
Marketing Analysis

Introduction

With over 7,500 incoming freshmen students being welcomed to Purdue University this fall, there are literally thousands of potential friendships and connections to be made. A number that large can seem extremely overwhelming. Where does one even start to sort through a group of people that large in search of someone they would connect well with. This is where extracurricular clubs and activities become such an integral part of the college community. They link people together who are interested in the same thing whether it be a sport, religious group, or charity. From here, new friendships can more easily form because people with similar passions are grouped in the same room all together. Students have the opportunity to meet people that they might not have ever had a class with or otherwise ever crossed paths with during your college career. However, there are over 1,000 student organizations here on campus and new ones forming all the time. Finding one that is the right fit can be like finding a needle in a haystack.

There has to be a better way to organize this information so that students can more effectively filter through it to find the organizations that are most applicable to them and their interests. This is where I feel a networking and social connection app directed towards Purdue students, and especially new students, will really make a difference. *CampusConnect* will be a free resource Purdue students can download via the App Store. It's purpose is to aid in campus unity and inspire connections and greater student involvement here at Purdue University.

Situation Analysis

Narrative:

When a high school senior receives his Purdue acceptance letter in the mail, enclosed is a flyer for an application called CampusConnect. The flyer recommends that new students download the app to their phones prior to move in day so they can look through the plethora of groups and organizations to see which they might be interested in joining. The student decides to download the app and finds a few clubs he's interested in, as well as several fraternities he thinks might be a good fit for him. He also is able to find another incoming freshmen within his major that he shares similar interests with. After using the apps messaging feature to reach out to him, they end up deciding to be roommates in the coming semester. CampusConnect gives him the jumpstart necessary to start off his college career on the right foot.

This application will be a free resource geared specifically towards Purdue students that they can download via the App Store. Upon download they will be prompted to create a brief profile for themselves where they will have the option to input their

name, major, year, interests, hometown, and any clubs or activities they are currently a part of on campus. They will also have the option to include a picture if they so choose. Upon completion of their profile, the next step will be to fill out a short questionnaire about what they are looking to get out of their college experience, what kind of activities they enjoy, how much time they are willing/able to commit, and answer a few questions about their personality type. The goal of this survey is to match the student up with a selection of organizations and activities on campus that might be a good fit for them. From here they can click on any of these organizations and find a vast amount of information about them, including meeting times and locations, as well as contact information for the club leaders. Finally, the app will include a messaging function allowing students with similar interests to connect with one another upon request.

Marketing Goals and Objectives

My goal is to convince Purdue students that they need *CampusConnect* in order to get the very most out of their college experience and ensure they don't miss out on any opportunities available here on campus.

- **Aware:** I will make students aware of the app by a combination of traditional and new marketing tactics.
- **Appeal:** I will appeal to my audience to give *CampusConnect* a try.
- **Ask:** I will ask club leaders here on campus to encourage their members to join the app.
- **Act:** I will hold promotional events and utilize social media to advance the company's growth.
- **Advocate:** I will motivate users to encourage their friends to also download the app.

Strategy and Tactics

CampusConnect will use a combination of both traditional and new medial marketing techniques to reach as many people as possible. This will be done using not only social media platforms and flyers, but also through word of mouth and hopefully endorsement from Purdue University itself.

Tagline: CampusConnect: Making sure you get the most out of your college experience.

Traditional Marketing:

- Flyers will be put into new student's acceptance packets and all around campus, including in the dorms and in some lecture halls where there are a lot of freshmen in attendance.
- Flyers will be handed out during STAR and BGR programs.

- A brief presentation on how to use the app and the importance of social life in ones sustainability at college could be given during BGR week.
- As a promotional event, a *CampusConnect* booth can be set up on Memorial Mall that will give out free snacks and flyers to passerby. If students show that they have downloaded the app to their phone, they will receive a bigger prize, such as a T-Shirt, small gift-card, phone case, or other merchandise with the *CampusConnect's* logo on it.
- When the app's user base grows larger, a free event will be held on campus for users of the app to meet students they have connected with virtually.
- Club leaders of campus organizations will be encouraged to instruct their members to join *CampusConnect* as a way to stay up to date on club activities.

New Media Marketing Tools

- Users will gain points through the app by doing things like inviting their friends to join, logging in daily, increasing their virtual connections, and liking/following *CampusConnect's* social media platforms. They will then be able to redeem these points for prizes, such as free food from local vendors. This will be a good opportunity for the company to partner up with other businesses around Purdue.
- To make earning points more fun, users will also have the opportunity to increase their points by playing games. These games will likely be centered around Purdue University trivia, the campus history, and various clubs that are on campus. The goal of this is to further inform students about the opportunities available to them on campus.
- *CampusConnect* will utilize as many social media platforms as possible, but particularly Twitter, Facebook, and Instagram. Instagram and Twitter both have the ability to connect to Facebook so that posts on those apps will always appear on Facebook as well. That way, if someone misses a post from one social media platform they will have multiple opportunities to see the information. An example of a post on Facebook could be a short testimony from a user who used the application to find her freshmen year roommate and is now close friends with them. In other words, any "success stories" that might motivate others to download the app.

Measuring Success

Due to the virtual nature of this company it will be fairly easy to measure its success by tracking downloads and the amount of returning users. In addition, users will have the opportunity to gain points on the app if they write a review or fill out an occasional survey discussing what they feel the app could use to be even more effective.

Pricing and Positioning Strategy

The goal is to sell the app to Purdue and have it be a free resource available for any student to download. However, it will not be free to build or to upkeep. Based upon research conducted on the website, *How Much to Make an App*, and

the capabilities the company would strive to provide via the app, we would need approximately \$24,000 to build the app itself (How much does it cost to make an App). The company would then require additional funds to employ at least one IT person to make sure the app functions properly, and to troubleshoot any problems as needed.

Ideally, within the market *CampusConnect* will be viewed as the best resource available to Purdue students to virtually connect with others and to stay informed about clubs and activities on campus.

Conclusion

To conclude, the goal of this application is to solve the need of further student inclusion here on campus. In turn, it will hopefully increase new students' sustainability here on campus by helping them find their niche and make an easier adjustment to college life. This is a highly important topic, as studies have shown that students who are actively involved on campus and part of a supportive friend group, often perform better academically. It is my hope that in the future, Purdue freshmen will feel less overwhelmed and more at home, due to an increase in inclusion on campus.

Works Cited

“How Much Does It Cost to Make an App?” *How Much to Make an App*, Crew.com, 2017, howmuchtomakeanapp.com/.