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# Arvest: Marketing an Art Education App for the Modern Age

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# Marketing an Art Education App for the Modern Age



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April 30, 2019

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## Abstract

Art education benefits society, and the Eiva Arts Foundation aims to increase art appreciation with their new application, *Arvest Digital*. This project provided Eiva with the necessary branding and marketing materials to successfully promote *Arvest Digital*. This included refining Eiva's mission statement, developing an app icon, slogan, and content for selected promotional channels. This entailed compiling a list of over 200 influencers, organizations, conferences, and app competitions for Eiva to contact and creating contact scripts, sample social media posts, an app download page description, a press release, and a plan for implementing marketing content. Feedback on the application was also gathered to determine the necessary features for future updates of *Arvest Digital*.



## RE-EMPHASIZING ART IN AN INCREASINGLY TECHNOLOGICAL WORLD

Art as a form of expression has been a defining society and culture for thousands of years. Art forms can range from paintings and sculptures to music and poetry, yet all forms work towards portraying the messages of the artists. According to Katerina Gregos in her TEDx Talk, “Why is art important” and author Judith Barton, learning to appreciate art is essentially decoding this message, and can inadvertently develop other important comprehension and soft skills.<sup>1</sup> As Drexel PhD candidates Elaine Perignat and Jen Katz-Buonincontro write, art education is also beneficial to people of all ages and can improve their engagement, creativity, and innovation both within art education courses and beyond.<sup>2</sup>

Organizations such as the Eiva Arts Foundation work to enhance art appreciation and art education within society. One initiative of Eiva that very successfully accomplished this goal was the development of *Arvest*, a board game that highlights Armenian paintings and artists. Eiva recently developed a mobile gaming application that expands upon the original *Arvest* game with the hopes of contributing to art appreciation on a global scale. Our project focused on promoting the new art education gaming application, *Arvest Digital*, to maximize use in targeted market segments. We established three objectives to achieve this goal:

1. Identified the aspects of the foundation and application that make up its brand.
2. Developed the strategies and content to successfully market *Arvest Digital*.
3. Gathered feedback on *Arvest Digital* in order to facilitate its improvement.

To ensure the application’s success once it reached the market, a series of key marketing strategies were devised and tailored to the application. Defining the brand for the product was necessary to move forward with all other promotional strategies; key factors such as the organization’s mission, aesthetic, and identity were portrayed within the marketing material for *Arvest Digital*. As Chakravarthi Narasimhan described in his writings, *Competitive Promotional Strategies*, promotional strategies, such as advertising, trade promotion, and consumer promotions, are necessary to target the ideal demographic of the application.<sup>3</sup> Potential marketing channels for mobile applications were broken down into internet based, collaborative strategies, and traditional marketing channels. The internet was used to create social media pages, a website, YouTube videos, and other online advertisements. Collaborative approaches involved reaching out to influencers and organizations such as bloggers, with the hopes that they would promote the application. Traditional marketing channels included developing a press release, and finding various magazines and museums for the application to be promoted in. By tailoring these promotional materials directly to the target demographic and brand of the product, the art education mobile application would be more likely to experience success once it reached the market, which in turn

will allow the Eiva Arts Foundation to achieve their goal spreading art appreciation and awareness on a global scale

## THE IMPORTANCE OF ART

Art is defined to be a form of expression or application of various skills into a visual or audio form.<sup>4</sup> Regardless of the form, art is created with the intention of eliciting emotional responses and exposing viewers to specific messages. As a result, art can have a large impact as it defines individual societies around the world, brings people together, encourages creativity, and acts as an educational medium for people to learn about different cultures, political ideas, and beliefs.

### *Exposure to Art Teaches People Important Critical Thinking Skills*

Art appreciation, which is defined as the ability to comprehend various works of art, is necessary to understand art and its purpose.<sup>5</sup> Understanding the mechanics behind art appreciation and art interpretation can also “change the way [people] think” since viewers gain valuable analysis, comprehension, and soft skills.<sup>6</sup> They also learn to recognize various social, political, religious, and cultural trends from the time period when the art piece was created.<sup>7</sup> With art appreciation, there are three main elements that need to be considered: the piece of art itself, the effect the art has on the viewer, and the method used to produce that effect; these three elements can be summarized as viewing, analyzing, and critiquing the art piece and are outlined in Figure 1.<sup>8</sup>

“A world without art is a world where there is no creativity”<sup>1</sup>



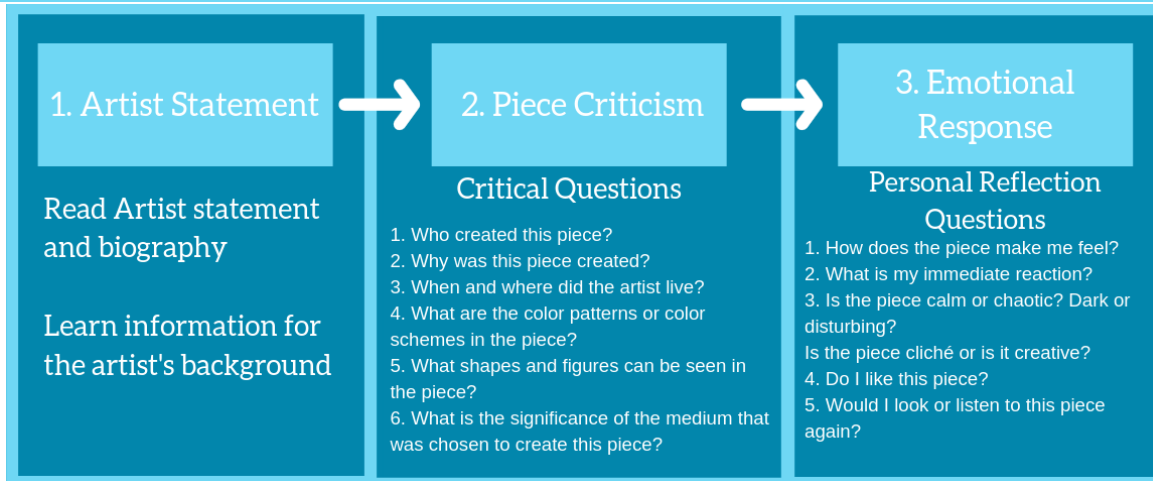


Figure 1. Summary of art appreciation process and art analysis questions

By looking at the common themes of an art piece and asking analytical and critical questions, the viewer learns how to analyze the work individually and develop their own ideas about the story or message that the artist was trying to convey. After complete analysis of the art piece, an art piece is considered to be fully appreciated as the viewer will have drawn their own conclusions and the work of the artist is complete.

### Art Education is Beneficial for People of All Ages

According to Bilir-Seyhan and Ocak-Karabay, “Early art...experiences provide an environment in which children learn to appreciate beauty, to express themselves, to develop their creativity, and to use their imagination.”<sup>9</sup> It is therefore important to incorporate art education into classroom curriculums to increase student creativity and develop invaluable thinking skills

that recognize and protect aesthetic beauty.<sup>10</sup> Furthermore, studies have shown that art education has the ability to improve performance outside art subjects, such as through improved reading and comprehension skills.<sup>11</sup> Figure 2 demonstrates how art education benefits individuals which in turn leads to societal gain.

Various methods to incorporate art into the realm of standard education have been used. One important development was STEAM (Science, Technology, Engineering, Arts, and Mathematics) education, which added art to the well-established STEM (Science, Technology, Engineering, and Mathematics) education as an important pillar of learning. The shift to STEAM was implemented to improve engagement, creativity, innovation, and develop soft skills necessary for a career by integrating art and design into STEM courses.<sup>12</sup>

Not only can students benefit from art education, but educators can utilize art experiences to improve their quality of teaching.

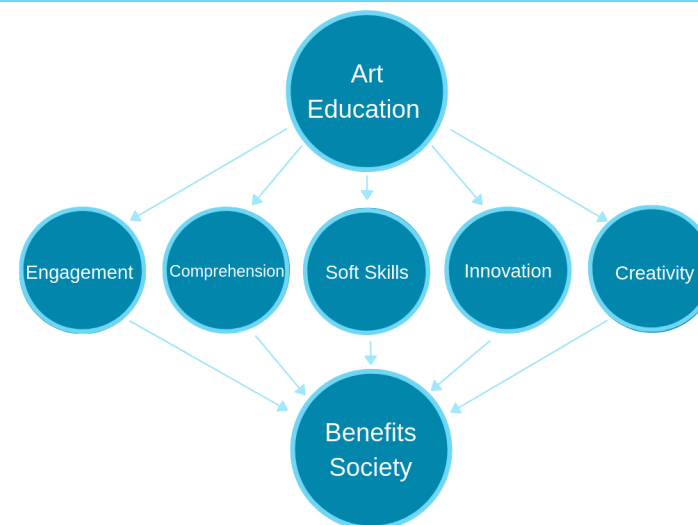


Figure 2. Benefits of Art Education

Teachers must develop their own perspectives on the meaning of art and foster a respect for it to instill those same qualities in the children they teach.<sup>13</sup> A study was conducted amongst two groups of students pursuing a degree in an Early Childhood Education program; one group had not taken any visual arts courses while the other had. After being interviewed with questions concerning art and childhood development, the educators who had taken visual arts courses showed a more refined awareness of art and aesthetics, and an understanding of the importance of incorporating art with childhood education.<sup>14</sup> Therefore, educators are impacted positively by art education, specifically by improving skills that can make them better at their occupation.

### Eiva Aims to Increase Art Appreciation

Art appreciation is recognized as an important skill set but is not always viewed as

beneficial by society. The Eiva Arts Foundation, which was founded in 2012, strives to combat this notion by valuing the role of art as a vehicle for social change, raising the world’s awareness of Armenian art, and contributing to the development of art in Armenia. They achieve their goals through organizing various art projects and exhibits that teach people both about art and the world they live in. Eiva sponsored *Arvest Digital* with the hopes of further accomplishing these goals.

One of the most recent projects of the Eiva Arts Foundation focused on developing an educational art board game called *Arvest*. The game features artwork made by twelve Armenian artists that showcase various painting styles, themes, and techniques to teach players about the different Armenian artists and their individual paintings styles. A selection of paintings made by four different artists is shown in Figure 3. Cards in the bottom row contain the entire paintings along with the painter’s color palette and name. Cards in the top row contain segments of the corresponding full painting directly below them.

A player must be able to describe the partial painting’s shapes, color palette, and painting strokes to another player to find the match of the same painting. Players learn about important Armenian artists, as well as aspects that make each artist’s painting important and significant. Children and adults are taught how to understand and find beauty in art, which is directly related to the mission statement of the Eiva Arts Foundation.

### ***Arvest Digital Will Expose People to Art***

*Arvest Digital*, the mobile application version of their original *Arvest* game, retains the same broad goal as the original. This includes

encouraging players to be observant of important aspects of an art piece. To do so, the application shows a painting for a set amount of time, then asks the player to identify an important part of the painting once it is no longer on the screen. Art analysis topics include looking at colors, various shapes and forms, and learning more about the artist and common themes the artist works with. By taking these quizzes and being exposed to various art pieces, users begin to develop art appreciation skills, obtain a greater awareness of art, and recognize the relevance of art in their lives. Players build a “gallery” of art pieces as they answer more questions correctly, which gives them a sense of ownership and gratification over the pieces that they identified correctly. With this application, the Eiva Arts Foundation hopes to spread art education amongst a large, global audience. To do so, it is important to develop the necessary marketing strategies that will allow the application to experience success within the mobile application market.



Figure 3. Cards from *Arvest* that feature various Armenian paintings

## **PROJECT APPROACH AND OUTCOMES**

The goal of our project was to promote the new art education gaming application, *Arvest Digital*, recently developed by the Eiva Arts Foundation, to maximize use in the targeted marketing segments. This work was conducted in Yerevan, Armenia and utilized focus groups and surveys to develop the brand and marketing strategies for the application. The focus groups were held amongst members of Eiva to qualitatively gather the information we needed. Surveys were used to quantitatively gather data concerning potential users’ interest in the application, and this data was also used to improve marketing strategies and to develop concepts for future iterations of the application. To achieve this goal, we fulfilled the following objectives:

1. Identified the aspects of the foundation and application that make up its brand.
2. Developed the strategies and content to successfully market *Arvest Digital*.
3. Gathered feedback on *Arvest Digital* in order to facilitate its improvement.

The following approach describes how we gathered and examined the information that was necessary to create our recommendations for the marketing of *Arvest Digital*. It is presented visually in Figure 4.

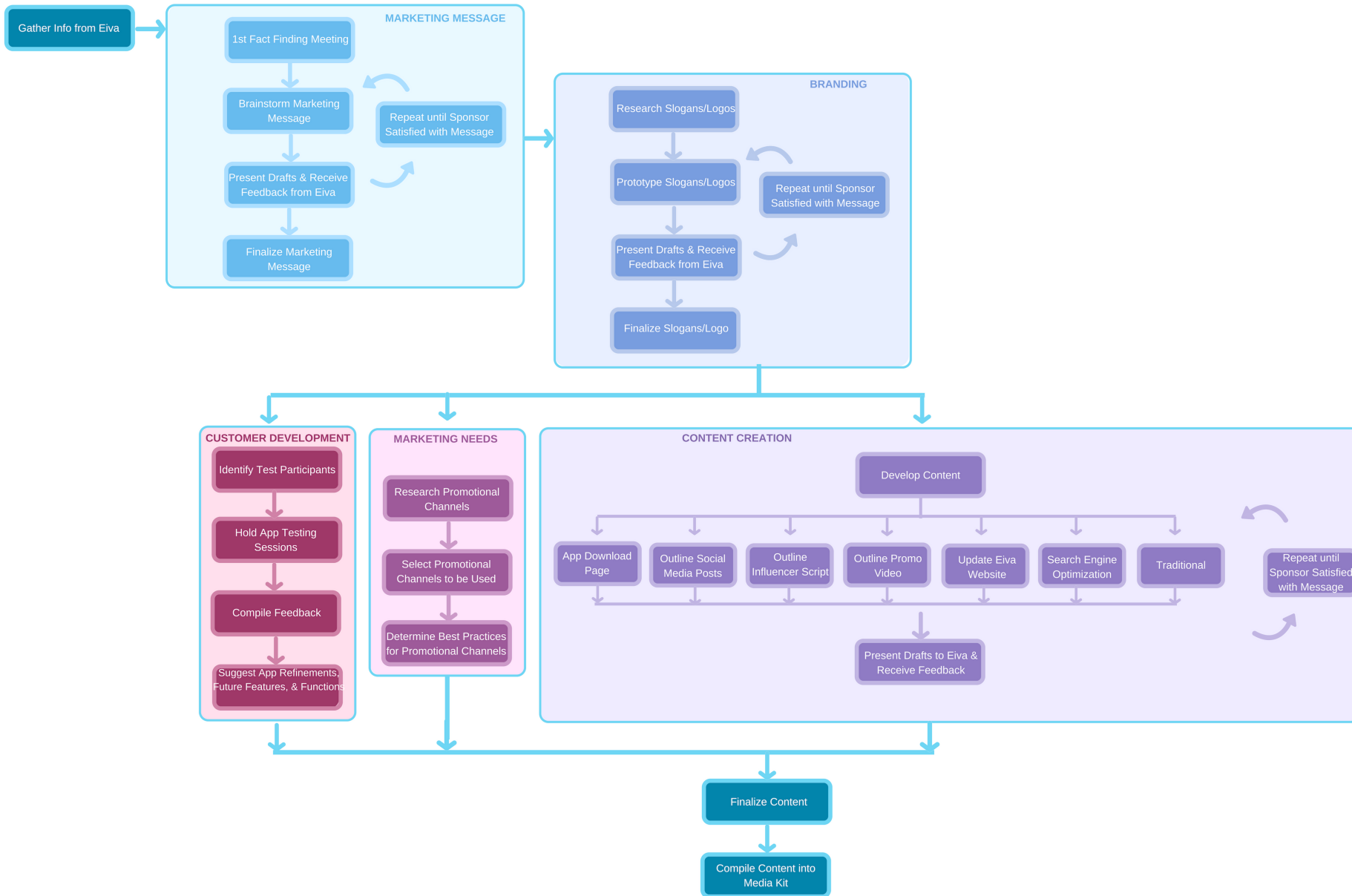


Figure 4. Block diagram of the Project Approach

## MARKETING MESSAGE

### *A Mission Statement Is Necessary to Concisely Define the Purpose of the Organization*

The first meeting was focused on articulating the goals of the Eiva Arts Foundation to develop a more concise mission statement. Creating a more refined version of the foundation’s mission statement was necessary for developing every other aspect of their brand. To do so, the group asked our sponsor for a verbal explanation of the essence of the foundation. From this, we extracted the key ideas and goals of the foundation, which we then compared to the current mission statement featured on the Eiva Arts Foundation’s website. We used our sponsor’s verbal explanation to refine their mission into a concise, one sentence statement, and moved other valuable information into a “Goals” and “History” section on their website. To present these edits to our sponsor, we first gathered examples from various organizations to demonstrate that many successful mission statements are short and concise but can be elaborated upon in another section of the website. We then presented our edits to the foundation’s original mission statement. The edits that our team made for the mission statement were based on the work done by Daniel Cochran and his article on developing effective mission statements which highlighted eight topics that mission statements should contain. Our team went through the original mission statement and highlighted the topics that were present in the mission statement to showcase what edits needed to be made; this highlighted version can be seen in Figure 5.

Eiva Arts Foundation was established in 2012 in Armenia with a mission to value the role of art globally as well as contribute to the development of arts in Armenia and foster the global recognition of Armenian art. The projects implemented by the Eiva Arts Foundation are special due to their cultural and historic context as well as cognitive and educational content. The unique element and the important feature of Eiva Arts Foundation lies in the implementation of socially engaged art project, which is used as a tool of advocacy contributing to the upheaval of social as well as individual stigmas and stereotypes also serving as a great educational format. Eiva enhances the role of art in various educational fields not only turning them into innovations but also amplifying the potential of the field to develop both scientifically and economically. Recognizing art’s undeniable power as a source of inspiration and invigoration, Eiva Arts Foundation designs and develops projects that revitalize art heritage and brings it closer people. Since its establishment Eiva Arts Foundation has shown works that highlight the value of historical and cultural heritage in contemporary format and how it is penetrated in the art context globally.

Customers  
 Products or services  
 Markets  
 Technology  
 Concern for survival, growth, and profitability  
 Philosophy  
 Self-concepts  
 Concern for public image

Figure 5. The original mission statement of the Eiva Arts Foundation with its topics highlighted

Factors of Mission Statements	Phrases found in current mission statement & goals
Customers	none
Products or services	Projects
Markets	Global, Armenia
Technology	Projects
Survival, growth, and profitability	Grow the art field
Philosophy	none
Self-concepts	none
Public image	none

Table 1. Summary of the eight aspects of a great mission statement and their presence in Eiva Art Foundation’s mission statement

The team compiled the highlighted parts of the mission statement into Table 1 which showcases which of the 8 aspects were included in the mission statement and which topics were missing. We then used our sponsors feedback to develop more refined mission statements, presented these, and repeated this process several times until we developed a mission statement that was as close as possible to what we thought Eiva wanted.

We then worked in the meeting to refine the wording until everyone was happy with the result. The final mission statement was: **“The Eiva Arts Foundation aims to further the role of art education by creating innovative and socially engaged art projects that better communities both in Armenia and beyond.”** By facilitating an iterative discussion, we not only aided our sponsor in refining their mission statement, but also developed a better understanding of the goals of the Eiva Arts Foundation. This was necessary to further develop and refine the brand of *Arvest Digital*.

Once we developed a more concise mission statement that the members of Eiva were pleased with, we worked on editing their website. We suggested that the updated website include the one sentence mission statement and describe their goals and history separately. We then drafted a section for their webpage that featured a description and screenshots for the game as well as a link to its download page. We presented these drafts of the web page to members of the Eiva Arts foundation and refined them according to their feedback.

## Goals and Story Sections Provide Added Information

The original Eiva Arts Foundation mission statement contained information about the history and goals of the Foundation. Our team proposed that this information be included in a new section on their web page dedicated entirely to these topics. The members of Eiva agreed with this proposal and asked if we could help them develop the content for these sections. Our team created drafts which were presented to our sponsor and advisors to gather feedback and make edits.

After presenting the website content and editing it with members of the foundation, we developed a more refined version. Once the final version was decided upon, our sponsors updated the website. These updates can be seen in Figure 6.

## A Well Developed Brand Captures the Essence of an Organization

A brand is everything that encompasses the “functional and emotional services” of a product or application; it is essentially a summary that informs consumers about the product, the

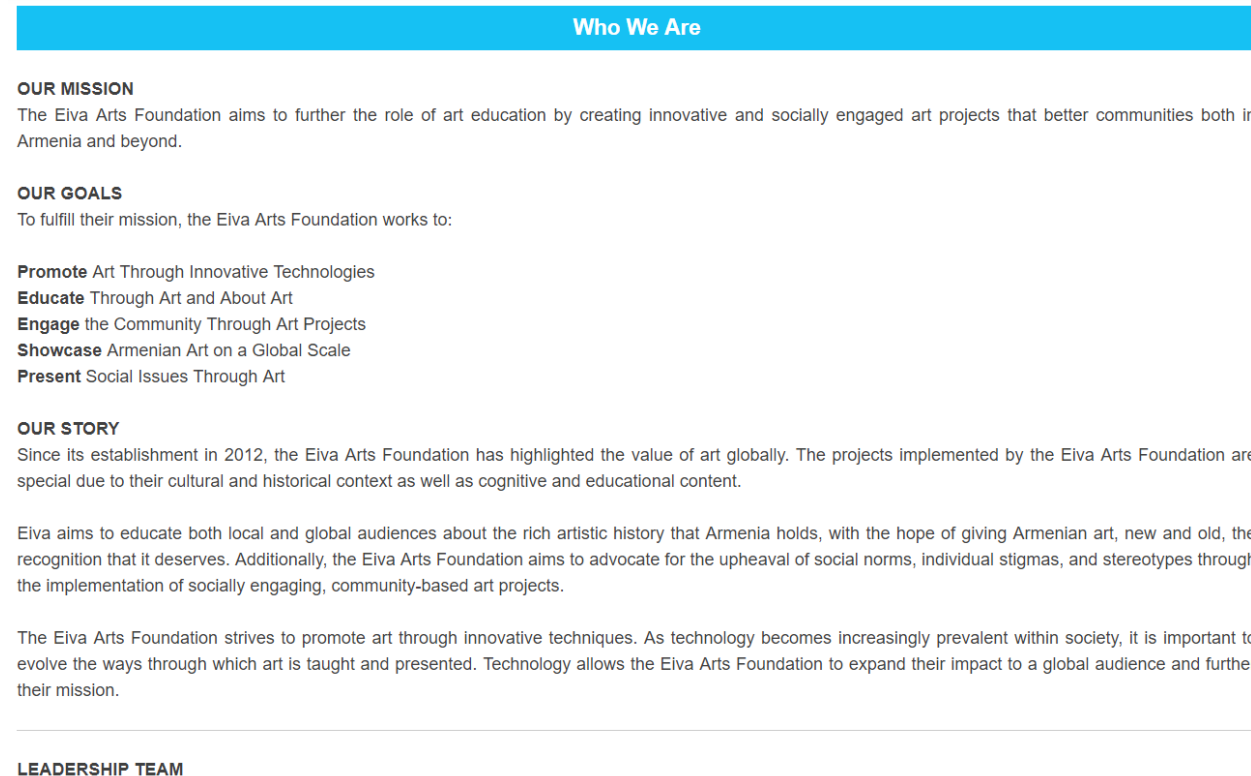


Figure 6. Final version of the website



product's message, and its relevance to their lives.<sup>15</sup> The act of branding adds emotional relevance to a product.<sup>16</sup> With mobile applications, branding is similar to that done for physical products or services and is crucial for the success of the application.

There are several factors, which can be seen in Figure 7, that must be considered to successfully develop a mobile application's brand.

To develop a unique brand, it is important to understand how the application is innovative compared to similar applications on the market. Most art apps in the app store are in one of three categories: quiz-based, drawing, or galleries. The quiz-based games require previous art knowledge, and may require players to guess the answers to questions. Drawing-based apps do not have

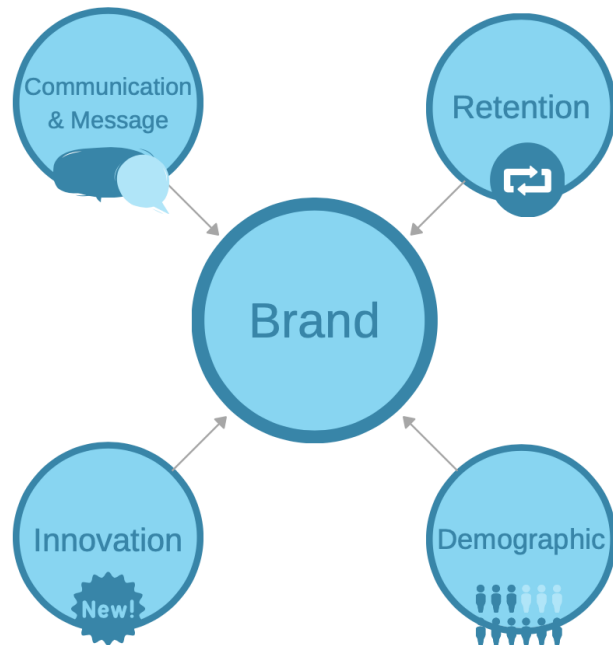


Figure 7. Branding Considerations

anything to do with art appreciation as they instead focus on how to make art. There are two common types of gallery apps. The first is a jigsaw puzzle, where the player can pick a picture and then put together a jigsaw of it. The other type of gallery app is one where the user either looks at artworks and learns information about them or can take a virtual tour of museum exhibits. While this type of app is informative, it has no game feel to it and will therefore be unlikely to reach audiences who do not already appreciate art. Eiva's new app incorporates aspects of the gallery art apps, as well as gaming aspects which promote art appreciation. In this way, the app will appeal both to those who already appreciate art and those who do not yet know how. This is not a type of app that already exists and therefore is viewed as innovative. This is likely to interest users to try the app.

Once the qualities of the application that make it unique have been recognized, a brand message that emphasizes this competitive differentiation can be determined.<sup>17</sup> The message must inform users about the brand's values so that they can decide whether or not they want to use the application. It is also important to ensure that the application showcases its innovation and uniqueness by showing consumers why *Arvest Digital* is better than other applications. An organization must also conduct market research to ensure that their brand targets the correct user demographic.<sup>18</sup> In addition to developing a user base, branding can have a large impact on user retention, and brands that people trust and associate with positive experiences have increased retention rates. Integrating and completing each of these different components is necessary for developing a successful brand for *Arvest Digital*.

## A Well Branded App Is More Likely to Succeed

When branding, it is helpful to answer key questions such as, "What is the mission of the organization?" and "What are the benefits of this organization's products?" Answering these questions helps communicate the fact that the product is unlike anything else on the market. It is also important to understand the thoughts and feelings the organization wants people to associate with it. Only when these questions are answered can a brand be established, and these three questions should be constantly revisited to ensure that the promotional strategies for the organization fall in line with the way the organization wants to be viewed by its constituency.<sup>19</sup>

Before we could begin branding *Arvest Digital*, we first had to consider the brand of Eiva and confirm their goal for the application both in terms of usage and perception. We gathered information from our sponsors on how the foundation is currently perceived by the public and how they want to be perceived moving forward. This included confirming the mission statement of the foundation, clarifying the purpose and target audience of the application, and articulating the relationship between the mission of the foundation and the value of the application. To accomplish this, we hosted workshop style focus groups with Lia Mkhitarian, Lilit Stepanian, and Gayane Ayvazyan, members of the foundation, to better understand how they wanted their brand to be perceived. After arriving in Armenia, we made contact with the foundation to schedule weekly time slots for the focus groups. Each meeting focused on a different topic associated with

creating the brand; the first week was dedicated to rewriting the mission statement, the second week was focused on brainstorming app icon and slogan ideas, as well as options for the mission statement, the third week was focused on finalizing the mission statement, app icon, and slogan. Once the branding was better defined, the following weeks were dedicated to content creation and influencer research. The PowerPoints used for each meeting can be found in the Supplementary Materials.

### *An Icon is Necessary to Create a Visual Brand for the Application*

An app icon is an important part of a brand that increases the recognizability of the product. A well designed app icon should be attractive, distinctive, enduring, memorable, relevant, and versatile.<sup>20</sup> Attractiveness ensures that customers will not be put off by the app icon. Distinctive app icons make the brand recognizable at a glance, which influences how people think about the app. App icons must be enduring, otherwise they become outdated, which reflects negatively on the brand. Memorable app icons allow the brand to be recognizable and keep people thinking about the app. An app icon must be representative of the product and have some kind of deeper meaning that a consumer can associate with the brand. Finally, versatile app icons can be used in all kinds of places and in many different sizes, so the icon does not need to be redesigned for various applications.

The team worked with the Eiva Arts Foundation to improve the icon for *Arvest Digital*. To do this, the team first drafted up several varying icon designs, seen in Figure 8, based on their suggestion of including the three

shapes from the full app icon, seen in Figure 9, and presented them to the foundation. After discussing the different options, the foundation members pointed out that they would like to see more options with the Armenian “U” and not the English “a” because it gave the impression that the game was grammar or language based as opposed to an art application.

We developed more icon drafts, seen in Figure 10, which we again presented to the foundation for feedback. The members of the foundation pointed out that the new app icon drafts were nice, but they did not connect to the actual logo that users would see when they entered the app. Additionally they thought it may be confusing to English speakers who would not know the origin of the “U”. Because of this, the foundation was leaning towards the app icon that they had presented initially.



Figure 8. Our first app icon ideas



Figure 9. Arvest full logo

Incorporating this feedback, we created variations of that app icon, seen in Figure 11, to present in a final meeting with the foundation. The app iterations that were developed were focused on making iterations using the “t” symbol with the three shapes that can be seen in both the English and Armenian logos of *Arvest*. The revised logos also contained the three colors: green, red, and blue, that were featured in the original *Arvest* logo.



Figure 10. Second draft of icons

Eiva liked the revised app icons with the symbol much more than other iterations. Their graphic design artist, Lilit Stepanian, took the final drafts and developed digital version using aspects from each. App icons that are square will be used for iOS platforms and the circle version will be used on Android.



Figure 11. Final draft of app icons

These digitized icons along with Eiva’s original icon designs were included in a survey given to the other IQP teams. Figure 12 shows all the

icons included in the survey and the results of the survey. E and F were Eiva’s original icon designs while the remainder were the digitized versions of the icons we drafted. The students were asked to rank the app icons with 1 being their favorite and 6 their least favorite. The survey results below showed that while Option B was ranked as the favorite of the most people, it was simultaneously ranked as the least favorite by the most people as well. Because of this discrepancy, we analyzed the data further to organize it by lowest overall score. Option A was most commonly ranked as peoples second choice, had the lowest overall score, and therefore was most liked overall. The graph was presented to the members of Eiva, and they said that they also liked Option A and would select this option as the final *Arvest Digital* app icon.

### *A Slogan Works to Further Define the Brand in a Catchy, Memorable Way*

An organization’s identity, or the aspects that differentiate it from other organizations, is also very important. Marketers often use a slogan or brand message to convey their identity. This enables the organization to spread a consistent message across all marketing avenues, which is necessary to develop a clear brand image rather than allowing the message to become mixed between advertisements. It is important to take time to consider what phrasing will be used in these messages, because customers will interpret them according to their own experiences, possibly inferring different things about the organization than intended.<sup>21</sup>

Often these messages are short slogans. They are meant to be concise and catchy, which leaves less room for misinterpretation while also

sticking in customers’ minds. MTailor, a startup application which manufacturers custom fit men’s apparel, has the slogan “Stop wearing another man’s clothing.” This is short and to the point while leaving little up to interpretation.<sup>22</sup> The M&M slogan, “Melts in your mouth, not in your hand,” is able to convey what makes M&M’s different from all other chocolate on the market.<sup>23</sup> Some slogans such as “America runs on Dunkin’” include the company name, which ensures that if a customer ever thinks of the slogan, they will immediately remember the brand to which it belongs.<sup>24</sup> Although simple, slogans are very important to the marketing strategy as it is one way to unite all avenues of promotion for the product.

When creating a slogan for the app, the

team used a similar process as the one that they had used for the app icon. We first drafted up several ideas using the key concepts of art and education as drivers for the slogans. We presented these slogans to the Eiva Arts Foundation and got their feedback. They were able to go through the slogans and pick out aspects of the wording and message of each that they liked. We used this feedback to create a second round of slogans based on the favorites from the previous meeting. We then presented the second round of slogans to the foundation to get their feedback. From these there were four that they thought would work well as slogans for the app. The remaining slogans that were not deemed the favorites but were still liked by the group were also noted as possible captions for social media posts to market

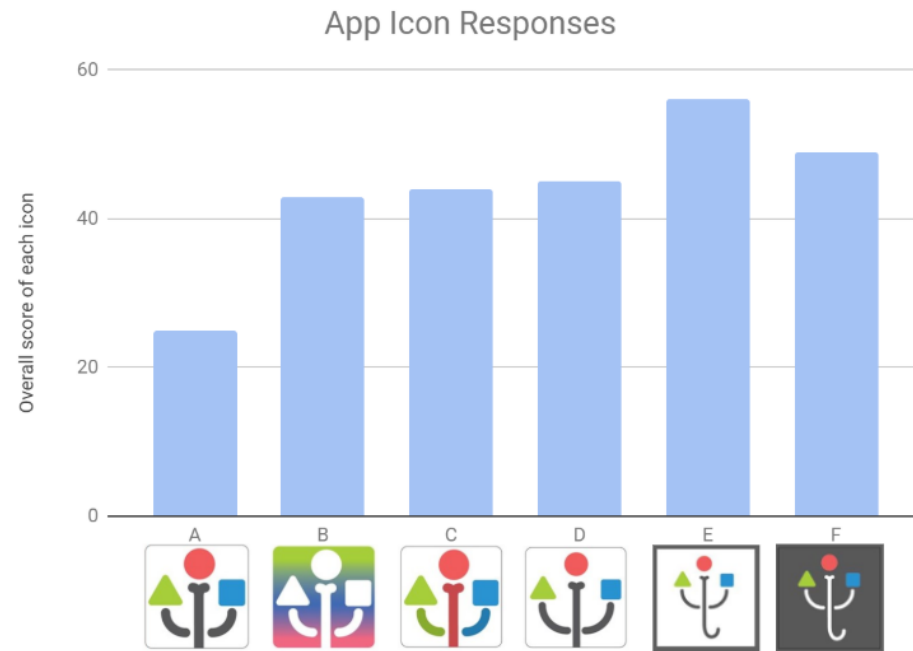


Figure 12: Overall scoring of app icons on survey

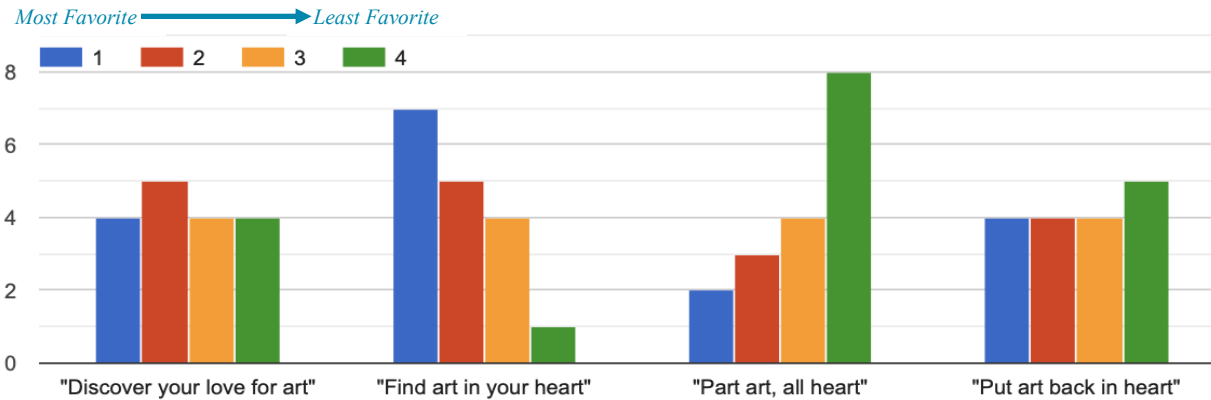


Figure 13: survey results for app slogan

*Arvest Digital*. We then took these four favorite slogans and created a survey to get feedback from the other students who were conducting IQPs in Armenia. Using that feedback seen in Figure 13, we were able to select what we thought was the best slogan for the app to present to Eiva. As with the app icon, the members of Eiva agreed with our suggestions and we selected “Find Art in Your Heart” as the final slogan for the marketing campaign of *Arvest Digital*.

## CUSTOMER FEEDBACK & RECOMMENDATIONS

While finalizing and implementing pre-launch marketing strategies it was important to obtain user feedback to understand how users felt about the application. This feedback was used to create suggestions for changes and updates to the app. Two methods used to gain consumer feedback were surveys and testing sessions.

### *Sending Surveys Can Provide Large Quantities of Information*

Surveys were helpful for the evaluation of

the app because they were quick and allowed a large group of people to demo the game and give feedback. A Likert scale like the one shown in Figure 14 allowed people to express their thoughts on *Arvest Digital* more accurately than a simple binary question would.<sup>25</sup> Using questions like this in the playtests yielded results that described what worked, what did not, and what people were not sure about.

The prototype of the application we received from the developer required people to disable protections to download the app. These download requirements would have greatly decreased the response rate, so we developed a PowerPoint with screenshots and logic that reflected the actual prototype. This PowerPoint version of the application can be found in the Supplementary Materials. This way, people would be able to complete the survey on their

1. The website has a user friendly interface.

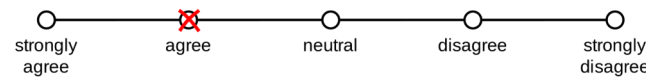


Figure 14. Sample Likert scale for survey answers

computer without having to download anything more than a PowerPoint.

Electronic surveys were sent to a population of students at WPI. The population of people in the target demographic is at least one million people, so the team intended to send the surveys to at least 2,000 people since, assuming a normal distribution, this would give a confidence interval of 95% with a margin of error of 5% given an ideal response rate of 20%.<sup>26</sup> In actuality, the survey was sent to 813 people and the team received 61 responses resulting in a response rate of 7.5%. The calculated margin of error for a 95% confidence interval with this response rate was 12.07%.<sup>27</sup> Data that we received was collected through Google Form surveys and compiled using Google Sheets. Using an electronic version of the survey and application prototype allowed for an easy distribution to a large number of people, which increased the volume of data.

A copy of the survey questions can be found in the Supplementary Materials. Questions focused on the tester’s art education background and experiences, the app’s ease of use, and the marketing of the app. Collecting data on these topics allowed the developers to understand whether or not app features were useful and what updates to make.

### *Holding In Person Testing Sessions Increases the Quality of the Results*

In person testing sessions gave us the opportunity to converse directly with those playing the game. This allowed us to gauge how people felt while playing in more detail compared to the electronic survey. We encouraged the testers to utilize a thinking out loud approach



during play so that we could record their opinions as they thought of them. To encourage the users to utilize the thinking out loud approach, we also created a list of important questions the testers should try to answer, which can be found in our Supplementary Materials. The procedure for a testing session can be seen in Figure 15. The prototype was downloaded onto team members' phones on which the participants were able to test the application after taking the pre-survey. By watching the faces of participants and asking questions, we collected qualitative data from testers, and they were invited to give honest, critical feedback. Testing sessions concluded with participants taking a playtest survey which was open on a team member's computer. This survey was similar to the electronic version and is included in the Supplementary Material. We reached out to the American University of Armenia (AUA) to find participants for the survey. Groups of students from the AUA and other WPI students involved in the Armenia IQP took part in the *Arvest Digital* testing sessions.

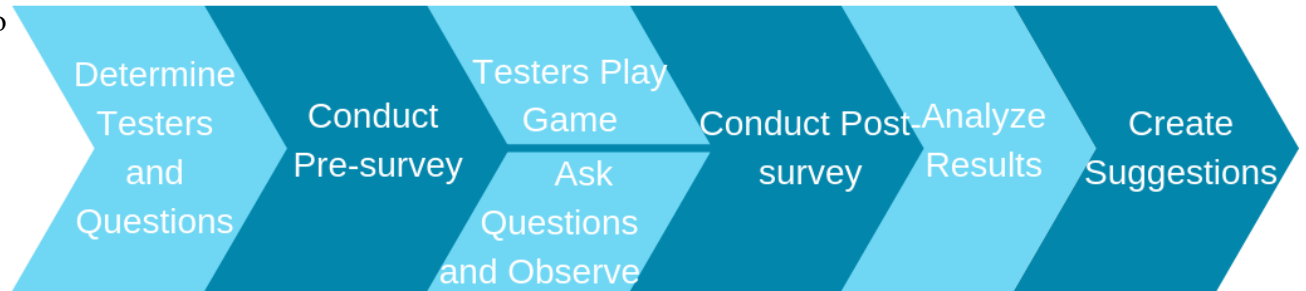


Figure 15. Testing session steps

### Compiling Feedback is Important to Concisely Relate the Data

Once we collected all the feedback, we compiled it into one location and developed a list of recommendations which we then sent to Eiva to send to their developers. One major finding from the surveys concerned the best marketing channels for the foundation to use. The results of this question were analyzed using the Pareto chart in Figure 16. From peoples' responses it appeared that word of mouth was the most effective way to get in contact with potential users. This means that an effective strategy would be to market by getting influencers and bloggers to recommend

### What gets people to download apps?

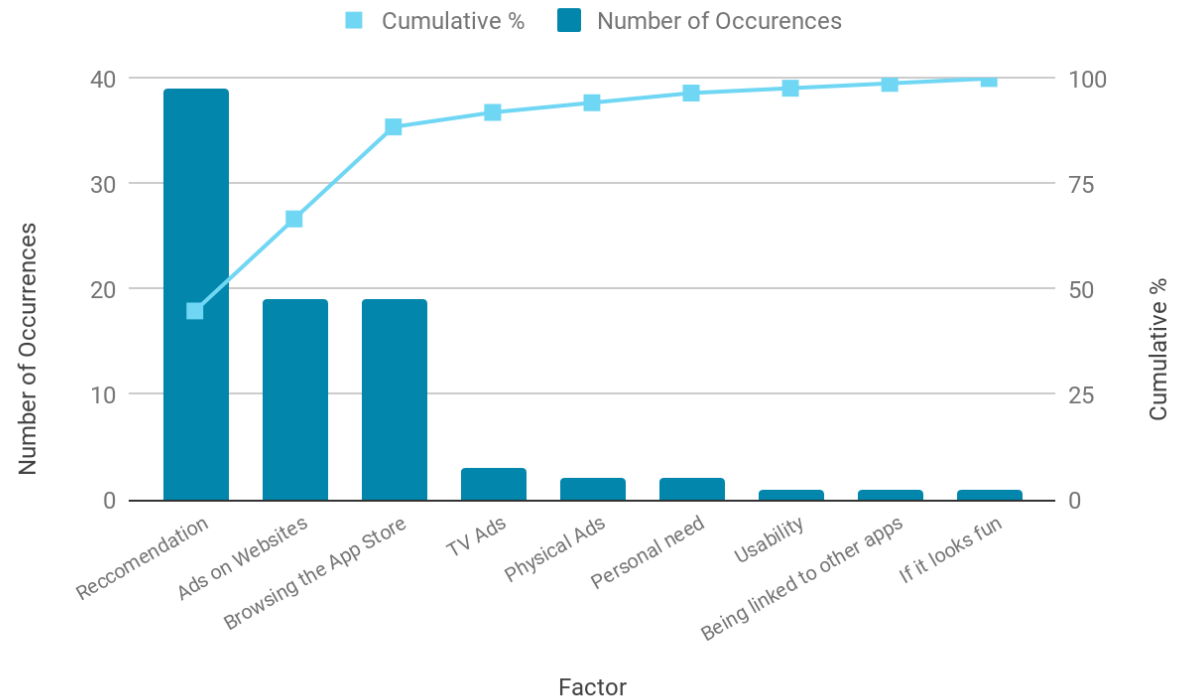


Figure 16. Factors that convince people to download apps.



the app. The next highest responses showed that people find apps by either browsing the app store or from ads on websites. Therefore, search engine optimization is an important strategy so that the app would show up when people look for it. Advertisements were not considered because we did not have a marketing budget.

By asking for recommendations to improve the game we found a few ideas that multiple people proposed. These recommendations were compiled into a Pareto chart in Figure 17. Several respondents said that they would prefer if the game let them look at the artwork as long as they wanted and then ask them a question, as they felt it would be more reflective of how much they had appreciated the piece. People also wanted more content in the gallery, as they were interested in the stories behind each art piece. Other commonly suggested features were the ability to zoom in on paintings in the gallery, including multiple questions for each painting, and questions that focused less on counting and more on details and the meaning of the painting. Based on these responses we created three varied questions about the content for each painting.

After releasing the game, we suggested the developers conduct additional playtesting sessions like the ones described above while working on updating the game. Using new playtesting data combined with reviews from the App Store, the app could be further improved to make it more accessible and entertaining. The only difference between the pre-launch and post-launch sessions would be that certain questions for the testing sessions and surveys would be altered in order to reflect changes made to the app.

## Recommendations for Arvest Digital

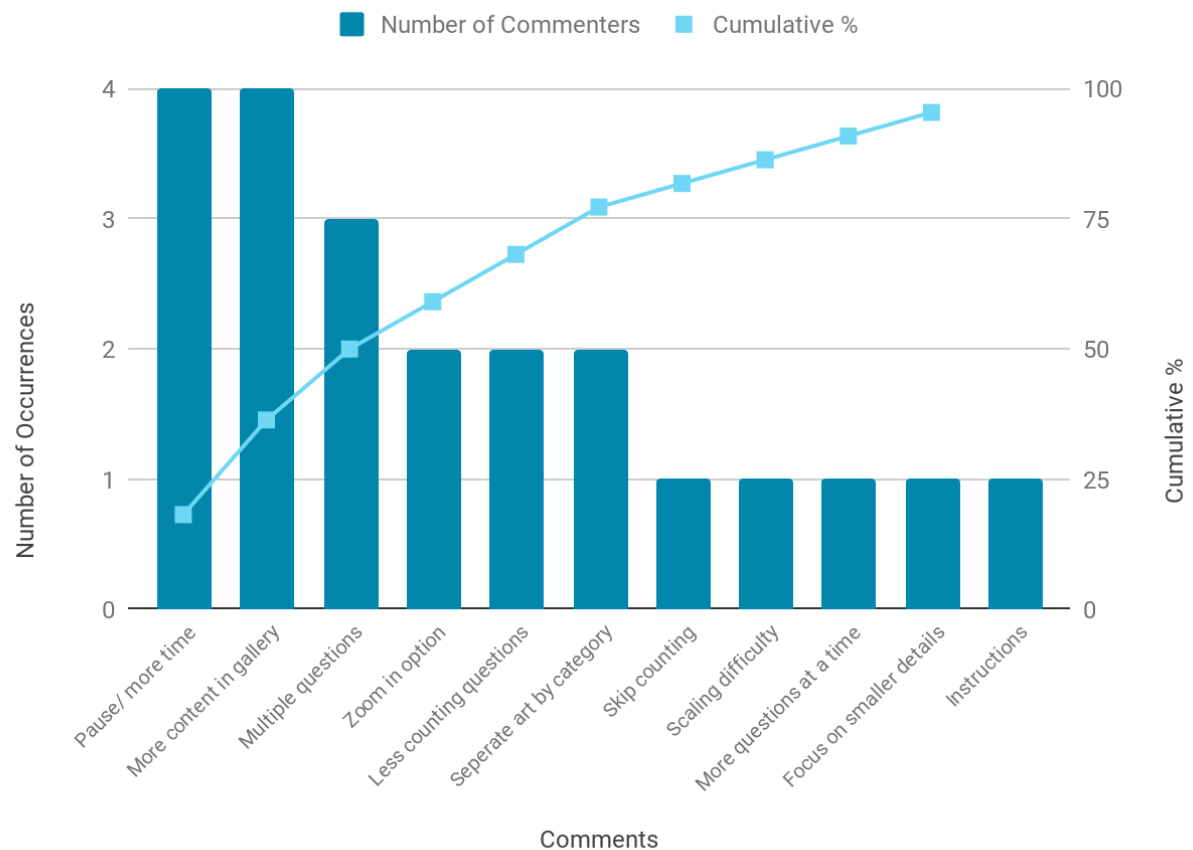


Figure 17. Recommendations for Arvest Digital.

## MARKETING NEEDS

### *The Growing Market for Applications Provides a Large Customer Base*

The mobile market has shown substantial growth over the past decade; from 2008 to 2014, the number of subscribers to the mobile market rose by more than one billion as shown in Figure 18.<sup>28</sup>

As the number of subscribers to the mobile market climbs, the number of cellular devices has also begun to surpass the number of personal computer devices.<sup>29</sup> With more cellular devices on the consumer market, app downloads have increased as well. According to a study done at Harvard University in 2013, 58% of teens have

downloaded some kind of app, for their computer, phone, or tablet.<sup>30</sup> The types of apps that they download may vary, but according to statistics from the Google Play Store, the two most popular types of apps are educational apps and entertaining apps.<sup>31</sup> The high number of downloads of education based applications coincides with the Eiva Arts Foundation's goal of spreading art appreciation on a global scale by creating the potential to reach a widespread audience.

Another way that the Eiva Arts Foundation aims to reach the largest audience possible is by developing the app in English. Worldwide, roughly 1.5 billion people speak English, making it a large potential market for this application.<sup>32</sup>

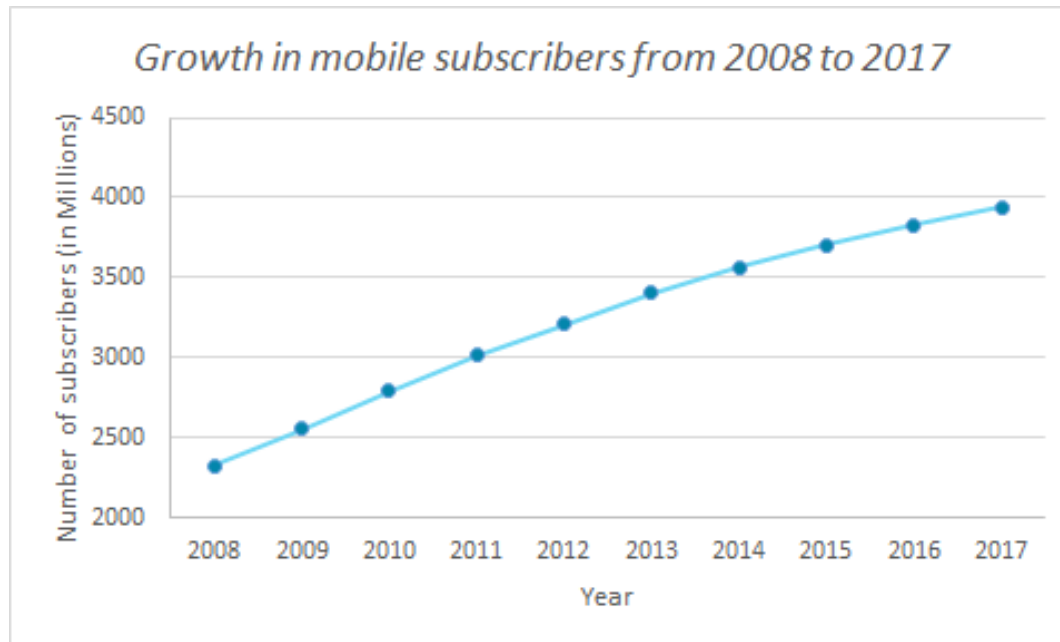


Figure 18. Growth in mobile subscribers in the millions from 2008 to 2017

### *Understanding the Target Demographic is Necessary to Select Promotional Channels*

An effective promotional strategy must get the correct marketing message to the correct demographic. *Arvest Digital* is designed for users in the age range between eighteen and thirty-five. Depending on these ages, different marketing strategies should be used. There are two main generations in this age range that will be focused on for marketing: Generation Z and Generation Y.

People who are considered to be a part of Generation Z were born between 1994 and the early 2000s and are known to be a growing population that is taking over the technology industry. Generation Z is considered to be the first “digital born” generation since they have been able to interact with technology from the day they were born.<sup>32</sup> As a result they are the most tech savvy and familiar with gaming applications. This is important to note since any app that is in the process of being created must be marketed to and meet the needs of Generation Z as they are the largest population of application consumers; Generation Z alone makes up 40% of the application consumer population and therefore has a large influence on the kinds of applications that exist on the market.<sup>35</sup>

The best strategy to market an app to Generation Z is to advertise on a digital platform. 92% of Generation Z go online daily and 24% of Generation Z are constantly online. This means that the best way to reach Generation Z is through digital advertisements. Other features of Generation Z that are important to consider are their personality traits. Knowing what kind of values the consumers have allows for

advertisements to be truly tailored to the customer. Generation Z is known to consist of people who are well educated and understand the importance of education.<sup>36</sup> Therefore advertisements should mention the educational capabilities of the game in order to pique their interest. Potential digital advertisement for this generation should describe what makes *Arvest Digital* better than other game applications on the market; this would showcase innovation to the potential Generation Z consumers. The advertisement should also showcase the social elements of the app that enable the user to share their progress in the game with their friends on commonly used social media platforms such as Twitter or Facebook.<sup>37</sup> Advertisements that contain each of these elements have a higher probability of success in targeting Generation Z since they not only fit the consumer's values but also inform them about the product.

The game will also target people from Generation Y. Generation Y is comprised of people who were born between the years of 1977-1994, and are also known as Millennials.<sup>38</sup> Generation Y individuals grew up in a time of large technological growth, witnessed the transition into a technological society, and are familiar with the use of laptops, tablets, and smartphones.<sup>29</sup> Marketing advertisements and strategies for Millennials will vary significantly from those used for individuals from Generation Z. Many current Millennials have graduated college and are involved in the workforce with steady jobs.<sup>40</sup> As a result, Millennials will react to advertisements and situations that are based off real world examples that are realistic and truthful.<sup>41</sup> In addition, one third of Millennials are part of a minority group and therefore this

generation is highly responsive to situations that showcase diversity between people.<sup>42</sup> An example of an advertisement that fits these characteristics is one that would showcase a diverse group of people playing the game. Millennials would be interested not only in what the game has to offer but they would be more likely to download and try the app since they witnessed the app being used by people of all cultural backgrounds. Additionally, ads should make use of visual aesthetic and should showcase the various art pieces, app layouts, and color schemes that can be seen in the app.<sup>43</sup>

To narrow down our research on potential promotional channels, we considered the age groups of the potential users of the application. We developed a list of outlets that are popular amongst these age groups and fit into the previously described channels. This organization can be seen in Figure 19.

Marketing Channels by Age Demographic

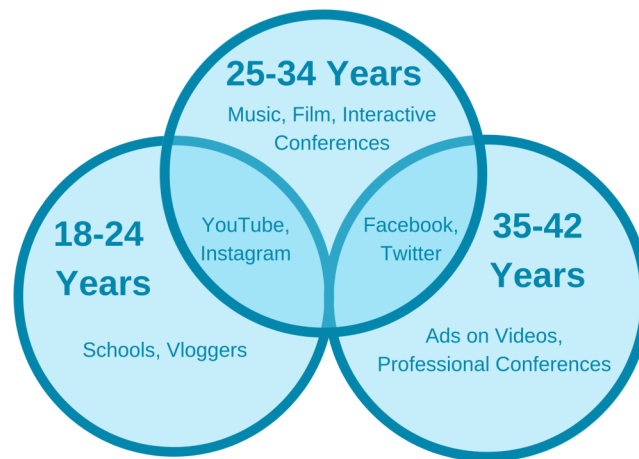


Figure 19. Marketing channels by age demographic

### Selecting Appropriate Promotional Channels Ensures Effective Marketing

To select the appropriate promotional channels, we considered channels that other organizations use to promote similar material, and looked into channels that directly relate to Eiva's mission of spreading art education by researching museums and schools that we could reach out to. Additionally, the *Arvest Digital* application will be free to download and will not include any advertisements or promotions within the app. Therefore, the app will not generate any income for the Eiva Arts Foundation to fund the marketing. Based on these conditions, we focused on free and low cost methods to promote the application.

### Social Media is a Free and Easily Accessible Promotional Channel

One major method for the free promotion of the application is through social media. Social media is a great way to reach our target demographic since they all use social media in one way or another. One of the best ways to use social media for marketing is to maintain accounts that post regularly. This can increase brand awareness by giving people an easy way to share app content with their followers. For example, if somebody shares a post made by a social media account for the app, that means that everyone who is following that person will see it, thereby increasing brand awareness. Using social media in this way is a little bit like spreading awareness of the product through word of mouth, except since networks online are very large, the content will reach a large number of people quickly.

Social media can also improve users' perception of the app through mere exposure. Because of a phenomenon called the "mere exposure effect," people will prefer a brand that they have seen a lot over one they have seen little, even without knowing much about the product.<sup>44</sup> Social media is a fantastic way to go about this, as it costs nothing to maintain at a basic level, only requiring commitment to the accounts. Commitment to regular posting is the most difficult part of social media marketing, however paid tools such as *Hootsuite* exist, which let users schedule posts for as cheap as \$30 a month.<sup>45</sup> This makes posting on the account easy to plan for and convenient.

### ***Instagram Is An Effective Platform for Creative Posts***

Instagram is a free social media application used to share pictures and videos to followers. Users develop a page with a username, bio, and profile picture and compile their posted content, which they can edit using the application itself, onto a page. Instagram profiles can also be linked to existing social media accounts, such as Facebook and Twitter, which allows users to share pictures across multiple platforms.

Another key feature of Instagram is the ability to post Instagram Stories. These stories are featured prominently at the top of users' timelines, and are only visible for 24 hours after posting. These stories can be used by businesses for announcements, updates, promotions, and other time sensitive information that followers would be interested in.

Instagram is generally viewed as a creative social media platform due to its focus on visuals, editing, and overall aesthetics.<sup>46</sup> For this

reason, Instagram lends itself well to *Arvest Digital's* goal of highlighting the visual arts and was determined to be a suitable social media platform for the promotion of the mobile application.

### ***Facebook is a Useful Platform for User Interaction***

Facebook is another social networking website often used by companies and organizations for promotional means. Users can create posts featuring pictures and captions, post links to article, videos, and other outside content, and share or comment on other people's posts. Additionally, Facebook members are given the option to network by adding people they know as Friends on their account. The popularity of Facebook is often attested to its appeal to both people and businesses as a site that allows interaction with many other websites, therefore increasing one's ability to see and spread content.<sup>47</sup> As of the fourth quarter of 2018, the number of monthly active Facebook users was 2.32 billion.<sup>48</sup> Facebook's popularity and ease of use would make the site particularly useful for the marketing of *Arvest Digital* to a widespread audience.

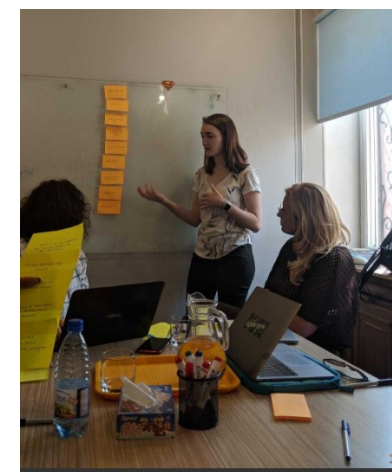
### ***A Promotional Video Demonstrates the Features of an Application***

Another type of material that we researched was a promotional video. According to Google, a promotional video is "highly recommended as a fun, engaging way to show features of [an] app to potential users."<sup>49</sup> A promotional video could be used on the Google Play Store and App Store to showcase the features of *Arvest Digital* in action to potential users,

influencers, journalists, and anyone else who may be curious about the functionality of the application. Additionally, the video could be used as content on other promotional outlets such as Instagram and Facebook.

### ***Influencers Have a Large Social Outreach***

We also researched the possibility of contacting influencers and organizations that would be willing to promote *Arvest Digital* on their personal social media accounts. These influencers were considered to be people who run popular Instagram and Facebook accounts, blogs, podcasts, and Youtube channels. It is important to not only create a social media presence, but to partner with others who will help to promote the app to their users. Influencers are people with a large fan base who trust them, and are a very effective marketing strategy to build brand awareness and reach our target audience.<sup>50</sup> If an influencer downloads an app or tries a product that they enjoy, they are likely to recommend the product to more potential users by word of mouth.<sup>51</sup> The large following of these influencers





allows information to reach many people quickly so that the app can establish a large user base in a short amount of time. However, the influencers must be chosen carefully because if they gather bad press, their reputation may extend to the products they endorse.<sup>52</sup>

A different category of influencers, called connectors, were included in our influencer marketing research. Connectors are influencers that have a stronger relationship with other influencers in their network rather than with their followers.<sup>53</sup> Most connectors are likely to have podcasts through which they foster these connections. For this reason, podcasts were also researched as a potential promotional channel. With podcasts, connectors have 1-on-1 interviews with guests that are likely to be other influencers or connectors.<sup>54</sup> Our team searched for podcasts that were well-known and popular since a positive app review on a well-known podcast would vastly increase the amount of downloads and usage for *Arvest Digital*. As a result podcasts and connector marketing have the potential to be extremely valuable as marketing strategies since the Eiva Arts Foundation can use them to grow their marketing network. Meeting one connector makes it easier to meet other connectors and quickly promote *Arvest Digital*.

Organizations such as museum associations were considered to be another prospective marketing location because they have a large outreach. People who visit museums are likely to already enjoy art, so if a museum was advertising an art app, those who see the advertisement would be likely to download and play the art game. Reaching out to large museums or associations would reach a wider audience than smaller museums, because they have a larger number of patrons.

Another method to encourage promotion by third parties was to attend conferences. There are many types of conferences, and each one has a slightly different demographic. It is important to identify conferences that are not only themed appropriately for *Arvest Digital* marketing but are also feasible for the foundation to attend. Conferences are a good way to begin communications with potential influencers and users while also receiving feedback on the app from attendees. Having a presence at conferences that the target demographic attends is beneficial because it increases their exposure to the app and therefore increases the chance that they will download it. For this reason, a variety of conferences were researched to determine which ones would be ideal for the promotion of *Arvest Digital*.

### ***Traditional Marketing Methods are Still Widely Used***

We also researched more traditional promotional channels such as newspapers and magazines. Although the print market is feeling the pressure of the transition to a more technological society, there still remain a slew of loyal readers, which makes print a suitable promotional channel.<sup>55</sup> With newspapers, there are many options to choose from on a local to national scale, as well as newspapers that are tailored to specific demographics. In terms of our research, we chose to focus on newspapers that targeted groups such as the Armenian Diaspora and art communities. We used a similar approach when researching magazines to find print series that catered to groups within Armenian, art, and education-based communities. We researched these traditional channels so that Eiva could



contact them with the intentions of running an article or advertisement promoting *Arvest Digital*.

One specific traditional channel that was researched was press releases. A press release is used as a branding tool to get word out about a new product by spreading the information through the necessary channels. Press releases can create buzz through social media, encourage traffic to a company's website, and draw interest from journalists and news sources.<sup>56</sup> The aim of a press release is to tell the story of the product or service while keeping in mind the target demographic. Once the press release was completed, we recommended that it be distributed through various companies such as BusinessWire, PR Web, and PR Newswire.

### ***Search Engine Optimization Makes Web Searches More Successful***

We researched app store and search engine optimization to determine which keywords were most likely to deliver the application as a search result. Specifically, App Store



Optimization (ASO) is the process of using keywords in the description and title of the app in order to help it rank higher in App Store searches.<sup>57</sup> By using concise keywords that relate to the goal of the application, the app can be higher ranked when people search for those things. ASO takes time, as finding the optimal set of keywords involves trial and error to find exactly what demographic is most likely to download the app. Search Engine Optimization (SEO) is similar to ASO in its use of keywords, except here the app's appearance in general online searches is being optimized. An additional component of ASO is getting clearance to post the app on the App Store, which our sponsor took care of.

We then selected several promotional channels based on our research which we determined to be low cost, popular with *Arvest Digital's* target demographic, and appropriate for the art education based content that Eiva would be using to promote the application. These selected channels can be seen in Figure 20.

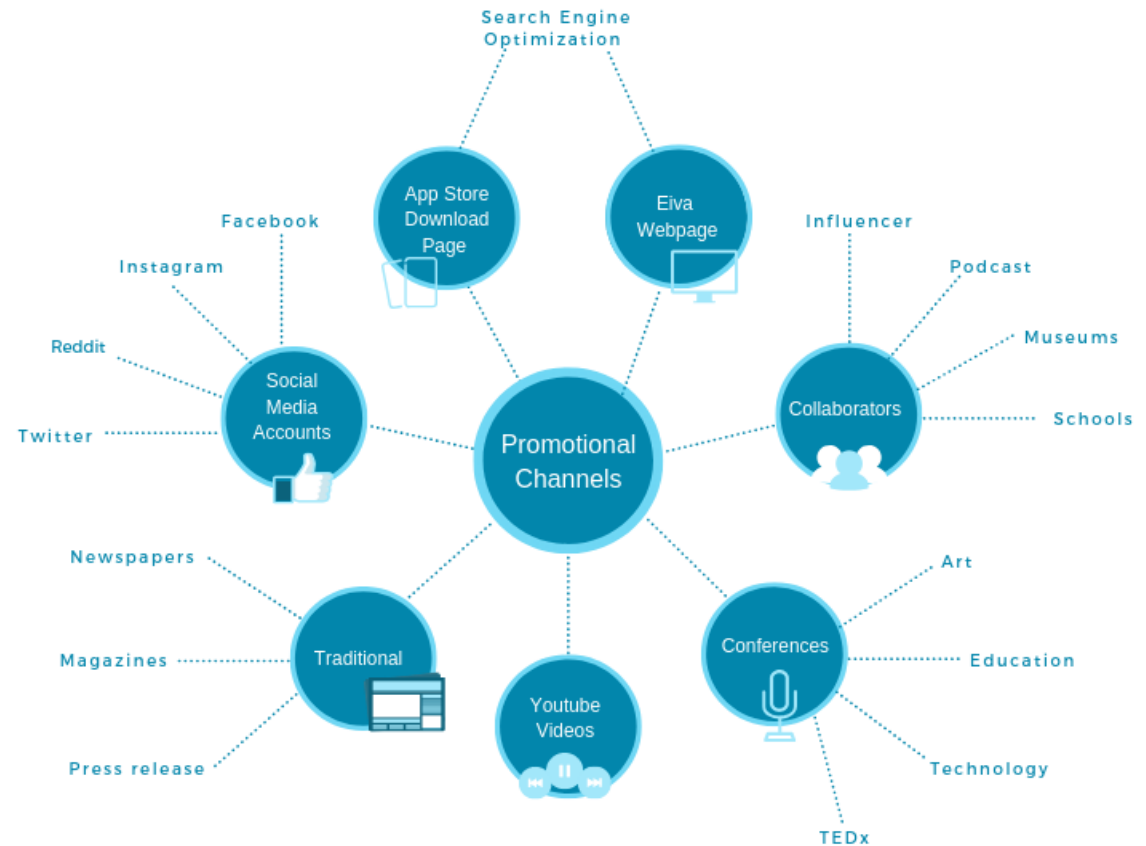


Figure 20. Selected Promotional channels

## CONTENT CREATION

For the selected promotional channels, we created sample marketing content. This content included example Instagram and Facebook posts, a script for a YouTube video, scripts to contact influencers, and content for influencers' promotional posts. For all of this content, preliminary versions were developed and presented to Eiva in focus groups like the ones used for the brand development. We iterated on the content until the Eiva Arts Foundation was satisfied with the proposed social media posts and scripts.

### *Promotion Through Social Media is Free and Effective*

The quality of social media posts is very important to successfully market the application. Posts should meet three criteria: they should be up to date, part of a dialog, and should solicit action from the viewers.<sup>58</sup> Being up to date keeps the page fresh and helps to convey that the product is still active. Dialog is perhaps the most important part of the social media marketing process, because the ability for dialog is what sets social

media apart from other forms of marketing. Through posts and comments on those posts, the brand can interact with users and show that the people behind it are willing and eager to help customers. Finally, soliciting a call to action from viewers means that the posts should be trying to get viewers to desire the organization's product, and that seeing the posts will inspire them to act on that desire. Overall social media platforms are largely similar, and quality posts will succeed on any platform.

## Instagram is a Helpful Marketing Channel for Arvest Digital

Instagram was chosen as a social media platform for *Arvest Digital* because of its focus on creative and aesthetically pleasing images, which coincides with the goal of the application to expose people to art. The first draft of content was developed using ideas from various categories. The first category focused on pictures of fine art pieces from the public domain. This was considered as potential content because of the connections that the account could make between the pieces and the goals of the game. Specifically, posts of fine art pieces that are featured in the game were suggested so that people could be encouraged to learn more by downloading the application.

Another area of content that was developed within the first drafts was pictures of art related quotes. The quotes chosen reflected the ideas of both Eiva and *Arvest Digital*, and were presented in a way that was visually appealing and suitable for Instagram. These quotes were developed to break up the Instagram page and add a wider variety of content that could interest potential followers.

Lastly, content was created to countdown the days left until the release of *Arvest Digital*. This content was developed with the intention of promoting the application before its release. The countdown was presented in a visually appealing way that would fit with the other posts on Instagram.

To give the sponsors an even better idea of what the Instagram account would look like, a mock instagram page was created to showcase all of the first drafts in one place. This mock page can be seen in Figure 21.

Once these first drafts of content were

developed, we presented the content to our sponsors for feedback. We also asked for suggestions for additional content that they would like us to focus on, specifically how Eiva would like to use Instagram to portray their message. We discussed the possibility of having a color scheme for their page, having a photoshoot to take “lifestyle” pictures of people using the application, and using hashtags to promote the application.

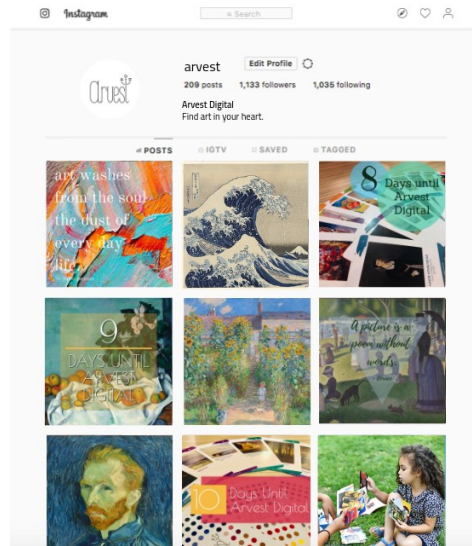


Figure 21. Mock Instagram page

One idea that the members of the foundation wanted us to explore was the idea of having a themed Instagram page. This entails coordinating each image posted so that the page itself has a cohesive and aesthetically pleasing composition. This could be accomplished in a variety of ways, such as having a color scheme for each picture, framing the pictures in a certain way, or creating large images on the main page made from the individual posts. With these ideas in mind, we created sample posts that were framed

in white and featured a circular color palette with colors pulled from the picture above it. Not only did this content create a coordinated page, but the circular color palettes referenced the back of the *Arvest* game cards, which can be seen in Figure 22, followed by the second iteration of our mock Instagram page in Figure 23.

We also used the second iteration of Instagram content to develop examples of individual posts. These were created to show Eiva the types of captions and hashtags they could use when posting this content. An example Instagram post can be seen in Figure 24.

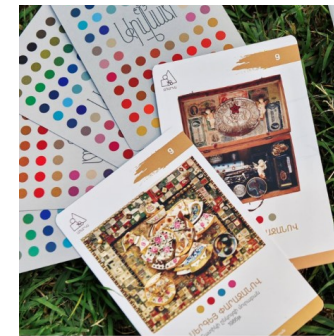


Figure 22. Arvest cards.

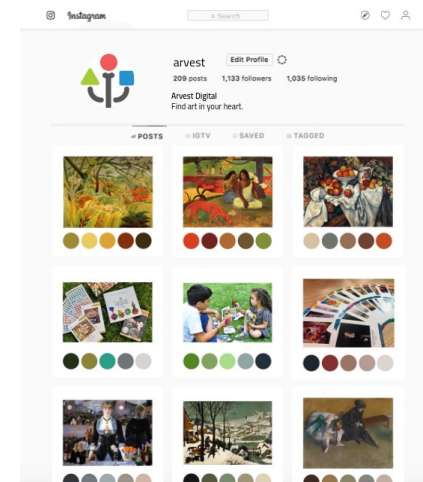


Figure 23. Second iteration of Mock Instagram Page

This post highlights one of the paintings featured in the mobile application, and provides information concerning the artist, year it was painted, and overall composition of the piece. Not only is the post educational, but it also encourages people to download *Arvest Digital* to see both this



4,706 likes

**arvest** This piece, titled "Yellow-Red-Blue," was painted by Wassily Kandinsky in 1925. Kandinsky used the primary colors and abstract shapes to create a painting with two very different sides. The left side features straight lines and bright colors, while the right side shows abstract shapes with dark colors. This difference is meant to create a range of emotions for the viewer. Download Arvest Digital to take a closer look at "Yellow-Red-Blue" and other pieces like it!  
[#ArvestDigital](#) [#FineArtFridays](#) [#art](#) [#artists](#) [#artlife](#) [#yellowredblue](#) [#EivaArtsFoundation](#)



Figure 24. Example Instagram Post

painting and paintings like it. The post is concluded with a series of hashtags such as “#FineArtFridays” and “#artlife” that are both interesting and would get the post onto the Explore Pages of users who are interested in art.

Once a large amount of content was developed for the *Arvest Digital* Instagram, we recommended that our sponsor post once a day. By posting once a day, current followers of the account would be engaged and potential followers would be more likely to see content from a highly active account on their Explore Page. We also recommended that they do not post any more than this, as followers may get frustrated with the amount of content on their feed from one account and would be more likely to unfollow. If they did have information that they needed to share, we recommended using the Instagram Stories feature to get around the one post per day limit, as users have the option to choose whether or not they



Figure 25. Sample Interactive Facebook post for Salvador Dali's Birthday

would like to view an account's story. We recommended programs like SocialMeans, which is a free analytics platform that can be used to track the account's activity and provide recommendations based on content performance.<sup>59</sup> This would allow Eiva to better understand what type of content is popular among their followers so that they can work towards creating more successful promotional posts.

### Facebook Is Another Channel for the Promotion of Arvest Digital

To create content for Facebook, we first researched the aspects of a successful Facebook post. A successful post should be short and concise as people on Facebook often skim posts as opposed to reading them thoroughly.<sup>60</sup> Effective Facebook content often aims to interact with the users through a call to action, in which readers are encouraged to like, share, or comment on the post.<sup>61</sup> Similarly, some can be used as a poll to encourage readers to like for one option and comment for another, or by utilising the reaction buttons on the posts.<sup>62</sup> This makes users more likely to react because people like to give their opinions and feel as if their opinions matter, which increases activity on the Facebook post. With keeping this information in mind, we developed examples of Facebook posts to present to Eiva to receive their feedback.

There were four main types of Facebook posts that were made to showcase to the Eiva Arts Foundation. The first were interactive posts, which can be seen in Figure 25. This interactive post was developed to be posted on Salvador Dali's birthday and encourages users to interact with the page when combined with the caption. In the photo caption, users are encouraged to either share or like the post depending on their favorite



Dali painting and to comment their thoughts on the art. This interactive post encourages users to follow the Facebook page since it showcases and celebrates popular paintings. Additionally, interactive posts show users that their thoughts and comments are valued and therefore makes users more likely to interact with the page in the future and recommend the game to their friends.

Another Facebook post that was showcased was one where users and their testimonials will be featured. An example of this kind of post can be seen in Figure 26, which is modeled after an image from the Arvest board game account.

In the image a young girl is seen playing and enjoying the *Arvest* board game, showing viewers that the game is enjoyable; The quote underneath the painting describes the effect the



Figure 26. Sample Facebook post with a user and her testimonials

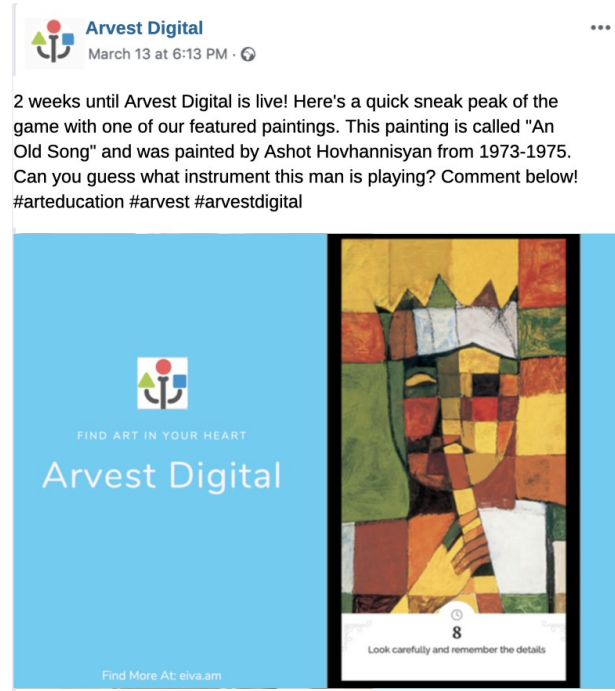


Figure 27. Sample Sneak Peak Facebook Post

game has had on her experience and relationship with art and reinforces the idea that the game is fun and has benefits. Images such as this one will be taken for *Arvest Digital* and will be posted on the Facebook page so that users can see that their opinions are valued.<sup>63</sup> People will also be more likely to download and use the app if they see positive reviews and testimonials from other users.<sup>64</sup>

Another effective Facebook post that was included was a sneak peek style post where users could see a sample of the *Arvest Digital* app, such as in Figure 27.

With sneak peek style posts, users can feel as though they are getting a special look at the

game and feel as though they are part of an exclusive club. This makes users feel as though they are valued and included in the development of the application while also encouraging them to keep following the page to see what other exclusive posts they have access to.<sup>65</sup>

The final Facebook post style that was developed was weekly repetitive posts. Posts in this category consist of posting content for weekly events such as for #FineArtFriday. With weekly repetitive posts, viewers look forward to seeing what new painting will be featured each week and to write their comments and thoughts about the painting.<sup>66</sup> As a result users are able to stay engaged with the Facebook page and remain interested in the content. An example can be seen in Figure 28.

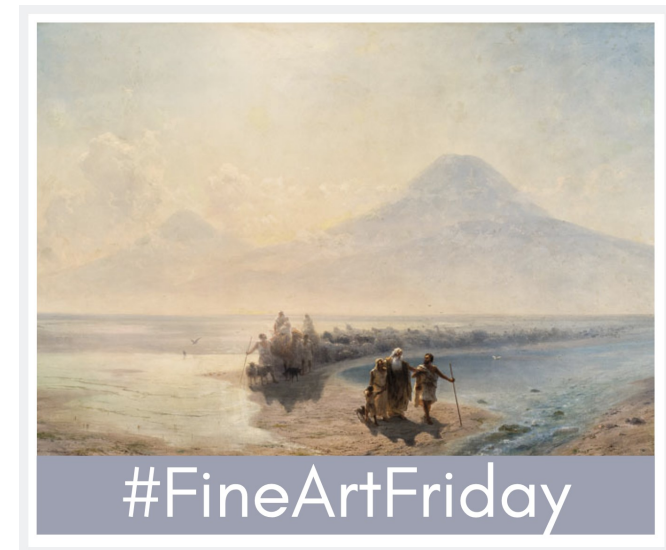


Figure 28. Sample weekly Facebook Post

## A Promotional Video Will Help With Presenting the App

A promotional video was seen as an important marketing channel as it can easily demonstrate the features of Arvest Digital to pique people's interest and encourage them to download the application. We created a first draft of the script for the promotional video which can be seen in Figure 29. The audio and visuals of the video were laid out to describe exactly how the video would flow. We aimed to have the video be 30 seconds or less because 30 seconds is the maximum length for videos on the App Store. After discussing the video production with Eiva, they said that they would likely be producing the video themselves.

## Influencers Can Promote the App for More Downloads

Influencers are an important marketing channel for *Arvest Digital* as they can create a buzz about the application by promoting it to their follower base. After identifying influencer marketing as a strategy the team looked into developing a working list of influencers and organizations for the Eiva Arts Foundation to reach out to. A list of influencers for Instagram, Twitter, Facebook, Youtube, Blogs, and Podcasts was researched and compiled into a large Google Sheet, along with organizations, magazines, museums, conferences, app competitions, and newspapers. Most of the influencers that were selected are considered to be micro-influencers, which means they have anywhere between 1,000

and 100,000 followers.<sup>67</sup> Micro-influencers are easier to contact because they are likely to require fewer incentives for a partnership and are more likely to interact with lesser known organizations. Due to the small fan base, micro-influencers have more personal connections with their followers and are trusted by them.<sup>68,69</sup> While influencers that have more than 100,000 followers may be less likely to respond, these accounts were also researched due to their large follower base and increased potential to be highly influential.

Collaborators, which includes the various influencer, organizations, and events, were selected depending on the magnitude of their outreach and the types of content they focus on. There were six main types of influencer accounts that were focused on:

1. Educational
2. Art & Art Education
3. Parent & Lifestyle
4. Armenian Diaspora
5. College Armenian Diaspora Groups
6. Tech Based

Collaborators that are educators or that produce educational content are important for the promotion of *Arvest Digital* since the application is designed to be educational; If teachers incorporate it into their curriculums, all their students will become users. Through contacting art teachers and teachers of elementary and middle school students, the team hopes the app can be used in tandem with art, social science, and humanity class curriculums. This would help the teachers and students because it could ease the learning process and make learning more enjoyable. Eiva would benefit because their goal for this game is to encourage art appreciation, and when students are learning in a fun and engaging way they are more likely to enjoy the material. In

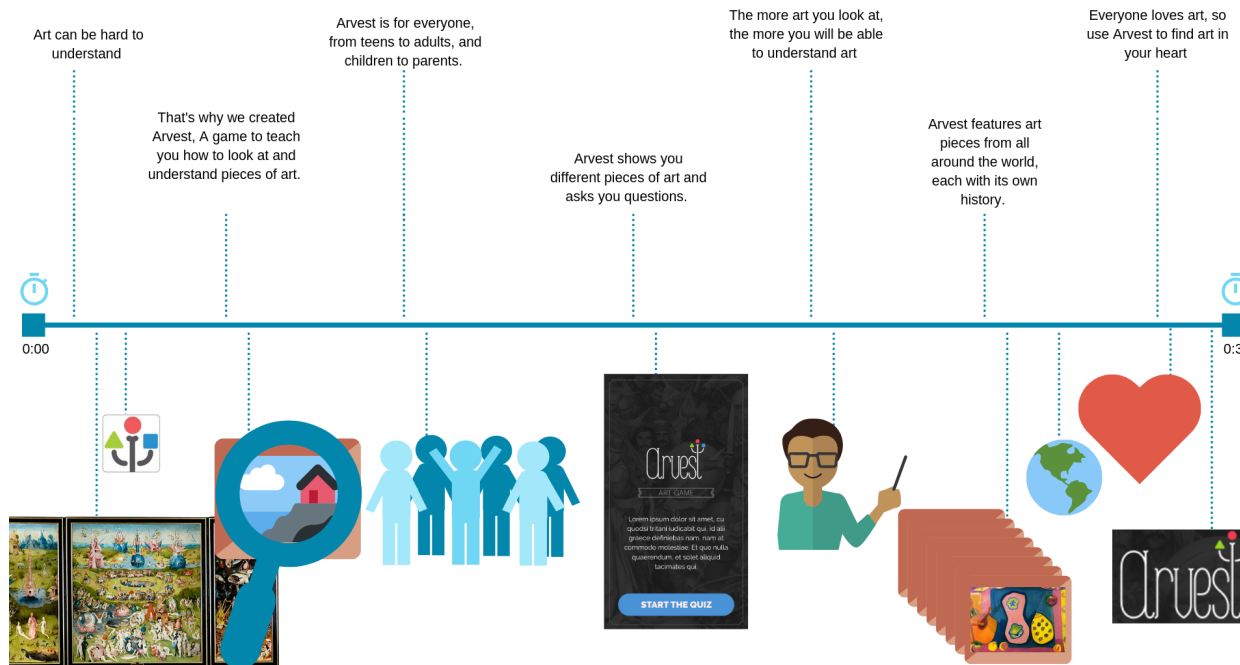


Figure 29. First draft of video script



other words, if the students enjoy learning about art, there is a higher chance that they will pursue it beyond the classroom.

Other accounts such as Artsy.net and Americans for the Arts that focus on showcasing and exposing people to different kinds of art have goals that are very similar to that of *Arvest Digital* and were included in the spreadsheet. Partnering with organizations that have goals and content similar to that of *Arvest Digital* make them more likely to promote the application.

Influencers that created content for parents and that are everyday lifestyle accounts were also included as they are very relatable to people. They can promote the app to their followers and to other parents so that *Arvest Digital* can be used by children. Parents are more likely to use apps and buy products for their kids if they are recommended by other parents or by accounts they trust. The kinds of influencers include Scary Mommy, a blog dedicated to parenting advice and tips, and Activity Village, a blog focused on arts and crafts, games, and educational resources for parents to try with their children.

The Armenian Diaspora was targeted since this a global population of Armenians that speak English and are likely to use the app since they have a connection to the Armenian art pieces that are included in the application. Additionally, Armenian Student Associations and clubs are present on many school campuses and so can be highly effective in promoting the application. Due to their connection with the application being developed in Armenia and also containing Armenian culture, they are already more likely to use and promote the app than other student groups.

The final group of influencer accounts

Blog Title	Contact Name	Follower Count	Description	Source Link	Likelihood to Accept	Cost	Contact Information	Email
The Pomegranate Mom	Tamara	2K	Armenian mom that blogs about raising her son, as well as activities and products for kids.	<a href="https://www.pomegranatemom.com/about/">https://www.pomegranatemom.com/about/</a>	High - Not only does this blog have an Armenian connection, but her follower count is not that high which makes her more likely to respond.	contact	No email featured on the blog but could reach her through Instagram DM @pomegranate.mom	
theartyteacher (Sarah Crowther)	Sarah	3K	A blog and resource spots for art teachers for teaching and improving their knowledge of art topics	<a href="https://theartyteacher.com/blog/">https://theartyteacher.com/blog/</a>	High - The have a relatively low follower account a blog that features content that relates to the goal of the application.	Contact	Email or fill out the Contact form through the link below: <a href="https://theartyteacher.wpengine.com/contact/">https://theartyteacher.wpengine.com/contact/</a>	info@TheArtyTeacher.com
Art is Basic	Marcia	2K	Blog of an art teacher who have been blogging for 8 years. She teaches k-5 students.	<a href="https://www.artisbasic.com">https://www.artisbasic.com</a>	High - Low follower count and content that relates to AD.	Contact	Fill out the Contact form at the link below: <a href="https://www.artisbasic.com/contact">https://www.artisbasic.com/contact</a>	
Arpi Krikorian	Arpi	5K	Art teacher with Armenian roots that posts about art, news in Armenia, and more.	<a href="https://www.arpikrikorian.com/about-me/">https://www.arpikrikorian.com/about-me/</a>	High - Her follower account is not very high and both the Armenian and art connection to AD would make her more likely to want to promote the app.	contact	Fill out the contact form under the Contact section of the website.	
Ianyanmag		2K	Independent Armenian publication that features objective news with storytelling from Armenian and around the world.	<a href="http://www.ianyanmag.com/">http://www.ianyanmag.com/</a>	High - Low follower account and interested in Armenian news.	Contact	Email	ianyannmagazine@gmail.com
The Armenian Observer			A blog devoted to posting all things Armenian, from news to	<a href="https://ditord.com/about/contact">https://ditord.com/about/contact</a>	High - Content related to news from Armenia, would be interested in an Armenian developed		Fill out the contact form under the Contact section of the	

Figure 30. Influential Blogs from the Influencer Spreadsheet

being targeted for outreach are those that produce tech related content and either write app reviews or post about new and upcoming applications. Partnering with tech influencers is one of the most important influencers to be in connection with as these accounts target our largest demographic, people from Gen Z and Gen X who use applications. An example of the Google sheet with the various influencers for each of the promotional channels and organization can be seen in Figure 30. The full google sheet with each of the promotional channels and selected influencers can be found in the Supplementary Materials.

The influencers in the spreadsheet are color coded according to the types of the content they produce, a key for the spreadsheet can be seen in Figure 31.

Additionally, we developed a ranking

system to further organize the list of influencers. This ranking system can be seen in Figure 32.

Key:
Educational
Art & Art Education
Parent & Lifestyle
Armenian Diaspora
College Armenian Diaspora
Tech Based
Other

Figure 31. Color coded key for the Influencer Spreadsheet

The ranking system was developed based on follower count, how closely related the content the influencer posts is to the goal of *Arvest Digital*, and how often they post promotional content. Those with a low follower account and content related to *Arvest Digital* were considered to have a high likelihood to respond, as opposed to those with a high follower count and minimal promotional content. We developed this system to apply an order of importance to the selected list of influencers and organizations so that the foundation would have a better idea of who to start contacting first.

After selecting the influencers for each promotional channel, we developed outreach emails and messages for contact. The outreach emails for the influencers were personalized to the particular individual being contacted, contained information about the Eiva Arts Foundation, why they wanted to work with them, and some form of incentive.<sup>70</sup> There will be different template emails for each promotion channel and the full list of template emails can be seen in the Supplemental Materials.<sup>71,72,73</sup> This information specifies how a partnership with Eiva would be

Low	Have a high follower base 500,000 + (macri-influencer & celebrities) Don't post promotional content Content not related to App
Medium	Have a medium follower base of 100,000 - 500,000 (middle-influencer) Does not post promotional content often Content is somewhat related to App & App goals
High	Have a low follower base of 1,000 - 100,000 (micro-influencer) Does post promotional content & has posted often Content related to App & App Goals

Figure 32. Ranking system for influencers

beneficial.<sup>74</sup> Generally, influencer incentives include providing a monetary compensation, but since there is no budget for marketing the application this was not an option. Instead we developed a digitized welcome kit to send to the influencer and offered a free copy of the Arvest board game.

In addition to reaching out to influencers, we also encouraged Eiva to contact newspapers and magazines. The newspapers included within the spreadsheet were heavily catered towards Armenian diaspora communities. These communities would be interested in *Arvest Digital* as an Armenian based application, and newspapers would therefore be more likely to publish a promotional article for Eiva. Magazines catered towards Armenian diaspora communities were also added to the spreadsheet, in addition to a few art and education related publications.

Conferences and app competitions were also added to the spreadsheet for outreach. Conferences would provide Eiva with the opportunity to promote the app in person as well as learn more strategies for app marketing. A list of conferences, both local and international, were selected in the areas of education and technology. We also recommended that the foundation work towards getting a TEDx talk to discuss the application more directly. Similarly, app competitions were researched and compiled. App competitions would be a great way to create buzz, especially if they were able to win an award or prize money to continue the development of the application.

Boards on Reddit, or subreddits, were selected to target Armenians and educators. Reddit is not meant for marketing; it is better for community engagement and fostering discussion, so any marketing would have to either be framed



as news or opening a discussion on the app. The Armenia subreddit was chosen because the app being developed in Armenia is notable news, and those who use that subreddit may be interested in it. Several educational subreddits were also selected with the hopes of creating a buzz about an educational app in the fairly uncommon subject of art history. Finally, the subreddit AMA (Ask Me Anything) gives users a place to ask questions about people who post on it. If our sponsor posted there it would open up discussion on the arts, Armenia, and the app, which would spread news about the app and improve the perception of the brand through engagement with the community.

Professors or Chairs of Armenian studies programs from US colleges were selected with the goal of targeting students and faculty who are interested in Armenia. The people connected to Armenian studies programs already have some knowledge and interest in Armenia and would likely be interested in an application like this.

Schools with larger programs have a larger potential audience and would be better to target. The faculty for these programs would work as connectors, spreading information about the application to their students and colleagues.

### *A Press Release Will Create Buzz About the Application's Release*

When writing a press release, it is important to include the basic information such as a headline, date, and contact information. This is followed by a summary of what the product is and why it is important. Next is the body of the press release which includes more details and relevant information. The last piece of information is the boilerplate, which encompasses the mission statement or ideals of the company or organization.<sup>75</sup> These pieces in conjunction with each other provide enough information for new sources to gain interest in the product and company. Our team worked on developing a press release for *Arvest Digital*, which included the necessary contact information of the Eiva team and information about the application. This press release can be found in the Supplementary Materials.

### *Optimizing the App's Appearance in Searches Will Help it Achieve Success*

To better optimize the search, important keywords were featured within the description of the app on the app download page. Drafts were created of this page utilizing the app logo, icon, and slogan which were previously developed. We then created drafts of what should go in the description of the app on that page. That description contained the keywords that would optimize its appearance in searches, as well as ample information on the app. These keywords

were inserted naturally into the description so that when the description was read, potential users would not be jarred by a sudden list of keywords. Drafts of the description were presented to the foundation until they were happy with the final result and we were sure that the keywords in the description would maximize the app's appearance in searches. The App Store download description can be found in the Supplementary Materials.

### *The Foundation Needs Materials to Continue Marketing the App*

Based on the completed research and content created, we developed a small booklet, called a media kit, which included the information necessary to answer all the questions concerning the application's brand. The media kit contains information about the Eiva Arts Foundation including their mission statement, goals, and founder bios and pictures. Additionally, the kit contains app summary guides that describe the app, how it is used, the target demographic, photos of the app, and lifestyle pictures that portray people using the application. This kit will be used in the future as a marketing tool for the foundation to communicate the purpose, relevance, and value of *Arvest Digital* to influencers and organizations that they contact. The final media kit that was given to Eiva can be found in the Supplementary Materials.

A separate kit was developed for use by the Eiva Arts Foundation only. This kit contained all of the marketing materials and content we developed for use by the foundation within a Google Drive folder. Specifically, it contained the spreadsheet with influencers for outreach which was prioritized based on the order we determined best for Eiva to contact each. This prioritization took into account the likelihood of the influencer

to accept a collaboration, the cost of collaboration both in terms of money and time, and the size of the potential outreach. Within the folder, we also included the various documents necessary for contacting specific organizations. These documents included draft emails, the press release, and the media kit. Also contained in the kit are scripts to be used for developing a promotional video, contacting other organizations, museums, and influencers for future collaborations. Additionally, other documents we had drafted such as the app download page description and Instagram and Facebook content were also placed within the folder.

To further assist Eiva in implementing the marketing materials we developed, we created a year clock. This graphic describes what should be accomplished each month, and is broken down into pre and post launch activities. This can be seen in Figure 33.

Each circle gives suggestions for what





Eiva should focus on accomplishing every month. This visual portrayal of the marketing plan puts what may seem like a daunting amount of work into step-by-step, easily attainable goals.

In addition to creating a year clock, we also created a social media calendar to further assist Eiva in marketing *Arvest Digital* through Instagram and Facebook. The social media calendar was created in Excel, with one sheet focusing on a month of social media posts. The calendar is populated with important holidays, events that Eiva is attending, updates to *Arvest Digital*, and fun facts such as the birthdays of famous artists. This provides Eiva with the basis of what type of post they should be making based on these relevant events. Additionally, the social media calendar also includes the hashtags that would change on a day to day basis, such as #FineArtFriday and #ThrowbackThursday. The social media calendar will allow Eiva to plan their posts ahead of time, and to make sure that the content they are posting is relevant. The social media calendar can be found in the Supplementary Materials.

By providing the Eiva Arts Foundation with these planning and organizational tools, they will be better able to implement the content we created to successfully market *Arvest Digital*. Since we researched free marketing options for the application, there is no cost associated with the chosen marketing strategies aside from the possibilities of contacted influencers requiring some form of compensation, which would need to be considered on a case-by-case basis. Although these strategies are free, contacting influencers and regularly posting on social media accounts will require time and effort from the members of the Eiva Arts Foundation. The year clock and

social media calendar were made with the hopes of lessening this workload and allowing them to see the tasks they need to accomplish in an

organized and understandable way, as well as to supply them with the necessary resources to create their own organizational materials for future years.



Figure 33. Year Clock



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