GENkids

Marketing Plan

December 18, 2022

Prepared By:
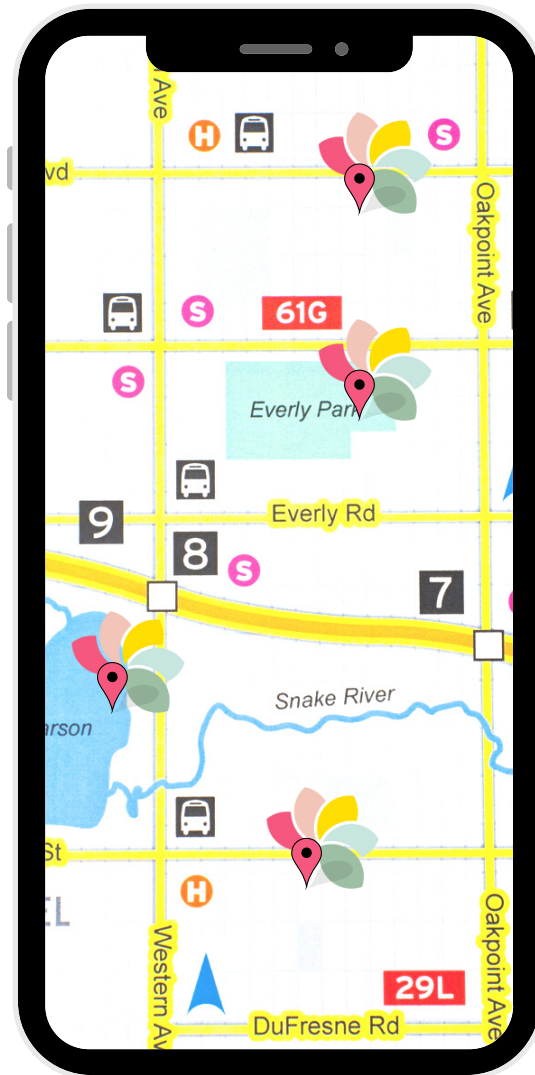
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GENkids

A Sustainable Kid-Friendly Locations Finder App

Description

The GENkids app is for parents or guardians of 0-5-year-old children to find age-appropriate places, activities, and events near them that are considered sustainable and environmentally friendly by mission, aspect, product, service, or practice.

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Mission & Vision

To create a better world for future generations, it's important that we lead by example and fill our children's days with lessons and activities that promote mindfulness of our environment.

This app was inspired by the places and businesses that offer kid-friendly products and services, and make a conscious effort to be more sustainable and environmentally friendly.

GENkids seeks to share these places, activities, and events with parents and guardians in proximity to them, and build a community focused on sustainability, innovation, compassion, and GENerosity.

Raising GENkids

GENkids

Market Research

Market
Opportunity

The Green Technology and Sustainability Market is projected to grow from 13.76 billion to 51.09 billion by 2029 (Fortune Business Insights, 2022).

Currently, the majority of parents of children aged 0-5-year-old are millennials, and Generation Z is the next generation of parents that will become the majority.

75 percent of millennials change their buying habits to favor environmentally friendly products (Nasdaq, 2022) and 72 percent of millennial parents are interested in teaching their kids about environmental sustainability (Statista, 2020).

The oldest of Generation Z are nearing 27, the average age of new first-time mothers (Census, 2020), and generationally are more interested in sustainability, often being called "the sustainability generation" (Forbes, 2022).

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SWOT Analysis

S
Strengths

- Focus on kids' sustainable and environmentally friendly places.
- Current and next generations of parents care about sustainability.
- Startup and marketing experience for sustainable brands.

W
Weaknesses

- Need to secure funding until monetization through advertisers.
- Need to secure app developers and technical support teams.
- To take this nationally or globally, it would require a large team.

O
Opportunities

- Parents are interested in teaching their kids about sustainability.
- There is no simple way to search for kid-friendly sustainable and environmentally friendly places and learn more about why.

T
Threats

- A recession would affect the consumer discretionary goods sector, potentially minimizing user base or growth opportunities.
- As more businesses become sustainable, it could become obsolete.

Summary

The rising interest parents have to teach kids about sustainability and heightened interest for future generations on the topic of sustainability, suggests there will be a rising demand for a solution like GENkids. However, if the economy faces a recession or is sustainability in business operations becomes a core component and universal (which is best for the planet) could potentially diminish demand for the app.

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Target Market

Personas with children 0-5 years old

☑ **Mothers** are traditionally the primary activity organizer (Carter, 2017). Ages 24-45 years old, 92% are on social media (Edison, 2020) and live in/near major urban cities.

☑ **Fathers** are also a target market, as not all families are traditional. Majority range 27-48 years old (Russ, 2017) & live in/near major urban cities.

☑ **Guardians** are broad and also a target market, as not all families are traditional and our app is inclusive for all family types. Best for those in urban/suburban areas.

☑ **Grandparents**, primarily ages 45-70 (Adcox, 2008), can be childcare or influence sources, with 35% residing with a grandchild (Saxena, 2021) and live in/near major urban cities.

☑ **Private childcare providers** like nannies or au pairs, primarily aged 18-38 years old (Nanny Institute, 2022)and can be an influence source for children's activities.

Target Market

Name: Jessica, Ashley, Amanda, Sarah, and Jennifer (Satran, 2018)
Age: 25-35 (US Census, 2020)
Education: College Graduate (Stahl, 2020)
Household Income: $86,000 (Statista, 2020)
Location: Urban cities in states like New York, California, Washington, Virginia, Texas and more (Cortes, 2019)
Career: Yes or 20-25% SAHM ((Livingston, 2020)
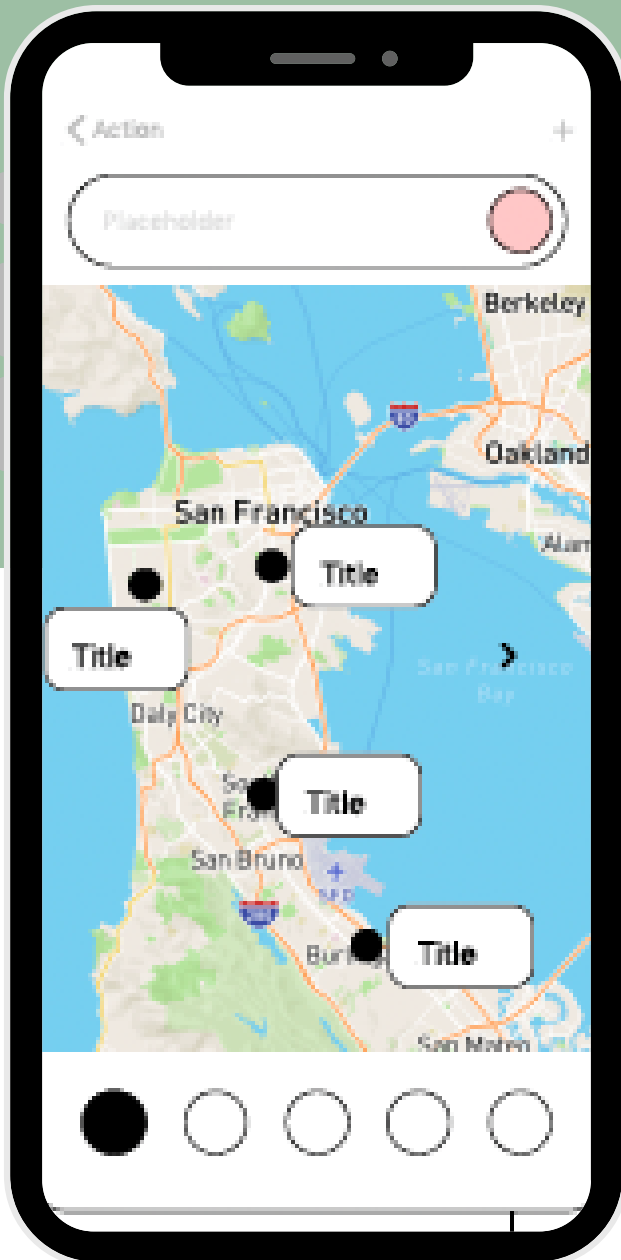**Social Platforms:** Facebook, Instagram, YouTube, TikTok, Pinterest (Edison, 2019)
Hours online: >8 hours/day (Carter, 2017)

Willing to share opinions, recommendations, reviews, and more for children-focused purchases and activities.

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Product Overview

How we're
Innovative

GENkids is innovative because there is no other geo-locational application for parents to find kid-friendly places, events, and activities that are sustainable and environmentally friendly based on mission, aspect, product, service, or practice, and include designations from reputable third-party sustainability organizations.

App Features

→ Users can search by text-based listing, locational map listings near them, or by calendar date listings.

→ Users can view place information and add their own info, including reviews, tips, images, and more.

→ Users can customize their profiles, control privacy settings, and connect with users in their area.

GENkids User Community

Users can engage with other user in-app posts on listings, see how many other users have been to, are currently at or going to specific listing types. Users can connect and engage, invite users to events and more. Users can also see sponsored listings from local and online relevant businesses.
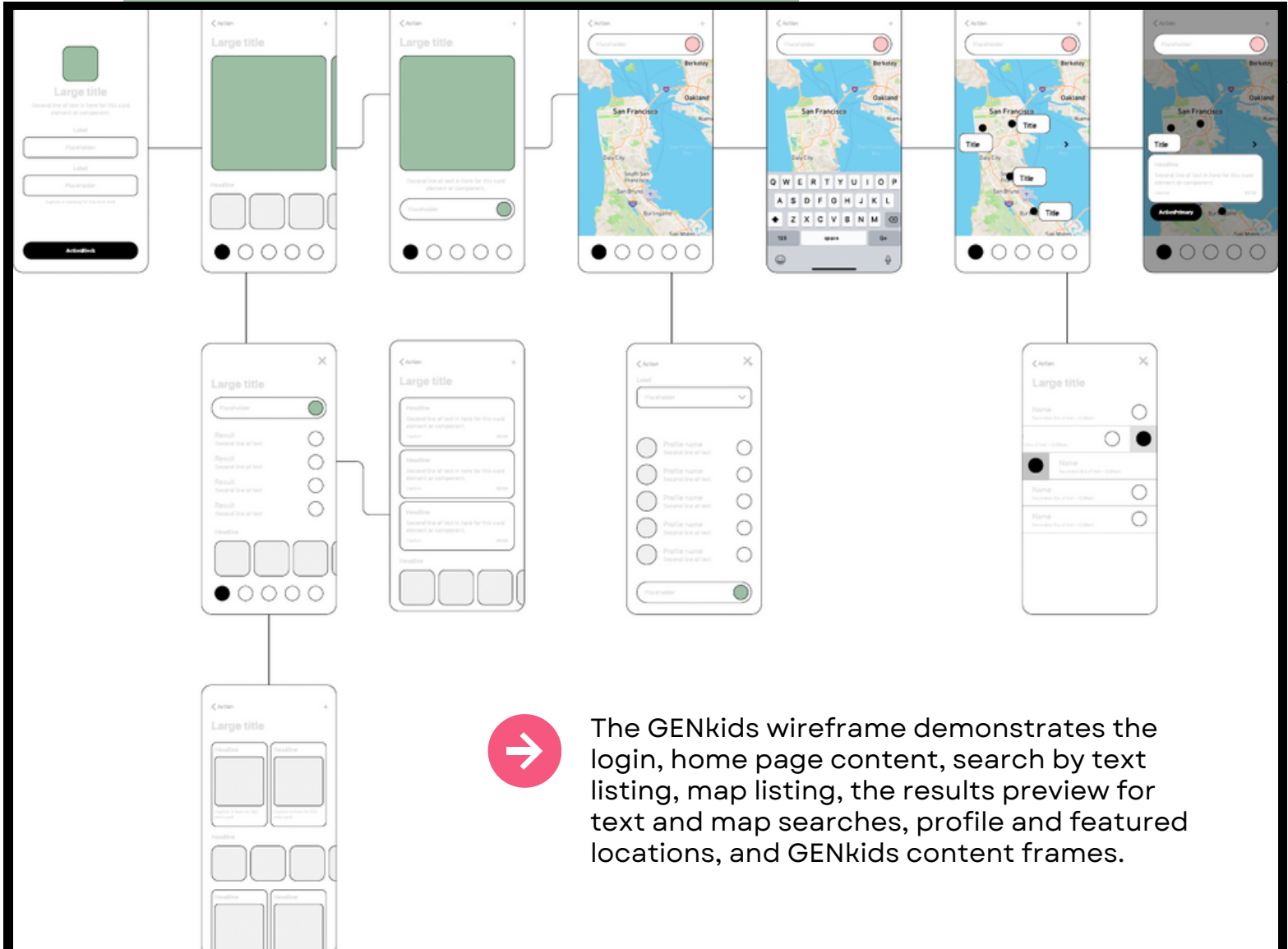
Product Wireframe

Figure 1

The GENkids wireframe demonstrates the login, home page content, search by text listing, map listing, the results preview for text and map searches, profile and featured locations, and GENkids content frames.

Wireframe: GENkids

GENkids

Competition

☑ **GoWhee!**
Primary focus is finding kid-friendly travel locations and similar filtering via text or map search, and user content capabilities but no sustainable focus or calendar.

☑ **KidPass**
Primary focus is online classes and activities for children and people 0-18+ with calendar and city-location search but no sustainable focus and only in New York for local options.

☑ **Macaroni Kid**
Primary focus is to provide local activity guides to parents of children ages 0-18. Has an app but no focus on sustainable or environmentally friendly places for children 0-5 years old.

☑ **Google Maps**
Primary focus is to help users explore the world through maps. Does not show sustainability status. GENkids will use google maps in app for location and map-based search listings.

☑ **Yelp**
Primary focus is to connect people to great local businesses. Allows user reviews and content but serves all ages, only shows businesses, and doesn't show sustainability status.

Why GENkids is a better solution...

The GENkids app is the only app for those with 0-5 year-old children seeking specific places, activities, events, and more in their area that have been designated or certified by reputable third parties as sustainable or environmentally friendly based on the place's mission, aspect, product, service or practice.

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Market Testing

Through Research and Developmental testing activities, GENkids will conduct qualitative and quantitative experiments for brand and app refinement, determining feature priority, and identifying and enhancing the value proposition. (Neck, et al., 2016).

Panel testers and influencers will be vetted and determined primarily by demographic fit to the Ideal Customer Avatar and additional panel participants will be a mix of GENkids' broader target audiences.

Methods of testing will include digital Testing Panels and in-person testing, direct observation, and in-person focus groups. Digital participants will be emailed instructions to test the application or specific features and will respond to survey questions. In-person testing and focus groups will be observed in unstructured and guided solo and group formats, and their feedback will be recorded for R&D teams to utilize. All testers will also be sent post-experience surveys.

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Market Strategy
Channels and Approach

Website

Build a branded website and email nurture campaigns with appealing UX/UI, and compelling CTAs that drive app downloads and rapport.

PR

To introduce GENkids pre-launch and continue to build positive brand reputation through PR opportunities post launch.

Social

Post organic and UGC content highlighting app, customers, and featured places, engage with community, and outreach.

Influencer

Influencers to test, review, post and write blogs for PR, utilize UGC for social and Whitelisting opportunities.

Paid Social

Utilize top digital self-service paid platforms target market is on, including FB/IG, TikTok, YouTube, & Pinterest

Search

Create website and blog content valuable for users, optimal for SEO and thought leadership, synced with paid search strategy.
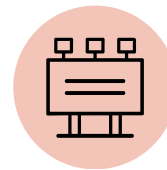
Paid Search/PPC

Utilize paid search channels to target audience and drive app downloads and align with organic keywords.

Display/Video

Repurpose copy and create content for display and video campaigns and channels, including CTV, in vertical & horizontal ratios.

Traditional

Utilize direct mail, print, billboard, radio, and local events in large metro cities with large volume of qualified GENkids listings.

GENkids
Positioning & Price

The Problem

The negative impact of human activity to the planet is worsening. Environmental issues are threatening the health and longevity of our planet and our children's future. Parents and guardians need a solution that can help them teach their kids early on through every day life including purchases, outings, and activities, how to be more sustainable and environmentally friendly.

☑ Position

GENkids is the only geo-locational search app that helps parents and guardians of 0-5-year-old children find places, activities, and events in their area that are sustainable and environmentally friendly by mission, aspect, product, service, practice, or designation by reputable third-party organization. GENkids helps parents develop more sustainable habits and mindfulness with the next generation of kids.

☑ Price

The GENkids app is free for users but monetizes and is funded through investors and local or online and relevant advertisers who sponsor their places, activity and event listings that populate when users search the associated tag or relevant category our partners fall under, or are recommended based on user's recommendation preferences.

GENkids

Branding
Style Guide

Colors

#9DBFA4   #C8E6E0   #FFDE02   #F3C5B9   #F5577E

Fonts

Garet - Body Copy
Garet Bold - H2, H3, H4, H5, H6

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w x Y y Z z

1 2 3 4 5 6 7 8 9 0

Garet Extrabold
H1 Headings

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Logo & Icons

GENkids

Style

H2 Headline
Body copy

H1 Headline
H2 Headline
Body copy

GENkids

Budget & Revenue

Figure 3

Marketing Expenses	Per Unit	Monthly	Annual Total
Research & Development	$10,000	-	$10,000
App Beta Testing	$5,000	-	$5,000
PR Agency	-	$3,000	$36,000
Influencer/Affiliate	$300/post	$10,000	$120,000
Paid Media	$15 CPM avg	$10,000	$120,000
Marketing & SEO Tools		$500	$6,000
Web & MISC		$500	$6,000
Payroll		$20,000	$240,000
First Year Total:	-	$44,000	$546,000

Estimates: Coschedule

Sources of Revenue

→ Seed Funding & Fundraising

→ Advertisers and Sponsorships

Advertising Packages

Packages for Advertisers would range $1,000 - $5,000 per month.

- $550,000 / $12,000 = 45.8 annual $1,000/month advertisers
- $550,000 / $60,000 = 9.1 annual $5,000/month advertisers

*Advertisers can be local or online, but if online-based, must have sustainable and environmentally friendly missions, products, or services, and a designation from a sustainable third-party rating body.

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Goals & Objectives

1 Year
Achieve over 40, 000 app downloads with a 10% MOM increase.

5 Years
500K+ users. Scale growth, secured seed funding & advertisers.

10 Years
1M+ users in US, building global presence, events, and community.

Objectives and Action Items

☑ **Build GENkids Brand and App**
- Build a branded website, marketing channels, and content.
- Build GENkids app and conduct multiple rounds of testing.
- Follow pre and post-launch content and PR building strategy.

☑ **Launch GENkids App to Market**
- Create an app wireframe demonstrating innovative features.
- Acquire feedback and utilize it to enhance UX/UI.
- Create an app prototype with branded assets.

☑ **Get 2000+ Monthly Downloads and Grow 10% MOM**
- Launch paid, social, and search advertising campaigns with app launch.
- Utilize testers and influencers for PR, UGC, and Whitelisting to scale.
- Partner with businesses to develop monetization through sponsorship.

*Action items continued under Monitoring with deadlines in Figure 8.

Goals and Targets

Achieve benchmark app KPIs including 2000+ downloads per month and maintain 30% MAU (monthly active users) over 12 months with 10% month-over-month growth.

Figure 4.1

Template: Pepperland Marketing

Numbers of impressions, downloads, MAU with 10% month over month growth.

Figure 4.2

Month	Impressions	conv rate	downloads last month	growth 10 %	# to add	EOM goal	MAU rate	MAU
1	100,000	0.02	0	-	-	2000	0.3	600
2	110,000	0.02	2000	0.1	200	2200	0.3	660
3	121,000	0.02	2200	0.1	220	2420	0.3	726
4	133,100	0.02	2420	0.1	242	2662	0.3	798.6
5	146,410	0.02	2662	0.1	266.2	2928.2	0.3	878.46
6	161,051	0.02	2928.2	0.1	292.82	3221.02	0.3	966.306
7	177,156	0.02	3221.02	0.1	322.102	3543.122	0.3	1062.9366
8	194,872	0.02	3543.122	0.1	354.3122	3897.4342	0.3	1169.2303
9	214,359	0.02	3897.4342	0.1	389.74342	4287.17762	0.3	1286.1533
10	235,795	0.02	4287.17762	0.1	428.717762	4715.895382	0.3	1414.7686
11	259,374	0.02	4715.895382	0.1	471.589538	5187.48492	0.3	1556.2455
12	285,312	0.02	5187.48492	0.1	518.748492	5706.233412	0.3	1711.87
TOTAL	2138428.377					42768.56753		12830.57

Notes: Calculations based on industry benchmark KPI percentage estimates. Does not factor churn.

Content Strategy

Pre and Post Launch

Pre App Launch

GENkids will grow brand awareness through PR for press releases, contributor opportunities for blogs, spotlights, guest on podcasts, news/media spotlights, and for sustainable and environmentally friendly or otherwise relevant organizations. Through market testing and tightening of GENkids value proposition, UGC content will be acquired through testers and early influencers and utilized for social media, as well as posting about PR, app content, benefits, and launch updates.

Post App Launch

GENkids will continue PR strategy post-launch and re-purpose all PR into blogs, social media, vlogs and more, post weekly GENkids blogs, feature organizations on social media, and post daily social posts, stories, or Shorts or Reels. Content will include app demonstrations, app updates, Q&A segments, organizational spotlights, activities, education, social takeovers, UGC, and more. Also, email nurturing of segmented customers by funnel stage and Featured Friday place listing spotlights for user's area.

Content Strategy

Schedule

Activities discussed in pre and post-launch Content Strategy reflected in Content Calendar for appropriate channels as example posting schedule.

Figure 5

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Stories	Stories	Segmented Nurture	User Socials Takeover	Stories	Friday's Feature	Stories
Blog + Vlog	Post and Stories	Reels/TikTok/Shorts	Post and Stories	Reels/TikTok/Shorts	Post and Stories	Reels/TikTok/Shorts
	Facebook Experiment	Blog + Vlog	PR: Podcast	Blog + Vlog	Blog + Vlog	
	Influencer Campaign	Influencer Campaign	Influencer Campaign	Influencer Campaign	Influencer Campaign	Influencer Campaign
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Post and Stories	Stories	Segmented Nurture	Social Q & A	Stories	Friday's Feature	Stories
Blog + Vlog	Post and Stories	Reels/TikTok/Shorts	Post and Stories	Reels/TikTok/Shorts	Post and Stories	Reels/TikTok/Shorts
		PR: Podcast	Guest on IG Live		Blog + Vlog	
		Blog + Vlog				
Influencer Campaign	Influencer Campaign	Influencer Campaign	Influencer Campaign	Influencer Campaign	Influencer Campaign	Influencer Campaign
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Stories	Stories	Segmented Nurture	User Socials Takeover	Stories	Friday's Feature	Stories
Blog + Vlog	Post and Stories	Reels/TikTok/Shorts	Post and Stories	Reels/TikTok/Shorts	Post and Stories	Reels/TikTok/Shorts
		Blog + Vlog		PR: Guest on IG Live	PR: Podcast	
					Blog + Vlog	
Influencer Campaign	Influencer Campaign	Influencer Campaign	Influencer Campaign	Influencer Campaign	Holiday campaign	Holiday campaign
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Post and Stories	Stories	Segmented Nurture	Social Q & A	Stories	Friday's Feature	Stories
Blog + Vlog	Post and Stories	Reels/TikTok/Shorts	Post and Stories	Reels/TikTok/Shorts	Post and Stories	Reels/TikTok/Shorts
		Blog + Vlog			Blog + Vlog	
Holiday campaign	Holiday campaign	Holiday campaign	Holiday campaign	Holiday campaign	Holiday campaign	Holiday campaign
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Stories	Stories	Segmented Nurture	Post and Stories	Stories	Friday's Feature	Stories
Blog + Vlog	Post and Stories	Reels/TikTok/Shorts	Guest on IG Live	Reels/TikTok/Shorts	Post and Stories	Reels/TikTok/Shorts
	TikTok Experiment	Blog + Vlog	Social Q & A		Blog + Vlog	
Holiday campaign	Holiday campaign	Holiday campaign	Holiday campaign	Holiday campaign	Holiday campaign	

Template: HubSpot Marketing

Figure 6
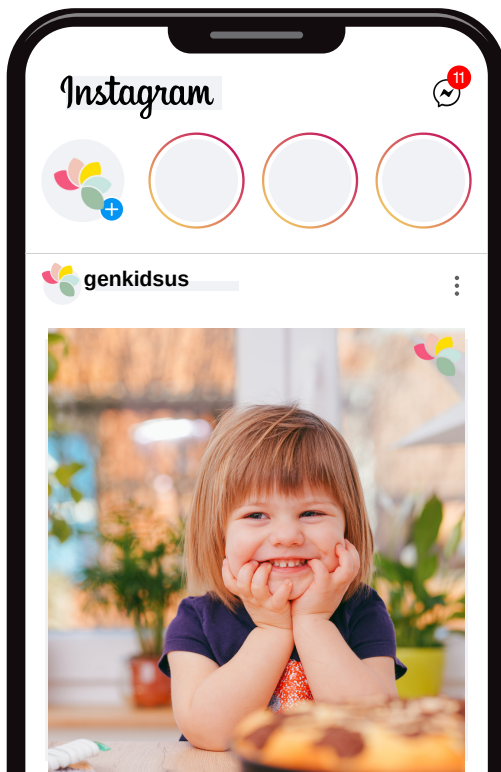
GENkids

Content Assets
PR & Blog Example

SUSTAINABLE PARENTING JUST GOT 10X EASIER WITH THIS NEW APP
First Kids Sustainable Geo-Locational Places and Activities App Now Available

PHOENIX, Ariz., Nov. 4, 2022 – GENkids US is the first geo-locational, sustainable kid-friendly places search app and it has officially launched to the Apple Store and Google Play. Free for users, the app is designed for parents (with small children) to be able to find locations, museums, restaurants, activities, childcare, retail, events and more near them that are generally geared for ages 0-5 and considered "green", "sustainable", "eco-friendly", "eco conscious" and the like.

The app utilizes standards of sustainability practices from third-party organizations that vet, designate or certify businesses based on their levels of sustainability or sustainable practices. As the concern for climate change is growing, the demand for actions and implementation of sustainability practices is being felt in all types of organizations. GENkids US sets out to make it easier for parents to find these locations, events and more, not only support those organizations making an impact, but to make sustainability a mindful practice for the next generation of kids.

The best part? The app allows users to add content and it comes with a community. Do you have a favorite local organic restaurant with an all-star kids' menu? Cool! You can submit for recommendation easily within the app. You can also rate and review GENkids places, events and more, and share images and your experience to help other users find more eco-friendly things to do with their kids. can also set up or join meet up groups to meet your new likeminded best friends.

GENkids seeks to help raise a generation of mindful children that will make conserving and restoring our earth a priority. For sustainable parenting tips, location highlights and more, follow @GENkidsUS on Facebook, Instagram, TikTok and YouTube. For more information about GENkids, check out our site: www.genkids.us and download the app Apple store for iOS or Google Play for Android.

Contact:
Stace Dixon: 480-777-8888 or genkidsus@gmail.com

Source GENkids
Related Links: www.genkids.us

###

GENkids

Media & Tactics

☑ App Store Advertising

App Store Advertising for iOS and Android app downloads within the app stores themselves to target market not only offers lower CPMs, but exposure where there is already high intent. "No matter how high you're organically ranked in the app stores, an app ad will always take the #1 search result spot" (App Radar, 2021), and this tactic will supercharge app download and user base growth goals.

☑ Paid Social & Display Advertising

92% of moms are on social media and various other research publications rank Facebook, Instagram, TikTok, YouTube, and Pinterest as top channels for reaching this persona (Edison, 2020). Tacticts include geo-locational and broad demographic targeting such as "parents of children under 5" or geo + demographical with interests like "babies" and "sustainability" or popular children's stores.

☑ Paid Search & PPC Advertising

Geo-targeting and demographical targeting, as well as affinity and segment audiences with keywords and terms including: "children's" and "toddler" and combining with "places", "activities", "events", "restaurants", "stores", "parks", and versions with "sustainable", "eco-friendly" for long-tail. 55% of millennials will ignore brands that don't show up in search results," (Think With Google, 2018).

☑ CTV Advertising

86% of millennials are watching their favorite shows on Connected TV (Edmundson, 2022), so Connected TV (CTV) is critical to experiment with building brand awareness and proactively capturing the future primary target market, Generation Z, who are more sustainably focused than any other generation (Paoletti, 2022), including millennials.

Media & Tactics
Paid Channel Spend

The following formula demonstrates how GENkids can project spending and calculate for achieving monthly impression and download goals based on impression-to-download conversion rates from Figure 4.1 and 4.2, and adjust as needed to determine more accurate estimates, projections, monthly spend and funding needs.

Figure 7

Platform	CPM	Priority	Impression Share %	Impression Share of 100K	Monthly Spend
Android Store	$2 per 1000 impressions	High	10%	10,000	$20
iOS Store	$5 per 1000 impressions	High	10%	10,000	$20
Facebook	$7.19 per 1000 impressions	High	15%	15,000	$108
Instagram	$7.91 per 1000 impressions	High	15%	15,000	$119
YouTube	$9.68 per 1000 impressions	High	15%	15,000	$145
TikTok	$10 per 1000 impressions	High	10%	15,000	$100
Search	$30 per 1000 impressions	High	15%	15,000	$450
Pinterest	$30 per 1000 impressions	Medium	5%	5,000	$150
CTV	$30 per 1000 impressions	Medium	5%	5,000	$150
TOTALS			100%	100,000	$1262

Industry CPM (cost per 1,000 impressions) per Paid Channel data from WebFX and Inmobi.

Assets

Video

30 second promotional video
Image and video source: canva.com

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Monitoring

☑ Milestones

GENkids will monitor progress against all goals in multiple ways. For marketing plan goals, figure 8 displays action items and deadlines.

Action Items	Completion Date	Acheived
Brand Identity and Style Guide	October 31st, 2022	Yes
Web & App Wireframes	November 30th. 2022	Yes
Marketing Plan	December 18th, 2022	Yes
Website & Social Accounts	January 9th, 2023	--
App Prototype for Market Testing	February 1st, 2023	--
PR and Media Assets for Pitching	February 15, 2023	--
UGC and Paid Strategy Assets	April 1st, 2023	--
App Launch	July 1st, 2023	--

☑ Analytics

Overall brand and reputation monitoring will be collected through consumer feedback including market testing panels, surveys, customer reviews, social listening, BBB score, app rankings, social and brand engagement, customer service scores, and more.

KPI metrics including app downloads in comparison to DAU (daily active users) and MAU (monthly active users), and growth occurrences with factoring in churn rates, will be closely monitored on a daily, weekly, monthly and annual basis and compared over various periods.

Additionally, web, channel and performance marketing metrics including conversion rates, click to download rate, download-to-engagement, engagement, thru-plays, sessions, page views, link clicks, reactions, comments, messages, subscriptions and more will be tracked.

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