

Media Marketing
Nino Shoshitashvili

Final Project

“Helper”

Syuzanna Ghukasyan
Louiza Kadri
Sameer Kermalli
Salome Khazhomia

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Introduction

Helper: there are lots of old people around who don't have anyone to help them to do little things. The reason can be because their kids are living far or don't have time. They can call, and a "helper" can go to their home; for a small fee - to help them to download an application, do the setting on their phone, write a birthday card, change a light bulb or even get them some things that can't be usually delivered, the list is unending. *"Tag: a little help goes a long way."*

We pay attention to market research. Our company will figure out what customers need more from our services (we will do it through target groups, surveys, via SM surveys left on our website.) Which will help us to work productively.

"Helper's" demand is **determined** by a few factors:

1. The number of people seeking this service is quite large
2. Our service will be available to consumers and they will be willing to pay for it.
3. They will trust us since we will prove the high level and quality of our service.

Whether we want it or not, one of the most sensitive periods in human life is old age. At this stage, everything around elderly people becomes quite sensitive and they tend to become more dependent on other people in order to live and to take care of needs even if they do not wish for it.

As people grow older, their psychology, physical strength and behavioral patterns begin to change. It is hard especially for those who live alone. Very often, many of the seniors' family members (their children, grandchildren or just guardians) need additional help for their elders. The reasons are different: They work too much and they do not have time, they are living far away from them or they just prefer to live separately etc.. However, many of them still keep their care for the elders who deserve all the care in the world. As well as the elderly themselves seek such services. Since many of them want to live alone, they still need extra help.

Therefore, here our services come to the rescue. It definitely is our "responsibility" to provide them such services. We will help them to avoid feeling isolated and depressed. With the help of professionals, we will provide them a sense of community, a social life that empowers them. Caring, supporting, helping and making comfort for them are the main factors for our company. Many of them require more care and support or just a simple support by listening to them.

Trends. We want to grow slower while maintaining a firm base in the market.

Demographics

Target group for this service will be people over 60. Elders before, and then later can be for larger demographic. We also plan for children and for the people with disabilities in the future (When we succeed and make our company bigger, we are willing to open another branch for services provided to children and people with disabilities.)

Old people and children have so much in common. No matter how these two people of these age groups are too similar. We have singled out some aspects of psychographics for elderly which we can also mean later for children. The most important one is they need help and care., they need to be treated with patience and sometimes need to be persuaded to do things that are good for them, Helpers will be gentle and understanding, to overcome such hurdles when meeting with clients

This is one of the important issues for our team. Customer feedback and behavior is very important for us.

From time to time we will check at how long the visitors stay on our website, whether they read about our services all the way to the end, whether they check the price of our services.

We will see where our visitors check our SM platforms from and we will do an approximate calculation and analyze how many of them are contacting us in order to understand users take on our online services to better understand how they interact with us. As well as we are going to categorize users based on usage rate. After some time using our services we would like to check how many of our customers developed loyalty towards our company.

Checking and understanding the behavioral data is very useful since it relates directly to how someone interacts with our company. We believe this will help us market more effectively to our customers.

We will not be satisfied only with online checking of course, since our service will be visible in SM platforms mostly for the young generation (These may be customers, such as elders children, but not the main users,) and since our main target is people over 60 we will check our customers' feedback and behavior also via phone services, posters on the streets, during face to face meetings etc..

Geographic segmentation strategy is simple for us since we will start to work only in Georgia at first. For the beginning we will target Tbilisi and regions in Georgia. For the future we have an idea to increase our territory and to be expanded in the region targeting Armenia and Azerbaijan.

Analyzing the nearest location for our customers will help us better understand their needs, the characteristics of the area they live in (such as the climate, the population density etc.) and based on their specific location to offer our services and work with them productively.

As for the language we have only Georgian and English (for the international level.) For the long-term plan of the future we may need to change the language for communicating depending on the country we're targeting. People who live in different countries may also have different interests. We will be considering this when we are ready to start our business outside of Georgia as well.

Market Segmentation

Target group for this product will be old people, mostly 60+, because most people in the category of this age don't have energy and possibility to do everything they need or want. It also depends on skills, some of them don't know how to use a pay box, write a simple message or call their family members by the internet, do electricity at home or so on. Mostly these will be the people who live alone or with another old person and don't have anyone to help them and do important things.

This product can be defined as the best service they can use in low price by consumers.

It is something new, that has multi functions and doesn't exist anywhere. The main competitive advantages are the following:

- o New product
- o Multifunctional service
- o Moral supporting
- o Sense of calmness for old people, that they are not alone
- o Permanent communication with customers, getting feedback
- o Affordable for anyone any time
- o Accessible price for everyone

This product's main value is that old people's needs are realized in the best way. 'Helper' knows why old people will need its service and what are the problems they face. Nothing exists which can be similar to this product, because there are some delivery services, or electrician services, but if people don't go directly to the bank or near the pay box they can't do some operations. Or there is nobody who comes to their homes and help to write a simple card or message and send somewhere, or just use send mail, call abroad to their sons and daughters and have video call by the help of the internet. At a low price a very big issue will be solved for them.

SWOT Analysis

Strengths

- Innovation
- Accessible for everyone
- Getting multiple help from one person
- Needy and valuable for customers
- Home service
- Good communication skills

Weaknesses

- Not famous
- Spreading information about 'helper'

Opportunities

- Getting support
- Wide society
- Developed communication skills
- Sense of unity

Threats

- Fear in old people
- Becoming widely used
- Communication skills

Unique activities to do, that seems very simple but it means everything for old people. There are different functions that 'helper' will do and it can change accordingly what customers exactly need. Competitors will not have the possibility to have the same service and same communicative skills as 'helper' has. It will be done in a very friendly and familial way.

There are no direct competitors, there is no similar service. But there are some delivery services, which do different things for customers, but they are not doing such easy things for them, as writing a card or filling money in their mobile by getting home to them. Glovo and Wolt can take food for them, but they are not turning on gas and putting a boiler for example.

- Not losing friendly environment
- Always getting the feedback and act accordingly
- Keep low prices
- Fulfil any kind of service they need or want
- Make the customers part of the family
- Not lose quality of service
- Keep eye on consumers' actions

Helper is a new product in the market. This makes us market leaders and also nichers at the same time. The Helper service product development strategies can also be considered an upgrade to some existing services available in the market.

The existing service is just a delivery service to the door, however, Helper not only brings the product to you, but can help install it for you, or if you have the product already, Helper can still install it for you. Since this is a new service, rigorous marketing and market penetration will be needed, however, since the service is an always required one, it would be very easy to get market traction.

Initially, Helper will be marketed on social media platforms, as this is not only cheap, but easily accessible to many people until the ages of 65 and above also. This will mean that the service will be introduced to a large market segment and the services on offer will be advertised with the best UI/UX technology to get maximum benefit from each and every

advert. Later on, boosts can be used to get more people seeing the posts, and these will always be kept on the lower end, so as to not waste resources.

Evolution

The Helper service is not a tangible product and hence it does not have a core, real and advanced level. Despite this, Helper has the ability to become evolutionary and become very specific in nature.

Initially Helper will start very small, using only minimal knowhow of the helper community staff to do things that they can be good at; for example, if a couple or a single old grandmother living alone has a mobile phone but needs to join zoom calls with her children from different places, a helper can do this for them. Intermediary service can be a more entry level professional service, like changing a light bulb, or fixing a plug or a wall socket, and then the advanced level could be Professional Helper service, where a hairdresser can go to the home and give them a haircut, or a pedicure.

Have you ever wondered how old people go to hospital when they need to? It's not easy for them, so Full Day Helper will take care of that. If you have meetings but your parents need you, do not jeopardize your work. Helper will send someone who will push your parent in a wheelchair, go around the hospital to make payments, or fill forms and do all the necessary tasks. And when it's done, safely bring back the elderly person to their home.

This will mean that the old people with mobility problems do not have to worry about everyday problems.

The chances of decline in this service would be if there are going to be no old people, or if there are more competitive brands that emerge, however, the viability of Helper service seems to be unending if it can continuously evolve.

Branding

The brand name of this service is "Helper." It simply signifies that the person who has been requested as a service is coming to assist in any way possible, to their capabilities which will be the capability of the whole Helper Collaborative Staff. So if there is a helper who has been requested, the questions that will be asked will be targeted such that the correct help can be sent. A computer intelligent helper will not be sent to change a light bulb and a hairdresser will not be sent to help someone move their home to another home; someone strong who can lift boxes will be tasked to the service that is needed.

Helper will be as discussed at entry, intermediate and advanced levels and this service can and will be grown by understanding the needs of people who request the service. Whether there are new ideas that can be used into the service system, this will be incorporated into the service, and get offed very simply. For instance, a premiere advanced system will mean that the customer is paying a higher cost for the service but then is not sent to the service when the person is available, but one is made available for them immediately so that their waiting time is less than 45 minutes.

Development

In summary, the brand is stretchable and several components can be added into it without disrupting the overall idea and concept.

Pricing Point

Pricing would be a little detail that would have to be figured out. However, initially the price that would be set would be dependent on a payment based model. If a Helper gets 60% then the company retains 40% as administration costs. This model could be feasible over time, but not initially. Helpers thus would be initially working either pro bono or for an unfixed honorarium. In the startup, Helper will be available in annual subscription, which will be calculated based on the income of the family - this is going to be the lowest package available. The next option would be an annual subscription with privileges, and finally a pay as you go service, where clients can call one off, get the service and get charged accordingly. This service will always be affordable for the senior and elderly, but will also be able to help the disabled in the society.

Since there are no competitors in the market with this service, the cost can be made to be low enough that it would be a deterrent to competitors to try something similar.

The cost of a Helper going somewhere will be calculated using a simple methodology. Transportation would be calculated at either public transport, or for emergencies possibly taxi with 15% addition. The time spent by the helper to do the task will be calculated from the severity of the task. For every minute in the initial 2 hours will be charged from the second lowest coin denomination in the market and consecutive hours will be charged with the smallest denomination coin per minute.

For the premiere members, a calculation of 25 hours a year will be silver members and platinum members will be 50 hours with Helper to the door within 45 minutes of the request.

Helper thus will be implementing several different pricing strategies for different options that will be offered to the consumers.

On offer everyday will also be, if you don't have it, we can get it for you at the cost of delivery to our door. Just allow 60 minutes. This will mean Helper administration will order using local based delivery service what is required, or procure from a nearest shop, and this will be charged as is, without any additional surcharge.

Logistics

At the beginning of the "assistant" project, the distribution channel will be direct, from the company directly to the customer, meaning that there will be no intermediaries or agents between the company and the customer.

We may depend on people in a specific region, but they will be within the company's system, and they are not partners or agents, because communication and distribution will be directly with the parent company through annual or monthly subscriptions.

Thus it will cost less costs for consumers because they deal directly with the company, and through our platform. It will be fast service and faster delivery

so, our channel is a direct-to-consumer model where the "Helper" sells its product directly to the end consumer.

Logistics for the project will be 90 percent direct, and 10 percent may be advice or advice for subscribers who need support or inquiries. .. These percentages are not stable, but will change depending on the situation and environment. Possibility is if there is something that can be done offline, this can be achieved without sending someone to the location.

Members of their assistant mission will be provided at any time they communicate with them For example, if help is requested from a subscriber in a specific area, an alert will be sent to all assistants who work with our company in this area, and the closest and most appropriate person to the customer in terms of requirements, he will be sent to help. .. Closest Helper to the scene system or methodology.

The "Helper" enables you to send someone who pushes your father in a wheelchair and walks around in the park, or walks into the hospital to make payments, or fills out forms and does all the necessary tasks. When this is done, return the elderly person safely to their home.

Also, instructions and advice can be provided through the phone, the website, or social media platforms, for example, for the elderly or young people about matters of the home, school, society and entertainment. A copy of it to watch.

also , in our future plan we will add some services,that can help us to give more help to society, for example: one of the children wants help in solving a homework assignment, you can send someone to help and explain to him .. or if they are already online, then there are several options that can be used to solve this problem without need to send someone. This service can be an advanced level service, an evolution to keep the business in the momentum to keep up with the market. This can be done soon to keep the competition at the feet. Another advanced feature could be sending someone to help take care of children and the elderly while a family member is working or has conditions outside the home.

Marketing Channel

Directly

With "Helper " we will work from our platform , and with some technology tools like Google Analytics. So, adding our keywords and customers can be easy. Example, when they write on Google "help", "confidence" ," insurance" and come to our site and see our services and review them.

Social media

We will publish our contents and present ourselves with our special contents. And also will publish our review and some other videos on social media channels.

Marketing Strategy

Our communication strategy is :

- Our website and services work 24/7
- Create marketing materials

- Directly asking
- Make clients our first priority
- phones services (call- msg) for any help or asking or problems
- Mail : we will give an opportunity to the customers to get information on their emails.
- Mobile version and mobile apps : the site will have a mobile version. Also apps in both platforms (Android and iOS). People can follow our site with their phones or for any request.
- Posters on the streets and at transportation stations such as metro and bus stops.
- Recognize and thank our sources
- Ask clients to like our Facebook page
- Join to our networking group

We adopted these strategies, because they are considered the fastest and enable us to deal with the customer with proximity, freedom and transparency, especially as we are in the era of everyone who has a mobile And because the customer is our priority, we look forward to providing the best services that satisfy the customer and add strength to our service.

As the company continues to develop, we will program more strategies.

Marketing Promotion Strategy

- Sponsored ads in social media platforms about our services and prices.
- Video and live video
- Making short videos
- The video is short (30-40 seconds) depending on the platforms on which the video will be published
- Upload the video to various channels (YouTube - Facebook - Instagram - Twitter)
- Podcast
- Mailing newsletters :Use an e-mail to send invitations to events and the latest services, prices, subscribes renew. reviews , discounts
- Blogging : 37% of marketers believe blogging is the most important type of content.
- call and message in customers numbers about any help or review or problems with our helpers in their work.

Conclusion

From the SWOT analysis to 4 P's and 4 C's of marketing surveyed and taken into consideration, it can be concluded that this business idea can clearly be changed into a working system within a short period of time given favorable conditions in the environment. Currently starting a business, especially during the pandemic would be a futile endeavour with only failure ahead, as everything is contactless at the moment.

Despite all the hurdles and hindrances in the current environment, its can be safely said that this project can be turned into a viable business with minimal effort and great profits within a short period of time.