

MGT 6565-02 Digital Marketing Assignment 14.0

Marketing to Mobile Users

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PureLesera has built up a strong list of regular buyers. These buyers purchase more than 5 different supplements on a regular basis. If PureLesera capitalises on this fact and releases a mobile app they can increase loyalty. Doing so will lead to more repeat purchases.

I have created a mockup design for the home screen alongside detailed descriptions of the header navigation, main body content and footer navigation in order to facilitate this action.

I will use **Google Gemini** to bring this visually illustrate this mockup.

Home Screen Design

The home screen design will be as follows:

1. It will consist of the following **Header Navigation Links**:
 - a. All – Will display all products of PureLesera alongside sales & discounts
 - b. Sleep Aids – Will display all products of PureLesera related to aiding sleep
 - c. Protein – Will display all protein supplements products of PureLesera
 - d. Vitamins – Will display all vitamin supplements of PureLesera.

All these links are a core part of what PureLesera sells and therefore it'd be better to make it easier for the consumer to be able to tap on this category quickly. An all category will be useful to have as a home page for consumers to browse their products in general.

At the top, it will also include:

- a. A search bar
 - b. Notifications icon to alert the consumer for exclusive deals for them
 - c. A profile icon so they can log in and have personalised offers and support
2. Main Body Content of PureLesera's app will simply be either
 - a. it's best sellers and
 - b. it's discounted products.

This is to entice the consumer to make an impulsive purchase. A best seller adds credibility as people feel it is socially accepted and discounted products appeal to the scarcity condition by inducing FOMO among consumers.

3. The home screen will contain the following Footer Navigation Links:
 - a. Home
 - b. Today's Deals
 - c. Your Cart

The home footer link would make it easier for the consumer to come back to the start if they wished to. Today's deals entice the consumer to check and see what they can potentially miss out on. The 3rd footer link is standard, it will reflect all the items a consumer intends to purchase and has added to their cart.

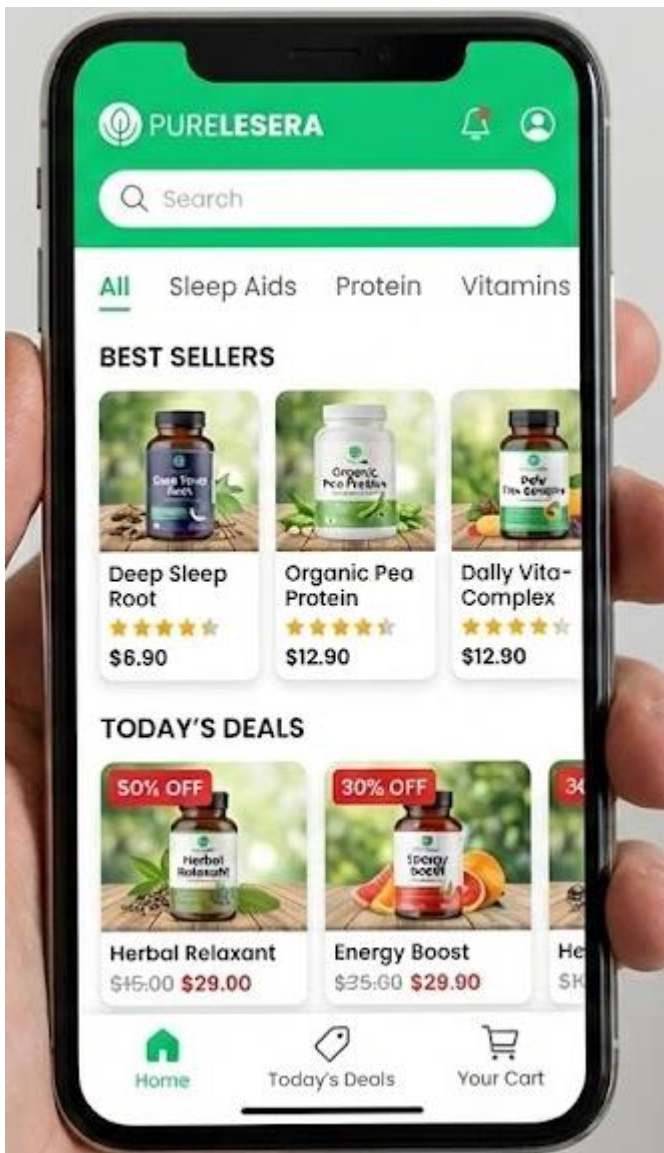


Exhibit 1: Mobile App Mockup

App Install & Use Plan

Now that we have designed our app, it is also important to capitalize on our existing customer base by prompting them to download, install and log in to the app. We will do so by sending them an email about the app and having a pop-up window for visitors to the mobile website encouraging them to download the mobile app.

1. Our **Email** will look as follows:

Subject Line: Exclusive Early Access: The PureLesera App is here! 📱

Email Content:

Hi [Name],

As one of our most valued customers, we wanted you to be the first to know a little secret.

We are thrilled to introduce the official PureLesera Mobile App, available now for iOS and Android! We haven't announced this to the public yet, so we are giving you exclusive early access before the big launch.

Why download the app?

- Easier Shopping: Browse our full range of natural supplements faster than ever before.
- Exclusive Deal Alerts: Get instant notifications for "Today's Deals" so you never miss a flash sale.

- **Seamless Checkout:** Reorder your favorites in seconds with your saved preferences.

To celebrate, we're giving our early adopters a special welcome gift. Download the app today and take **15% OFF** your first in-app purchase!

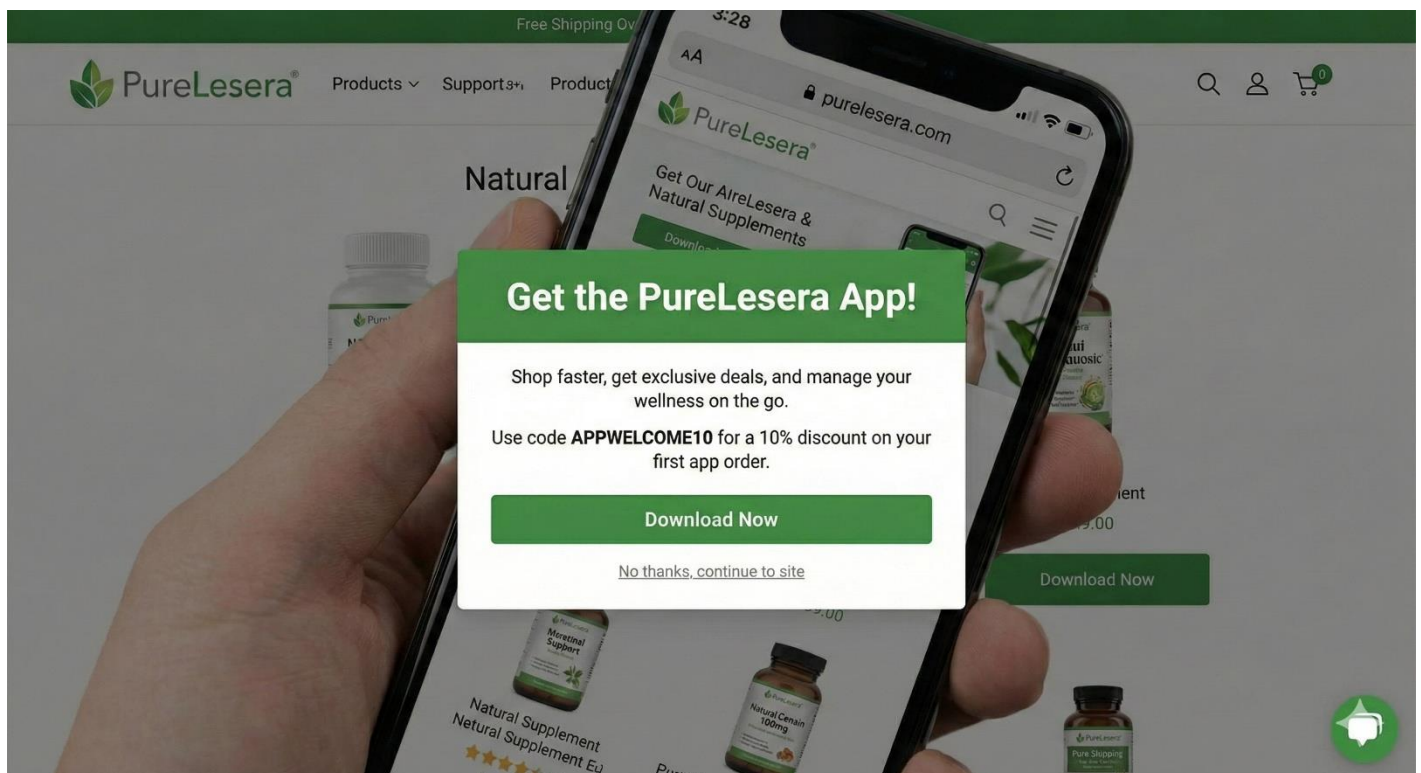
Use code at checkout: **APPWELCOME15**

Here's to healthier days ahead!

The PureLesera Team

Cost Benefit Analysis: We estimate this endeavour will cost us around \$15,000 (This is under the assumption that 1,000 customers will purchase from the app using the 15% discount with an AOV (Average Order Value) of \$100). This cost will however be profitable in the long run as these customers we estimate 30% of these customers will use the app again without the discount and 5% will become frequent users, boosting sales & profits.

2. Our **Pop-up** Advertisement will look as follows:



Destination URL: It will open the App store/play store on the user's device and ask if they wish to download the app.