

Technology Entrepreneurship Part 2

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Submitted

Passports Marketing Page and Sales Experiments Analysis

Last updated less than a minute ago by [Karen West](#) ⚙[Revise](#)

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We tried the following marketing campaigns: personal friend/family interviews (as user/subscribers), calling local businesses to see if they would want to advertise on our passports app, and in that case, by phone, asked them questions we created on a survey. For others, the survey was sent directly to a potential user/subscriber of the app or a business/advertiser/customer. One thing we learned that was new was how to demonstrate to a non-profit-type-tourist business that may advertise on the app, that their advertisement would guarantee them the sale, over some other bulk discount advertiser that may offer a better discount on their tourist attraction, since bulk discounters can do that by the nature of their business. There is no cost to our user/subscriber acquisitions, since the advertisers are the paying customers. So we would have to determine how to be fair to advertisers as described above, with advertising fees, priority, etc. We have not yet implemented Passports other than on paper, so many people we spoke to and called that liked the idea, said if it ever becomes a real product, to please call them, and the genuinely sounded excited when we spoke to them by phone, since they seemed to think the idea would bring in more business to their tourist attraction in their area. The most complicated part of making this app a real product (outside building it from a technical perspective) are how to make it fair to places (such as the Freedom Trail in Boston, MA, USA, that is a non-profit tourist attraction in this area) that cannot compete as an advertiser with bulk discounters that may also advertise on the app for these places. The reactions from users/subscribers were mixed, mostly good, but some wanted to know specifically how this app was better than all the rest that are already out there. A real prototype demo would help with that of course. As for making a sale, tourist places seemed genuinely interested in trying this app, but I think after an initial trial period, the sales process would need to be modified according to some statistically proven results of how it may have helped their business, and what new things could be

done to make it better, etc. The length of the sales process is just a matter of a fair advertising fee payment. All of these marketing experiments and potential sales results are summarized in this survey results shown here.

These are the links to the video and the survey, and the results follow.

Please see video (1.5 minutes long!) at <https://youtu.be/099dcO3fE-A>

Passports Survey - 9 questions - Thank you!!. To fill it out, visit:

https://docs.google.com/forms/d/1uouTNvJjsKrDewf3kctN5ApWlz2ztKy3R_O2VBqqm24/viewform?c=0&w=1&usp=mail_form_link

Survey results:

<https://docs.google.com/forms/d/1uouTNvJjsKrDewf3k...>

