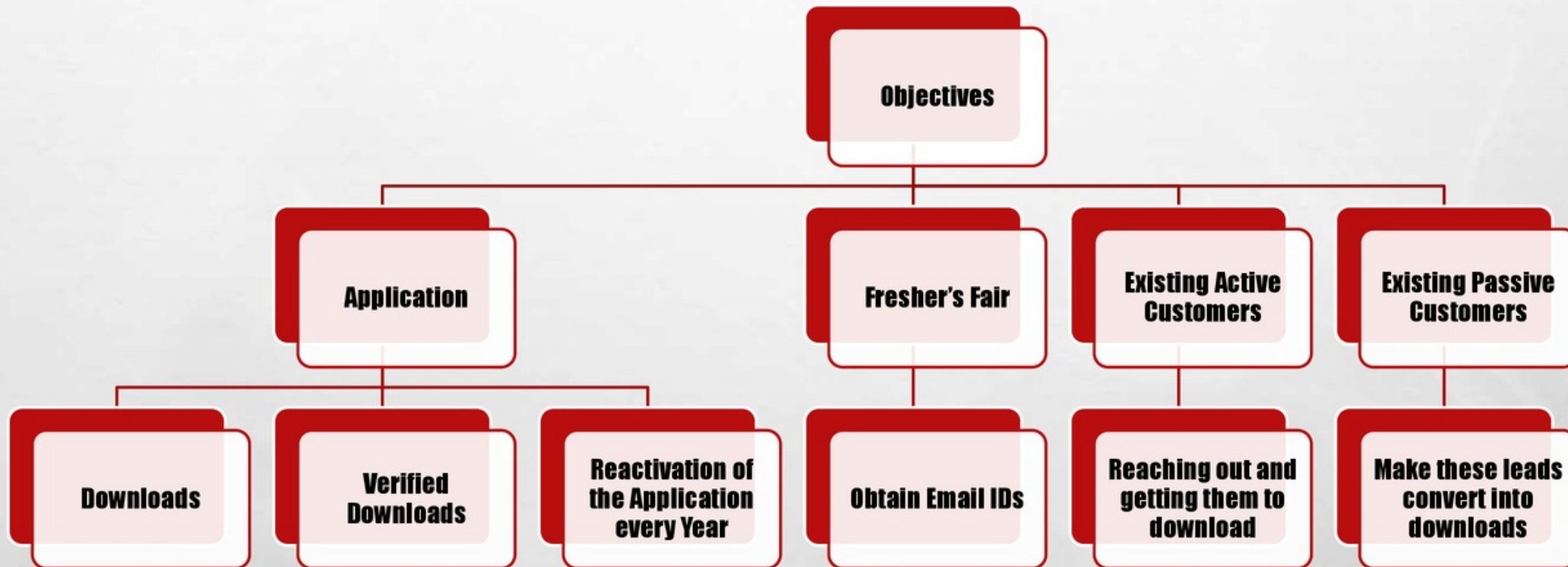
TARGET

**Existing Active
Customers**

**Existing Passive
Customers**

Fresher's

**Customers Gained from other Sources (Social
Media, Website, Promotional Activities)**



OFFER – MORE CONVENIENT WAY TO GET MORE THINGS YOU LOVE FOR LESS

Existing Active and Passive Customers

- **Gaining discounts directly on the mobile app**
- **Application**

Freshers and Customers gained from other sources

- **Gain discounts online or gain it from us directly on your mobile application**
- **Information about the brand followed by the application**

FRESHER'S FAIR

**Makes the Fresher's Fair Stall
Fun and Exciting**

Games



Winner



Merchandise

INCENTIVES

**Bronze
Badge**

- **All verified users**

**Silver
Badge**

- **Verified users with at least one purchase made**

**Gold
Badge**

- **Verified users with at least 25 purchases made**

**VIP
Badge**

- **Verified users with at least 50 purchases made**

BADGE PROVISIONS

Bronze Badge

- Can change the theme, background, color and language of the application

Silver Badge

- Can add and accept friends to see their recent activity and choose similar discounts.

Gold Badge

- Can prioritize various discounts so that they appear on the screen before the others

VIP Badge

- Application VIP Section containing Special Discounts for VIPs Only.

REFERRAL SYSTEM

**Verified users gain
a referral code**

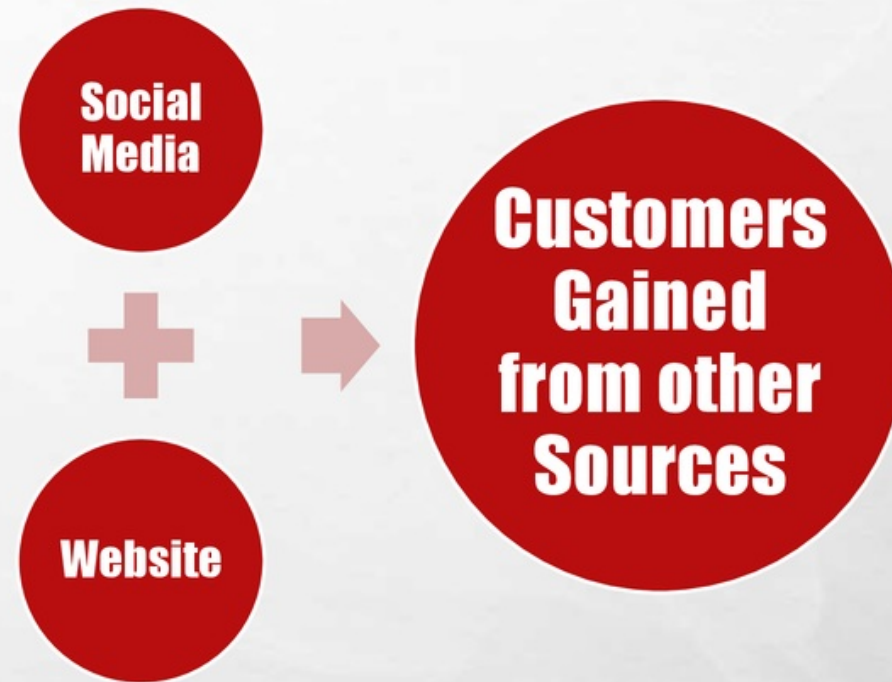
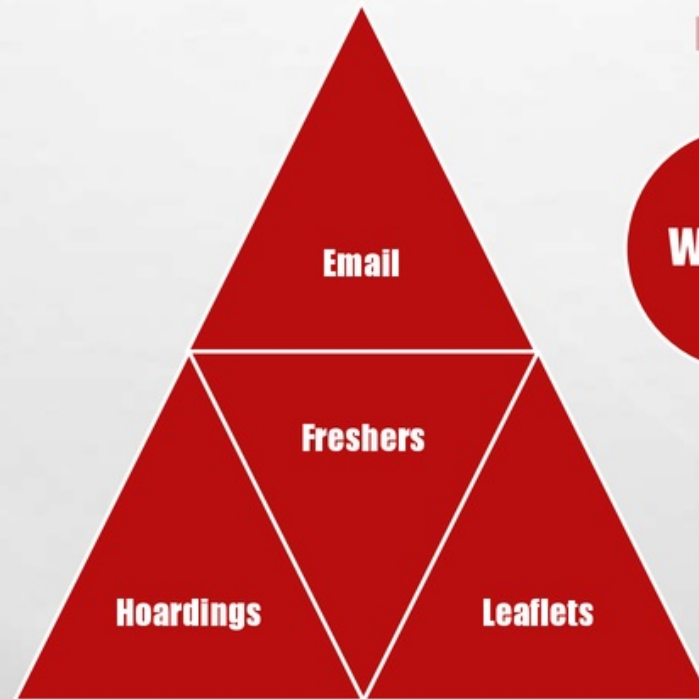


**New users can use
this code while
registration**



**Every 25 users that
help in getting
downloads with the
help of their
referral code gain
prizes (Like:
Student Beans
Tshirts, Bags,
Hoodies and
various other
discounts)**

MEDIA CHOICE



Existing Active Customers

- **Sending Personalized Emails mentioning the application with the incentives provided as well as the referral scheme.**
- **Sending Personalized Mails with the application provided and its features.**
- **Provision of Pop-Up Notifications every time they login into Student Beans or use our Service.**

Existing Passive Customers

- **Sending Emails informing customers about the application launched as well as about the various incentives and referrals.**
- **Sending Mails informing customers about the application and also telling them the various services provided by us that are doing strongly well.**

Fresher's

- **Giving out Flyers at Fresher's Fair to every passing by Fresher.**
- **Collection of Emails via the form filled before playing the game organized. Followed by sending of Emails to those Email IDs informing the students about the service provided and the ease of using the application.**
- **Banner above the stall at Fresher's Fair mentioning "WIN AN i20 HERE"**
- **Surveys to collect Email IDs and other information**

Customers from Social Media

- **Social Media Giveaway Event**
- **Like the Post, Share the post, Verify yourself, comment your Referral ID and gain a chance to win a Student Beans box.**
- **Weekly post on Facebook and Twitter reminding viewers about the Application.**

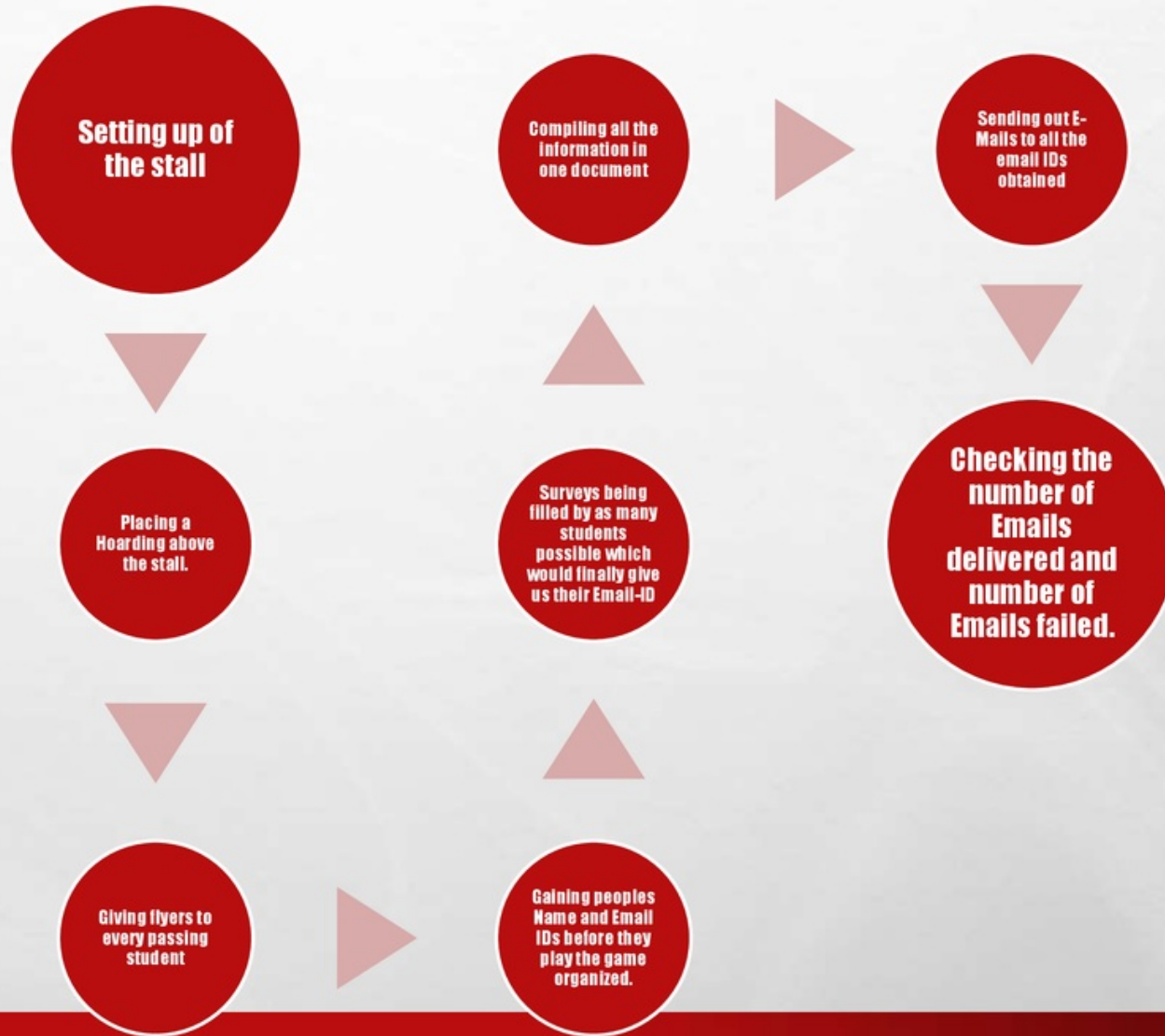
Customers from the Website

- **A pop up to everyone visiting our website informing them about the availability of our application**
- **A link directly showing our Social Media giveaway**

CONTACT PLAN (EXISTING CUSTOMERS)



CONTACT PLAN (FRESHER'S FAIR)





CONTACT PLAN (SOCIAL MEDIA)

Make a Facebook post in relation to the Giveaway



Keep a giveaway time period one month



Sharing the giveaway on Student Beans website and Twitter



Only those who completed all the steps have a chance to win



Checking who completed all the steps and deciding a winner

CONTACT PLAN (ONLINE MAGAZINE)

**Homepage Banner
Advertisement
(30,000 Unique
Visitors Per
Month)**

3 Months

**2 Months before
Fresher's Fair 1
Month After
Fresher's Fair**

BUDGET

Testing

£20,000 Budget

Retention

90,000 Downloads

30,000 Verified Users

£55,000 Budget

Acquisition

60,000 Downloads

20,000 Verified Users

£25,000 Budget

Retention

Mails

Emails

Acquisition

Mails

Emails

Hoarding

Flyers

Surveys

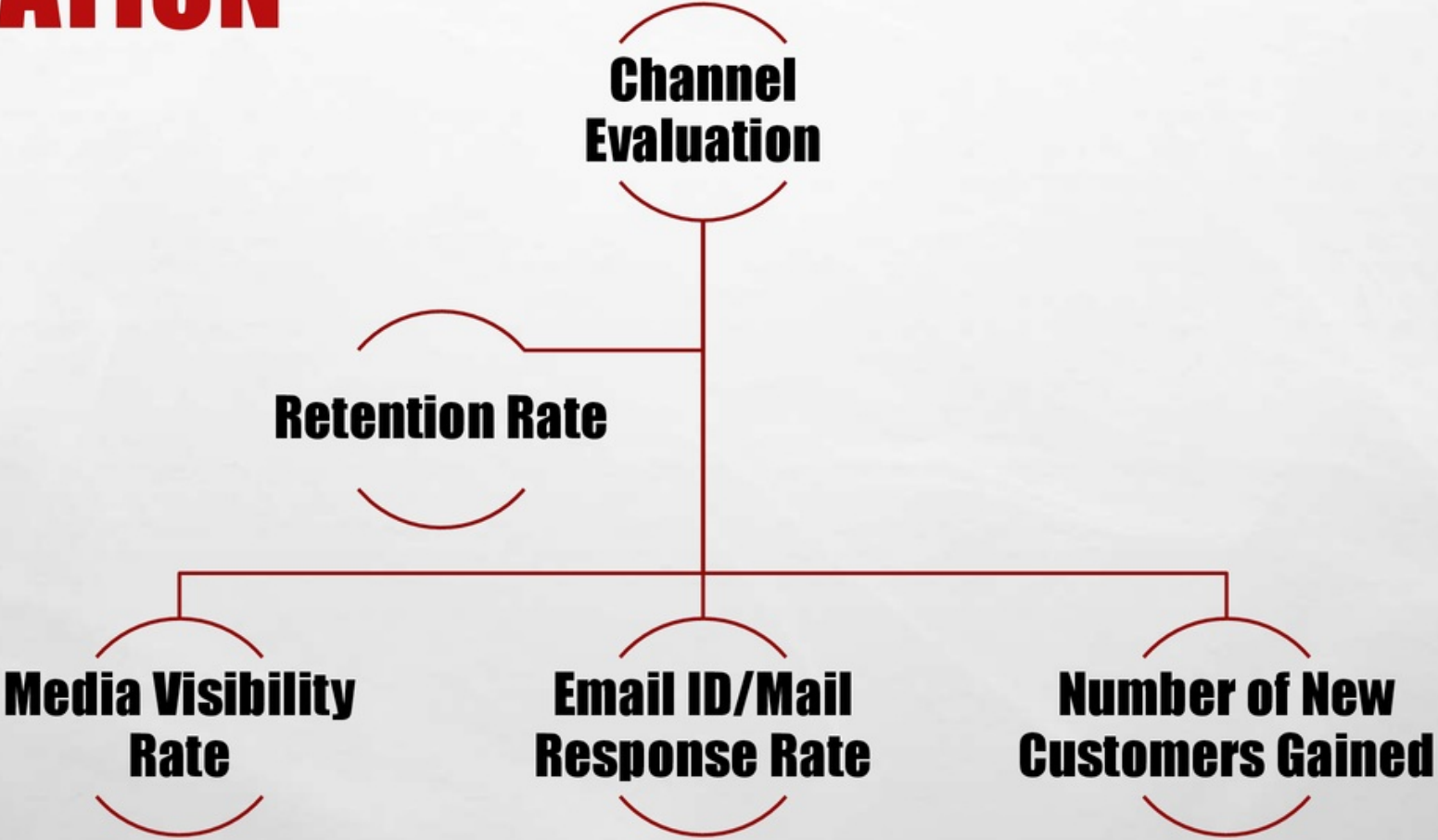
Referral Code Prize

Magazine Ads

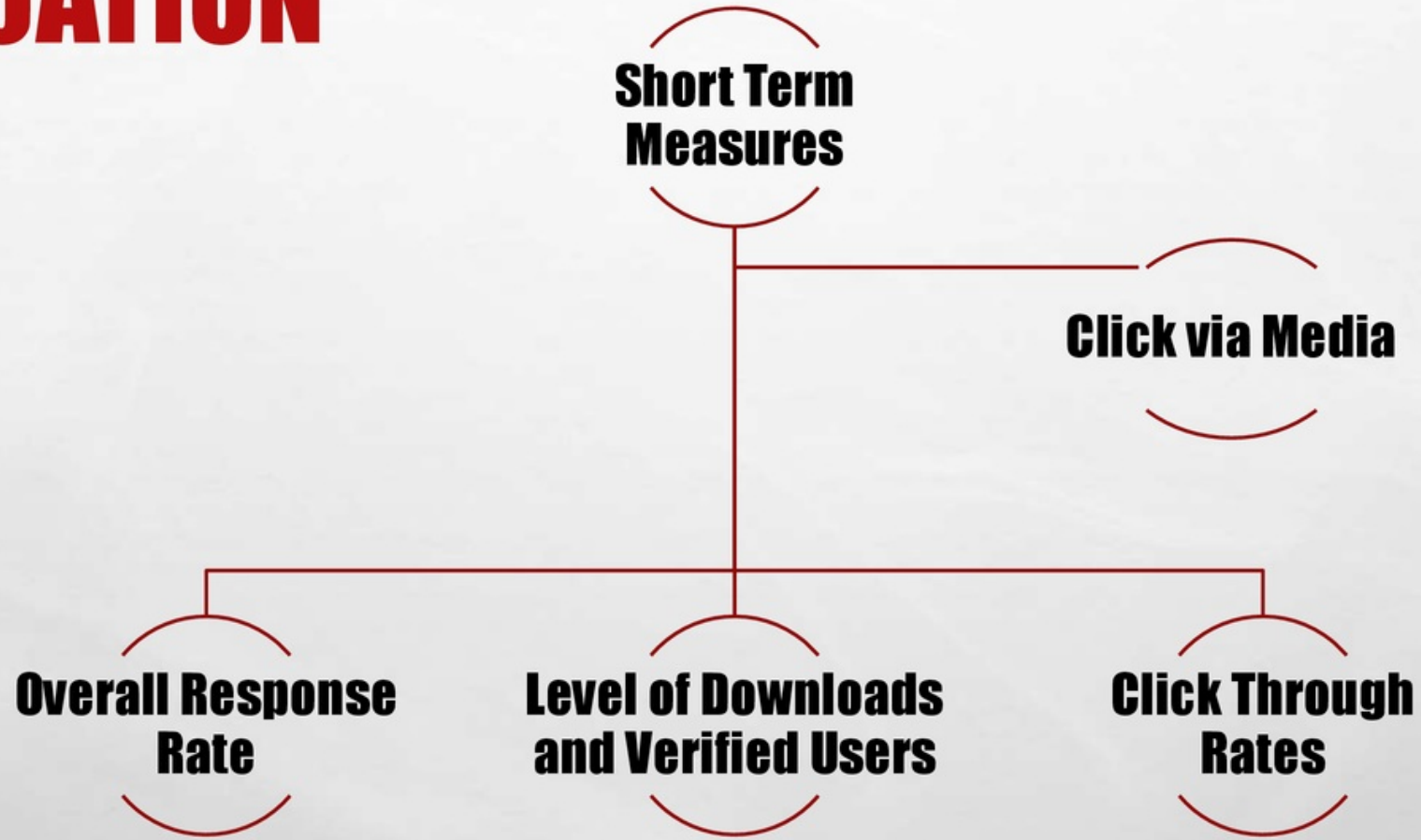
Hyundai i20

Game Prize

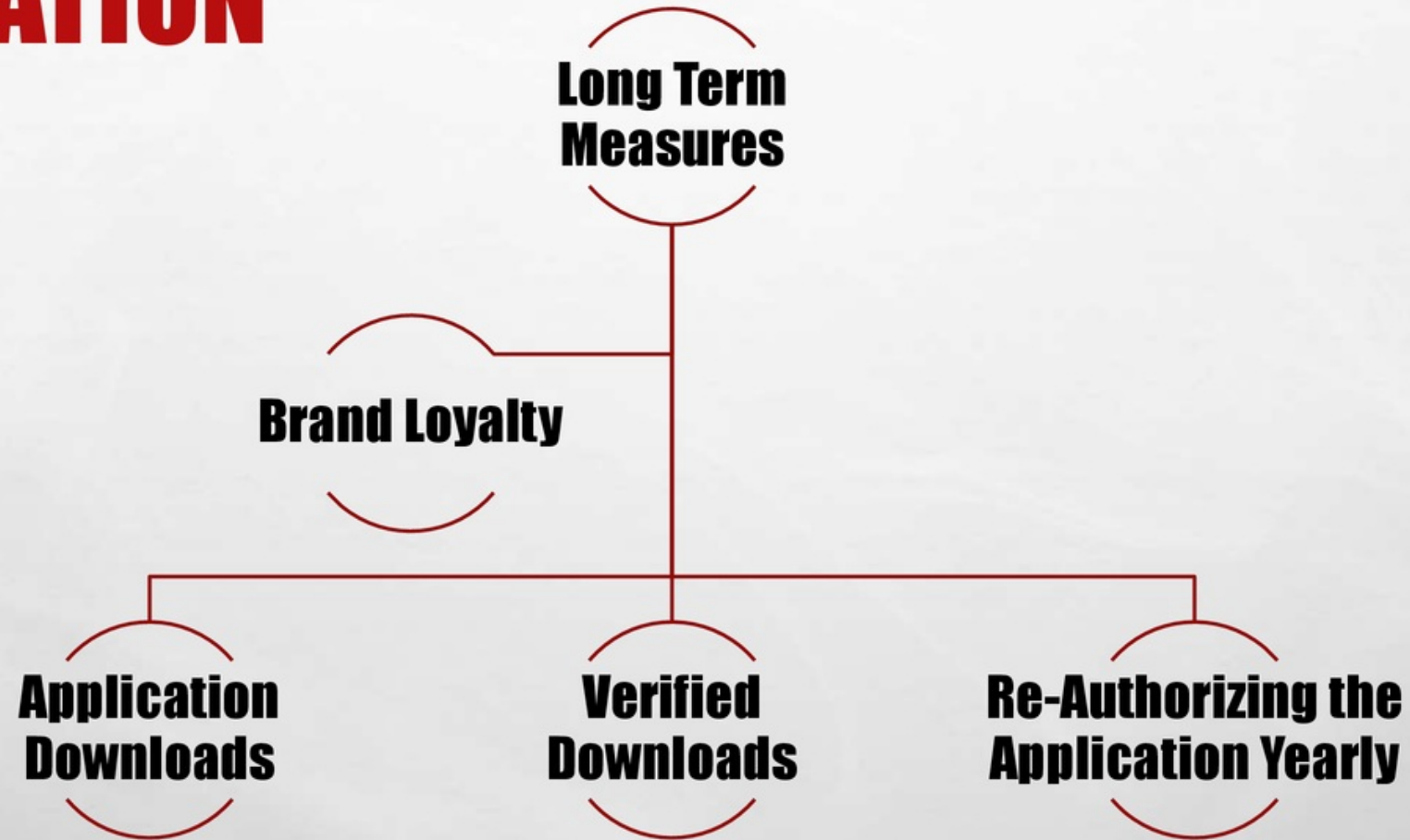
EVALUATION



EVALUATION



EVALUATION



**Thank
You**

Student Beans

ORIGINALITY REPORT

0%
SIMILARITY INDEX

0%
INTERNET SOURCES

0%
PUBLICATIONS

0%
STUDENT PAPERS

PRIMARY SOURCES

EXCLUDE QUOTES OFF
EXCLUDE BIBLIOGRAPHY OFF

EXCLUDE MATCHES OFF