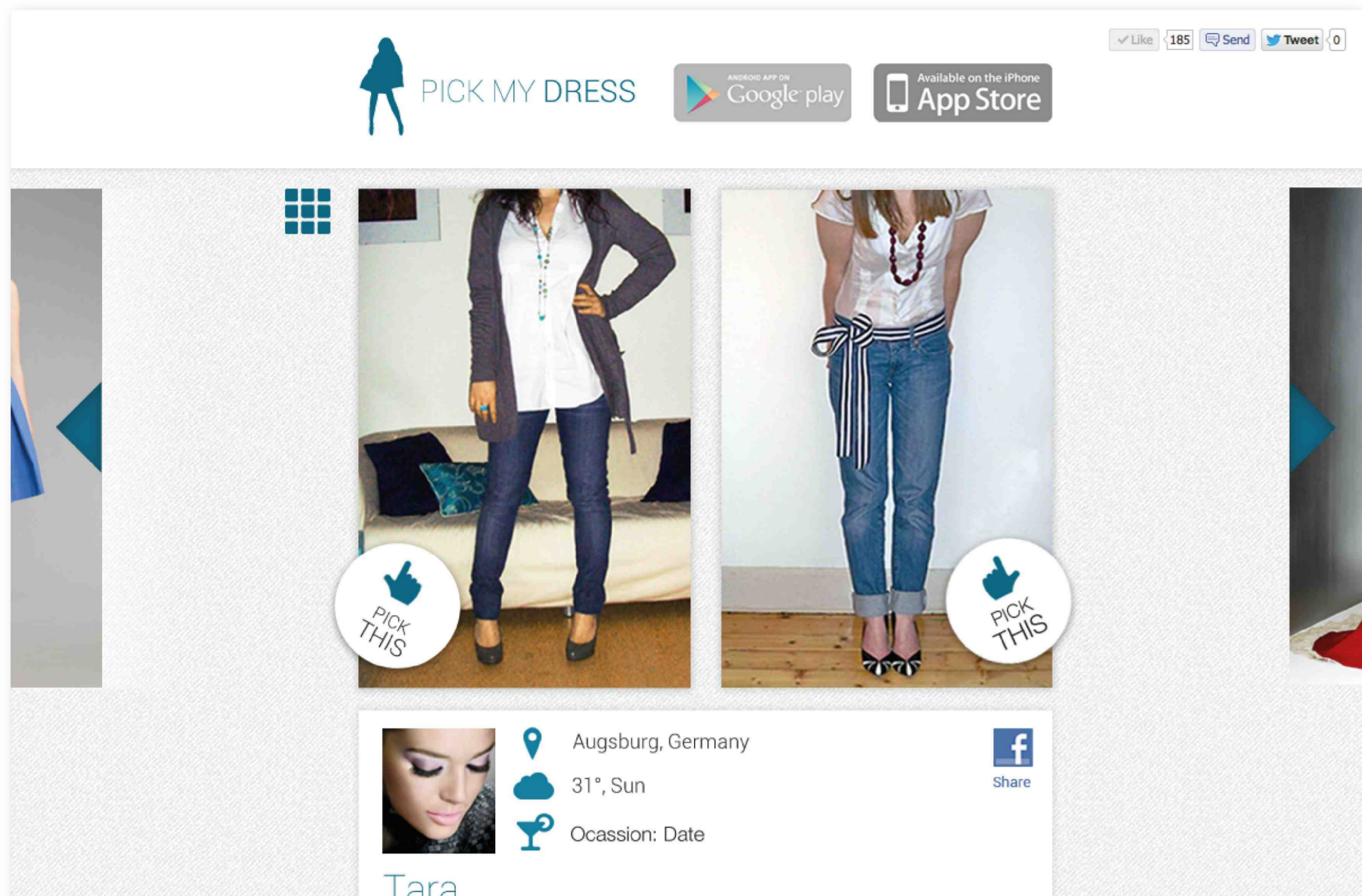# No-Budget communication

# of the mobile application PickMyDress

PickMyDress Website

How can one communicate a mobile app without budget to spread it and build an active user-community? The present master thesis investigates this problem, both theoretically and by illustrating it with a concrete project. This project is the platform PickMyDress, which was developed in the winter semester 2011/12 at the University of Applied Sciences in Augsburg. Consisting of iPhone-App and website, it should help people to decide which outfit to wear. Users are invited to make two pictures of possible outfits and the community decides which outfit suits better. After its launch, the app was downloaded quite a few times, but drowned in the abundance of 500 000 offers in the app store. Part of the game is that the developers have no budget to initiate an ad-vertising campaign.

In the theoretical part of the thesis, in which the app PickMyDress also serves as example scenario, it is explained on the basis of the diffusion model of Rogers and of some other principles, how innovations are distributed and how communities grow. Different forms of advertising like Guerilla Marketing and Viral Marketing are distinguished and documented with Best Practice examples. At the end of the theoretical part we take a closer look at strategies of succesful applications like Doodle Jump and Angry Birds.

The practical part describes the planning and realisation of the PickMyDress communication campaign, and reports on its analysis. As a preparation a creative brief und and an advertising concept was developed. Then the measures were executed, most of them in the area of Public Relations und Social Media Marketing. At the same time the author measured which action has which effect, whereby indirect, passive and active usage was distinguished. It turned out that, among others, the activation of facebook friends and the public relations with app-test-websites are efficient. At the end possible reasons for the degree of success of the campaign are discussed.
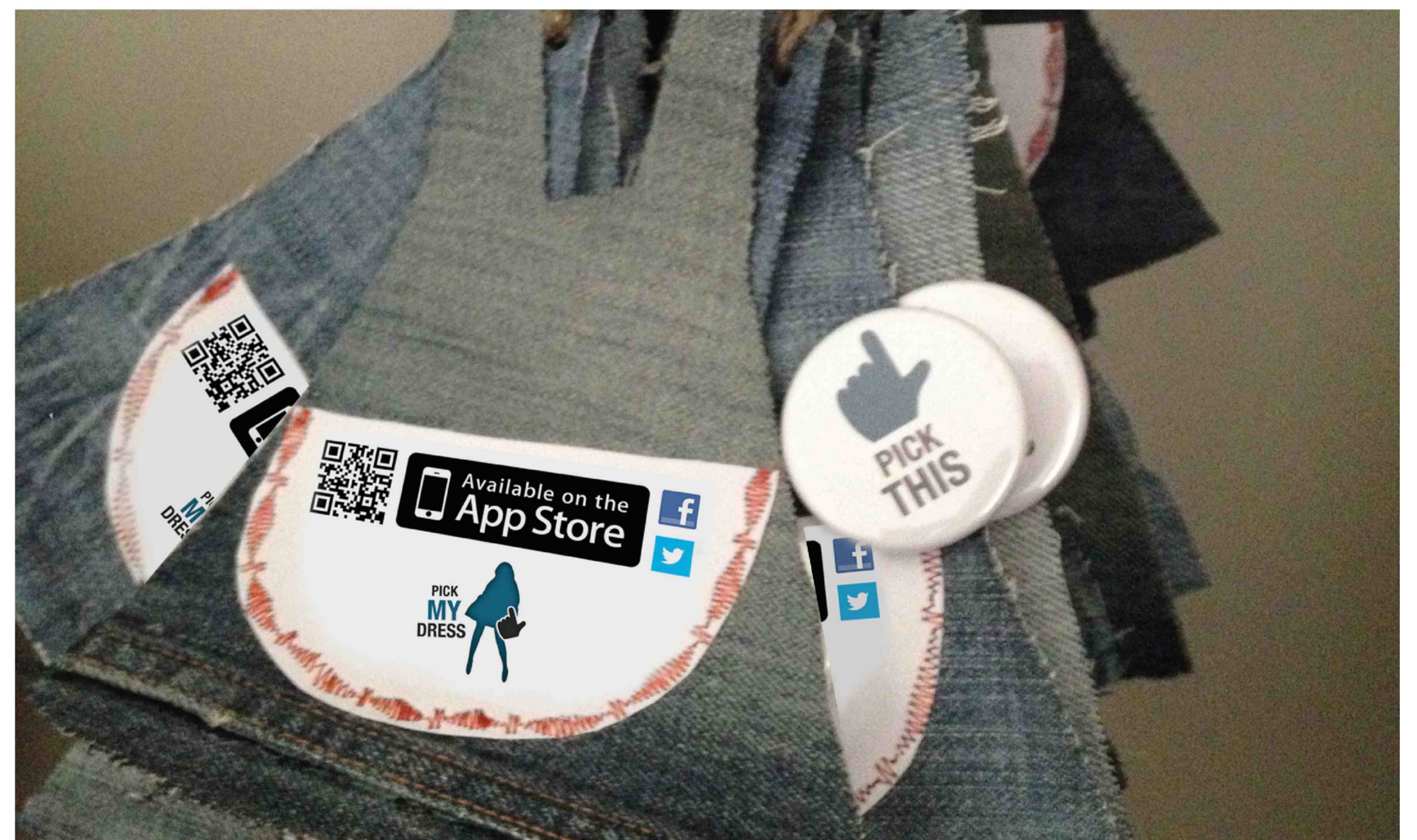
One advertising-measure

Result

Measured value	01.02.2012	01.10.2012	15.01.2013	Goal	Goal achieved with
Indirect usage					
Facebook-Likes	0	23	262		
Twitter-Follower	0	37	618		
Passive Usage					
Website Visits	0	893	2623		
Website Unique V.	0	390	1354	1500	90%
App-Downloads	0	1093	1899	2000	95%
Active Usage					
Registered Users	0	131	209		
Polls	0	195	314	400	78%
Comments	0	127	235		

Future work

At the moment we work at the revision of the iPhone version 2.0. For that we hired two new coder. We expect a much better diffusion of the app because of the optimized facebook integration.

Furthermore we are thinking about founding a own companyto continue the project. Then it is possible, that the no-budget-strategy turns to low-budget-strategy. We have plenty of ideas for the next versions, e. g. a general decision-platform.

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