

Application for Marketing Launch of New Products

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Abstract— During the last few years brands have taken a tremendous advantage of the characteristics offered by mobile marketing, which include the possibility of sending promotions, to notify user about launching of product, to notify about experiential marketing activities, sending relevant advertising and actions that seek the faithfulness of consumers. Through mobile app development, mobile marketing has become an opportunity for products to maintain an interactive and meaningful communication with their users, in order to enhance loyalty and positioning particularly in the batch of younger users. So, the main idea is to design an app which will provide a platform where companies can launch their product and can get reviews about the product before launching it.

Keywords: Marketing Launch of New Products

I. INTRODUCTION

App will provide suitable platform through which companies can launch new products and market the same to the users. The app should allow companies to create campaigns for the products which are user engaging. A campaign would have different activities that users can do which will promote the product. In return user will gain points and a chance of winning a prize defined by the company. In today’s world social networking has become a huge platform for marketing or advertisement of products. According to the internet usage stats, as of July 2017, half of the world population uses internet i.e. 3.42 Billion Users. Today’s majority of mobile phones are smartphones with internet access, which allows the consumers to connect with businesses and people anytime & anywhere. Hence, the main aim is to promote the products via social platforms to attract more people.

The main motive of this application is to provide a platform where companies can launch their products and they will get chance to enhance their product sales by organizing various user engaging activities to reach more and more people. In addition, users can also get benefited from these activities. The ultimate goal is to promote the product to more and more people in order to enhance company product sales. By using this app people will get to know about the product associated with particular company and also new products which are available in the market. As far now, no such free platform is available to promote the products.

II. LITERATURE SURVEY:

Literature survey gives an idea about the previous work done in the field of marketing app development. As such, not a specific app is available for marketing of new products. [1]- This paper covers the definition of mobile marketing and summarizing their characteristics compared to traditional marketing channels. [2]- This paper gives information about efficient mobile marketing and different campaigns in mobile marketing. [3]- This paper gives an

overview about different developing tools available in app development.

III. METHODOLOGY:

Existing methodology gives the information about various existing tools for the app development. Android Studio is an integrated application development environment (IDE) for Android application development. It is based on IntelliJ IDEA, a Java or Kotlin IDE for software, and incorporates its code editing and developer tools. Android applications are written in Java programming language. However it is important to remember that Java Virtual Machine (JVM) is mandatory for executing android applications. Android studio contains various components which are necessary to develop an application. Android SDK (Software Development Kit) is one of them. The Android SDK provides the tools and APIs and framework which are necessary to develop applications on the platform of android technology using the java programming language.

Proposed methodology explains the steps taken in the product development .So, the first step taken in this development is to understand the aim of application. The main aim of application is to market the upcoming product via various events. Here company will just associate its product with some event and users of the application will market the product and earn points or gifts. Then understanding the types of users associated with the application. So, there will be two types of users.

1- Company users and 2- Normal users. Company users will put their product on the app and normal users will be able to see those products. Normal users will not have an option to put the product on the app. Then according to the requirements of the users, screens of the app are developed.

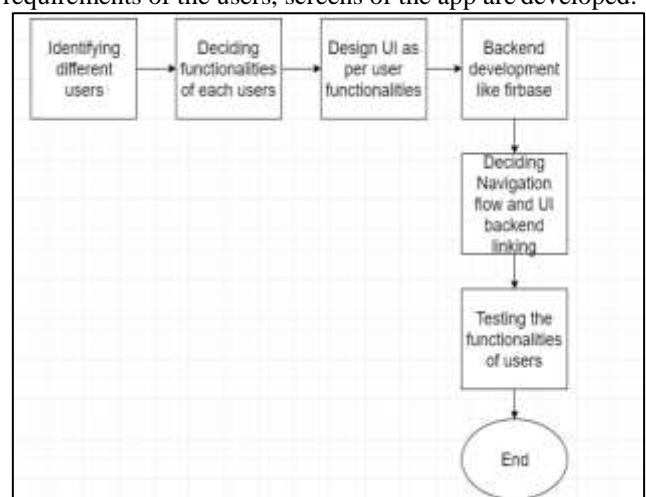


Fig. 1: Work Flow Diagram

IV. WORKING OF APPLICATION

The main aim of the application is to provide platform for the product launch. Hence the main screen of the application

will provide the list of trending events for the new product. After clicking on that event user will get to know about the upcoming product and the various activities going for that product.

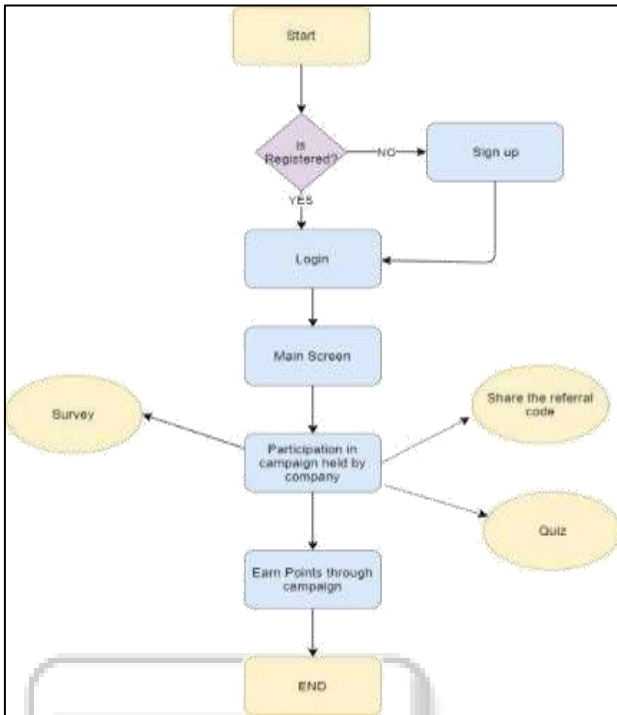


Fig. 2: User Flow Diagram

Here user can participate in that activity or can give rating to the product. By users rating company will get to know about the hype of upcoming product. Company users will get the option of launching the new event. Normal users will not get this option. After launching the new event by the company, user will get to know about that event because it will appear on main screen.

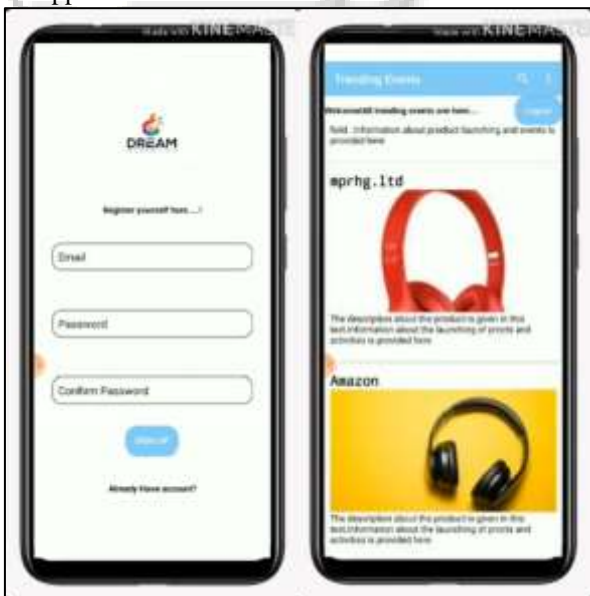


Fig. 3: A) Login B) Main Screen View of Application



Fig. 3: C) Leaderboard D) Description of Product with Rating

V. RESULTS AND DISCUSSION:

This app will provide platform where user can launch new products and market them. Also companies can arrange different activities and users can participate in them. Here users can market product by themselves and can earn different prizes. As such no such platform is available for the launching and marketing of new products. Nowadays we see that how companies' uses paid promotions for the product but this app will provide free platform for the marketing and launching of products

VI. CONCLUSION:

Given the increasing numbers of smartphones globally, it is important to investigate how consumers are responding to new mobile marketing strategies. These tools present important differences from those that are part of the traditional mix of advertising and marketing promotions. This includes the fact that the mobile devices are frequently used and reviewed by the users. Hence there will be more showcase of products using mobile applications. This platform will engage users with the new launchings. Mobile marketing has become an opportunity for the companies to maintain an interactive and meaningful communication with their users, in order to increase loyalty and positioning particularly in the segment of younger users. Thus, this app will connect more and more people and customers with their desired products that they are searching for Also customers or users will get an opportunity to show up their marketing skills which is beneficial for company as well as for users.

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