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Metro-A-Day, Mobile News Application *Populate, Aggregate, Educate*

Executive Summary

This model is based on a smart phone news aggregation application that will build local audience for MetroDaily.com in an effort to increase web page traffic and will be monetized with local advertising.

Metro-a-Day will leverage newspaper content by delivering it in a personalized format to a previously untapped target demographic. Women are a highly sought after segment of the advertising market; Metro-A-Day will engage women by giving them the news they want in their preferred format. Metro-A-Day will extend the brand into underserved areas as well as educate readers about technology.

Plan Overview

Mission Statement

Metro-A-Day is a personalized mobile news application whose main features are targeted at women under the age of 45. We believe that this is an untapped market which can be reached using available mobile technology to expand our website and newspaper readership.

Success is improving our online readership by 10 percent in six months. This will generate 100,000 extra page views by the end of this period, and this local page views can be sold for \$20 per CPM. Social networking tools will drive these local page views.

Business Environment

We interviewed 50 women ages 18 to 45 to help define their reading habits and to gain insight into the kind of targeted approach that Metro-A-Day should deliver.

The Metropolis Daily and MetroDaily.com primarily serve an audience of men over 45, although 51 percent of the population in the area is female. The median age of the general population is 35, and our app will target women within that range. Our product also takes into account that only 26 percent have a college degree by offering a step-by-step tutorial. Our app makes news easily accessible to this population, and appeals to the valuable female demographic. A short survey of 50 women told us that 98 percent use a calendar to organize their daily activities. Women want a mix of stories, primarily world news and entertainment, according to our research. A super majority, 69 percent, would also

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consider paying for their “ideal” news app if it was offered to them allowing for possible paid app in the future.

Product Description/Functionality

Since the app will have text-to-speech features, people unable to read in their car would be a prime demographic to reach by radio. But we would not ignore social networking tools, such as Facebook and YouTube as cost-effective ways to spark interest and generate a viral campaign. The 2-way API adds page views to the site by allowing people using the app to post comments to website and vice versa. Using the Facebook “Like” button and other social tools will drive local page views and protect exiting market share and products.

Financial Overview

Metro-A-Day will be advertised in existing products within the company, including banner advertising on MetroDaily.com, in the Metropolis Daily newspaper and in the alternative weekly. Inserts will also be placed into various editions of these papers for maximum exposure. We would also run special rack card promotions, letting people know of the new product. Although a majority of the marketing can be done in-house, we realize that there are limits to the company’s reach and we would need to place ads on the radio for broader exposure. A two-way commenting engine will allow people on the app and on the site to comment back and forth, further increasing page views. By encouraging e-mail list opt-ins, it can build the e-mail marketing database and bring in additional revenue. This would mean \$20,000 in monthly revenue at a 50 percent sell-through rate. This app is a realistic and viable model, because it uses existing digital tools and content and can be created relatively easily.

Marketing Analysis

The marketing and promotional mix will be comprised based on the research we conducted on our identified target audience and the information provided from our client on the demographics of metropolis. Our main objective is to increase the awareness and readership of the publication, website and The Metropolis Daily brand itself.

The target market we are going after are females 18 -45. Through a behavioral questionnaire we found 98% of women keep a calendar or planner, which is a main feature that this application incorporates. The other features we felt will be important is the organization of the stories and reports so that the consumer is able to get the exact information they are looking for.

The marketing mix is composed of seven different medium sources where we feel we can reach the mass of our existing and target audience. Those mediums are: Banner Ads, Newspaper ads, Viral (Social Media), Radio, Inserts, Advertisements in sister publications, and Rack cards.

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1. Banner Ads - Will be on the company website: MetroDaily.com
2. Newspaper Ads - Will be produced internally and incorporated in the daily and Sunday additions as house ads for the first 2 months as scheduled and later as pick up.
3. Viral (Social Media) – Users are prompted to set up to their social media accounts during setup. When they find a story of interest they are given the option to “Like it”, which will send a notification to their social media accounts that will share it with others.
4. Radio - This ad will run during rush hour traffic 4 times a day for 2 weeks
5. Inserts - will also be produced internally and sent out along with the newspapers
6. Advertisements in sister publications
7. Newspaper Racks – Racks cards will also be produced internally. A total of 1,000 cards will be printed to be placed in the racks that possess copies of the newspaper.

Action Plan

The Metro-A-Day app will aggregate and organize existing news articles and multimedia content to populate list of news stories by using an automated process tailored by the user. By reusing already made content, it will minimize costs and extend the brand into new markets. By allowing users to tap into their social networks and share favored links, Metro-A-Day will benefit from the users’ own networks drawing readers and boosting local page views. The exit strategy would be to pull the app of the market because there was no special labor or content involved in its operation.