



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, stumbleupon
- Simple use of the app.
- Novative offer seamless exp.
 - All basics features from social web media app + prestige

Offering



- Service ideas
 - Project bidding
 - BtoB communication
 - Project management tools
- Values of service
 - Best features of social media apps
 - Find the most reliable partners

Pricing



- Main income come from advertising
- Possibility that competitors become buyers
- Forecasts of an important market growing

Promotion



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

Placer



- Finland Web network
- Possibility to extend quickly to other countries