



INTEGRATED MARKETING COMMUNICATION PLAN

Event Scheduling and Reservation Management

Mobile App

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Today's Agenda

I. Executive Summary

II. Goals & Objectives

**III. Situation and
Competitor Analysis**

**IV. Target Market &
Positioning**

V. Strategy & Tactics

**VI. Evaluation of
Effectiveness**

Overview

- Event planners offer a central point for event logistics to the university community
- Event apps becoming more essential
 - expect easy access to event information
- Custom apps can range between \$10K-\$50K to fit needs



Goals and Objectives



Product strategy is important

Determines if the app will be used and sustained

Main goal

To market the event mobile app to a specific target market, create purchase intentions, and incite brand awareness and recognition through user growth and engagement, by December 21, 2023

Engage users by providing value, increase brand awareness, and increase sales

Using mobile app development that is specific to the university's business needs

90% of the time people spend on the internet go to apps, not websites

By investing in an event mobile app, the institution paves the way for a better brand experience and happier users



Situation Analysis

Still use forms to fill out for scheduling and managing events

Data not integrated



SWOT

Strengths

- Direct communication and engagement with event planners and attendees
- Easy to navigate/access
- Information can be shared with staff (event planners/administrators) among different departments
- Real-time integrations

Weaknesses

- Cost - app carries a price tag
- App development not easy - requires stakeholder support
- Require multiple updates (iOS, Android)
- Not the best for multitasking

- Creating an app event planners and attendees want to use
- Building relationships with departments for event management

Opportunities

- Competitors are taking higher portions of the market
- Insufficient authentication and authorization controls

Threats



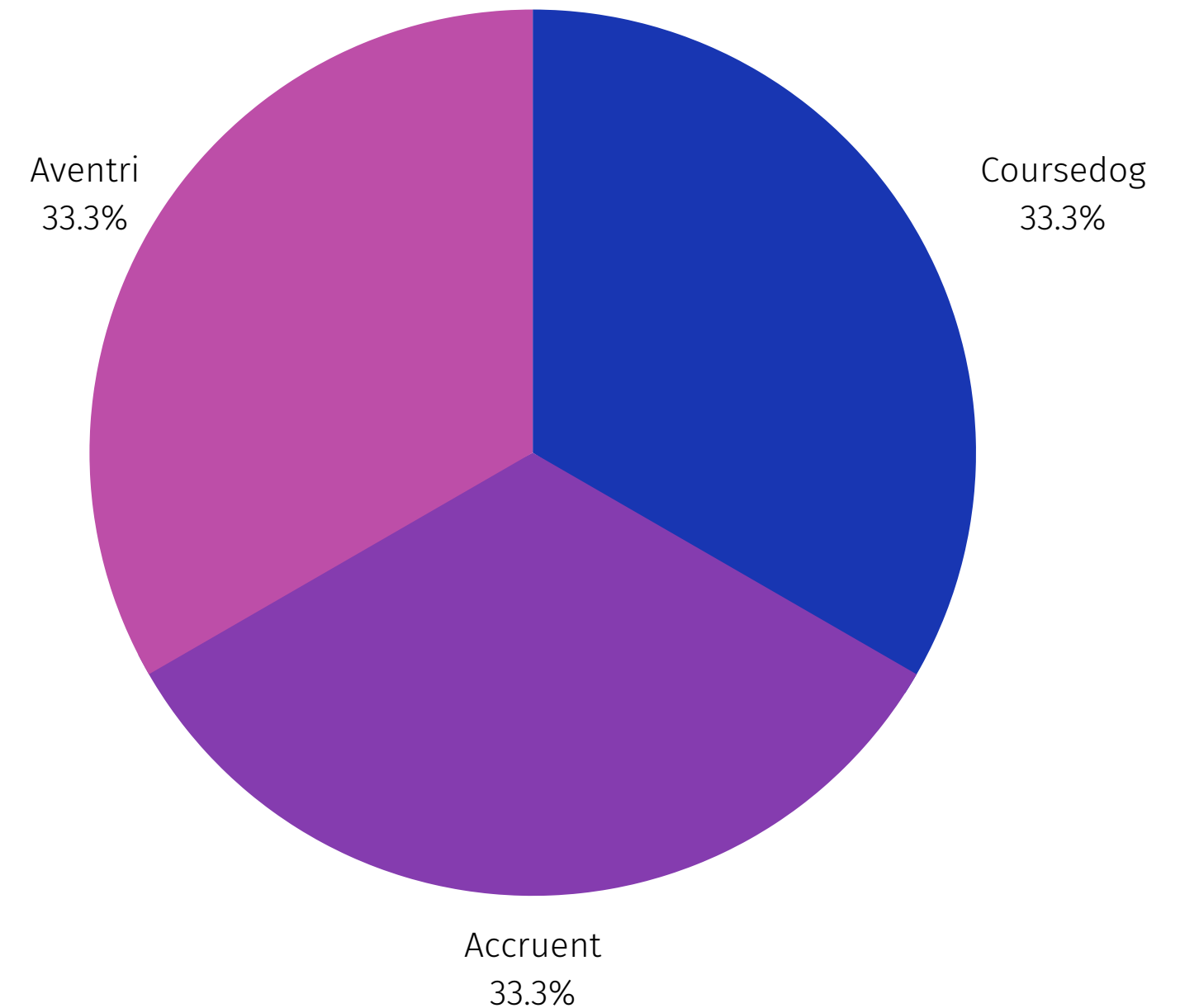
Competitor Analysis

Coursedog

- Founded in 2018
- Signed on 60 new university partners
- No mobile app

Accruent

- Founded in 1995
- Launched in May 2021 an EMS mobile app called Direct Spaces for on-the-go space management



Aventri

- Founded in 1998 as Global Executive Business Service
- Fee-for-service event managing company
- Event mobile app available



Target Market

"Demographic segmentation involves dividing the market into groups that are identifiable in terms of physical and factual data" (Camilleri, 2017).

Looking at different persona, each with its own identity.

Impacted stakeholders - department users and senior leadership

Private Higher Ed institutions in FL

Student population: 5,000 - 15,000

Faculty/staff population: 1,100-1,700

Positioning

Brand positioning is the value that the brand adds to the area of focus.

Mobile devices increase productivity and help with inefficiencies of the organization. It's a niche for professional growth as more applications are being created using mobile operating systems.

Cost efficiency - save costs but does not want to sacrifice the quality of service or security.

Help streamline and boost the organization's productivity through a system integration with current business systems.

A mobile app that is integrated with the core business systems eliminates the need for repetitive manual data entry

Customer Focused - i.e. for UT faculty and staff, the event mobile app will help streamline the current event management process

Strategy & Tactics

The mobile strategy focuses on how the mobile app will help solve a pain point for the user as well as how to market the app

LinkedIn Ads

*“94% of B2B marketers use LinkedIn as a content distribution channel, compared to just 89% on Twitter and 77% on Facebook and YouTube”
(Forsey, 2021)*

Trade Magazines

Focused on a specific industry to market the product and services and content is tailored to the interests of its members.

- *Full-page color ad (6”x11.5”) in the Inside Higher Ed is \$978.*
- *Reach 18,000+ opt-in subscribers.*





Evaluation of Effectiveness

To build brand awareness using LinkedIn ads, certain metrics require focus.

Strong integration results in familiarity across channels. Familiarity leads to adoption.

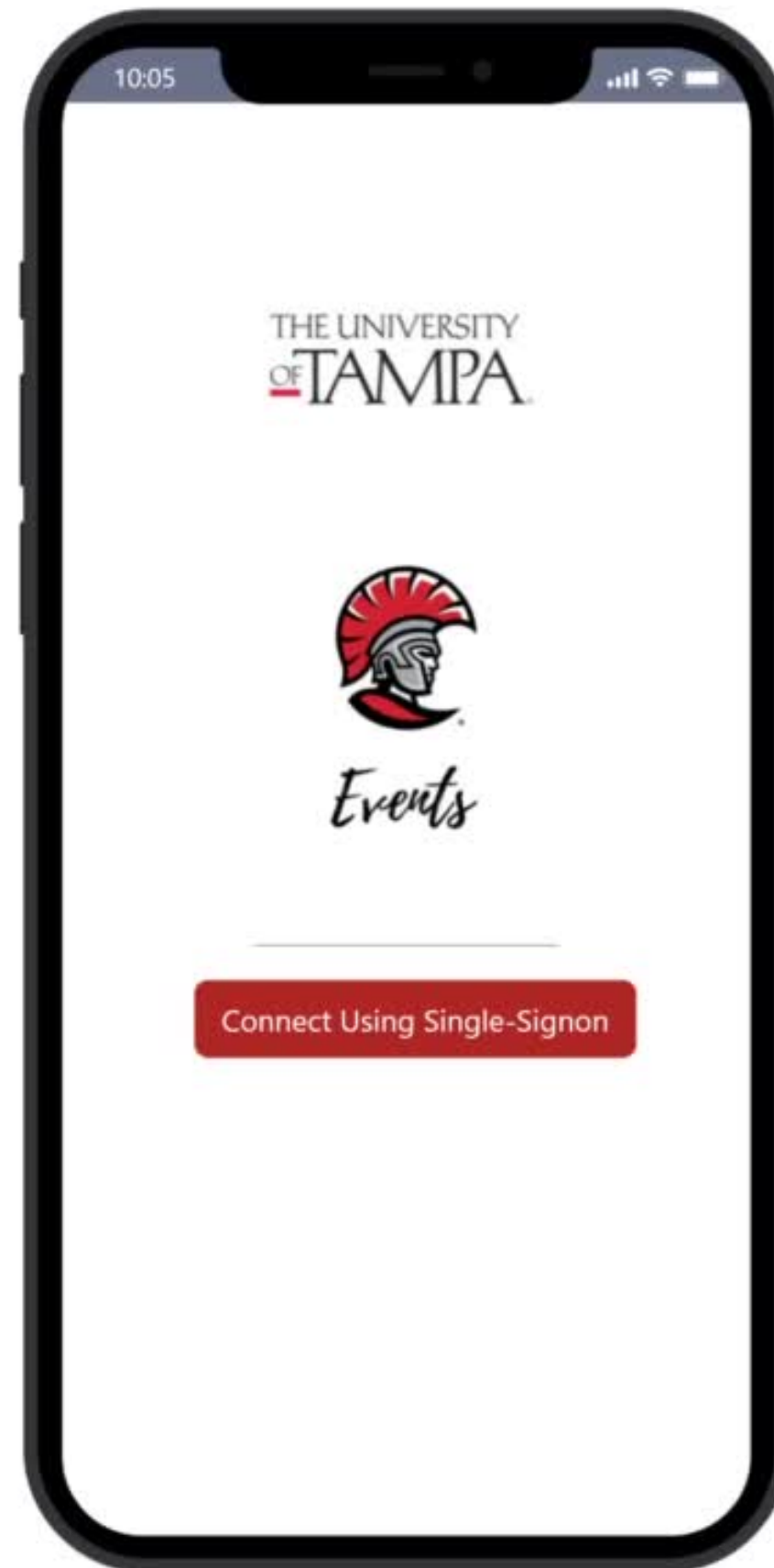
Number of times the link is clicked on the ad (clicks)

Number of times people saw the ad (impressions)

Number of clicks divided by impressions (also known as the Click-through-Rate or CTR)

Average engagement

Prototype





Thank you!