



STUDENT NO. M00838402

NAME. Edgar Martin Oloka

Class: APM3002

# TABLE OF CONTENTS

**03**

**About us**

**04**

**Who is meetcute?**

**05**

**Swot & Pestel analysis**

**07**

**Problems**

**08**

**Campaign Plan & Aim**

**09**

**Marketing technique**

**10**

**Promotional strategy**

**11**

**Key audience & influencers**

**14**

**Measuring the success of the campaign**

**15**

**Reference list**

# Tinder.com



**Tinder is the world's most popular dating app. It connects people on a global scale, making it easy for you to find someone to date or hook up with in your area. The app helps you narrow down your options by showing you who has liked you and who has already swiped right on your profile. Once you like someone else, you can send them a message and start chatting! Tinder was founded by Sean Rad in 2012 at a hackathon held at the Hatch Labs incubator in West Hollywood. By 2014, Tinder was registering about one billion daily "swipes" and reported that users logged into the app on average 11 times a day. By 2015, Tinder was the fifth highest-grossing mobile app worldwide. In 2020, Tinder had 6.2 million subscribers and 75 million monthly active users worldwide; as of 2021, Tinder has recorded more than 65 billion matches worldwide.**

# **What is meet cute?**

**This will be a paid subscription that aims in bringing authenticity and spontaneity to the tinder experience after the user fills in the questionnaire and their profile has been examined they will match with a prospective love interest and after matching they will be placed into a chat box but they have the option to refuse the offer if uninterested but if willing they will join their match and be given occasional tasks and hints to help them get closer with each other and increase the likelihood of an amazing first date.**

# SWOT ANALYSIS

## STRENGTHS

Improved chatbox.  
Mini games.  
Wider range of usercompatability through AI & gamification

## WEAKNESSES

Subscription payment of meetcute.  
Cost of programming AI.  
Cost of advertising.

Attract new subscribers.  
SEO focus will get more views on the campaign.  
Optimize feedback to improve on subscriber experience.

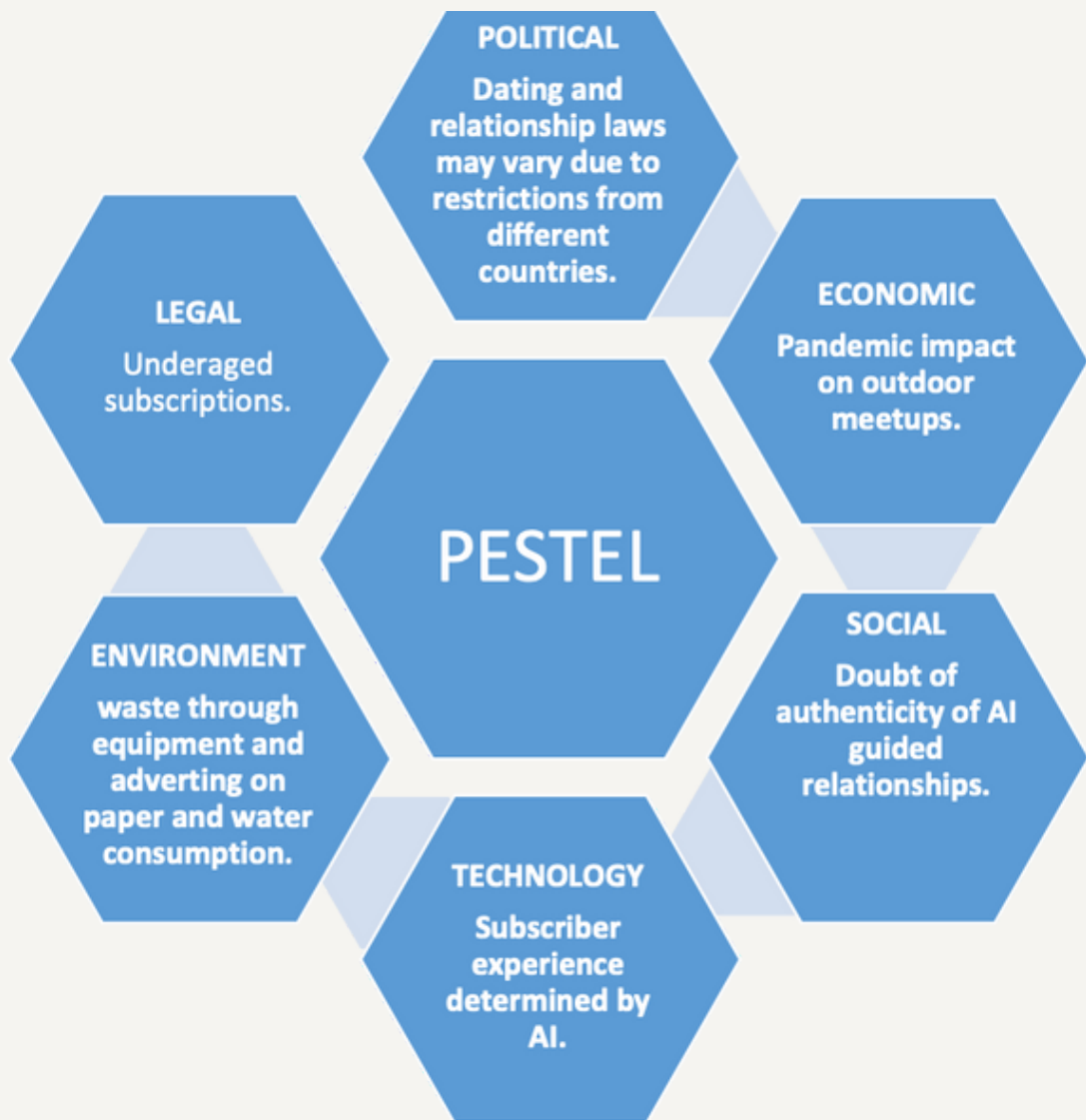
## OPPORTUNITIES

Negative press from users.  
Rejection from the public.  
Language barriers.

## THREATS



# PESTEL ANALYSIS



# Problem

With the good you have to accept the bad. With the friendly messages you have to accept the horrendous chat-up lines. Plus, when you really think about it, the way in which we use Tinder is quite weird, the whole premise is quite weird. We judge people solely on aesthetics in the blink of an eye and allow ourselves to be judged just as quickly. It can't be good for us, this nature of finding a potential love interest so quickly and easily. You basically know that if someone becomes a match with you, it is purely because you both find each other to be physically attractive. You can't really tell if that person is kind or funny by looking at a few of their pics. Tinder can put a lot of pressure on you. What kind of pictures should you put up? Should they be fun pics showcasing your fabulous life or some hot selfies to show off your lovely face and bod. Who should message first? What should you say in the first message? It can all get a bit too much. It's so difficult to tell what people are really looking for on Tinder. If their profile says something like, 'Loves tacos and cats,' how on earth are you supposed to know if they're looking for a relationship or a quick way to get you in the bedroom? Are they trying to be funny because they want a funny partner or just trying to get a laugh to later get in your pants? You don't know unless you ask them outright, and even doing that can make it seem like you're coming on too strong. What are we supposed to do? Why is it so bloody hard?

# AIM

Let's be honest: when you're using Tinder, sometimes you feel like you're at a restaurant with your friends and all of the sudden a stranger comes up and says "Hi, I'm so-and-so" and then they sit down and order everything on the menu. We want to make sure that doesn't happen to you on Tinder. That's why we have created "Cute Meet"—a first date experience that will start off with an amusing or charming introduction between two characters that leads to the development of a romantic relationship between them. The premise of this campaign is to bring authenticity and spontaneity back into the Tinder experience after your profile has been examined; once you fill out our questionnaire, we'll match you with a prospective love interest who also filled out our questionnaire in order to form their own profile (which means no more awkward first impressions!). Once matched, you'll be placed into a chat box where you can decide whether or not you want to accept their offer. When you match with someone, the two of you will have a chat box where you can ask questions or give advice—and share cute photos! We'll even send occasional tasks to help you get closer with each other. The goal is for these chats to feel like first dates—you're both showing off who you are and getting to know each other in real time. If uninterested in them as a potential match, simply swipe left! But if interested in spending time together on your first date... just click "yes." You'll then have the option of joining them in person or chatting by video call and since sparks have already flown between the the two of you the eventual meet up will feel so magical.



# **PLAN**

**Before the launch of the official campaign there will be a short teaser**

**video tinder's media**

**pages promoting the campaign. The teaser video will build up hype**

**for the campaign over the span of a few weeks bringing interest to all the hopefuls looking to find the right one.**

**After getting the word out and hyping up the crowd's tinder will continue promoting the new campaign on other respected social media sites and platforms. In the campaign a sum of**

**features will be released on the tinder app. These feature will showcase**

**what to look forward to on the app and the new matching system. We**

**want to give you the best tinder experience**

**ever. And we're going to do it by building a better matching system, and adding more features to the app.**

**This is our chance to show everyone that we mean business, and we're ready for this new challenge.**



**MEET**



**CUTE**



# MEET CUTE



# Tinder.com

Gamification is the use of game-like elements, such as challenges and points to enhance a website or application. The goal of gamification is to motivate users to interact more with your product and increase engagement, retention, or conversion. In this aspect the campaign is using this to create more engagement with subscribers as many like to play around on phone apps this will create more positive and competitive experiences for those who have matched and they will seek more interaction with their partners.



PLAY WITH HER



BEAT HIM



# MARKETING TECHNIQUES



**Awareness is key: The more people know about #meetcute, the more likely they are to sign up for it. For example, if you advertise on Instagram Stories or Facebook Live, people will see your sponsored post and get excited about it. If you share a video of yourself talking about how much fun you're having with your friends in your new life, people will retweet it and tag their friends who would like to try it out too.**

**Social media is also a great way to spread the word: You can share photos from your day at a bar with friends by using hashtags like "#meetcute" (#meetcute), name your locations (like "#meetcute #santa monica ca"), or just use regular old hashtags like "#tbt" or "#happy." Posting on Facebook Live is another good way to reach out to potential customers—and if you have any questions about how this works, feel free to message me directly!**

**Paid promotion – Looking into promoting it takes 3\$ to promote on instagram and that's one of the biggest social media platforms out there so taking this into account promoting on other media accounts would also not take a lot of finances from the campaign.**

**Content marketing - Is the best way to get your message out there because it's more effective than traditional methods. It helps you connect with your audience in a way that they'll actually listen to what you have to say. When done correctly, it provides a powerful platform for getting your brand noticed by the people who matter most: your customers!**

**Influencers – when looking at influencers they can be paid or free promotion. Looking into instagram, Snapchat, facebook we can have a good number of influencers from big all small platforms to promote the campaign and with small or new influencers being sponsored can give them the push promote the campaign while bigger well known influencers can be paid for their time.**

**Hashtag - Choose a relevant hashtag: Your audience will be more likely to engage with your content if they think it relates to their interests. This means choosing a hashtag that fits with the subject matter of your campaign (for this, our selling idea, try #meetcute).**

# Promotional strategy

Phase one will be early testing of the meetcute subscription program with 200 individuals paired into 100 couples and will be testing the new features through December to January and they will be encouraged to do so by weekly videos to share their experiences and thoughts on the early access meanwhile in phase two there will also be influencers who have had access to meetcute and will also be putting in their input with their own posts and videos talking to and hyping up their followers to the eventual launch of the campaign and with phase three which would be mid January a month from Valentines there is when the launch it to the general public so that they can experience meetcute for themselves and have the opportunity to match with someone before Valentines. Before the official campaign starts and we begin to release features, we will release a short teaser video on Tinder's media pages. The teaser video will bring in hype for the campaign over a few weeks, as hopefuls look to find their perfect match.

After getting the word out and hyping up the crowd's interest, Tinder will continue promoting the new campaign on other respected social media sites and platforms.

The new chat-box for those who participate.

Recommendations of books, movies, outing locations, and more to help matches learn more detailed info about one another.

Mini games that can be played with each other to help boost interaction.

# Influencers

The individuals you see below are some of the most influential influencers when it comes to dating and relationship advice while looking for who best to represent the campaign when it comes to match making they came to mind with a significant amount of follows backing them their reach can spread far and wide to get the numbers needed to make this campaign a success.



**Mathew Hussey** - Matthew Hussey, who is known for his 2013 bestseller, *Get The Guy: Learn Secrets of the Male Mind to Find the Man You Want and the Love You Deserve*, is a British life coach, YouTube personality, and writer. He is also known for his work with men's health and mental health. Born on June 19, 1987 (age 35 years), Essex, United Kingdom

**INSTAGRAM-1.4M**

**TWITTER-99.7K**

**FACEBOOK-4.3M**



# Influencers



**James Preece** - I've been helping people find love all over the world since 2001. I'm an International Dating Expert with over 17 years experience, and I'm the only Dating Coach who actually works in the Dating Industry in the UK for over 18 dating agencies and 15 brands. It's a fantastic job as I love bringing people together.

**INSTAGRAM-42,700K**

**TWITTER-15.6K**

**FACEBOOK-167K**

**Rebecca Lynn Pope** - Relationship coach, master life coach, author and motivational speaker. My YouTube channel is [channel name] and I also host a TV show on The Oprah Winfrey Network called Marry Me Now. I've been helping people find their perfect mate through personal coaching for over 10 years now! But that's not all—I also work with individuals who are ready to make their relationship their top priority in life. I have a bachelor's degree from the University of Washington, completed my master's in education and mental health counseling/counselor from Argosy University of Washington, and began my notable career as a matchmaker, helping others find their perfect mate through personal coaching. Later on in my career, I transitioned to love and coaching and have been helping people find their perfect mates since then!



**INSTAGRAM-62.8K**

**TWITTER-5.516K**

**FACEBOOK-12K**

# TIMELINE

**Phase1** Open early access for testing meetcute of 200 individuals paired into 100 couples.

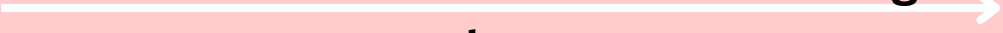
**Phase2** Testing features throughout december to January and doing by weekly videos and post from influencers.

**Phase3** Mid January a month from valentines day release the programme so that people can start their own meetcute.



# Success of campaign

The campaign will keep everyone on their toes and participants will always have a new way to get closer with their match and receive fun and new ideas to bring them closer together their will be notifications that come on every so often with a weekly task or game to keep them engaged by the end of the campaign tinder will have a better matching system for those not looking to hookup but find a long term relationship and the brand will set a new standard for their match making. This campaign will be measured on the social media metric number of like, shares comments and the most important the number of people participating in the chat-box “meet cute” to get a better detailed experience and find someone for them that can be a long term partner.





## References

<https://uk.linkedin.com/in/james-preece-b292079> [https://en.wikipedia.org/wiki/Matthew\\_Hussey](https://en.wikipedia.org/wiki/Matthew_Hussey) [https://en.everybodywiki.com/Rebecca\\_Lynn\\_Pope](https://en.everybodywiki.com/Rebecca_Lynn_Pope)  
[https://en.wikipedia.org/wiki/Tinder\\_\(app\)](https://en.wikipedia.org/wiki/Tinder_(app))  
<https://www.biworldwide.com/gamification/what-is-gamification/#:~:text=Gamification%20is%20adding%20game%20mechanics,inspire%20collaborate%2C%20share%20and%20interact.>