Carrot Rewards App

Tri-Campus Competition Campaign Plan

Prepared By:
Aaisha Shafique | 1002432897
Simran Samra | 1003333181
Simran Hothi | 1003059076
Ayesha Adnan | 1003444784
Syeda Nudrat Zehra | 1003433965

Table of Contents

Executive Summary

In this report, we will discuss key aspects of the company that contribute towards its success, as well as the marketing strategies that need to be implemented. The SWOT analysis and Porter's five forces discuss the internal and external business affairs, highlighting the company's strengths, weaknesses and competition. It's understood that the app exists in an oligopolistic competition, and therefore, is subjected to outside competition; the entrance barriers in this industry are minimalistic. Additionally, the PESTEL analysis discusses the political, social, environmental, economical, legal and technological issues that may impact the success of the campaign.

Using the macro and micro environments analysis we have come up with a communication campaign in which Carrot Rewards will be collaborating with the University of Toronto campuses to host an inbound marketing campaign, during frosh week, that is targeted towards students. The campaign challenges students in each campus to achieve high number of steps. The campus with the most steps will win the Tri-Campus competition. From the winning campus, the top ten students with the most steps from the campus will be given a prize of pre-paid $100 gift card.

The inbound marketing campaign includes three strategies that will be implemented in order to promote, and increase, the consumption and usage of the app. The first marketing strategy is product development, which includes adding a calorie counter feature and adding four more reward point cards into the existing list. The second marketing strategy includes specific messages which we will use to persuade potential users to download the app in order to increase user engagement. Finally, the last strategy is the media strategy which focuses on promoting the

campaign using social media channels of Facebook, Twitter, and Instagram (mock ups for the ads are included in the appendix). Furthermore, it will also include ongoing promotion for Carrot Rewards using Google Ads and ASO.

Finally, due to the large scale of this campaign a financial breakdown indicating the cost of each activity has been included in this report. We have allocated 15% of the Ontario budget out of the revenue for marketing giving us a budget of $199,900 (CAD).

Introduction

Carrot Rewards is a health and fitness application that was founded in 2015 by a certified B corporation. The company partners with provincial governments to advocate for a healthy lifestyle. It focuses on the promotional and engagement of physical activity of its users. The main function of the app is to provide users with a certain amount of points for fulfilling the number of steps indicated in their personalized daily challenges. Currently, the app is only available in three provinces: British Columbia, Newfoundland and Labrador, and Ontario. Recently however, they introduced the 'Carrot Plus' where the users must purchase one of the three plans to earn points individually - 2x the rewards for $19.99/year, 5x the rewards for $39.99/year, and 10x the rewards for $59.99/year (Daley, 2018). Since it was introduced in January 2019, the number of users has decreased and their growth has stagnated. Only loyal users are willing to pay for the rewards and no new market penetration has occurred (Daley, 2018).

Currently, Carrot Rewards has three communication objectives: increase user engagement on the app, motivate a healthier lifestyle, and raise awareness about issues that arise from unhealthy lifestyles. In order to achieve these objectives, we have come up with an inbound communication campaign plan that partners with University of Toronto, which specifically includes our target audience of users aged 18-24. **This campaign entails product development, message strategy, and media strategy.** Product development refers to improving the content and quality of the app by adding a calorie counter and more reward point cards. The message strategy consists of promoting the slogan- 'Living Healthy is Living Happy' - with the UofT Mental Health departments. Lastly, the media strategy focuses on the various channels we

will use to promote the campaign which includes Facebook, Twitter, and Instagram. Additionally, there will also be ongoing promotions on Google for Carrot Rewards app itself.

SWOT Analysis

Strengths	- Access to reward points: - Gain loyalty points from completing quizzes and surveys about healthy living (Rushowy, 2017) - This has resulted in the app gaining $1.5 million from the Ontario government (Rushowy, 2017) - Personal goal tracking: - The app is able to provide the user with strictly the activity that they require or are able to perform - It aims to maximize the user's health by giving the utmost accurate suggestion in accordance to their health requirements. The application also helps narrow potential individuals who may be at immediate risk (Daley, 2018) - Complete privacy - The sponsored company does not have access to the user's information as the application strictly secures user's personal data - One of the primary reason to the success of this application is the assurance of complete privacy as well a secure storage.
Weaknesses	- Offers only six reward options - Users may be hesitant to link their bank account to the app - The only way to earn points is by completing surveys and quizzes which are not offered very often - For the app to remain in sync with your steps the user must login to the app at least once every seven days and be connected to the Wi-Fi - Users now have to pay to get points defeats the purpose of the ability to earn points by completing their goal
Threats	Lympo Run

	○ Uses blockchain technology to have data available for use by doctors, trainers, etc. who can further increase healthy living (Thrill, 2018) (Lympo, n.d.) ● SweatCoin 　○ Uses rewards earned to have users make in-app purchases of workout clothes and equipment in the in-app marketplace (Blake, 2018) ● Fitbit 　○ ability to chat with your friends within the app and share workout data whilst also competing in various challenges and the leaderboard (Fitbit, n.d.). 　○ Uses instinctual competitiveness of humans to create an environment for people that forces them to workout against each other rather than using a monetary system 　○ tracks the number of steps you take, the food you eat, amount you sleep, your weight, hydration, and monitors your heart rate (Our Technology, n.d.)
Opportunity	● Increase user engagement by providing exercise tutorials or videos, more coaching and dietary recommendation to users 　○ Help users to achieve fitness goals 　○ Ask users to answer questions regarding their lifestyle 　　■ This data can help the app t recommend videos, instructions accordingly ● Increase incentive for the free app to keep users who haven't switched to subscription app 　○ Increase incentive by low percentage as this will increase physical activity (Mitchell, et al., 2018) ● Expand globally and target market segments in other countries as well (Technavio, 2017) 　○ People are becoming more aware of their health and wellness so, they are increasingly using devices to monitor health 　○ The app can offer incentives based on reward system according to each country 　○ Affiliate itself with other non-profit organizations, fitness and sports centers. 　○ Help accomplish social goal which is to get as many people to use the app and stay physically active

PESTEL

Political	- Carrot Reward was government funded but recently the government withdrew the funding - The step points were paid by the provincial government and because the government withdrew the funding this will likely reduce the number of users - Carrot Rewards in collaboration with Equifax advertised a service to allow users to check their credit score. This led to data breach in Equifax (Benzie & Rushowy, 2017) - Federal elections will take place in October 2019 so, the company has to adhere to the new government that will be elected - Because carrot is only in Canada, so it does not have to adhere to rules and regulations of other countries
Economical	- Beneficial for government - reduces health costs - The app was awarded as the global winner of the organization for Economic Co-operating and Development's 2019 Edge of Government Award - The app reported that by reducing 1% of inactive Canadians can result in healthcare savings of $2.1 billion (Malcolm, 2019)
Social	- People are becoming highly conscious of their health - User friendly and accessible - The app is accessible on all platforms therefore, anyone can use it and start earning points - The reward system was so effective that when the subscription app was introduced a lot of used switched from the free app to the subscription app - Has partnered with government agencies, health NGOs and private sectors (Carrot Rewards) - Partnered with Heart and Stroke, YMCA Canada - The surveys provide knowledge about physical activity, healthy eating, mental health, environmentally friendly

	behaviour, and much more.
Technological	- Data collection - The app creates various surveys for users to fill out to gain extra points. - The app links to Fitbit and Apple watch - The app provides the option of linking it to fitness watches to make data collection easier - The app doesn't have calorie counter, so it is at disadvantage compared to Fitbit - Carrot Rewards app competitors like Lymporun and SweatCoin offer monetary rewards and has in-app market which allows user to buy sport equipment - The app requires WiFi to record the steps taken and to get points - In order to transfer steps that were taken when offline the app has to be connected with the devices' health app (ex: Apple Health app). - Users have problems to transfer steps which can lead to un-installments - The app requires the user to have the mobile device on their person in order for the app to record steps unless they have fitness watches - This is a disadvantage because it is harder to carry the mobile device on person at all times.
Environmental	- Data warehouse - The company requires cool spaces for servers - Meets the Corporate Social Responsibilities
Legal	- Privacy issues - The app recently partnered with RBC rewards and this requires user's bank account. Users may have problems in providing bank information - Data breach issues - The app gathers a lot of data from the surveys and this can cause concerns for data breach. For example, the Equifax data breach the company suffered bad publicity and lost funding from the government (Benzie & Rushowy, 2017)

Porter's Five Forces

Rivalry Among Existing Competitors (High)	● 8Fit
	   ○ A well established fitness app that provides its users with fitness workouts, meals plans, calories counter, and progress reports
	● SweatCoin
	   ○ A wellness rewards app designed in the same manner as the Carrots Reward app
	   ○ Allows users to earn rewards through their fitness routine, and redeem the money by purchasing goods and services online ("It Pays to Walk", n.d.)
	   ○ The app also offers to PayPal money ("It Pays to Walk", n.d.)
	● FitBit
	   ○ The app tracks all aspects of your day, which includes sleep, eating, exercises, etc. (Designer, n.d.)
	   ○ Allows users to sync their progress from the FitBit smartwatch to their phones (Designer, n.d.)
	   ○ Does not use a monetary rewards system, rather, motivates individuals to compete against one another

Threat of Substitute Products (low)	● Some substitute services include gym memberships, nutritionist/dietician, and personal trainer ● For the target market the app is currently appealing to, these alternatives are not suitable ● Due to financial constraints, students would rather use a facility that is more cost efficient
Bargaining Power of Buyers (High)	● Customers have bargaining purchase power as there are numerous competitors and alternatives to the app ● The company was initially a government funded smartphone app, however, changes in the political system resulted in funding cuts ● The app now makes users pay a premium monthly price to keep their subscriptions
Bargaining Power of Suppliers (High)	● Suppliers for the Carrot Rewards app are; RBC, Cineplex Scene, Petro Points, More Rewards, Aeroplan, and Drop Rewards ● Suppliers have high bargaining power as the app is solely

	dependent on their points system to make itself a unique concept ● However, many companies, especially in the travel and hospitality industry, offer RBC points, SCENE points and Petro Points ● Suppliers have numerous alternatives, whereas, the company does not
Threat of New Entrants (High)	● As a smartphone fitness app, the company has grave competition ● Due to an increasing amount of technological use, it is fairly simple for individuals to introduce a smartphone application online ● It was reported that approximately 320,000 fitness apps are available for download on various app stores (Young, 2018)

Communication Campaign Plan

The campaign is dedicated to challenging students in all three campuses to have the most steps, to not only achieve more reward points, but to win a prize at the end of the campaign. The campaign will be a week long competition starting at the beginning of the fall semester during 'FROSH'/Welcome week. This is because during that week the three campuses are the most active and are driven with spirit for their respective campus'. Over the course of the week the students get ready for the anticipated tri-campus parade where a cheer off takes place. Incorporating Carrot Rewards app into this creates an even stronger incentive for each campus to win and generate word of mouth advertising.

In terms of marketing this campaign in person, representatives from the Carrots Rewards app will be actively promoting in all three campuses for four hours, for five days. The representatives will be given a table by each campus gym locations, and will also be bringing their flyers or handouts to give out to market effectively. By the end of the campaigning week, whichever campus has the most number of steps will win the Tri-Campus competition, in

addition, top 10 of those students with the most steps will be rewarded with a $100 prepaid card. For more details about the finance breakdown, scroll down to page 26.

By introducing this campaign, the Carrot Reward app will retain more downloads and attention from the targeted audience which are students in the age range of 18-24. The aim of the communication campaign is to reach out to more people and increase app engagement. Our focus is on inbound marketing by using social media, search engine optimization and app store optimization. This will be beneficial for both the company as well as the students to start or maintain to be healthy by taking on daily challenges and adding more steps in the app to be in the top ten list. Using class concepts and theories, we will prove as to why the following strategies will be effective to run a successful campaign.

Communication Campaign Plan Objective

Students, university students specifically, have the resources to relieve stress but no motivation to maintain a healthy lifestyle and destress in the middle of all the assignments and exams during the year. **The objective of our communication campaign plan is to provide university students with an incentive to go to the gym regularly and take better care of themselves. By partnering up with University of Toronto and promoting the campaign on social media, Carrot Reward has the ability to meet its primary objectives of increasing the number of app users and motivating healthy living.**

Communication Campaign Message

To market the app to young users we have decided to give Carrot Rewards a slogan.

"Living Healthy is Living Happy"

This slogan takes into account Carrot Rewards long term-goal of decreasing the national obesity rate and short term goal of having citizens lead a healthier lifestyle through fitness. If one is living a healthy life it will lead to less health problems which decreases stress caused by health issues resulting in a happy life (Kyriopoulos, Athanasakis, & Kyriopoulos, 2018). This message integrates Carrot Rewards objective of raising awareness on unhealthy lifestyles and the causes it can have while helping in motivating users to lead a healthier life. This message will be implemented in all ads and banners throughout the campaign.

Target Audience

Overview

In order to see more growth and development in the business, it is important to determine and recognize each market segment to gain a better understanding of the target audience. From the four segments taught in class, demographics, psychographics and geographic will be focused for the purpose of this report. Through these segments, it will be easy to divide a range of students which would essentially consist of the existing and potential customers which are divided into subcategories according to their personal traits and characteristics.

Demographics

The demographics help understand the background information about the users such as the age range, gender and occupation. This segmentation is important as it determines why and

how consumers are utilizing services as well as how much are they willing to spend on the services. The individuals who will use this app are mostly undergraduate students and other students attending a program at UTM such as masters programs. The age range is 18 - 24, though there may be outliers, such as students older or younger. It is important to note that the faculty also has access to the gym services and resources and this app equally applies to them. However, through observations it is noted that there are more students who use this service than the faculty members.

Geographic

The focused geographic area is central Ontario, where all three campuses are nearby. Within Ontario, most of the students who attend a program at the three campuses reside in downtown Toronto, Mississauga and Scarborough. Some students may live at a walking distance from their campuses, motivating them to actually use the app and add their steps. The campaign will aim at students residing in both the urban and the rural areas. Accessibility and convenience are one of the two important factors of this campaigning plan. The campus gyms are easily accessible to students and faculty living on campus therefore, encourage them to use the app and participate in the competition

Psychographics

With regards to the psychographic segment, it essentially focuses on the lifestyle and personality of the user, which would determine their interests and their daily schedule. Keeping in mind, several individuals may like to go to the gym for fun, on the other hand, there are individuals who are health activist and are cautious about their schedules. These individuals are very specific with their timings and are generally concerned about their health. While there are

groups of students who show up to the gym once in a while due to lack of motivation or busy schedule because of academia. The app must function in a way that would be suitable to cover all of these aspects effectively. For some people, going to the gym regularly or once in awhile may be therapeutic or stress relieving; considering the academia work load a lot of the students take on.

VALS Framework

As discussed in class by Dr. Gennadi Gevorgyan and the in class discussion leadership presentations done by the students, VALS framework is an important framework to consider. The VALS framework reflects on the psychographic segment as it relates to the values, attitudes and lifestyle of each individual (Bhasin, 2017). The framework consist of nine types of consumers, from which "experiencers" is the most relevant in terms of categorizing the target audience (Bhasin, 2017). The experiencers have a number of resources though they need motivation to use those resources (Bhasin, 2017). This relates to the campaign because it provides the students with an incentive to achieve the challenge and be rewarded with a prize at the end. In this case, experiences are the students who will engage in this campaign as they will be given incentives to participate in the competition.

BUSINESS STRATEGY

Business Objective:
To reform the carrot application in order to gain more users and promote healthy living

SEGMENTS

Demographic
Geographic
Pychographic

STGY

Product Development	Message Strategy	Media Strategy

TACTICS

Adding Calorie Count		Facebook Instagram Twitter
Adding More Points Cards	Partner with UofT (UTM, UTSC, St.George)	Google Ads

KPIs

# of Downloads		# of Downloads
Abandonment Rate Before/After Comparison	Traffic Source	Click Per Mile (CPM)

Communication Campaign Strategies

After analyzing the application's target audience, strengths and weaknesses, as well as macro and micro environments, we came up with a valid target audience the fitness app should be focused on rather than general users who want a healthy lifestyle. Using the target audience of youth aged 18-24 as our base users, we will be using inbound marketing to help the application penetrate the existing market to gain loyal users and grow into an even better version which can be advertised and used throughout Canada. Inbound Marketing is a form of marketing that focuses on drawing in customers through social media advertising and search engine optimization (Hubspot). The inbound marketing campaign for Carrot Rewards will involve three strategies to ensure a high rate of success in growth for the app. The first is **product development**, second is **message strategy**, and lastly **media strategy**.

Strategy #1 | **Product Development**

Before jumping into advertising, Carrot Rewards must be further developed to ensure it is a better fit for the target audience. This is so consumers would be intrigued by the product to actually sign up for it and help increase user engagement. After looking at the weaknesses, there were two major flaws to the app - it did not offer many health features other than step counting and only used six point cards for users to earn points from rather than a variety. Hence, the product development focuses on fixing these problems so more users can benefit from the app. The development specifically focuses on adding two things into the existing features - a Calorie Counter, and additional point cards (maximum of four).

From our observations, people aged 18-24 tend to be very conscious of their bodies and use a number of different apps - especially Fitbit - to count their calorie intake for the day. Logically speaking, people who are trying to stay healthy are highly likely to track their calorie intake in order to stay fit. Carrot Rewards however, currently only showcases the points earned for fulfilling a challenge and reaching a daily step goal without informing users exactly how many calories have been burned - a major indicator for people who exercise daily to stay healthy. Tracking the amount of calories can be a larger motivation for staying healthy than just earning points for a specified step goal, and when combined together, can create a powerful motivational factor for people to exercise. With the addition of a calorie counter users are able to understand their calorie intake and earn points together creating a synergy for Carrot Reward. **In relation to course content, the Calorie Counter feature becomes a source of gratification for the users - it is one of the things they expect in a fitness app that motivates them to engage. Furthermore, it is a feature that can help fulfill a user's personal integrative needs of maintaining a healthy public image** - many users look for apps that have both a calorie counter and a step counter. Furthermore, it will also make Carrot Rewards the first money incentivized app which includes both a counter and a way to earn rewards. Therefore, adding a calorie counter is an essential step for Carrot Reward to gain users.

The second major product development is adding more point cards into the existing list in Carrot Rewards. Currently the list is limited to six point cards - aeroplan, drop, SCENE, RBC Rewards, More Rewards, and Petro Points. The app does not allow the user to move forward during registration without selecting one of these options. Therefore, if a person does not have one of these cards they cannot use the app. This causes Carrot Rewards to lose users. Hence,

more point cards must be added to increase the chances of people signing up for the app and optimize the Carrot Rewards market share . Specifically, four point cards will be added including HSBC rewards, Shoppers Optimum, HBC Rewards, and Club Sobeys. These four cards are part of the top 15 loyalty programs in Canada which the target population is likely to carry around and use on a regular basis. **The addition of these point cards will help fulfill a user's affective needs. Users can spend these points in various locations to relieve their stress or buy things which give them pleasure like a candy bar.**

Strategy #2 | **Message Strategy**

The second strategy is the message strategy which is very important in this campaign because it will determine what message the campaign is trying to portray. For this campaign, the message that we are trying to send is "Living Healthy is Living Happy" as this incorporates the objective of the campaign and creates a connection with users. This strategy benefits both, University of Toronto and Carrot Rewards app as it strengthens the university's stance on mental health and promotes the app. The slogan is also our position statement meaning it is the central idea for our advertising activities which is promoting healthy living (Abinanti). As mentioned, all three campuses hold frosh week for all students, and this can be used as an advantage to initiate the campaign and create a healthy competition between the three campuses. This will ensure the success of the campaign as students are very involved during the frosh week and will participate in the competition to win and increase awareness about healthy living.

In order to promote our position statement, various media will be used to engage with students and keep them motivated, refer to mock up 6. The content on the social media will

consist of key words such as fitness, rewards, UofT competition, Carrot Rewards, and more. Along with keywords, the ads will have messages to encourage students such as "Are you in top 10 to get $100?", "More Steps = More Competition", "Are you in line?... cuz others are", "You are behind. Download the app.", "Take the Steps. Take the $100", and more.

This campaign is somewhat similar to Relay for Life campaign executed by Canadian Cancer Society. Relay For Life is a fundraising event that takes place in schools where teams register and participate in a cycling competition to raise funds. The campaign is very successful as it builds emotional connection with students and raises awareness about cancer. Carrot Rewards app campaign' media will include direct messages that are memorable and easy to decode. For instance, the content will include images of students working out in the gyms, testimonials of students who are participating in the competition, ads with text, etc.

Strategy #3 | **Media Strategy**

The final marketing strategy is promoting the campaign and the app using social media platforms, Google Ads, and making it ASO. This strategy is divided into two sub-categories: online promotion of the campaign on Instagram, Facebook, and Twitter and promoting the app using Google Ad and increasing the visibility of the app using App-store Search Optimization.

Online Campaign Promotion

Social media has the ability to target a mass group of individuals with the use of a simple image, video, or message. As our target market is primarily young university students, specifically between the ages of 18 - 24, Instagram will be the most effective. According to

online reports, Instagram has approximately 1 billion monthly active users, with most of them belonging to the younger generation (Lua, 2019). The use of Instagram allows for a high rate of engagement; it was reported that approximately 59% of users visit the app at least once a day, and 35% visit more than once (Varsamis, 2018). An engaged group of users is positive for business owners, as they have the ability to deliver their marketing message more efficiently (Varsamis, 2018). Besides Instagram, Twitter and Facebook also play a prominent role in allowing business owners use it efficiently for marketing purposes.

Although Facebook is a social media platform that is deemed to be suitable for the older generation, it offers features and services that will make marketing on the site effortless. Facebook allows marketers to customize their ad specifically for their target audience. Its custom audience tool reveals a list of contacts to marketers where emails can be sent to individuals who meet the specified demographics for the ads (Dudharejia, 2017). Besides emails, this tool also publishes advertisements on users' Facebook timeline if they are a part of the demographics (Dudharejia, 2017).

A research conducted on social media and consumer perception analyzed the effects firm-created media had on consumers. Two professors at a Poland University learnt that that firm-created content online increases brand attitude, also affecting users' purchase intention positively (Schivinski & Dabrowski, 2014).

The last social media platform that will be utilized during the campaigning period is Twitter. The psychographic of users who use this platform are known for being savvy and motivated consumers, helping many businesses grow (Ward, n.d.). Twitter can also be used to monitor brand awareness, as well as competitors. Their mention feed allows for a search of

topics that may interest users and businesses; the feed can be monitored using specific keywords (Ward, n.d.). During the campaigning period, users can be tracked using the mention feature to understand their reaction to the advertisements.

For the Carrots Rewards Social Media Campaign, the company will be promoting their app with the University of Toronto social media accounts. With the collaboration between the Carrots Rewards app and UofT (UTSG, UTM, UTSC), both institutions would be launching a tri-campus campaigning week , where Instagram, Facebook, and Twitter accounts will be used prominently. A series of ads, images and videos, will be released online daily to engage university students (Mockups on page 29). In order to measure the success of the campaign week, social media KPIs will used to understand the strengths and weaknesses of the ads.

Google Ads and App Store Optimization (ASO)

The Google Ads and ASO would remain ongoing throughout the year. This is because as the apps awareness grows and campaign goes on users will search for it. The social media aspect of the campaign is to spread the word and educate people about the app to increase the amount of users they have. Google Ads and ASO makes it easier for users to find the app also contributing to an increase in downloads. If they do not remember the name of the app then they will likely search for keywords related to the app. Typically when users cannot find the app they are looking for within the app store, they either settle for another or go on the web to search for it. Therefore implementing Google Ads and ASO will keep the app optimized for the web and app store making it more visible for users when they search for it.

Google Ads

Google Ads allow business to advertise within the Google Ads network to web users. In this we have targeted Mississauga, Brampton and Oakville and categorized it under health and fitness. The ads are set to appear in the Google search page at the top with the headline of "Carrot Rewards | Health and Fitness", refer to mock up one for a visual. Following this we identified certain keywords that will can trigger the Carrot Rewards advertisement to come up. Keywords would include:

- Health
- Fitness
- App
- Reward

- Rewards
- Steps
- Steps Counter
- Lifestyle

App Store Optimization (ASO)

App Store Optimization is similar to Search Engine Optimization however it takes place within the different app stores. The common end goal is to increase downloads but it can also increase brand exposure, positive app reviews and ratings, audience engagement and act as an additional marketing channel diversification (Wilson, 2018). Therefore conducting app store optimization would help achieve more downloads.

With the use of "TheTool", a performance-based mobile ASO Tool, Carrot Rewards would be able to expand their reach. TheTool allows companies to track everything in regards to the strategy set out for your app. Whether it be organic or non-organic installs, keyword rankings and intelligence, competitor comparison, conversion rates, revenue and much more (TheTool, 2019).

For Carrot Rewards specifically, keywords would include:

- Fitness
- Health
- Steps
- Steps Counter
- Gym
- Education
- Track

- Weight Loss
- Reward
- Rewards
- Counter
- Tracker
- Health Tips
- Calories

- Calorie Counter
- Lifestyle
- Active
- Convenient
- RAWC
- Carrot RAWC

Key Performance Indicators

In order to understand if our inbound marketing strategies are working, key performance indicators for each strategy have been identified. In terms of product development, the number of downloads and abandonment rate are key performance indicators. The number of downloads the app receives allows Carrot Rewards to understand how popular the app is getting and how many unique visitors are being added into their database and growing their market share. The abandonment rate refers to the amount of users who had the app installed but for some unknown reason only use it once and never touch it again. This is key in giving Carrot Rewards an understanding of how many users out of the total number are being retained and actually contributing to the app's success. It also allows for the company to strategize conversion tactics for those who have abandoned the app and need a little nudge in order to become loyal users.

The key performance indicator for the partnership with the three campuses of UofT is traffic source. This allows Carrot Rewards to understand where the potential users are coming from and target marketing the campaign there. The traffic source may be online blogs with fitness app recommendations, or group influences by student friends online and in person.

For measuring the success of the online campaign, various KPI's will be used. The first KPI that will be examined is engagement. In order to measure engagement, we will need to

measure the number of likes, retweets, shares, and comments on the social media sites (Impact, n.d.). Also the use of analytical metrics will be significant in analyzing KPIs. Engagement will also be determined by the metrics of brand mention and profile visits (Impact, n.d.) An analysis on the number of users (new and existing) on company site during the campaigning week will allow us to determine how successful the promotion process was. Another KPI that will be used is Reach (Impact , n.d.). Reach will be analyzed through the follower gain on social media websites, as well as traffic data (Impact, n.d.). As mentioned above, traffic will be categorized by various segmentations that will give us an overview of our audiences, including their behaviour, time spent on site, host site, etc. In addition to these KPI, number of downloads and CPM are major indicators of app popularity. Number of downloads refers to the amount of downloads happening through the sponsored ad. CPM is a KPI in terms of notifying Carrot Rewards once a thousand clicks have occurred meaning they have reached 1000 potential users.

Financial Breakdown

CARROT CAMPAIGN COST BREAKDOWN

Carrot Revenue	$3,998,000.00
Carrot Ontario Budget	$1,332,666.67
Marketing Percentage	15%
Budget	$199,900.00

ITEM	Var/Fixed	Length	COST
ASO	Fixed	12M	$520.08
Graphic Designer	Variable		$1,000.00
Google Ads	Variable	12M	$2,160.00
St.George	Variable	4M	$600.00
UTSC	Variable	4M	$200.00
UTM RAWC	Variable	4M	$300.00
Welcome Week - UTM	Fixed	5D	$1,200.00
Welcome Week - UTSC	Fixed	5D	$1,200.00
Welcome Week - St.George	Fixed	5D	$1,200.00
Prize Money	Fixed	5D	$1,000.00
Representatives	Variable	5D	$360.00
Total Cost			$9,740.08

The revenue was determined under the assumption that there are 1,000,000 (NG, 2019) users and of those users 20% has opted for the $19.99 Carrot Rewards plan.From there the revenue is divided by three because Carrot Rewards is only available in four provinces at the moment. In order to increase revenue and outreach the company must spend money. Since Carrot Rewards is still relatively new and our campaign goal is to scale the company faster we have allocated 15% of the budget to marketing which amounts to a total budget of $199,900.00.

Google Ads

Google Ads will target those are who are searching for apps of this type and will pop up at the top of the page. A maximum of $180 per month equals to **2,128 - 3585 impressions per month and 76 - 128 clicks per month.** This would be on going throughout the year.

App Store Optimization

ASO is being driven by a tool called "TheTool" which is subscription based. It allows companies to optimize their app by 200 keywords, ASO score, keyword suggestion, keyword density, real time search, historical data and more. For these services it costs $43.34 a month and 520.08 per year. This will be ongoing throughout the year and because this is specific to the app store it is crucial this stay up to date in order to have a strong financial return.

University of Toronto (Tri-Campus)

During orientation week, clubs and programs set up around the campus to promote themselves and educate students on the services they offer. Orientation week is five days, Monday to Friday which accumulates to $900 in employee costs and $300 to reserve a spot for that week. Employees would remain on site for six hours per day with a pay of $15 per hour. Each campus will have the "Carrot Rewards x Uoft" banner up at the athletics centres. Due to St. George being a filming hotspot the cost to advertise there is a little more costly compared to the other campuses.

Conclusion

In conclusion, Carrot Rewards has three main objectives they wish to achieve: increase user engagement on the app, motivate a healthier lifestyle, and raise awareness about issues that arise from unhealthy lifestyles. After determining the target audience to be between the ages of 18-24 we came up with a communication plan that takes the three objectives into account and created a campaign with the primary objective of helping students destress and giving them an incentive to live healthier lives. The campaign focuses on partnering up with University of Toronto during frosh welcome week to hold a 'Tri-Campus Competition' tournament in order to engage students and help achieve Carrot Rewardss' primary objective of increasing user engagement .

On the basis of a macro analysis using PESTEL, and a micro analysis using Porter's Five Forces, we came up with three strategies to help promote the campaign. The first is product development which includes aligning the app to our target audience by using user gratification theory to understand what exactly they want from the app. The result was an additional feature of a calorie counter and addition of four more reward point cards to the existing list. The second strategy is the Message Strategy which focuses on promoting our message - Living Healthy is Living Happy - with UofT's Mental Health department. The last strategy is the Media Strategy which entails the specific channels of social media we use to promote the campaign and app. The channels used are Facebook, Twitter, Instagram, and Google Adwords/ASO. Lastly, a budget of $199, 900.00 was allocated into each marketing activity to give an overall idea of the financial breakdown of the campaign.
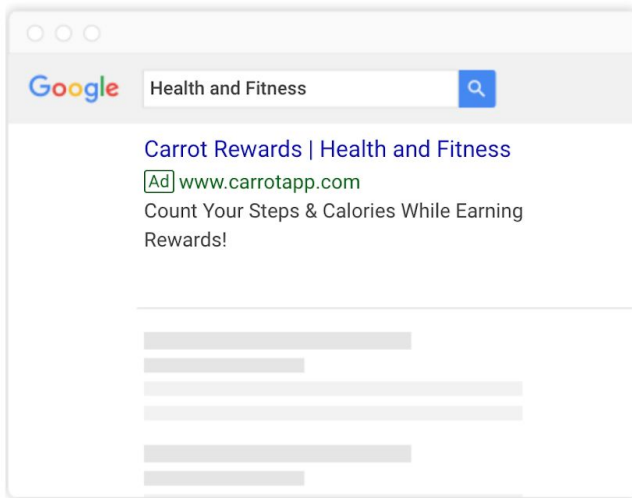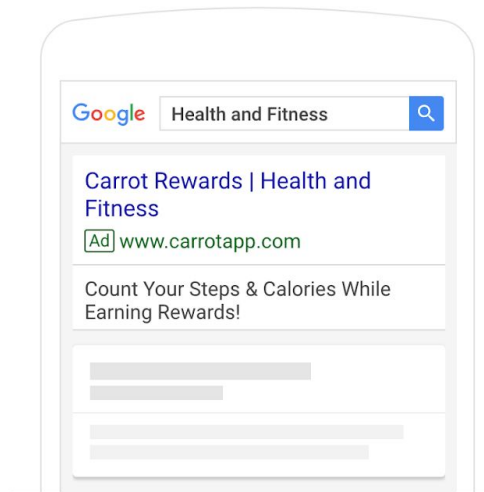
Appendix

Mock-ups

(All graphic materials are used for _educational purposes strictly_.)
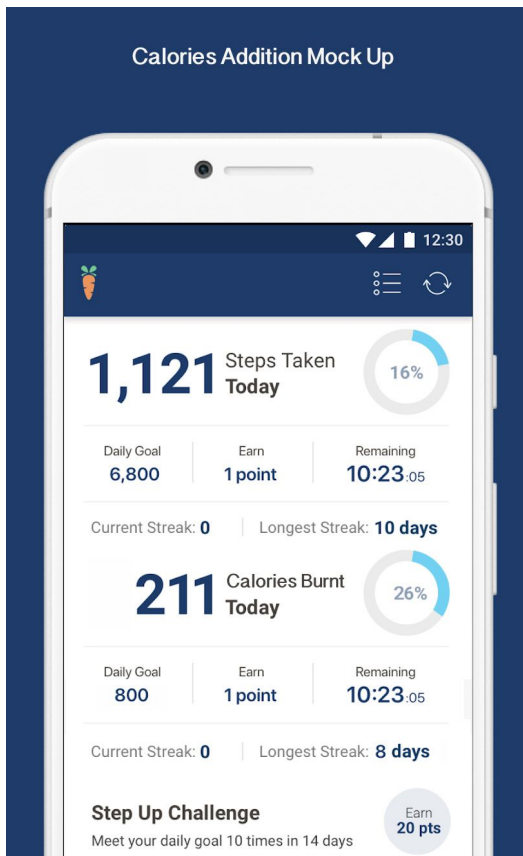
Mock Up 1- Google Ad:

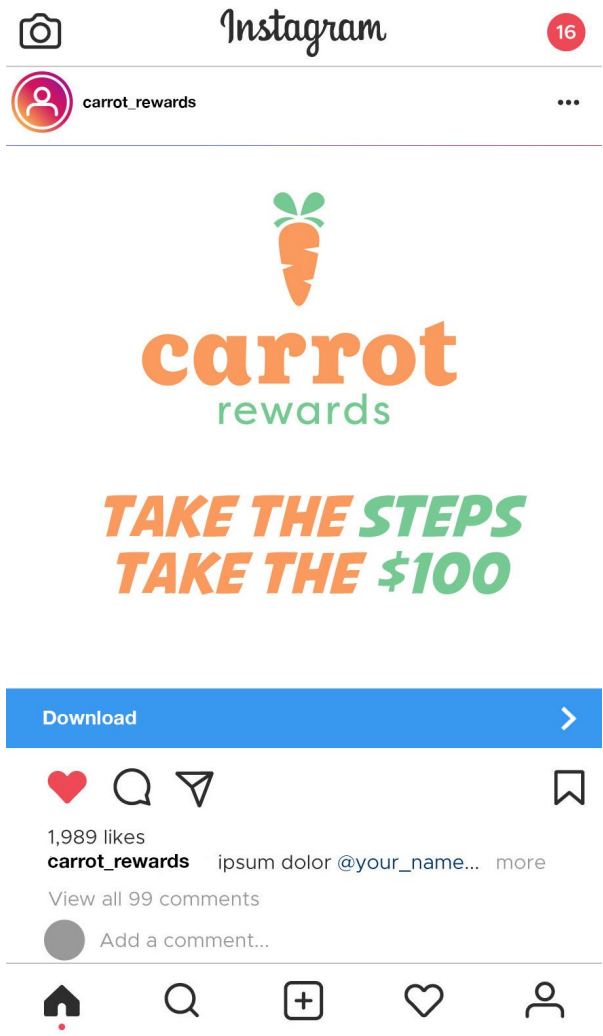*Mock Up 2 - Physical Banner:*

Mock Up 3:-Facebook Banner:

Mock Up 4 - Calorie Addition:

Mock Up 5 - Instagram Ad:

Mock Up 6 - Message Strategy

References

Abinanti, L. (n.d.). What is a message strategy? Retrieved from

> https://www.messagesthatmatter.com/messaging-defined/

Bhasin, H., BhasinI, H., & Facebook. (2017, December 16). Vals framework - Values attitude

> Lifestyle-Valsmodel.Retrievedfrom

> https://www.marketing91.com/vals-values-attitude-lifestyle/

Benzie, R., & Rushowy, K. (2017, October 02). Tory MPP wants company to return government

> funds because of possible link to Equifax. Retrieved from

> https://www.thestar.com/news/queenspark/2017/10/02/tory-mpp-wants-company-to-retur
> n-government-funds-because-of-possible-link-to-equifax.html

Carrot Rewards. (2015). Logo. Retrieved from https://carrotrewards.zendesk.com/hc/en-us

Carrot Rewards. Retrieved from https://www.carrotapp.com/home-2/

Daley, D. (2018, December 03). Carrot will soon no longer offer 'Daily Step Goal' rewards for

> free. Retrieved April 9, 2019, from

> https://mobilesyrup.com/2018/12/03/carrot-daily-step-goal-rewards-for-free/

Designer. (n.d.). Retrieved from https://www.fitbit.com/en-ca/whyfitbit

Dudharejia, M. (2017, March 03). 8 Reasons Facebook Will Beat All Other Digital Marketing

> Channels This Year. Retrieved from https://www.entrepreneur.com/article/286441

Find out how your organization can work with us. (n.d.). Retrieved from

> https://www.carrotapp.com/work-with-us/

Earn your favourite points for living well. (n.d.). Retrieved April 9, 2019, from

https://www.carrotapp.com/home-2/

For Business. (n.d.). Retrieved from https://www.carrotapp.com/work-with-us/for-business/

HubSpot. (n.d.). What is Inbound Marketing? Retrieved April 9, 2019, from

https://www.hubspot.com/inbound-marketing

Impact. (n.d.). 10 Social Media KPIs You Should Track and Monitor. Retrieved from

https://www.impactbnd.com/blog/social-media-kpis

It pays to walk. (n.d.). Retrieved from https://sweatco.in/

Kyriopoulos, I., Athanasakis, K., & Kyriopoulos, J. (2018). Are happy people healthier? An

instrumental variable approach using data from Greece. *Journal of Epidemiology and*

Community Health,72(12), 1153-1161. doi:10.1136/jech-2018-210568

Lua, A. (2019, January 24). 21 Top Social Media Sites to Consider for Your Brand -. Retrieved

from https://buffer.com/library/social-media-sites

NG, G. (2019, Jan). Carrot Rewards Debuts Carrot Plus and Hits One Million Users; Nationwide

Rollout Delayed Until 2019. Retrieved from

https://www.iphoneincanada.ca/app-store/carrot-rewards-1-million-users-carrot-plus/

Schivinski, B., & Dabrowski, D. (2014). The effect of social media communication on consumer

perceptions of brands. *Journal of Marketing Communications,22*(2), 189-214.

doi:10.1080/13527266.2013.871323

University of Toronto. (2012). Visual Identity Guide. Retrieved from

https://medicine.utoronto.ca/sites/default/files/2012%20UofT%20Style%20Guide%20-%

20FINAL.pdf

Varsamis, G. (2018, May 21). 6 reasons to include Instagram in your marketing strategy.

Retrieved from

https://blog.startuppulse.net/6-reasons-to-include-instagram-in-your-marketing-strategy-f

dfcb71914a0

Vote Every Day. Vote B Corp. (n.d.). Retrieved from https://bcorporation.net/

Ward, S. (n.d.). How and Why Your Small Business Should Use Twitter. Retrieved from

https://www.thebalancesmb.com/top-reasons-why-your-small-business-should-use-twitte

r-2948523

Willson, L. (2018, March 14). A Complete Guide to App Store Optimization. *Search Engine*

Journal. Retrieved from

https://www.searchenginejournal.com/app-store-optimization-how-to-guide/241967/#clos

e

Young, L. (2018, May 18).