WEBSITE FOR MARKETING LAUNCH OF NEW PRODUCTS AND BRANDING

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ABSTRACT

This project is a website that focuses primarily on advertising of new launching products. This platform is to automate the products launching and marketing strategy in market. Here a platform is provided to the owners who want to promote their products to the target audience to increase the total viewership of that product which will raise the sales of that product. The application on users screen will show 3 important sections. The first section is for events and games conducted on the website where customers can participate. The second section lists a schedule of upcoming events and games on the website. Newly released products will be displayed in the third section. There is also a carousel on the homepage that highlights new products. The first is a quiz game where the winners will get some exciting coupons and discounts. The second is a spinner wheel that, with each spin, generates a random discount offer coupon. Customers can use these coupon codes to get discounts on purchases made on the official website. The third event picture contest, in which customers can upload creative photos for a chance exciting prizes. So the website acts as a marketer whose main task is to attract the attention of the audience so that more users visit the website. As a result, the popularity of that product increases and more and more people get information about the product Various events are planned on website like games and quiz with rewards to capture the target audience. And revenue will be generated on factors such as total number of participants, viewship and total no. of coupon redeemed.

Keywords: Branding, Product Launch, Quiz, Photo Campaign, Marketing.

I.   INTRODUCTION

Nowadays a company that wants to launch its new products should have a good marketing strategy for the success of the product. Often companies create quality products but fail to do proper marketing of the product that results in the failure of the product. So the company finds websites through which they can popularize their product in the target audience. Companies go to marketers for publicity. The Real purpose of marketing is attracting or fetching the audience to product or brands which are newly launched in market. Promoting is the method involved with showing shoppers why they should pick your thing or organization over those of your opponents and it is one sort of strong correspondence. It is included every cooperation related with moving a thing or organization from your business to the customer. Exhibiting integrates making the thing or organization thought, recognizing who are most likely going to get it, inciting it, and moving it through the legitimate selling channels. So three basic roles of promoting are Capturing the consideration of your objective market, Persuading a customer to buy your item, Providing the purchaser with a particular, okay move that is not difficult to initiate. Now the main task of a marketer is to get the attention of the audience on that product. So those websites plan events on websites like online games and quizzes and also give rewards to the winners. So more users visit the website which increases the viewership of that product which directly increases the sales of that product. Also, the winners get discount coupons on these products so that it increases the total sales of that product. And the marketer earns their revenue on factors like total number of participants, total number of viewers and total number of returned coupons.

II.   EXISTING METHODOLOGIES

[1] Elena Cuevas-Molano1,Luis Matosas-Lopez and Cesar Bernal-Bravo3,**"Factors Increasing Consumer Engagement of Branded Content in Instagram",** IEEE ACCESS: Associations use virtual diversion to develop advancing relationship with clients. One express way associations do this is by developing brand networks through fan pages on individual to individual correspondence areas. These virtual stages grant clients to become brand advocates. It moreover allows brands to create and increase direct responsibility with purchasers, which is a basic estimation to assess brand execution. Regardless, little is had some huge consciousness of how different post estimates affects undeniable levels of online diversion responsibility. . The results moreover settled how content components affected different responsibility levels; for instance accounts

with sound, carousel posts with various photos, and posts with hashtags achieved higher responsibility levels in regards to likes. Conflictingly, outlines, natural substance that intricate majority rule, difficulties, and questions showed up at higher responsibility concerning comments. We add to educational and suitable assessment this new model to study and do virtual diversion game plans that further foster client responsibility as a part of an affiliations' exhibiting and checking strategies.

[2] Hang T. Nguyen1, Malika Chaudhuri2,**" Making new products go viral and succeed ",** International Journal of Research in Marketing: For what reason are some new item presentations more popular and effective than others? This investigation facilitates theories of social correspondence and client sorting out some way to examine this request. Investigating a unique instructive grouping of millions of client verbal exchange transmissions (eWOM) through virtual redirection concerning 345 new vehicle things presented during 2008-2015, we see that more creative things make more eWOM volume yet amazingly more terrible appraisal. These impacts shift in size across eWOM channels. In any case, the utilization of rich-content correspondence, pre-declaration, and cobranding develops (debilitates) the upside (disagreeable consequence) of thing creative mind on eWOM volume (feeling). The results further show that eWOM assessment is a more grounded mark of new thing achievement than eWOM volume. Exploratory results uncover more encounters into how thing creativity affects eWOM estimations in a couple of thing classes and uncovered knowledge into the gig of energy and considered hazard to be parts major these effects. The exploration offers valuable ramifications for firms to plan powerful popular promoting efforts to upgrade new item achievement.

[3] Gabriela Căpătînă1 & Florin Drăghescu1, **"Success Factors of New Product Launch: The Case of iPhone Launch"**, International Journal of Economics and Finance: The consistent globalization and new item send off can address fundamental drivers for the organization execution. For a long time has been directed calculated and exact exploration to personality the achievement factors for new item send off. Consequently, the reason for this paper is to distinguish and examine the basic achievement factors for sending off another item utilizing a showcasing approach. The commitment to the study of this article is to make a comprehension system connected with the elements that affect the progress of another item send off; it could assist organizations in arranging the new items with sending off. This paper followed a context oriented examination strategy the iPhone ship off case. After iPhone was successfully shipped off, an enormous number of iPhones was sold, turned it in one of the most notable mobile phone anytime shipped off. Considering that Apple is as of now the trailblazer on phone market, overpowering Samsung in the last quarter of 2014, the justification behind this relevant examination is to sort out how an association as Apple can enter in an inundated market, have accomplishment, and following eight years transformed into the trailblazer market. To incorporate all essential drivers of thing accomplishment, we attempted to summarize the disclosures pondering three key levels- purchasers, association, and environmental. Concerning logical investigation end one could say that iPhone adjusted the way that clients help out the cells; it gathered a relationship with the customer and impacted their approach to acting with respect to the information access and progressed lifestyle.

[4] Chatterjee1, Patrali2, **"Drivers of new product recommending and referral behaviour on social network sites"**, Worldwide Journal of Advertising: The Review of Marketing Communications: Managers of new brands hope to utilize positive WOM and spread out a base measure of clients who partner with their brands on casual association objections (SNSs). Feasible selection of 'seeds', or forces to be reckoned with, on SNSs, who will propose the thing and impact the power of their relational associations to affect various purchasers is imperative to regular turn of events. This investigation takes a gander at the particular employment of an awe-inspiring phenomenon activity on a relational association site (network size, enlistment range, share-of-posts), brand message source (marketergenerated versus part created), and recipient sort (SNS part versus nonmember) on a stalwart's decision to recommend one more brand and the recipient's decision to make a reference visit. Exploratory examinations of clickstream data from SNSs at a business site show that sponsor and buyer made brand advancements change in their impact on proposing affinity for high piece of-posts and long stretch forces to be reckoned with, and for part and non-part recipients, which has ideas for reference the chiefs.

[5] Poul Houman Andersen1, **"Relationship marketing and brand involvement of professionals through web-enhanced brand communities"**, Industrial Marketing Management: A steadily expanding number of firms are seeing the advantages of web-further developed brand networks as a switch for relationship-

exhibiting correspondence. Brand social class, not simply give associations an additional a correspondence channel, yet also license the possibility spreading out linkages to committed clients. As yet, brand neighborhood just been inspected relating to B2C exhibiting. Nevertheless, the effect of including web-further developed brand networks in a B2B setting may be significantly more essential while capable clients have a strong and deeply grounded interest in exchanging thing related information. Considering the Coloplast relevant examination, this responsibility approaches a sensible model for interfacing web-updated brand neighborhood and relationship working in B2B markets.

III.   PROPOSED METHODOLOGY

It a website that provides a platform to companies for the marketing launch and promotion of their new products. But just launching is not enough, Companies need to make the product popular among the targeted audience so that more people will get know about this products. To attract the attention of the target audience, the website will organize activities like games and quizzes and there will be prizes for the winners. So more users will visit the website and participate in the games. This will increase the popularity of that product. Also, winners will get discount coupons when they win the game that they redeem while purchasing of the new product.
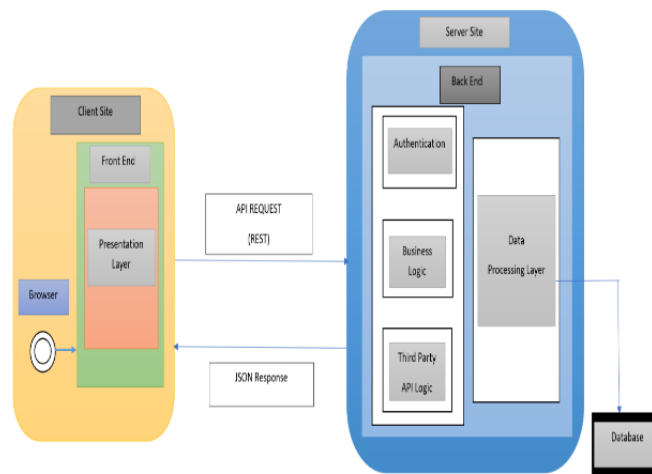
Fig 1: Architecture Diagram

- Authentication : To verify the user's login credentials and to provide access to users.
- Business Logic : Deployment of games and quizzes on website and photo campaigns.
- Third Party API Logic : Instagram APIs to insight statistics of instagram page eg. Total likes, posts and engagement with followers**.**

There are two modules in the website:

End Users –

• Customers can visit the website, attempt quizzes and win exciting coupons to get discounts on products.

Marketer –

• Marketers will organize quizzes on the website to increase the traffic of the target audience on the website to advertise the newly launched products.

Features of Website:

For End User :

• Users can login to the website with their credentials. (i.e. Login I'd, Password)

• They can participate in online quizzes.

• Users can view the upcoming quiz schedules, player's history as well as their winnings and participation in previous quizzes.

• Customers can upload their photos with the brand or create some memes or interesting photo related brands. Marketers will post these photos on the website's Instagram page and customer's pictures with more likes will

get exciting discount coupons.

• Users can share campaign information with friends on other social media channels.

For Marketer:

• The marketer will create a marketing campaign.

• Within a campaign the marketer will add quizzes on the website for brand awareness that can be attempted in a very short time to announce the winners.

• The marketer will set the threshold of how many questions in a quiz need to answered to win coupon.

• Quizzes will be based on basic information about the products. This quiz will mainly have questions on product specifications and its features. If the customer answers more than the threshold number of questions correctly, the customer will get a random offer coupon which can be redeemed to get a discount on the products.

• The marketer will conduct a campaign on the website where customers can upload their photos with the brand or create some memes or interesting photo related brands. The marketer will then review the photos and post them on their Facebook and Instagram pages. And will distribute discount coupons to customers whose photos get the most likes. Customers can switch to Instagram from the website to see the other posts on the page.

• The marketer can see the analytics data. E.g. Number of visitors to campaign and total participation in games.

IV. OUTPUTS

Below are some examples of our application's interface.
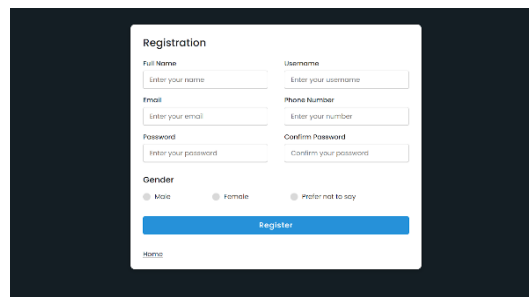
Fig 2: Login Page

This is a registration page where new customers can create a profile on our website so that they can participate in games and events hosted on the site.
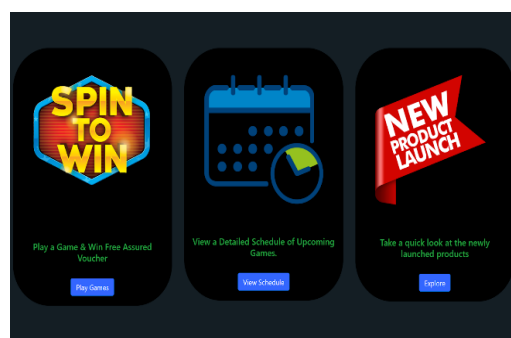

Fig 3: Home Page

This is our website's home page. It has three sections. The first section is for events and games conducted on the website where customers can participate. The second section lists a schedule of upcoming events and games on the website. Newly released products will be displayed in the third section. There is also a carousel on the homepage that highlights new products.
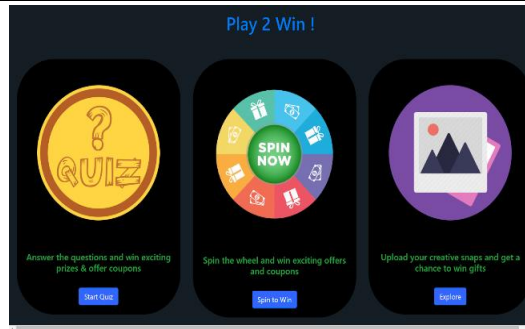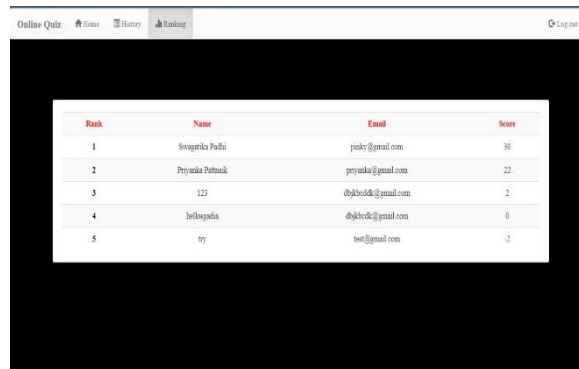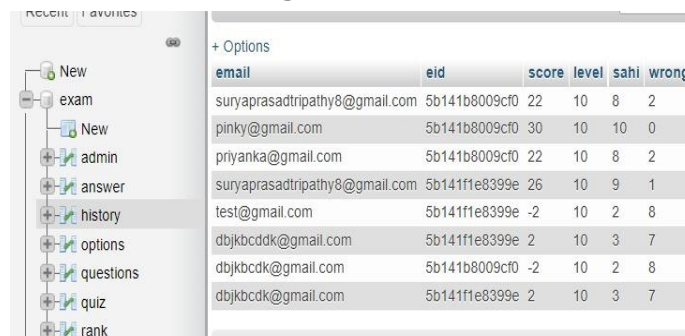
Fig 4: Games

This page contains some games and events that are organized on the website. The first is a quiz game where the winners will get some exciting coupons and discounts. The second is a spinner wheel that, with each spin, generates a random discount offer coupon. Customers can use these coupon codes to get discounts on purchases made on the official website. The third event is a picture contest, in which customers can upload creative photos for a chance to win exciting prizes.

Fig 5: Quiz Game

Fig 6: Quiz History

Fig 7

Users will take part in the quiz. If the user gets more than 75% of the questions right, they'll get some discount coupons.
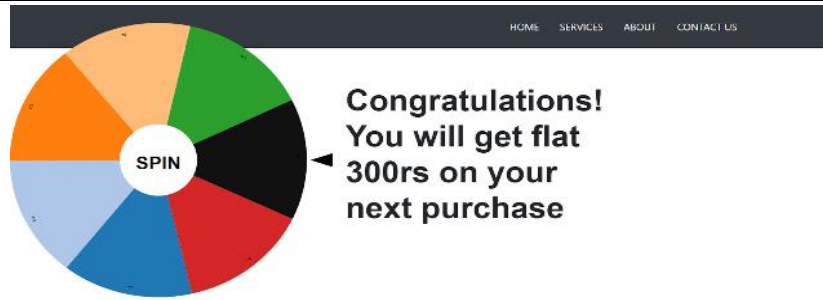
Fig 8: Spinner Wheel

Users will spin the wheel. This spinner will generate a random coupon code after each spin that can be redeemed by customers to receive a discount.
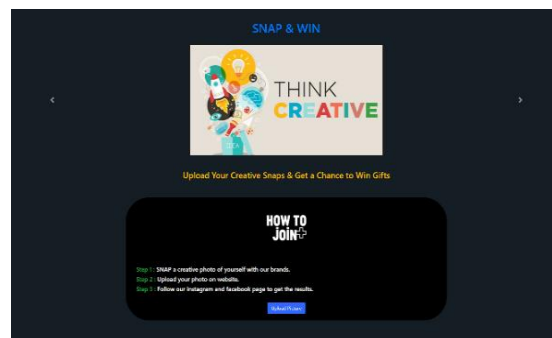

Fig 9: Picture Contest

It is a picture contest, in which customers can upload creative photos for a chance to win exciting prizes.

V.   CONCLUSION

Developing a new product and capturing the market is always a challenge for every company. Whether the company is small or large, they planned some marketing strategies for the product launching. The success of a product depends on the popularity of that product among the target audience. Such websites will be useful to promote such products on their platform by planning certain events likes games so that users will visit the website and this will increase the popularity and it will raise the sales of that product. So this system has proven to be efficient for such marketing initiatives of new products.

VI.   REFERENCES

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