GrasshoppR

GrasshoppR Marketing Plan

Matthew C. Mason
University of West Alabama
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Matthew Mason

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Introduction

Developed in 2020, by Matthew Mowson. GrasshoppR™ is an app for ordering lawn care services. GrasshoppR was originally conceived after young Mowson moved away for college and realized that no one was home to cut the lawn. His parents, The Mowson's, would call and say, "Hey Matthew, when are you coming home, the grass needs to be cut". For young Mowson, finding a simple solution was complicated, he had to study for final exams and couldn't go home to cut the grass. He tried to find a lawn care company to help his parents while he was away, but affordable service was inconsistent and dependable service was too expensive. This was a growing problem so the solution was to create an accessible lawn service app that would help the Mowson family find dependable lawn care. Like the Mowson's, the service had to be cheap, simple, and of course-- reliable.

Product Design

The product design strategy for GrasshoppR revolves around the characteristic of simplicity. Since GrasshoppR is a service, much of our core market offering is built on experience and credence qualities shared with the consumer (Iacobucci, 2018, p. 84). Our brand personality strives to reflect the qualities of our company and promote the benefits that customers value most.

This begins with our name. GrasshoppR was carefully crafted to first convey information, we want it to be instantly recognizeable and stand out among competitors when potential consumer are browsing through apps. Second, we created our name to have a tactile quality that triggers an autonomous meridian response when spoken. Phonetically, saying "Grasshopper" leaves the consumer with a smile which subconsciously promotes a sense of satisfaction. Finally,

we wanted a name that was strong enough to develop a value-added character—Mowzy the grasshopper!

Our logo invariably consists of a monochromatic green grasshopper with a green background. Since our service has a potientially high variabilty of quality, we feel a static character is necessary. Maintaining a consistent image through a static character, allows us highlight the perception of our consistent dependability where a simple name or logomark would not be capable of delivering with our service.

Our colors are bold and vivid to reflect a confident and spirited brand personality (see Appendix A for color information). Since the nature of our business can be shady and laborious, we want the omnipresence of our character and branding to offset those feelings and elicit excitement. Our mission is to simply make lawn care an enjoyable experience for both the service user and service provider. This extends beyond our logo into our packaging and features.

Our packaging and features encapsulate everything within our application user interface and product experience design. Our application user interface is streamlined to be as simple as possible. After downloading our app, users can schedule a job or consulatation in as little as two taps! Once a job has been posted, users can then watch, in real time, as the process takes place, from beginning to end. This allows users to not only track progress; but equally important, it simultaneosly provides the peace of mind that work is being completed, even if the client is away from home. Our tagline is: "GrassHoppR, Hop On."

Target Market Analysis

Our core service offering delivers convenience to multiple differentiated segments of consumers within the marketplace. As an intermediator of services, we target each side of the

marketing exchange, both the service user and the service provider. For the service user (the client receiving the service) we primarily target homeowners that fall within the age range of 35-65. This customer base is sufficient for the service user because it includes an indiscriminate range of geodemographics, psychographics, and behaviors of people who have a yard or need lawncare service the most. Early millennials, 35-40, have less time to maintain lawns due to new responsibilities (i.e. jobs, marriage, kids, etc.). Homeowners for Generation X are becoming empty nesters and need reliable lawn service when their kids move out. Finally, baby boomers are aging and retiring so they need simple service that's both simple to access and affordable to use. For the service provider segments of our market, we primarily target Generations Y and Z in the age range of 16 to 25. This age cohort is comprised of young adults looking for odd jobs, part time work, and who just enjoy being outside cutting grass. We promote our reliable service to each target accordingly. For the younger generation, we are an exciting opportunity to build a positive reputation and make money. For the older generations, we are a dependable service that is simple to use and affordable to maintain.

Positioning Strategy

Our position in the market is clear. GrassHoppR knows grass. We work tirelessly to be industry leaders in the lawn care service application market space. GrasshoppR follows a marketing orientation with a bottom-up co-creation philosophy and this applies to our positioning strategy for the entire marketing mix. We look at consumers as business partners and we want our customers to be an empowered agent of change when it comes to our position in the market. This is all accomplished by providing functionality that consumers value most. This requires a full-time development team capable of implementing new features and responding in real time to consumer feedback.

Our positioning strategy focuses on knowing who we are while also being competitive with every element of the marketing mix (The 4P's). For product, we offer functionality and simplicity beyond anyone else in the market. For price, our fees are optional. Customers can choose to use the service for free with ads or they can opt to subscribe and get notifications and extended features. For promotion, we set our self apart from the competition with our Grasshopper character, product symbol executional style of our advertising (Lamb, Hair, and McDaniel, 2018, p.287). Lastly, we strive to maintain a presence in the same space as competitors offering similar services. There are many great service apps in our market sphere that do a lot of things good. We focus on what makes us great. We position ourselves to focus primarily on grass. GrasshoppR is lawn care service that connects people who want their grass cut with people who want to cut grass. It's simple. Hop on the phone. Hop on the lawn. Hop on.

Situation Analysis (S.W.O.T.)

Strengths. First, branding is our primary strength. Our name carries an inherent meaning that builds equity and adds value that goes beyond the service. Our character-based logo creates opportunities for brand line extensions, or repositioning, and reduces risk for myopia. Second, our opt-in opt-out subscription pricing model makes consumers appreciate our unique selling proposition. Third, we are simple. Two tap scheduling with a single focus—grass.

Weaknesses. First, limited resources and budgets prevent extensive research and development. It also prevents us from advertising on many traditional paid media channels such as television or magazines. Second, our product only offers a single service and we risk being myopic with our approach and our service could be viewed as easily imitable by competition. Third, our reliance on advertising for revenue could turn many customers away from using our service.

Opportunities. First, we have an opportunity to improve how people carry out lawn care. Second, we are a newcomer to a new market with few competitors. This means we have the opportunity of first to market mover advantage. This allows us to test the market in exciting ways. Third, grass is everywhere, and we view everyone with a yard as an opportunity.

Threats. First, the biggest obstacle we face is trying to change the behavior of how consumers cut grass. Second, technology is always a threat. Unknown bugs and limited prior testing in the market could pose external threats relating to privacy, security. Third, competitors are entering the market. Larger companies with bigger budgets. in related service fields may enter into our product space. Last, distribution could lead to dissatisfaction. Application fees of the distributing app stores could lower margins and increase the price (markup) of our services.

The service application development space is growing like grass and there are many players every field. If you want groceries delivered, there's an app for that. If you want to hitch a ride to class, there's an app for that. This applies to any imaginable service and lawn care is no different. There are already a few competing lawn care scheduling services available in the marketplace and consumers will decide who flourishes and who gets weeded out. Our goal is to avoid becoming a first to market failure and capture first to market mover advantage.

Testing

In the concept testing phase, GrasshoppR™ will use surveys and conjoint testing to gauge which attributes our target segments of consumers value most. Our goal is to keep our service application simple, functional, and affordable. Analytics of usage, along with survey feedback, will help us accomplish this goal. In our beta testing phase, we will target area test markets in suburban and rural areas. Users will be able to download our app to use until we have

gathered enough data, feedback, and reports. This portion of the testing will also focus on the user interface design and functionality. Once these phases are complete, we will use the data to forecast which regions and segments of consumers provide the greatest sales and market potential.

Pricing Strategy

We will test three separate pricing strategies before our initial launch. Our first pricing strategy will be pay-per-use. With this strategy, we will charge a percentage fee each time our service is used. Any job that is posted on the market that gets accepted will be charged a percentage. This percentage will be equally shared between service user and provider. Our second pricing strategy will be subscription based. This will allow our clients to use our service as many times as possible for one monthly rate. Our third pricing strategy will be advertising. With enough reach, frequency, and market penetration, we could offer enough value to third party advertisers to offer our services at significantly reduced prices. Each of these methods will analyze the profitability, price sensitivity, and consumer lifetime value of our customers.

Distribution Channels

Our product service application is developed to be distributed on multiple web and mobile platforms. It will be available to download on any iOS, iPadOS, and Android device. It will also be available online as a web app for the popular browsers: Google Chrome, Microsoft Edge, Safari, and FireFox. Once downloaded, GrasshoppR™ uses both a push and pull strategy to connect services users. We will also use selective distribution metrics to help connect consumers. We plan to offer price discounts to service providers and discount rewards via

loyalty points to service users. This will promote quality of performance across all channels of distribution.

Discounts

If testing shows that pay-per-use is the best pricing strategy to take. We will offer price discounts to the service providers in the form of loyalty points. These loyalty points will be earned through both quality and quantity. For each yard the service provider cuts, they will receive a certain amount of loyalty points. For each rating point they receive, for the quality of work they perform, they will also earn loyalty points. For each milestone, they will be able to use the service at no charge. They can also redeem points to rebuild any reputation points lost for prior low-quality jobs. This system will help encourage positive attitudes as all users strive to perform to their best capabilities.

Media Strategy

Our media message is divided into a schedule and channel matrix. For the scheduling, we divide our message into three parts: continuous, occasional, and seasonal. For the channels, we focus on digital social media platforms and search engine advertising. The digital social media platforms we use are Facebook, Twitter, and Instagram. Facebook and Twitter are on a continuous schedule. This means we maintain a consistent and active presence on these platforms because they bring the greatest reach, frequency, and engagement with consumers. Our Instagram is on an occasional schedule because we primarily use this to create posts about new features, updates, and limited promotions. We also use popular search engines for seasonal advertising. Our core product offering revolves around cutting grass and our seasonal advertising schedule reflects these seasons when our services are used the most—spring and summer. As a

grassroots company, we operate on a limited budget so most of our media strategy revolves around using the most affordable media channels as possible.

Tactics

People have been using lawn care services the same way for the last century. One of the problems we face is changing the way they do things. Our goal is to change the behavior of how people cut their grass. Change can be difficult, so we want to make things simple. First, we want to focus on simplicity. Our advertisements and promotions will highlight the simple three step process of ordering lawn care service. Second, we want to focus on trust. Our informative ads will highlight the security and privacy features that are built into our app. Third, we aim to highlight the reliability of our service. People just want things to work, and that's what we aim to deliver. A service that just works! Finally, we are a new service for an existing market, so we follow the product development strategy of Ansoff's product-market growth matrix. In this introductory phase, we are focused more on product development than market penetration.

Surveys

In order to best serve the market with beneficial services that customers value, we strive to make customer satisfaction is our number one priority. This starts by building our customer relationship management system from the ground up. This system gathers recency, frequency, and monetary value (RFM) of consumers. We then take this information to calculate the customer lifetime value. We accomplish this by gathering primary data through surveys and conjoint testing. For our RFM surveys we ask the following questions: "When is the last time you paid for lawn care service?", "How often do you pay for lawn care service?", and "How much do you spend per year on lawn care service?". We then calculate the customer lifetime

value (CLV) from that data. Once CLV is calculated, we segment our consumers based on price sensitivity and willingness-to-pay. These segments are further surveyed based on attribute-beliefs and consist of the questions regarding performance and importance. Sample questions are: "Does your current lawn care provider do a good job?", and "How important is lawn care to you?" We then take this survey data to focus on developing our service to provide attributes our customers value the most for prices they are willing to pay. This data allows us to more accurately estimate expenses and create a marketing budget for our IMC Plan. GrasshoppR's goal focuses on delivering an affordable, simple, reliable service for all consumers that need a convenient solution for lawn care.

References

Iacobucci, Dawn (2018). Marketing Management (5th ed.). Boston, MA: CENGAGE Learning,

    Inc.

Lamb, C.W., Hair, J., & McDaniel, C. (2019). *MKTG: Principles of Marketing* (12th ed.).

    Boston, MA: CENGAGE Learning, Inc.

Appendix A

Color Information for GrasshoppR™ App branding.