



# Firm SCALE

Social Media Application for BtoB companies

# Marketing Plan



- Customers
- Competitive advantage
- Offering
- Pricing
- Promotion
- Placer

# Customers



- Software companies 450
  - Sofor Wireless OY, Jab OY
- Social media applications
  - Facebook, LinkedIn, Sproutsocial, Freelancer.com
- Freelancers students
  - ADP course
- Consultant agencies
  - City of Helsinki

# Competitive Advantage



- Engaging prestige system
  - Point system similar to Yahoo Answer
- Reliable Prestige system
  - Algorithm for calculating relevance reddit, stumbleupo
- Simple to use, intuitive interface

# Offering



- Service ideas
  - Project bidding
  - BtoB communication
  - Project management tools
- Values of service
  - Best features of social media apps
  - Find the most reliable partners
  - Prestige system & End users ranking

# Pricing



- Sale price negociable with each customer according to the application version.
- Advertising for companies (Banners, featured companies,...)
- Possibility that competitors become buyers, if they decide to add our application
- All features for free for all end users

# Promotion



- Viral Marketing
- RuntoShop adress book & network
- Information Newsletter
- First users prescription

# Placer



- Start with our first customer : Helsinki city
- Expand by selling to other Finnish customers
- Possibility to expand quickly across Europe and the world