



# INTRODUCTION

- It has over 100000 users.
- 4/5 people know about ocharge but only 1 of the 4 is an active user of ocharge.



# ARCHIVEMENTS.

- ◉ Built awareness: To increase the number of users.
- ◉ Increase conversions: To avail enticing offers
- ◉ Increase recharges: By improving the technology on recharging airtime.



# TARGETING AUDIENCE.

- ◉ Demographics: I'm targeting age group (18-35)
- ◉ Psychographics: Monitoring their behavior on the app and making their favorite merchants/picks/redemptions appear first on the app.
- ◉ Diversity: Depending on the offers availed e.g.) Food and drinks .



# COMPETITORS

They don't have any competitors as such.  
Xtravalue- They deal with coupons while  
ocharge deals with recharging.



# STRATEGY

Sharpening the keywords

Create a landing page dedicated to the app and leave a call to action.

Give users value for the app by ensuring good merchant partners and relevant offers.



# TACTICS

- ◉ Social media outreach: Engaging people through conversations and replying to their comments and queries.
- ◉ Content marketing: Writing relevant content on different offers they have on the app and have testimonies on peoples' experience with the app.
- ◉ In app advertising: Advertising on the new offers they have and the expiring offers.



# BUDGET

- Approximately Ksh.150000 weekly.





# RESOURCES

- ◉ Flurry analytics.
- ◉ Google analytics.



# RESPONSIBILITIES

- ◉ Mobile app developer
- ◉ Social media community manager.
- ◉ Digital media analyst
- ◉ UX designer
- ◉ Digital Media buyers
- ◉ Wordsmith.



# CHANNELS

- ◉ Facebook
- ◉ Twitter
- ◉ YouTube
- ◉ Pintrest
- ◉ Foursquare
- ◉ LinkedIn



# CONTENT CALENDAR

Sunday: Entertainment and Recreational.

Monday: Electronics

Tuesday: Home and living

Wednesday: Beauty and Wellness

Thursday: Fashion

Friday: Tours and Travel

Saturday: Food and Drinks



what  
do you  
think?

A 3D rendered graphic featuring the text "what do you think?" in a bold, sans-serif font. The text is arranged in three lines: "what" on the top line, "do you" on the middle line, and "think?" on the bottom line. The letters are primarily a light blue color, with the word "do" in the middle line being red. A large, stylized question mark is positioned to the right of the text, overlapping the end of the word "think?". The entire graphic is set against a white background and casts a soft, grey shadow on the surface below it. The right edge of the image features a vertical grey and white checkered pattern.