



**Simply Local**



**Final Deliverable**

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**Helping Build Neighbourhoods to Promote Togetherness!**

## Who Are They?

### AGE GROUP: 50+

Self Employed  
Employed  
Homemakers

## Interest & Demands

- Connect with local Authorities
  - Current issues Update
  - Business Discussions
- Event/Festival Discussion
- Volunteering by providing essential items

## What will Attract Them?

**Family-like Environment** in the neighbourhood.

**Open Business channels** for intellectual & business discussions

(Not limited to single locality)

## How to Target Them?

This age group is mainly active on Facebook, so Facebook ads should be designed according to their demands



### AGE GROUP: 35-50

Employed  
Homemakers

- Connect with Local Authorities
  - Current living issues
- Hobby/Interest based Topics
  - Event/Festival Discussion
  - Volunteering: Tips for Management & Mental Health

**Product & Offers** update (of the Local Business)

**Interest & Hobby channels** for different Sports and recreational activities

(Better to be Pre-Made)

This age group is mainly active on Facebook, so Facebook ads should be designed according to their demands



## Who Are They?

### AGE GROUP: 23-35

Self Employed  
Employed  
Homemakers

## Interest & Demands

- Connect with local Authorities
  - Current issues Update
- Hobby/Interest based Topics
  - Business Discussions
  - Volunteering by providing essential items & Mental health

## What will Attract Them?

- Product & Offers** update  
(of the Local Business)
- Local Business channels** and  
Features to help promote  
Local businesses  
(Limited to nearby locality)

## How to Target Them?

This age group is mainly active on Instagram, so Instagram ads should be designed according to their demands



### AGE GROUP: 18-22

Students

- Current living issues
- Hobby/Interest based Topics
- Gaming/Sports Discussion
  - Volunteering: Tips for Management, Providing essentials & Mental Health

- Family-like Environment** in  
the neighbourhood
- Sports & Gaming channels** for  
different Sports and  
online gaming platforms  
(Suggest them to make/join these)

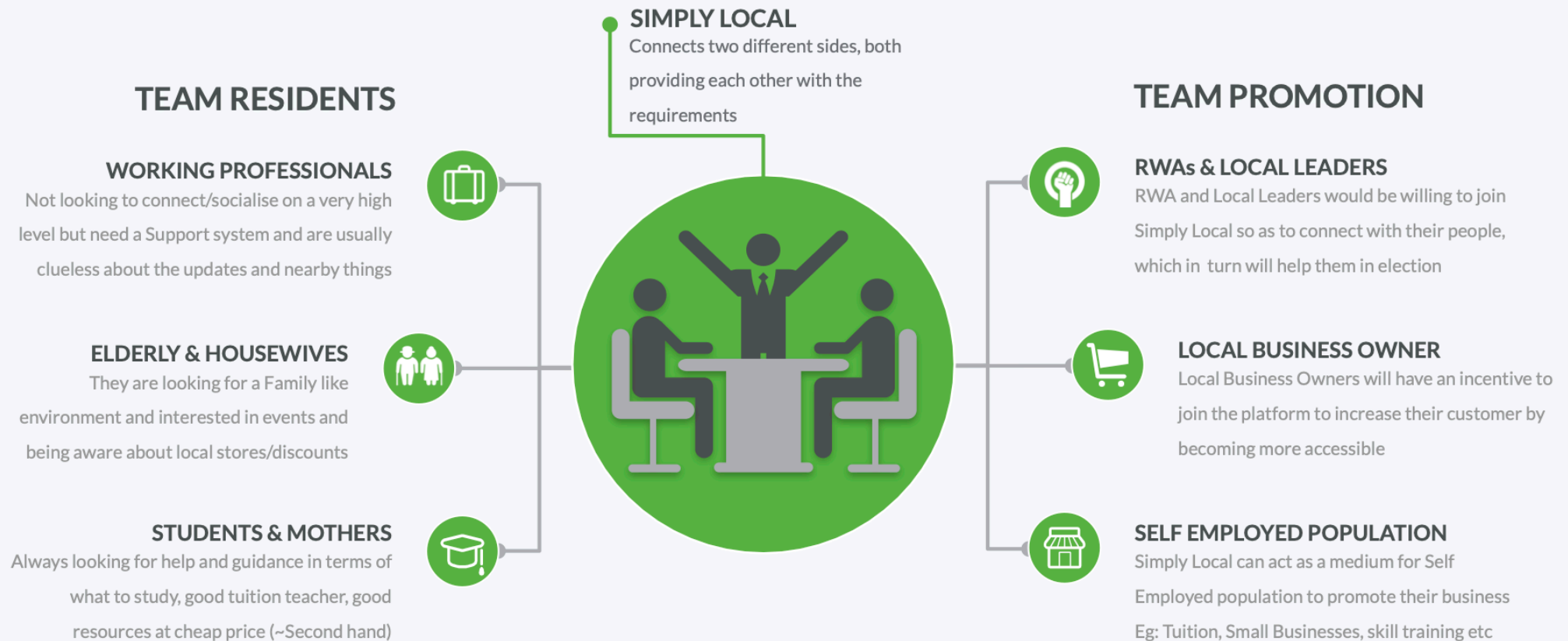
This age group is mainly active on Instagram, so Instagram ads should be designed according to their demands



# Know Your Audience: Segmenting the Target into Consumer Groups



Apart from having a “People-Driven People Centric” model , Simply Local should also adopt **Marketplace Model** to cater to the needs of a larger group





## ONLINE STRATEGIES

### PROMOTE THE GAME, NOT PLAYER

Having no strong competitor, promote the concept and uses, instead of marketing the brand directly

01

### TRENDS & RELATABLE CONTENT

Post Indian relatable content in line with current scenario & trends to increase the relatability & reach

02

### ONLINE CONTEST AND EVENTS

Organize online events on the platform for locality & on social media to attract audience participation

03



## OFFLINE STRATEGIES

### LOCAL COMMUNITY ENGAGEMENT

Being more vocal and visible in localities to build trust and brand image among potential customers

01

### SPONSOR CHARITY EVENTS

Sponsoring local charity events can send the message to people in the community (~local SEO)

02

### BRING LOCAL BUSINESS ONBOARD

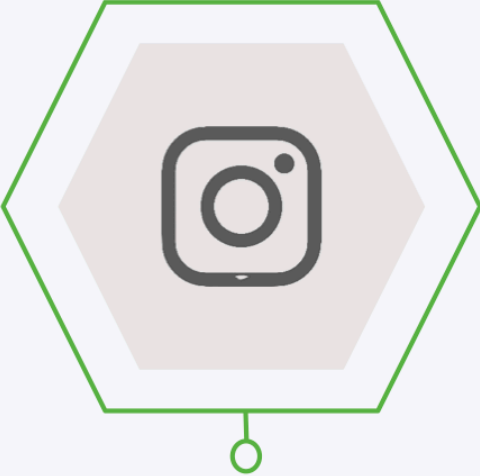
Initially try to get popular Local Business onboard, by persuading them through incentives

03

# Strategy: Targeting Different Social Media Platforms



The sentiments that Simply Local should target through the posts are “Neighbours in Need” and “Family like the people around you”

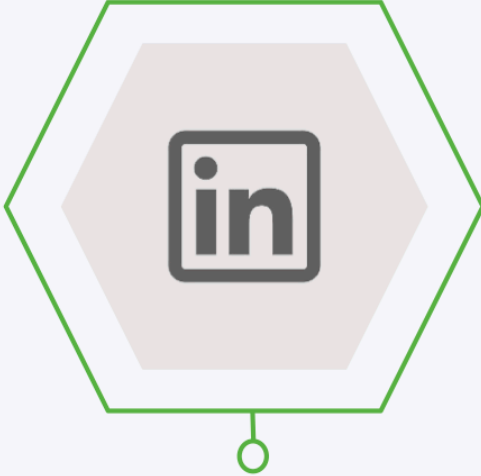
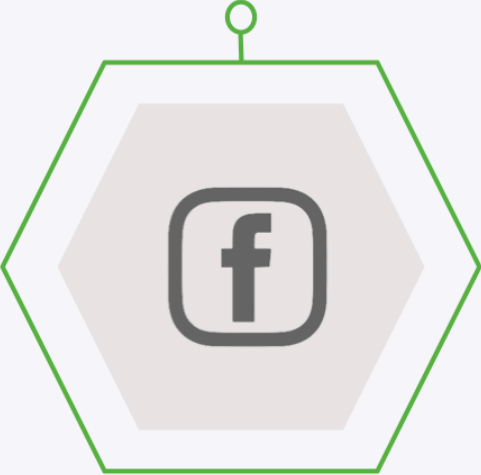


### HASHTAG CONTESTS

Target age group : 18-23/23-35

Engagement : Hashtag movements with influencers to build a brand name

**COMMUNITY BUILDING**  
Target age group : 35-50/50+  
Engagement : Building facebook community and organising online events



### INTELLECTUAL MARKETING

Target age group : 23-35/35-50

Engagement : Publicizing newsletter & blog features to promote the brand

	<p><b>CONTENT CREATORS</b></p> <p>Hire people from localities as Content Creators for the platform to keep engagement in the initial stage and promote discussions</p>		<p><b>PUBLIC &amp; PRIVATE CHANNEL</b></p> <p>Offer a mix of Public and Private channels for discussions by People. Suggest channels according to age &amp; interest</p>
<p><b>REFERRAL INCENTIVE</b></p> <p>Incentivise the process by offering corporate/local discount coupons after certain number of joining through referral</p>		<p><b>LEVEL BASED REWARDS</b></p> <p>Introduce levels at individual and Neighbourhood basis to add a competitive and rewarding touch to keep people engaged &amp; excited</p>	

# Strategy: Local Newsletter & Content Creators



A localised (not so hyperlocal) monthly newsletter covering the important events, celebrations and achievements of the people, organisations & localities nearby

Will help in keeping the Users engaged and create a “Family-like Environment”. Will help increase the audience participation & give regular local updates

## CREATING THE MONTHLY CONTENT

Should hire local Content Creators whose role will include posting regularly and curating the newsletter resources



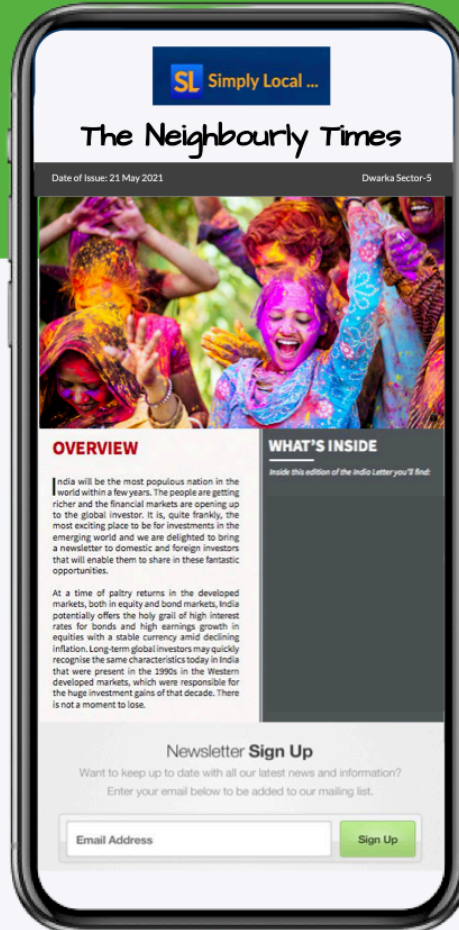
## INCREASE USER PARTICIPATION

The local content covering the events can be divided into articles & people (mostly kids) can volunteer to write these



## BRAND AWARENESS & PROMOTION

These newsletters will act as a medium for Simply Local to increase brand presence in multiple areas & groups



## LOCAL USER ENGAGEMENT

Content Creators will act as Ambassadors for the brand. Can try to engage the connected homemakers in this



## ADVERTISEMENT SECTION

Can have paid Advertisement section on different pages for the business & self employed can feature their brand



## POTENTIAL REVENUE STREAM

After having made a name for itself and a liking for the newsletter, can now shift this as a paid feature on the App

# Marketing Plan: How to Convert Potential Customers into Users







## CREATING GOODWILL

Simply Local in these times can become the "App of the Hour" by providing people a medium to help people around them



### RESOURCE DATABASE

Upload collective database of the verified leads for Covid Resources on the website for public use



### PLATFORM TO STAY UPDATED

Being a hyperlocal platform, Simply Local can become a medium for people to stay updated regarding Covid in their locality



### COVID VOLUNTEER BADGES

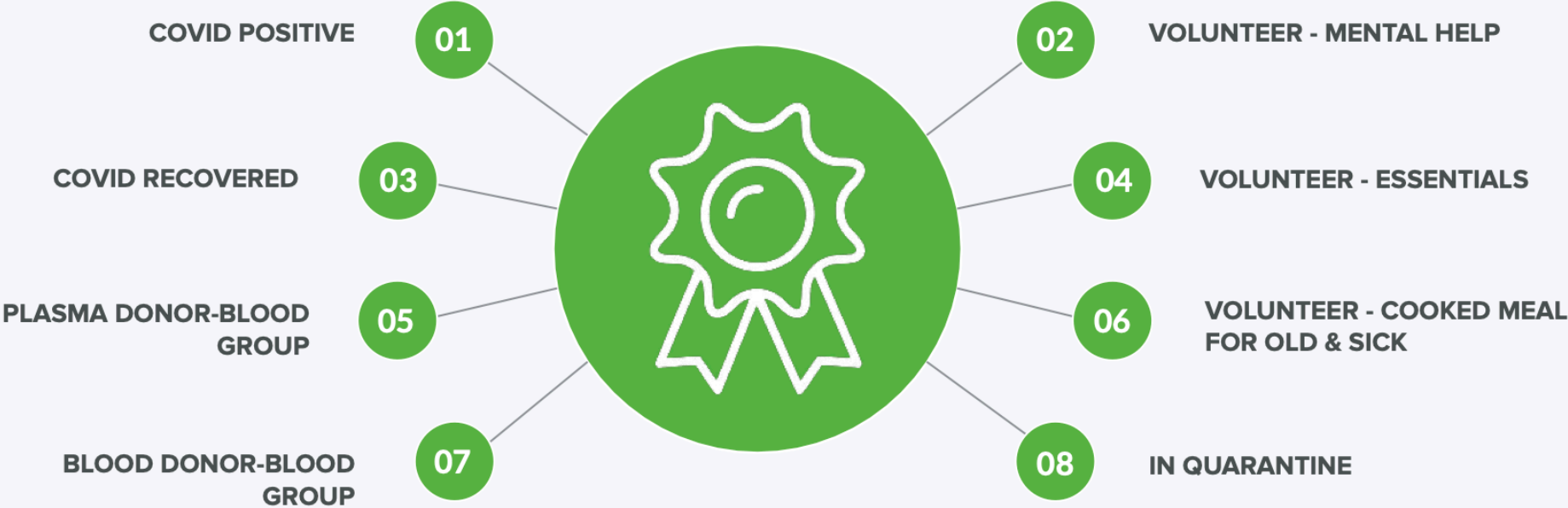
Introduce covid volunteer badges to enable easy identification of different volunteers & people in need on the platform



### PEOPLE-DRIVEN PEOPLE-CENTRIC AID

Building and promoting how Simply Local understands and promotes the concept of "People helping People" in tough times

# Covid Scenario: Badges on App for Easy Identification



# KNOW YOUR AUDIENCE



## AGE 18-23

This age group comprises of mostly students, dependent on their family, but have a sense of freedom. They use WhatsApp to connect most with friends

nearby

They get news of locality & info about new apps/initiatives from friends, family & social media/online ads.

84.2% of them want to remain updated about Covid-19 resources and hotspots nearby & 55% want to connect with RWA/Leaders while 52.8% want to volunteer to help neighbors in need.

## AGE 23-35

Employed & Homemaker make the core of this age group. 33.4% of Employed & 50% Homemakers are actively connected with their neighbors, and use WhatsApp & FB to connect with them. 63.9% are not satisfied with current form of communication and 83.3% would prefer a more structured way

Employed individuals receive news alerts through social media(42.9%) and friends(19%), while 7/8 Homemakers chose friends/neighbors as their source for the same.



## AGE 35-50

This age group comprises of mostly Employed & Homemakers. Use WhatsApp & FB to connect with neighbors.

Receive news alerts from - friends, neighbors and social media

64.7% are actively connected to their neighbors with 66.7% not satisfied with current methods of communication.

84.3% prefer a more structured platform for formal communications, 82.35% willing to connect with RWA/local leader & 92.15% wish to stay updated about the covid spread & resources in the neighborhood and other nearby hotspots

## AGE 50+

They are mostly Self-Employed/Employed & Homemakers. Use WhatsApp & FB to connect, & 69 % are actively connected to their neighbors with 64.3 % not satisfied with current methods of communication. 95 % prefer a more structured platform for formal communications,

96.89 % willing to connect with RWA/local leader & 52 % willing to connect with neighbors through an app like Simply Local. 88.1 % wish to stay updated about the covid spread & resources in the neighborhood and other nearby hotspots