



# MARKETING PLAN

MKTG 489: Marketing Management and Strategy

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# ABOUT SKYPE

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- Founded in 2003
  - Voice-over-Internet-Protocol Industry
- Introduced Video Calling in 2004
  - 1 million users in October
- Purchased by eBay in 2005
  - 65% of Skype was sold to private equity firm in 2009
- Purchased by Microsoft in 2011
  - Skype for Business





# GOALS

## GOAL 1

### IMPROVE USER EXPERIENCE

by creating an easily accessible platform for individuals to connect with their friends and family

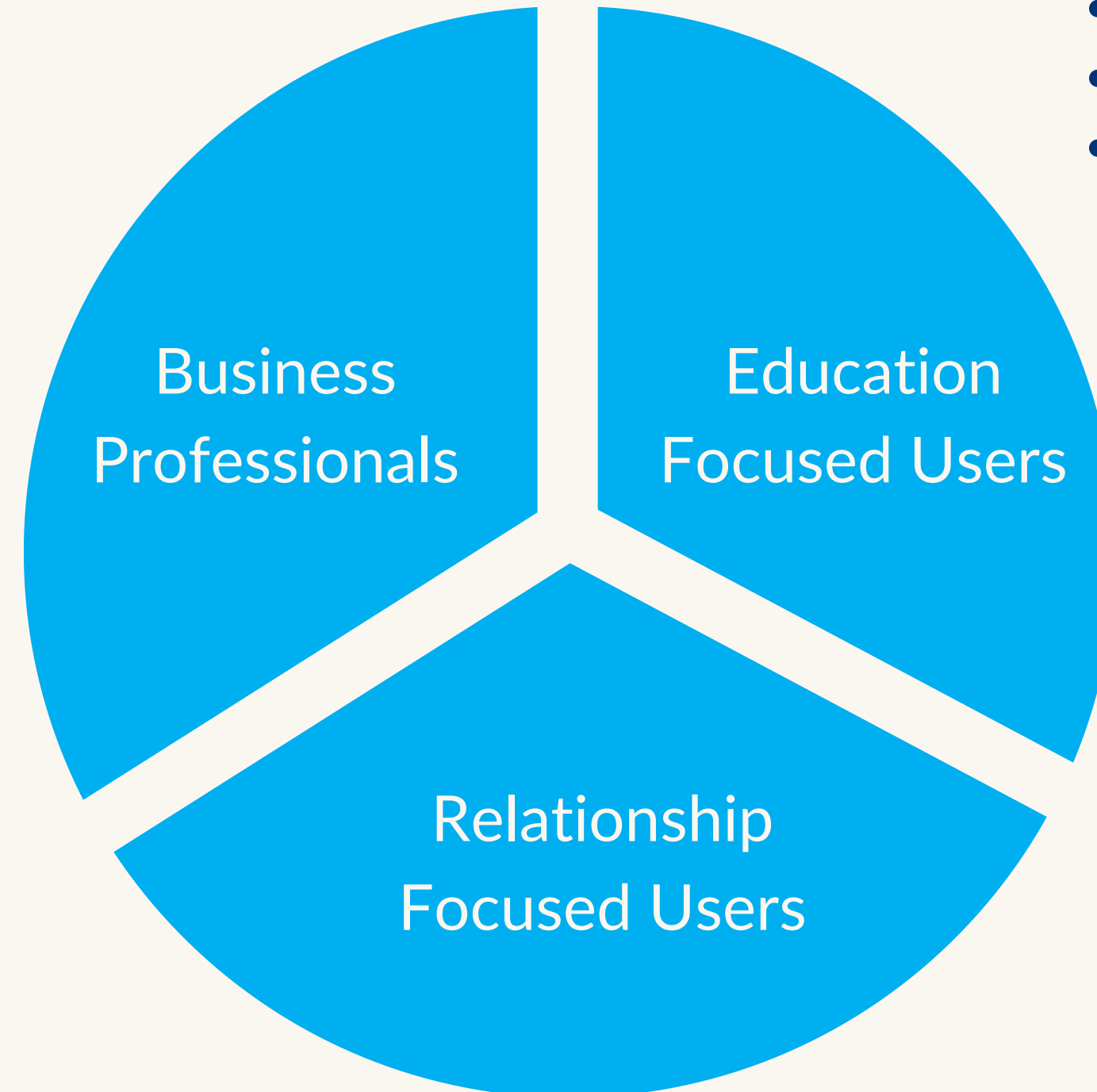
## GOAL 2

### BUILD BRAND EQUITY

by creating emotional value for relationship focused users

# SEGMENTATION

- Business Focused
- Security
- Collaboration
- Call Quality



- Education Focused
- Students/Educators
- Call Size
- Accessibility
- Price Sensitive

- Relationship Focused
- Price Sensitive
- Accessibility
- Ease of use
- Personal Usage



# TARGETING

## Relationship Focused Individuals

- Large-Segment Strategy
- COVID-19 and the VoIP Industry
- Competition is focused on Business Professionals and Education Focused Users

# POSITIONING STRATEGY



## PERCEPTUAL

Focusing more on the concept and appeal of the relationships and connections that our consumers can create and nourish

## SITUATIONAL

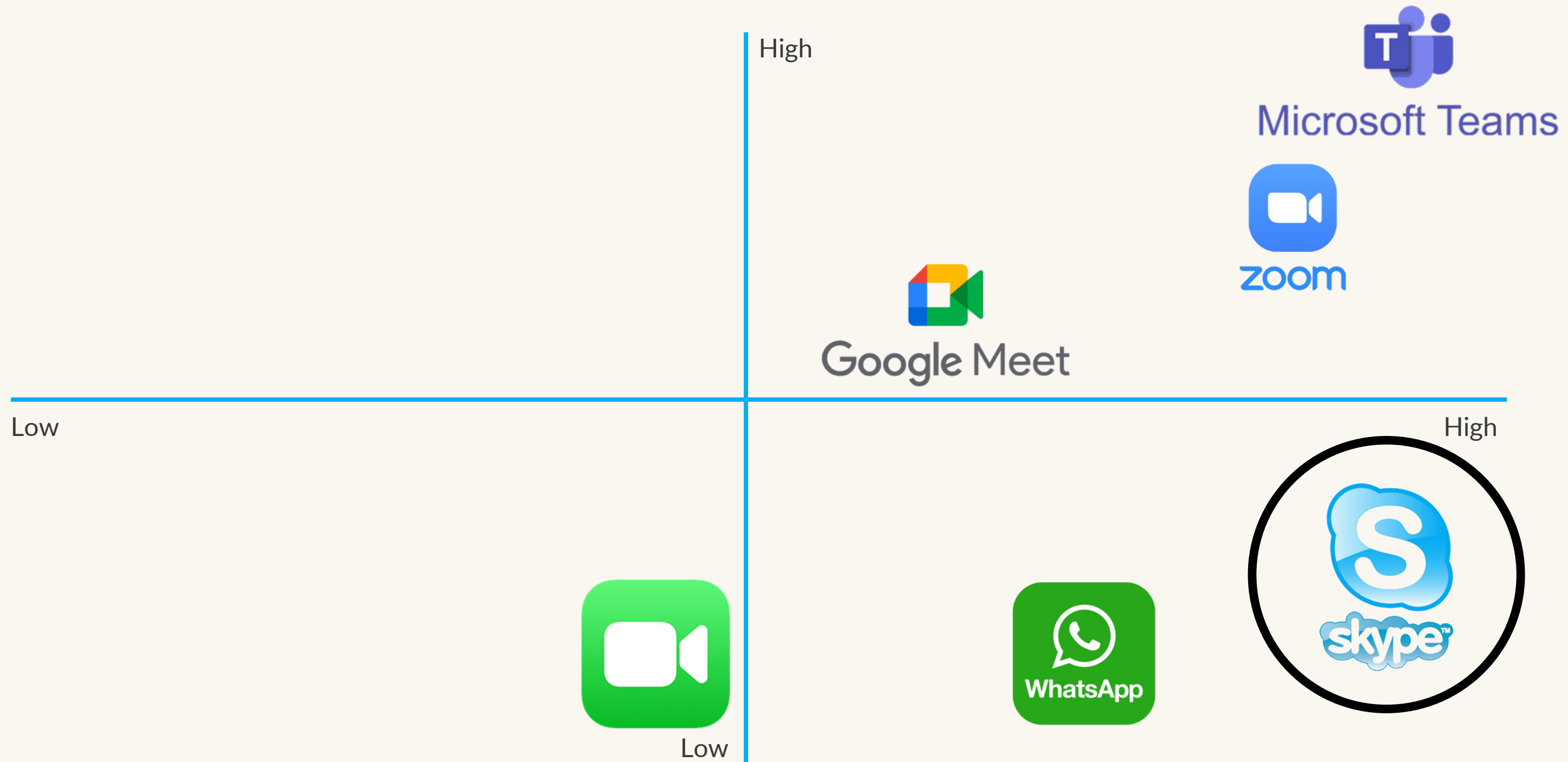
While educational usage and remote work services decline, the need for social relationships and connections will not

## PRICING

Maintaining a low-cost strategy, Skype can position themselves at a high-quality, low-cost advantage for consumers to turn to

# POSITIONING MAP

QUALITY



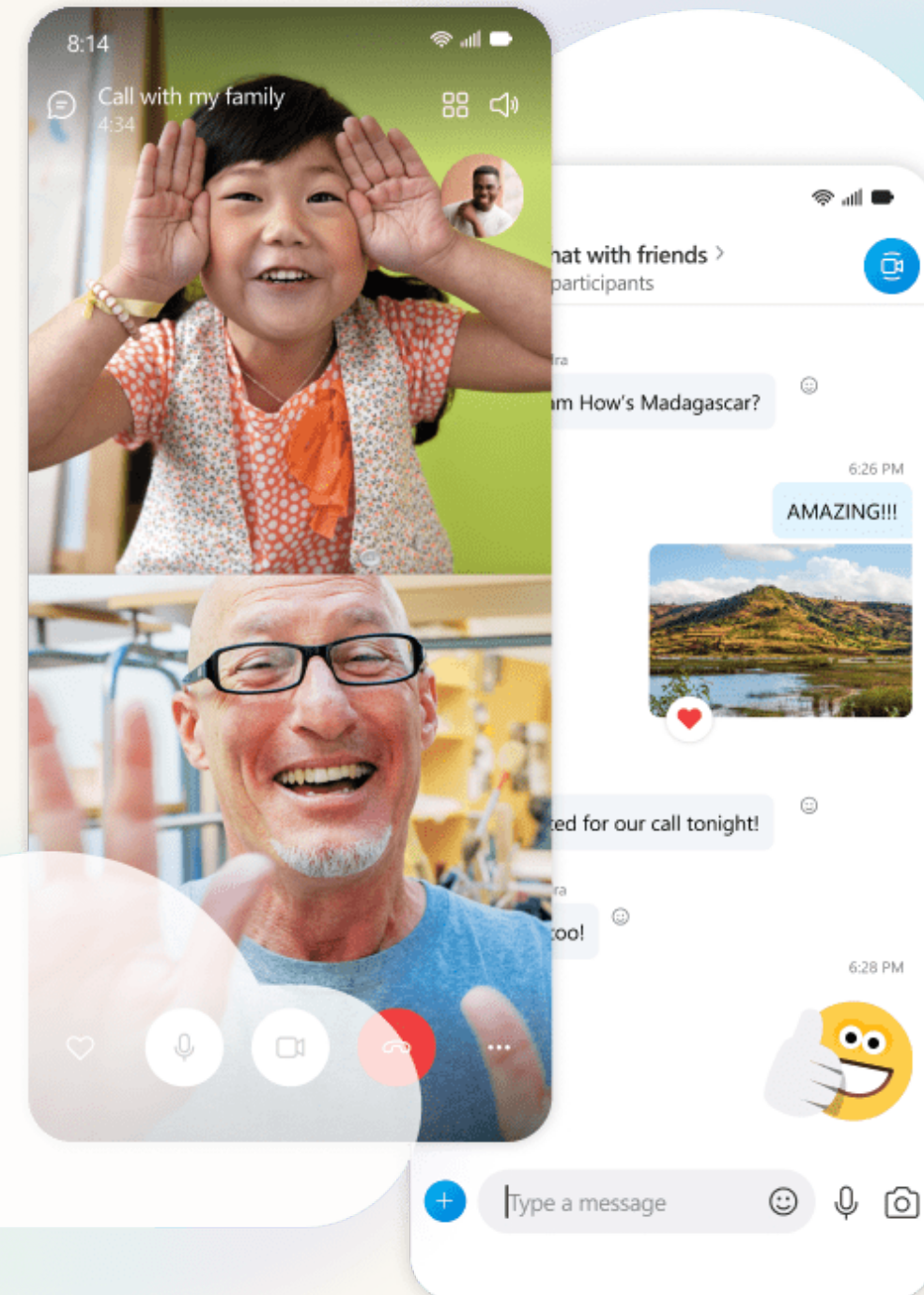
PRICE



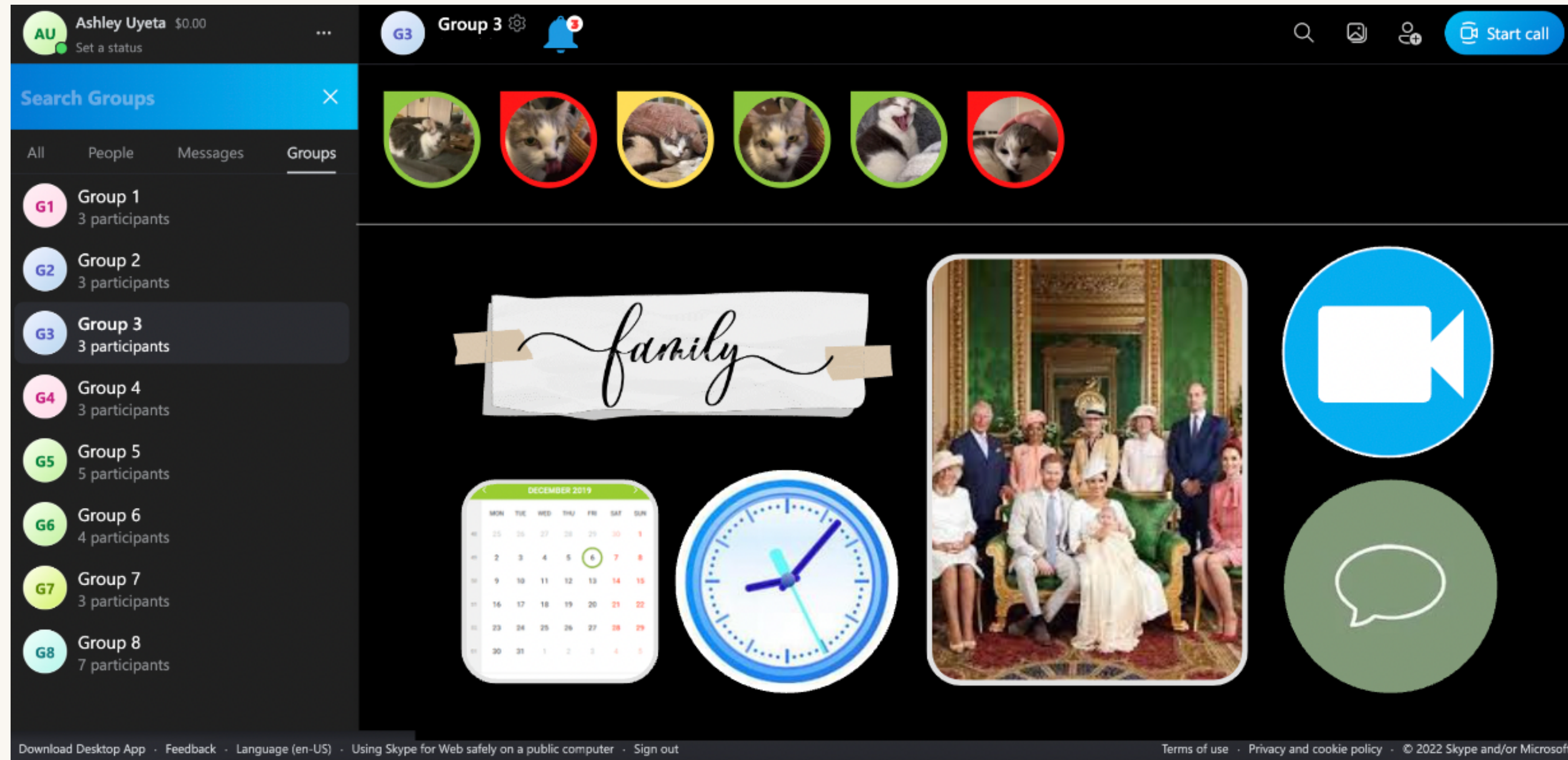
# GOAL 1 OVERVIEW

## IMPROVE USER EXPERIENCE BY CREATING AN EASILY ACCESSIBLE PLATFORM FOR INDIVIDUALS TO CONNECT TO FRIENDS AND FAMILY

- Identifying changes within the VoIP Industry
  - Competitors will react to changes in the industry
  - Microsoft's ownership of Microsoft Teams and Skype
- Differentiation Strategy
  - Utilize VoIP services to enhance personal connections
  - Emotional consumer value
- New Feature Development
  - Skype will become VoIP users' preferred platform to connect with loved ones
  - "Groups" Page
- Distribution
  - Mass email marketing
  - Cost-efficient



# SKYPE'S NEW "GROUPS" PAGE



Top Task Bar

Profile Status

Customizable Features

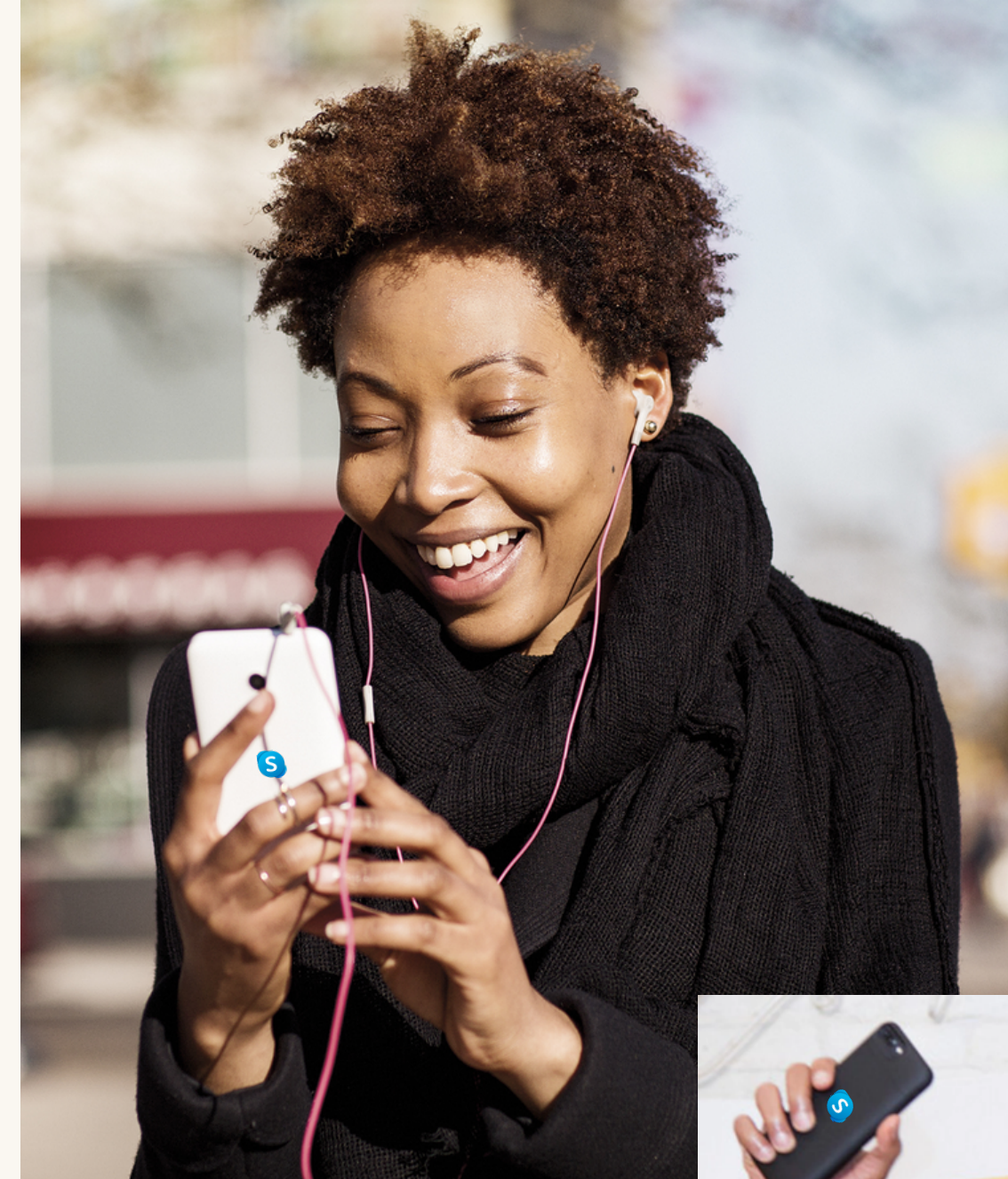
# GOAL 2 OVERVIEW

## BUILD BRAND EQUITY BY CREATING EMOTIONAL VALUE FOR RELATIONSHIP FOCUSED USERS

- Shoot 3 short video ads
- Ranging 30 seconds- 1 minute
- Showcasing real users Skyping friends and family internationally (*Appendix 3*)
- Celebrity endorsements
  - Dwayne Johnson
  - Will Smith
  - Jennifer Lopez
- Shared on Skype and Microsoft's YouTube Channels (*Appendix 4*)
- Cross posted on Skype and Microsoft's Instagram Channels



# AD 1 THEME: SKYPE ON THE GO



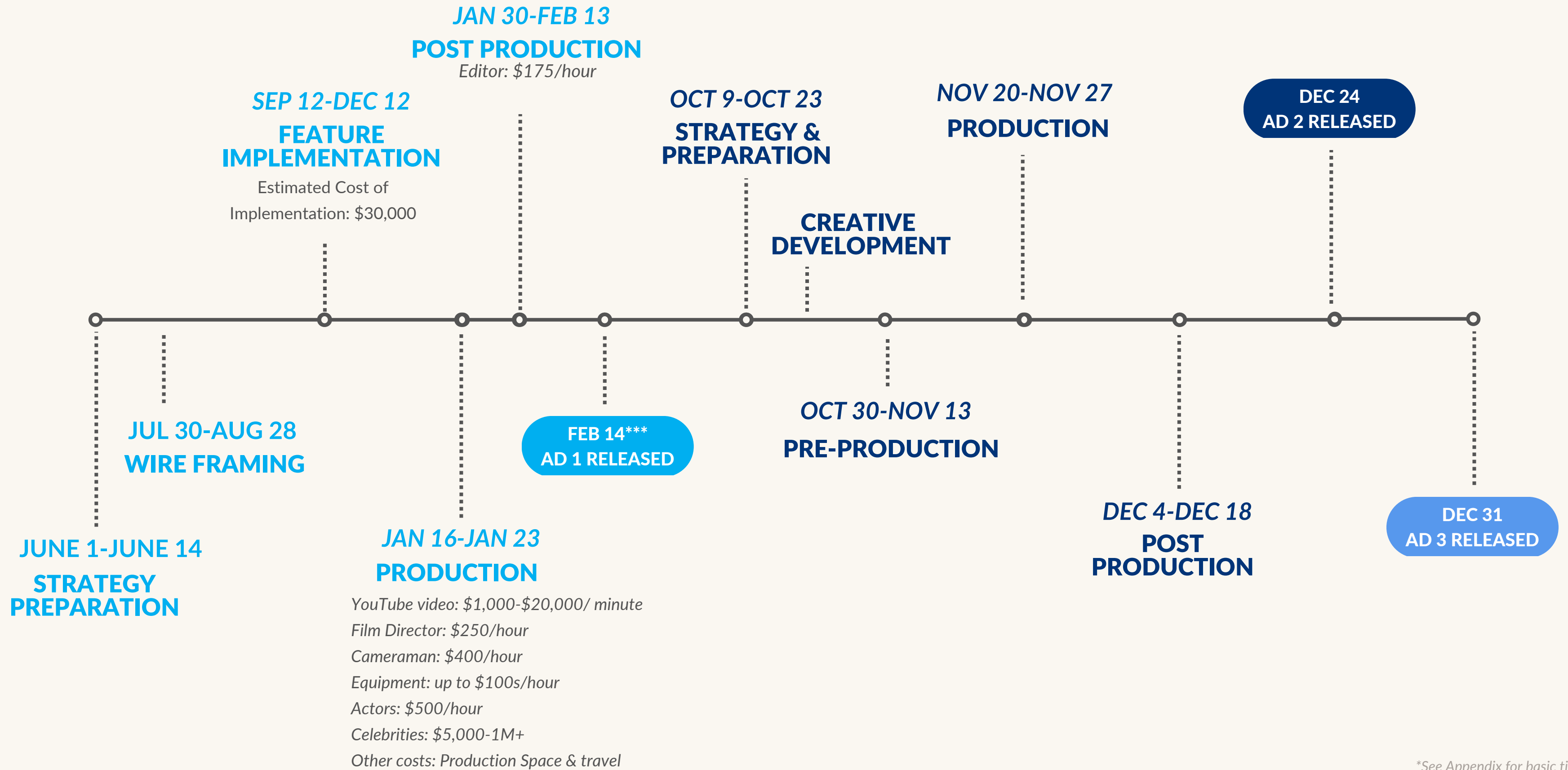
# AD 2 THEME: SHARING GOOD NEWS



# AD 3 THEME: CELEBRATING THE HOLIDAYS



# TIMELINE\* AND COSTS\*\*



\*See Appendix for basic timelines

\*\*Costs based if were to hire someone

\*\*\*U.S Date used for Valentine's Day

# GOAL 1 METRICS

## USER METRICS

- We will want to measure how well people are using the application, daily user measurements and average usage per day by users.
- Conversion rates
- How many people are using skype through application plug ins so that users can access skype through there other Microsoft apps. (Almost all apps like outlook, teams, but as long as they are relevant and necessary.

## APPLICATION METRICS

- Check performance metrics such as download speed, efficiency of application while running.
- Satisfaction levels with questions like "How are you enjoying skype"
- Clicks, and what people are using the most on the application.
- Hot charts and heat maps to see where people are focused the most. Are people actually using the new features we are using, which ones are more popular than others and work from there. See how country usability varies and how can we optimize peoples experience across the world.





# GOAL 2 METRICS

## FORWARD-LOOKING MARKETING METRICS

Measures of actual customer purchasing behavior that indicate future revenue and profits.

- NPS
- Customer awareness/satisfaction
- Intent to purchase

Without these Skype could go weeks even months without realizing the declines in customer perception and purchase behavior resulting in declining financial performance.

For financial analysis we will also want to look at the NMC and Marketing ROI

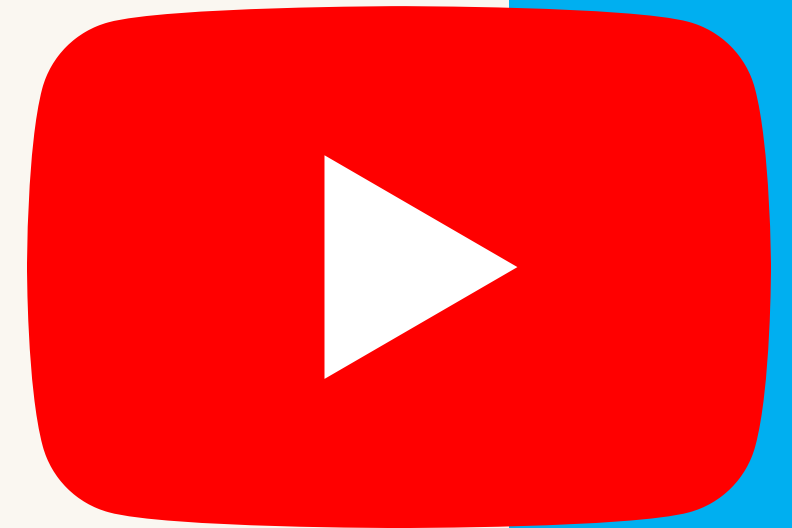
## SOCIAL MEDIA METRICS

YouTube & Instagram:

- Watch time
- Engagement (likes, reposts, comments)
- Card clicks
- Unique viewers

## EMOTIONAL METRICS

Conduct Survey with questions involving users' retention of the video, Engagement KPIs, and attraction.



The background features several decorative elements: a large blue circle in the top-left corner, a smaller blue circle in the top-right, a medium blue circle in the bottom-center, and two triangular patterns of small blue dots in the bottom-left and bottom-right corners. The text "THANK YOU!" is centered in a bold, dark blue font.

**THANK YOU!**

# APPENDIX 1:

## GOAL 1 TIMELINE

**STRATEGY  
PREPARATION**

*2-4 weeks*

**WIREFRAMING**

*4-6 weeks*

**IMPLEMENTATION**

*10-14 weeks*

**TOTAL TIMELINE**

*Low end: 16 weeks*

*High end: 24 weeks*

# APPENDIX 2:

## GOAL 2 TIMELINE

**STRATEGY &  
IMPLEMENTATION**

*2-3 weeks*

**CREATIVE  
DEVELOPMENT**

*Simultaneously  
happening*

**PRE- PRODUCTION**

*1-3 weeks*

**PRODUCTION**

*1 day- 1 week*

**POST- PRODUCTION**

*2-3 weeks*

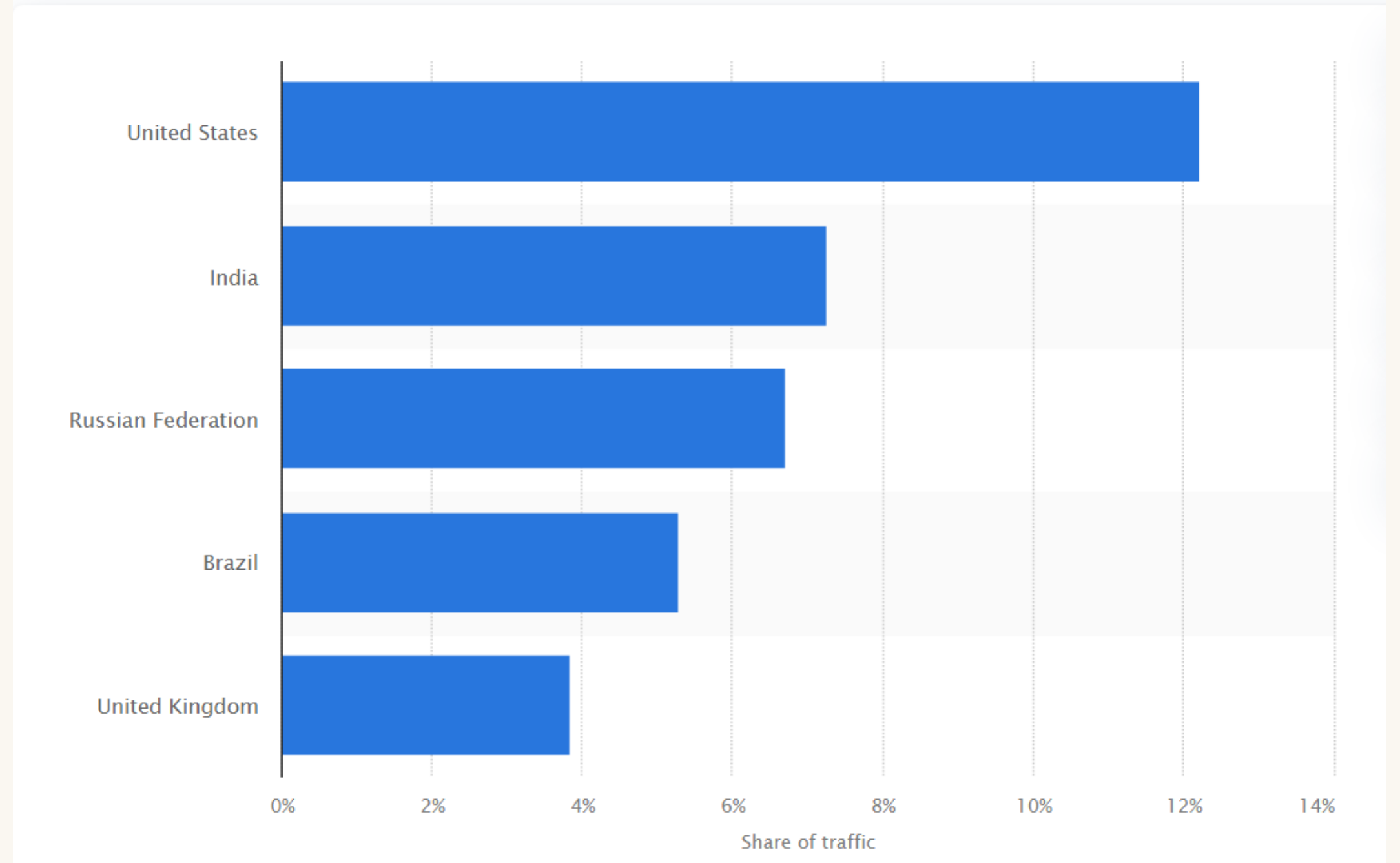
**TOTAL TIMELINE**

*Low end: 6 weeks*

*High end: 10 weeks*

# APPENDIX 3:

## REGIONAL DISTRIBUTION OF DESKTOP TRAFFIC TO SKYPE.COM AS OF MAY 2022 BY COUNTRY

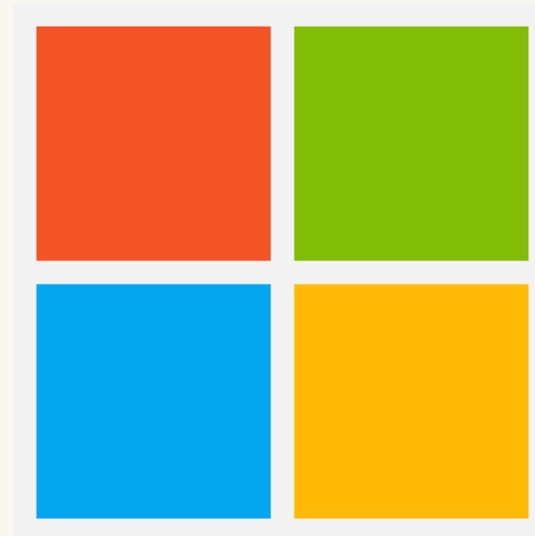


# APPENDIX 4:

## GOAL 2 DISTRIBUTION



282k Subscribers



832k Subscribers



Skype: 719k  
Microsoft: 4M