MARKETING PLAN

Using Technology to Bring People Together

1. **Executive Summary**

The Social Media Market is expanding rapidly, nevertheless, in even growth markets there can be periods of calm. But, according to Dave Chaffey of Social Media Insights there is a collective user base of over 3.5 Billion Social Media users, which presents itself as the dream market for any company, brand or corporation. Social Networks consistently contain the most accurate data about users from around the globe. Trinity Development Hub has designed both a mobile app, as well as, a web based application aiming specifically for that market with the help of our dedicated developers and marketing staff. '*Frenzs*' is a Multi-language Social Media website and mobile app that plans to leverage the one consistent barrier that has yet to be addressed in any other web or mobile interface, open multi-language conversations; *FrenzsPro* will engage business to consumer and business to business marketing. The true ability to converse and communicate to someone who speaks another language while using your own language as the vehicle to communicate. In other words as you type a message in your own language as the sender, and the receiver can both read and respond in his or her own language back to you and vice-versa; truly a revolutionary tool that will surely cross multiple language and cultural barriers. From fundamental design conception, business meetings and trips, to actual development, Mr. Walker has invested $80,100 into this venture. The company will require additional initial capital of $48,900 of loan or equity funding to secure product launch and profitability. Each end user will pay $1.99 recurring monthly subscription fee for the enhanced version of the real time 'instant messenger'. Given below are our forecasted sales, growth margin and Net profit. We will achieve higher levels of net revenue after year one capital launch costs. Management expects to reach $745,000 in sales during the first year of operation.

2. **Vision**

Our vision is to provide individuals and businesses a true real time tool to converse with individuals in other languages and cultures. We do this by providing them with an interactive concept which we call *Frenzs*, a multi-language website and mobile app that allows for communications in the 54 most widely spoken languages on the planet. In addition, our real time instant messenger can be used to secure and enhance global ecommerce, and for shear entertainment as well.

Trinity Development Hub leverages our team's business and technical development experience to create a true multi-language experience for the end user. Our marketing challenge is to attract visibility, and to clearly distinguish the capabilities between our social media instant messenger feature, and our stand-alone 'sales chat instant messenger'. We intend to accomplish this implementing a multi-tiered marketing campaign that utilizes social media, search engine optimization strategies, and most importantly by differentiating the client base that we market to for each market segment. As we gain traction in the marketplace, we also believe that word of mouth will play an important and significant role in establishing the both the uniqueness and capabilities of our products.

3. Objectives

1. Generate over $740,000 in sales by the end of year 1.
2. Increase sales by 150% by the end of year 2.
3. Land 10 enterprise level clients that use our 'sales chat instant messenger' product within the first 12 months.

4. Target Markets

Our ideal customer on the consumer side is between the ages of 18 and 54 who enjoys using social media, and is looking for something new in the way of multi-language and or global communication. And our ideal business customer will largely be an individual that possess an income in excess of $70,000 annually or be a business that either already or wants to employ and or expand their ecommerce presence in the global marketplace...

Customers are typically male or female and own or have access to a Smartphone, Tablet laptop, or home computer, PC or Mac. They have a medium to wide range of disposable income. Individual social media users are high school students living at home, others are college students or those who have joined the workforce in the last 5 years.

Our business ecommerce customer is an individual or small business owner, or the VP of marketing or equivalent position of a medium to large size corporation who is looking for creative promotional methods for their products and services, and who want to expand or enhance their marketplace to customers outside of their typical reach.

5. Market Definition and Segmentation

Free use social media community:

- We offer a robust multi-language social media post and chat platform in anyone of 54 different languages.
- End users will register in their respective home language, and thereby receive communication from other users, no matter what the language, in their own vernacular.

Paid stand alone 'sales chat instant messenger':

- Our paid stand alone 'sales chat instant messenger' contains a much broader set of features than that which is comprised within the free social media site. The price will range between $1.99, and $9.99 per month for those who choose a shopping cart option. And from $99 – $999 per month for enterprise level clients based on total number of end user licensing quantity required.
- Both free and paid subscribers, except for most enterprise clients will also be monetized via clickable (tappable) ad sponsorships located throughout the site.

Both the social media site and the stand alone sales chat instant messenger will be available via instant download on their appropriate mobile platform (i.e., Apple's Appstore for the iPhone or the Play Store for Android users). In addition, users will be able to access the service by using their choice of web browser for Tablet, PC and laptop patrons as well.

6. Distribution Channels

iPhone apps are distributed through the Appstore which is currently controlled by Apple. One of the obstacles is ensuring that the Apple platform can adequately maintain an accurate recurring for paid 'sales chat instant messenger' subscribers. This has not proven to be as challenging with Google customers.

Google's Android offers an open source model so theirs is typically less of a challenge with regards to accurate billing. This also eliminates less of a need for review and allows us to post new updates more quickly.

Users will be able to access both the free social media site, as well as, the paid 'sales chat instant messenger' by going to www.frenzs.net from their browser of choice. This is also less costly as both Apple and Google charge a 33% fee for sales from their respective stores, but possess a 40 – 50% conversion rate for apps viewed on their sites.

7. Competitive Forces and Communications

There are four primary competitors in this space. However, none currently offers their service along the same premise as ours. The three larger competitors Facebook, Google and Twitter focus more on providing a translator tool which relies more on the end users being within the same proximity by sharing viewing screens. Our unique twist on utilizing a multi-language approach allows for open communication among users from anywhere around the globe no matter of their respective proximity. And our smaller competitor GlobeChat only allows for users that already know one another to converse, and *Frenzs* will be available to any registered user; although group formation will still be a feature component of our product. In addition, there will be no need for either the sender or receiver to have to identify the language of another user, as our tool provides the inclusion of making that identification that a mere translator tool does not.

We will leverage social media and influencer marketing as our key platforms for marketing. In addition, we strongly believe that word of mouth aid us greatly in our marketing using platforms such as Twitter, Facebook, and LinkedIn. These platforms are widely used by the customers in our demographic market. We will make announcements via regular posts on LinkedIn and updates to our fan page and shared posts on Facebook.

8. SWOT Analysis

Frenzs is very strong on factors such as resources, talent etc. The growth of Social Media Networks is fast and *Frenzs* is well prepared to take on the initial challenge of

exposure, and product differentiation. Some of the intangible strengths of *Frenzs* include highly competitive work environment, Professional and multi-talented workforce, Out of Box thinking approach and high level of understanding of the Social Networks, their design and features.

8.1 Strengths

- **High level understanding of Social Media Networks and their effective usage.**

  Frenzs will demonstrate a high level of knowledge about Social Networks. This will be done through the use of interactive media channels. This demonstration will be done for both marketing of the company and building strong professional reputation. The live examples without the specific details about our projects will be made available on our website. *Frenzs* is highly capable of using the analytical and measurement tools for Social Media networks.

- **High proficiency in drafting objective paths using existing Social Media frameworks.**

  Social Media networks provide a basic framework for all the businesses to set up their presence on them. For example: Facebook has Company Pages which anyone can join or fan pages for allowing users to be Fans of Brands social profile pages. Data can be pushed to all the fans/members of the community on Facebook. Twitter account can be opened and should be gotten verified (if possible) by Twitter. Twitter has its own analytical tool which gives details about followers/following relation, who is favorite follower etc. You Tube also has similar analytical tool which measures the number of hits over the period, which country it got most hits from and also the age group of the audience. In the same manner *Frenzs* is highly proficient in using these basic tools as.

- **Effective problem solving approach with focus on detail.**

  Frenzs will map the basic requirement of using the Social Media by getting detailed knowledge from each of our clients. And then clearly identify the objectives to be set for the

  Social Media Networks. Once set the goals and objectives can be assessed through analytical tools which will measure the ROI for our clients on the basis of more followers, new customers, emotional attachment to the company, monitory gains etc.

- **Exceptional sense for Strategic and Logical analysis of problem.**

  Frenzs employs best methods available for solving your Social Media problems. Most of the campaigns will be drafted after considering all the input and output conditions. We will provide Strong educational and professional employee backgrounds to answer your problems.

- **Focus on customer needs and translating them into clear goals.**

  Customers are everything for us. *Frenzs* will work around customers' time schedules and will put in extra hours to do the right job and achieve the high satisfaction scale with our customers.

8.2 Weaknesses

- **Fast paced Social Media environment.**
  Social Media Networking currently revolves around Facebook, Twitter, Snapchat, LinkedIn and You Tube. There are varied numbers of reasons why one might choose to use any one of these social applications at any given time. However, we realize that one such reason that we cannot neglect may be that there is currently no fee to sign-up for and use any of the aforementioned networks, whereas *Frenzs* will maintain the use of a subscription fee to access our network services. The primary reason derives from the uniqueness of the *Frenzs* platform which focuses around its multi-language features and capabilities. In addition, all of the other sites are already here, while *Frenzs* will be seeking to share in the space already occupied by other well known applications.

- **Rapid change in technology and accessories.**
  The technology change is immense. The social space is fast changing and to keep up with it will require hard work. *Frenzs* should be up to date on the technology front as the products in technology have small life cycles and huge number of new products gets introduced on daily basis.

- **Vast number of resources for analysis.**
  According to Social Media Analysis there are more than 160 registered companies and tools available for social media analysis.

- **Relatively new firm.**
  Frenzs is just setting off the ground. Thus initially it will be problematic for it to attract followers based on only the reputation. But *Frenzs* initial emphasis will be on attracting users through multiple marketing channels including but not limited to the use of influencers and social ambassadors. Likewise, *FrenzsPro* plans to work hard to achieve the reputation desired to support business to consumer and business to business clients. We will be loyal to our old customers but at the same time will develop reputation to attract larger and high end customers as well.

8.3 Opportunities

- **Everyday growing population of Social Media users.**
  Every day around 300,000 new accounts are added to Twitter while around 175 million people log to use it. The sheer number of people on Social Networks creates that much amount of data related to their tastes, preferences and activities. This is a great opportunity for companies whose products people use on a regular basis to

understand customers' wants and needs. At the same time engage in a real time conversations which will help companies enhance their products and services.

- **People providing data by their own this can be effectively utilized.**
  People provide their own data, likes, preferences, activities etc. Real time conversations can be started which will give insight of customers' mindsets for choosing a particular products/service.

- **Social Media networks inherently have less cost and higher return investments.**
  The basic network frame is all present- People, Networks and Groups. It's very cost effective to set up a Social Media profile. And upon creating awareness, development of interests and engagement with customers on these networks the generated data can be utilized in many ways. For example: Rallying new campaigns, Testing new products/Services, Differentiating ourselves from the competition etc.

- **Still an emerging market so large chunk of untapped population.**
  Even though Facebook boasts around 1.9 billion users, majority of small/medium business units are either unaware, or if aware don't know how to use these vast networks for their own use. *FrenzsPro* is eyeing that market where old players want to jump SMOs (Social Media Optimization). And sooner or later every business has to get on the Social Media Marketing bandwagon.

- **Unique product features and benefits positioned in competitive landscape.**
  Frenzs along with its marketing tool *FrenzsPro* offers a unique set of product features and enhancements that are not currently available using any other social media app in the marketplace today. Thus positioning our product in a space that is currently accessible by using any of the other competitive sites.

8.4 Threats

- **Still poor penetration of Social Media understanding.**
  Social Media penetration is still poor especially in third world countries. And as most businesses boasts national & international customers it can be seen as a threat for newer companies who want to join in for Social Media Optimization.

- **Old businesses which are egoistic and don't want embrace the changes.**
  Many businesses are still being run old style. They have their tough bureaucratic systems in place which are tough to change.

- **New opportunities but with added risk factors.**
  Social Media is a two faced dagger. News is spread like wildfire on social media thus one has to be very careful about the content they provide and should be able to anticipate their followers' perceptions. Bad publicity can be very bad for a company.

- **Emergence of many small-medium firms providing similar services. Thus making it highly competitive market.**

Market entry is medium/easy thus there are many players who are actively engaging in Social Media Campaigns and marketing themselves as better company for SMO (Social Media Optimization). Many of these severely lack in quality and necessary skills which can harm the reputation of the Social Media Marketing scene.

9. Keys to Success

One of our chief keys to success will be for us to be able to show value to our business clients as to their true ecommerce potential, and the global impact that they could enjoy with their respective markets from using our product. We plan to showcase that awareness through focus group and case study research in which other companies, as well as, consumers leveraged the power of multi-language communications to reach and expand their market. This can also be tracked using metrics such as the number of times a user clicked on an ad featured that clearly demonstrates a product or service that would typically be outside of their geographic boundaries

10. Marketing Expense Budget

Marketing Expense Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Social media postings	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500
Landing page generation and analytics	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
Other	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000
Total Sales and Marketing Expenses	$5,500	$5,500	$5,500	$5,500	$5,500	$5,500	$5,500	$5,500	$5,500	$5,500	$5,500	$5,500
Percent of Sales	552.76%	345.48%	73.46%	61.25%	37.99%	7.86%	21.51%	7.24%	20.70%	6.69%	16.69%	6.57%

11. Sales Forecast

Sales will come from three sources:

1. **Web and mobile app downloads** – this includes free and paid downloads. The free downloads are monetized from advertising sponsorships
2. **Enterprise sales messenger** – this product segment offers the potential for a very lucrative and diverse set of clients with an on-going monthly subscriber revenue stream
3. **Advertising Sponsorships** – ads posted in both free and paid subscribers space
4. **Custom sales chat messenger developed for companies** - this be on a case by case basis catering to clients who may desire a set of unique features or benefits to the primary product

Sales costs relate to the fees charged by our distribution channel partners for carrying the product, such as Appstore, and for our estimated costs for staff to sell ad sponsorships or

develop custom sales chat messenger feature. In addition, sales cost may also come from external future products, such as, email and multi-language talk text..

12. Key Marketing Metrics

We estimate that 1 of every 10 users who visit our landing page or see a LinkedIn or Facebook post will download and or use or product via the web browser. In addition, we believe that 4 of every 10 users that view comments through our influencer marketing campaign will also utilize our product. Other metrics include the average sale price estimated based on paid downloads, as well as, sales of advertising sponsorships along with those of our feature product 'sales chat instant messenger'.

13. Trinity Development Organization

Trinity Development Hub is a currently small company, but with very focused and yet large aspirations. Our team is comprised of four unique individuals who all have solid and unique backgrounds of which each complements our current and future strategy for multi-language communications and marketing. Together with a team of local and international software development staff, we are able to bring to market a very unique platform of products that address both a business to consumer, as well as, a business to business customer segment.

Rodney Walker, CEO, V.P. Business Systems oversees the general management, and day to day operations including product development. Prior to forming the company, he served as Broker and Vice President of Sales and Operations for a national provider of health, life and retirement options. He is also a member of the Mobile Marketing Association.

Mayursinh Vaghela, Sr. Developer & UI/UX Designer, is responsible for all areas of product development. He brings vision, imagination and cutting edge ideas to the team. Mayursinh's prior experience includes developing Material Design Concepts a fully compatible UI/UX interface to simplify methods in Android projects. Mr. Vaghela is served as Chief Technology Officer at CronyLog, a leading technology firm in the areas of iOS and Android applications, and specializes in website user interface to user exchange in mobile app conversion.

Crissie Harris is the Administrative Director and serves as our customer accounts liaison. Ms. Harris has an extensive background in managing multiple business accounts, and is accomplished in administering billing, facilities management and budgeting. Ms. Harris has over twenty years of experience in management and customer relations.

Please Note: Other Key Financial Data Can be Viewed in Our Business Plan