

Students beans handouts

by Shaisa LALA

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Direct and Digital Marketing

Student Beans

Contact Plan

1. Giveaway:

Main Social Media platform for the giveaway will be Facebook.

30 Winners will be selected winning one prize each from 15 Hoodies, 10 Bags and 5 Coffee Mugs.

An image will be posted on Facebook via the Student Beans Page

There would be three steps mentioned on the giveaway.

Step 1: Like and Share this post.

Step 2: Download the Application and verify yourself

Step 3: Comment your Referral Code

Only those who complete each and every step are eligible for the giveaway.

The main point in the steps will involve downloading the application, verifying themselves and commenting their referral code.

This will be shared on the Student Beans Website and Twitter and in the span of 1 month, the winners will be decided.

2. Fresher's Fair Stall:

The Fresher's Fair will look like a stall in the image below.



- a. **Flyers:** There will flyers given out to every person passing by mentioning the services provided by Student Beans. It will also contain Information about the application, referral system as well as the incentives provided.
- b. **Surveys:** A Student Beans official will be getting surveys filled by people passing by where questions would involve their name, email ID, University of study, Other discount offers if used and also if they would use Student Beans discount offers.
- c. **Win a Hyundai i20:** Above our stall, there will be a hoarding showing "Win an i20 here" with an image of the i20. The image of this will attract a large number of customers.
To be a part of the lucky draw. People will need to download and verify their application. They will then need to fill a form which asks for their Name, Age, Email ID, University and Referral Code.
At the end of the Fresher's Fair, a winner will be officially announced gaining a Hyundai i20.
- d. **Game:** The game that will be present will be Foosball. It is a game where there are clay made human figures attached to a number of sticks. Players use these sticks to control the ball and score goals. The game is a 1 vs 1 format. Before the start of the game, players will need to fill a form stating their Name, University of Study and Email ID. Before the game starts, we could inform the students that they can win a Hoodie if they win the game or they could win either a coffee mug or a bag if they verify themselves before playing the game.

Budget

1. Testing Budget – 20%
£20,000

2. Retention – 60%
60% of the Target Market
90,000 Downloads
30,000 Verified Downloads
£55,000 Total Budget

Media Choices:

Post Mails – Response rate is 36.6%

E-Mails – Response rate is 12.4%

Taking an average of both since some will be cumulative is $(36.6+12.4)/2 = 25\%$

90,000 Downloads is 25%

A complete targeted audience 360,000 Customers

Costing:

Post Mail = 60p per email.

Total 360,000 x 60p = 21,600,000p = £21,600 (Targeting all the active customers first)

Total 500,000 x 60p = 30,000,000p = £30,000 (Targeting as many passive customers as possible)

Emails = Free of Cost

Email to be sent to every customer in the database

Total = £21600 + £30000

= £51,600

Save £3,400

3. Acquisition – 40%
40% of the Target Market
60,000 Downloads
20,000 Verified Downloads
£25,000 Total Budget

Media Choices:

Online Magazine Advertisement (Student Wire) – 3 Month duration with £450 = 1350£

Viewership over 20,000 unique users. Response Rates 5% that is 1000.

Flyers – 1000 for £14 – Response Rate 700– 100 positive responses

100,000 Flyers is £1400

Winner of the Lucky Draw held on the stall gets a Hyundai i20 = £10,695

Custom Jumpers (1000 Amount) = £6 x 1000 = £6000

Student Bean Bags (250 Amount) = £3 x 250 = £750

Student Beans Coffee Glass (250 Amount) = £3 x 250 = £750

Surveys – 1000 for 100£ - 700 Completed Surveys – 100 Responses to Emails sent to all 700

10,000 for £1000 gaining an approximate of 1000 responses

Giveaway Prizes

15 Jumpers = £6 x 15 = £90

10 Student Bean Bags = £3 x 10 = £30

5 Student Bean Cups = £3 x 5 = £15

Referral Code Prize

100 Jumpers = £6 x 100 = £600

100 Student Bean Bags = £3 x 100 = £300

100 Coffee Glass = £3 x 100 = £300

Website – Free of Cost

Social Media – Free of Cost

Total = £1350 + £1400 + £10695 + £3000 + £750 + £750 + £1000 + £90 + £30 +
£15 + £600 + £300 + £300
= £23,280

Save £1,720

Presented By:

Abhishek Rane

Shaisa Lala

Abdulaziz Hifni

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GRADEMARK REPORT

FINAL GRADE

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GENERAL COMMENTS

Instructor

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