A Digital Marketing Strategy for Tise

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About Tise

Making second hand shopping
more fun and inspiring

- Tise is a Norwegian startup, founded in 2014
- Main product: Tise app - a social marketplace
  for second hand fashion and interior products
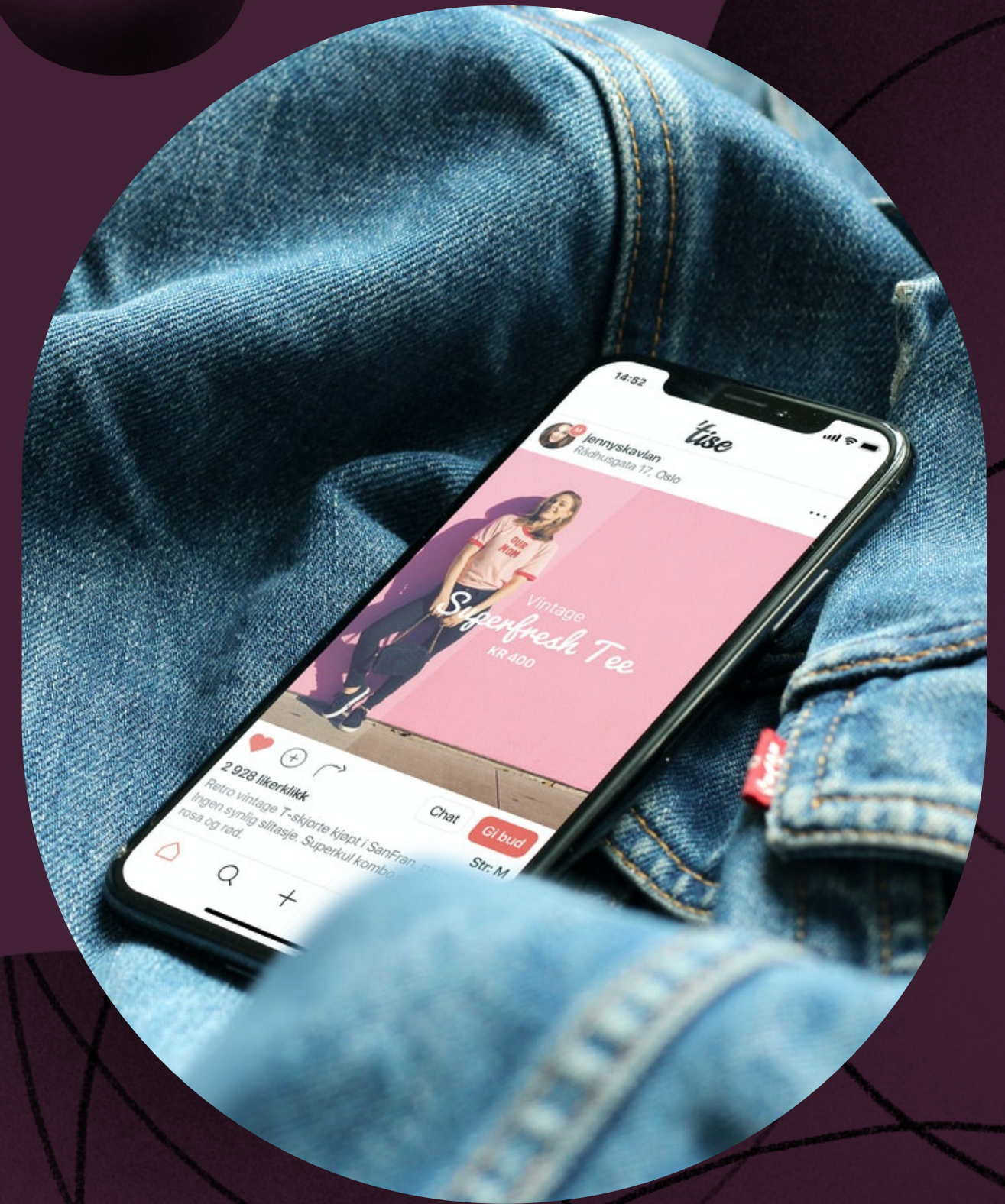
Value propositions

- Promote sustainability in a fun and motivating way
- Combine educational, entertained, economical & environmental value

Customer segments

Gen Z and Millennials

Core offerings

- Social marketplace for second hand products
- Marketing and promotion support for premium users
- Coins collection and service exchanges with partners

Revenue streams

- Premium users
- Commission fee from partner services

Business model highlights

SWOT Analysis

Strength
- Grabbing the sustainable consumption trends in Nordic countries
- Low operation cost (no physical store)
- Unique business model
- High trustworthiness
- Visibility in multiple social media channels

Opportunity
- Niche marketplace (marketing campaigns focusing on sustainability aspects)
- Lots of potential services and products portfolio extension opportunities
- High scalability
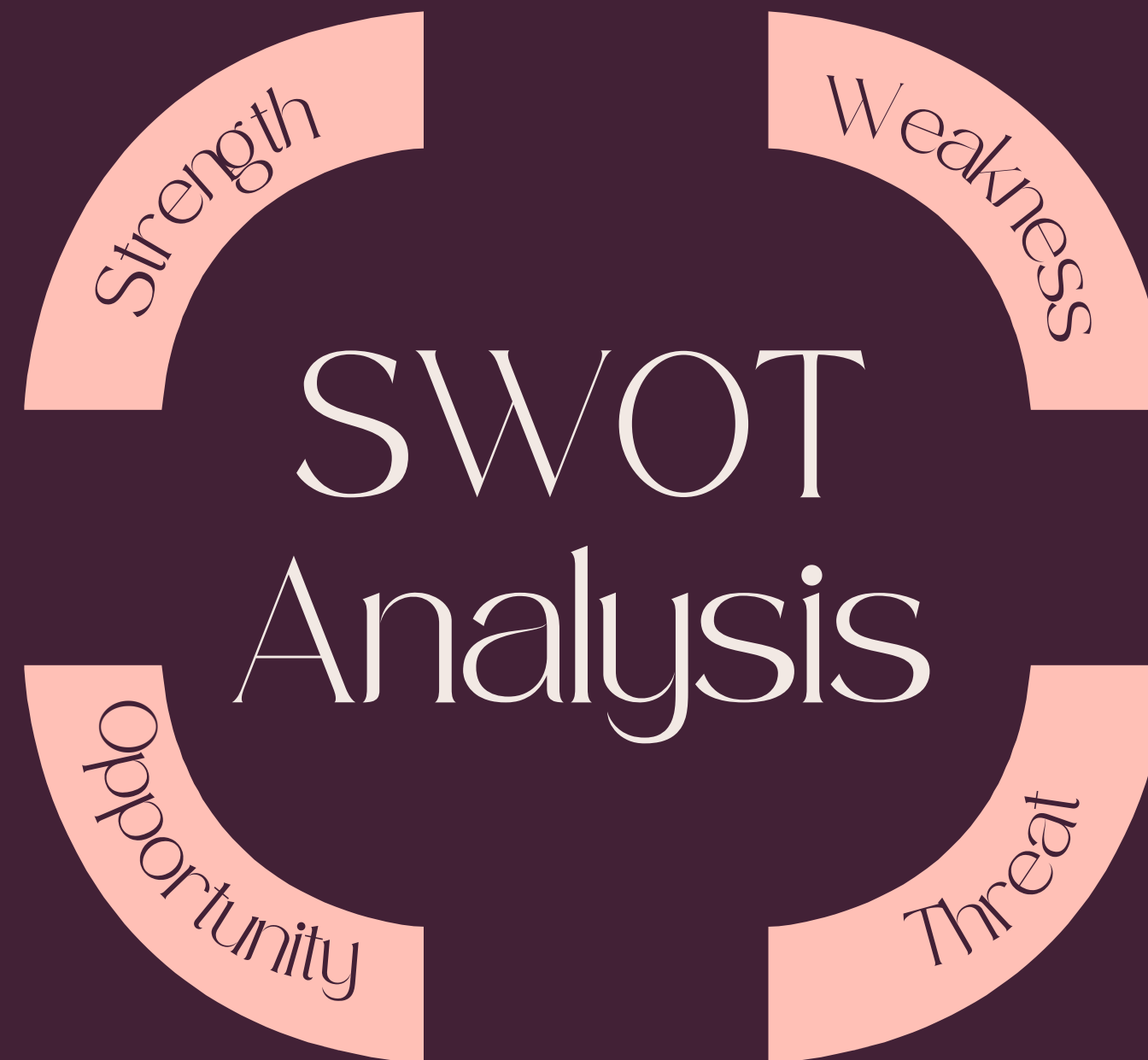
Weakness
- Low exposure due to the lack of financial capital
- Low retention and high drop rate

Threat
- User privacy concern on personalized content
- Strong competition (ebay, Depop, Facebook Marketplace,...
- Illegal entities entering the market

Our Marketing Goals

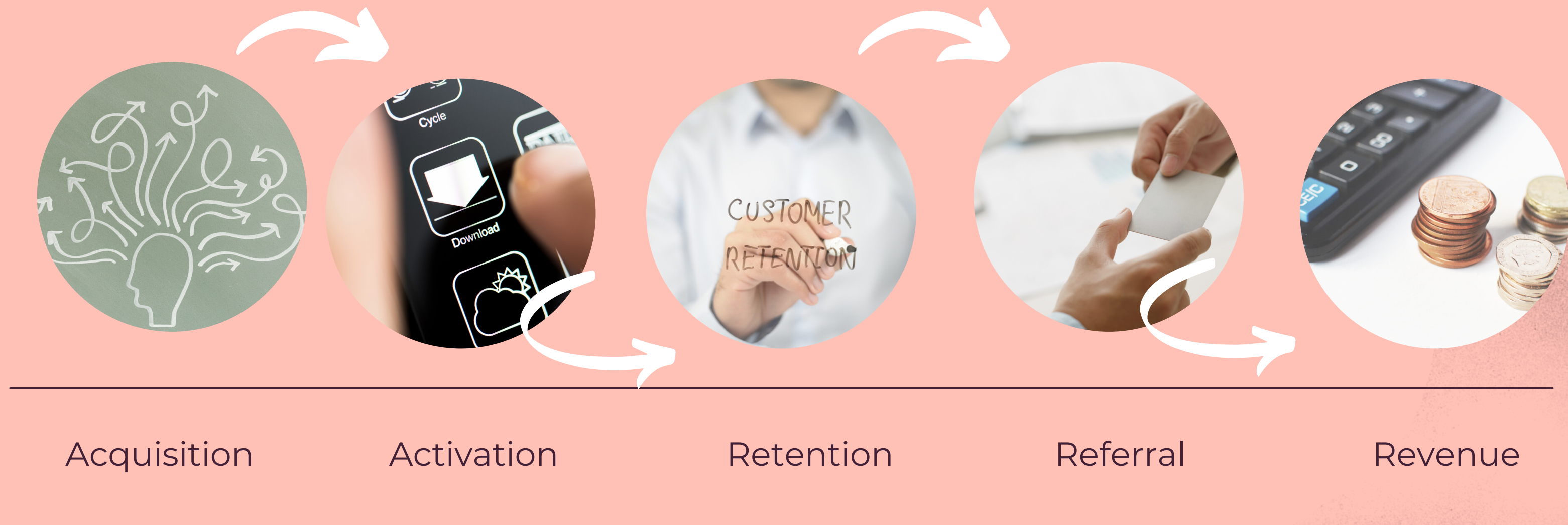Build awareness and educate users on second hand & its impact on the environment.

Enhance the competitive advantages of Tise to its competitors

Increase the retention rate and encourage users to purchase premium packages
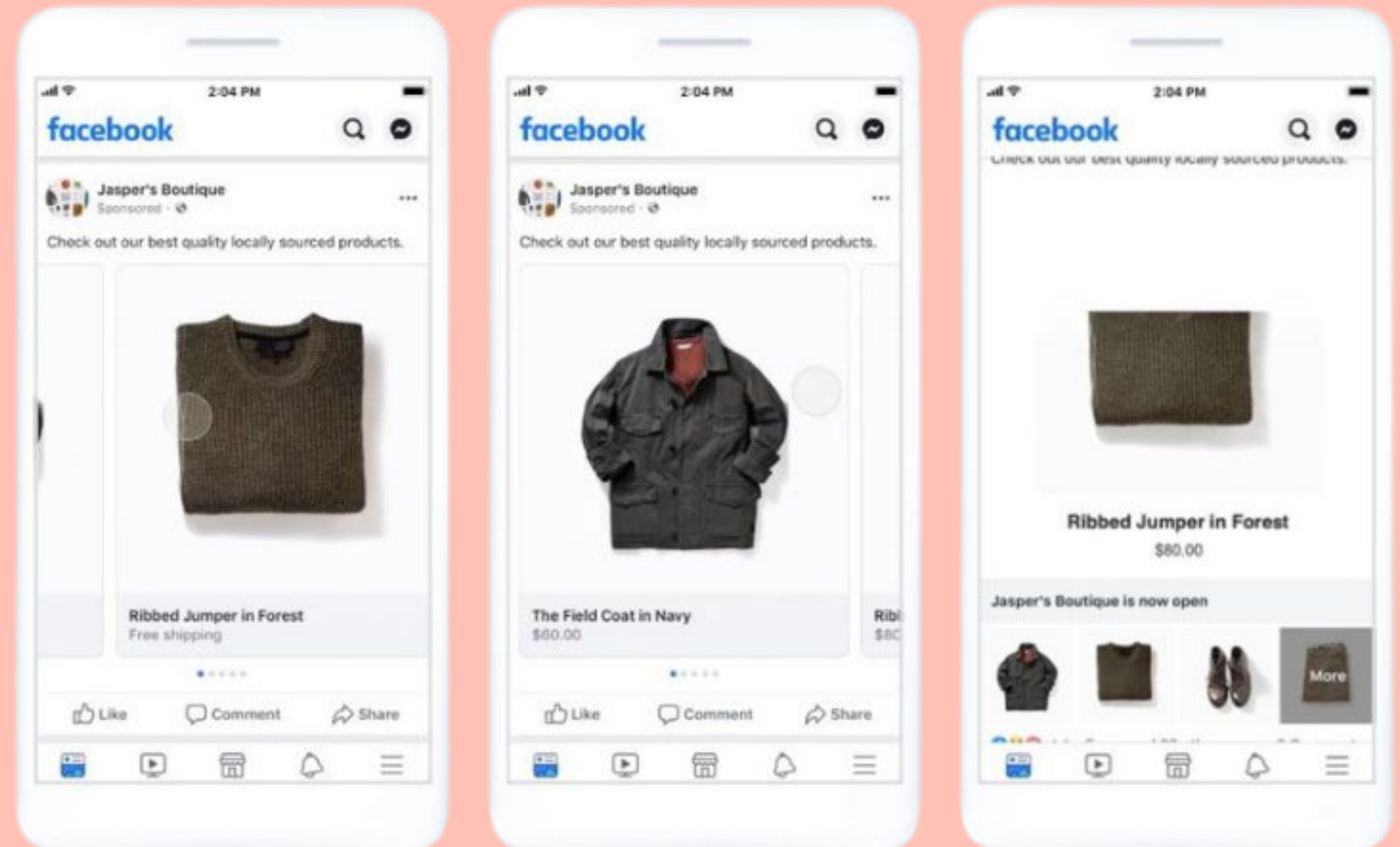
Digital Marketing strategy

Acquisition

Activation

Retention

Referral

Revenue

Solution 1: Personalized ads

Step 1
Acquisition

KPIs: increase impressions, CTR, web visitors & social media followers
*-> **no of app downloads***

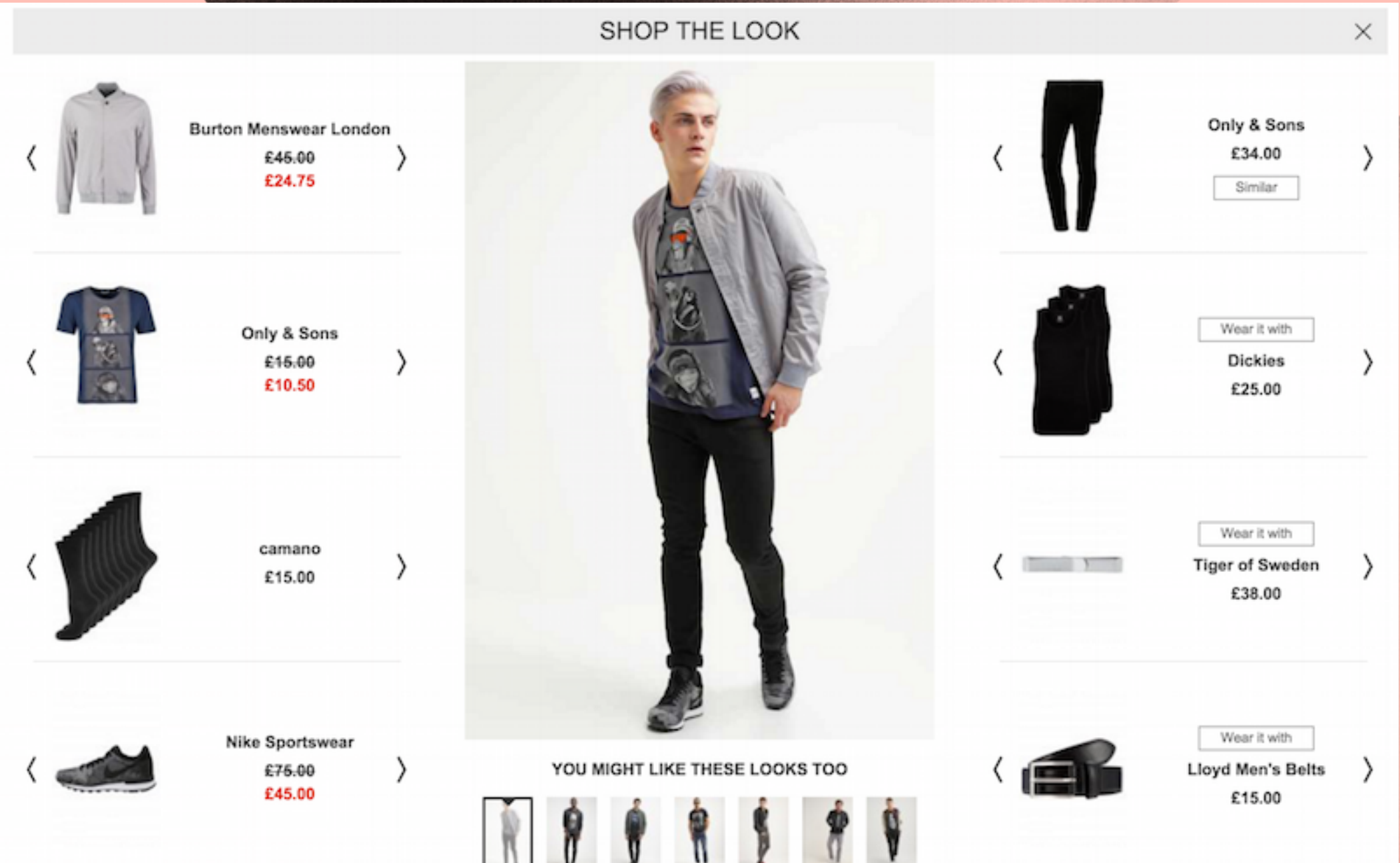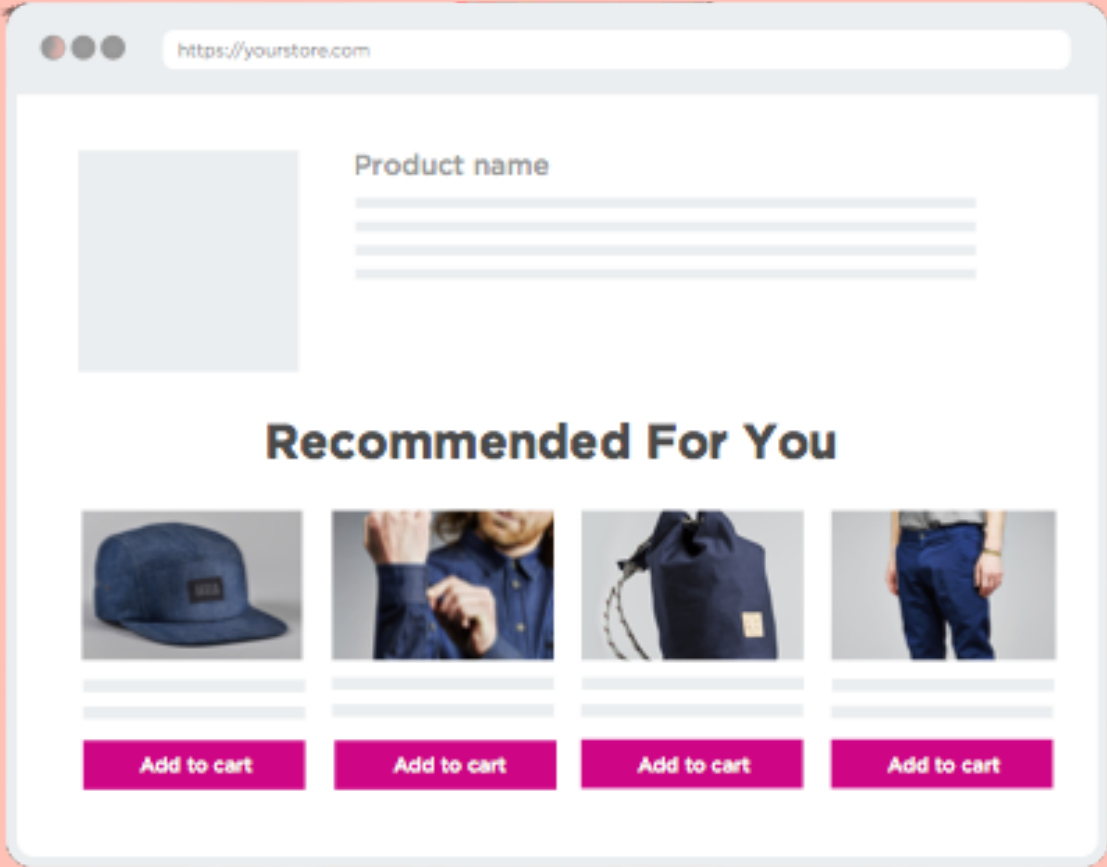# Solution 2: Influencer marketing

Solution 3: Partnership
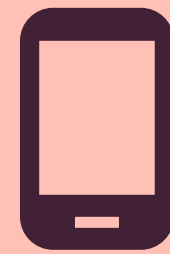
Step 2

Activation

KPIs: users' time spent on app

Step 3

Retention

KPI: increase *the number of active users* and *retention rate*

How to keep users log in to the app frequently

How to keep users motivated when their listings did not attract buyers

Solution 1: In-app games

When customers log in to app on a daily basis, they will have one chance to play the wheel of fortune and receive rewarding coins
The game could also be more relevant to sustainability: puzzles, monitor to calculate CO2 emissions etc
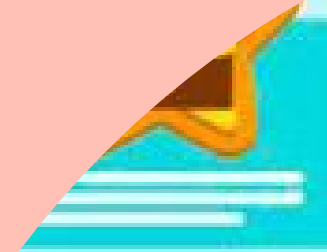
DAILY COINS
The more often you check, the more you'll win!

WIN COINS
Play fun games to win coins and coupons.

GET COUPONS
Exchange your coins for AliExpress Coupons and Store Coupons.
US $8

EXCHANGE COINS FOR PRODUCTS
With just a few coins and

Solution 2: Donation campaigns

Provide alternatives for products that have been listed too long on the marketplace. Users can choose to donate the product to charity. Tise will help cover part of the delivery fee

Step 4
Referral

KPI: increase the *number of downloads* from *in-app invitation*

Referral amount	Tise bonus coins	Free month as premium users	Others
5 users	+ 50	0	
10 users	+ 100	+1	
15 users	+ 150	+1	• Tise ambassador badge
> 15 users	+ 200 +50 for each 5	+1	• Tise ambassador badge • Chance to be featured in Tise marketing activities (commercial video, blog posts)

*The coins can be used to get discounted or exchange services from partners

Step 5

Revenue

KPI: more *revenue* generated

Sub-Kpi: encourage more free users to switch to premium package

Benefits	Free	Light	Member	F**k it I'm rich
Access to marketplace	v	v	v	v
Permission to place listings and set price	v	v	v	v
Free top of the list	x	2 in 3 days	5 in 5 days	20 in 30 days
Number of product listings per month	3	10	30	Unlimited
Access to Cash store	some	v	v	v

Risk analysis

- Issues in collaboration between marketers, designers, developers, finance:
  - Not enough budget
- Team does not share common goals & objectives
- System error (bugs in app, payment error) -> quick reaction, compensation for customers

Internal

- Content does not gain enough attraction
  -> A/B test different versions
- ROI of paid advertising is low
-> budget on organic channels, dashboards to monitor each channel performance

External

Thank you!