



Capstone

Project: YouTrip Refresh



Module 1

Project: YouTrip Refresh

Executive Summary: YouTrip Refresh

YouTrip, a fintech company targeting young working adults, offers a prepaid Mastercard that helps users adhere to their spending budgets and provides enhanced security against lost or stolen cards. The YouTrip card includes a unique in-app currency exchange feature, allowing users to lock in rates for up to 10 different currencies. Our marketing campaign emphasizes the card's benefits, such as budget control and safety, alongside the convenience of currency exchange within the app. Through engaging content, targeted advertisements, and strategic promotions, we aim to increase brand awareness and drive app downloads, positioning YouTrip as the preferred choice for hassle-free and secure digital banking solutions among our target audience.



Who are our customers?

Customer persona	Dora The Explorer
Where does customer persona works?	Working in CBD, new grad in MNC (has lots of opportunities to go abroad)
How old is customer persona? .	25
FinTech products customer persona uses	YouTrip, Google Pay, Grab, Atome, PayNow, PayLah, Booking.com, Revolut card, Credit Card (with favourable exchange rate and oversea purchase perks).
Why do they use the following FinTech product? i.e. GrabPay, Atome, FavePay, YouTrip etc	Convenience, Interest-free Installment plan, seamless transition from Grab (SG) to Grab (Overseas) Cashback Travels for work/leisure often, not much time off-work, therefore using YouTrip as an all-in-one app. Minimal to no conversion fees, saves time, effort, can be done at the comfort of own place.
Which social media platform does customer persona use most often?	Facebook, Tik tok, IG, Telegram, X, Xiaohongshu. Used Tik Tok most often, to catch up on the latest trends and products.



Customer Journey

Awareness: To use Giveaway and other social media promotion to let the social media post goes viral. With the help of influencers and bloggers, we will be able to reach these individuals and entice them to join the contest.

Consideration: As YouTrip card is practically free, we could further entice the consumers to join. We could also use referral programs to let existing users to be our advocates and they could be rewarded for every new sign ups.

Decision: With the help of referral programs and giveaways, we will be able to attract potential users to download our mobile application. It is an easy process to register using Singpass, which it will be a plus point too.



S.M.A.R.T: Social Media and Digital Marketing Goals

Current total number of followers (IG): **40.4k Followers**

S (Specific): We want to grow to at least 60k Followers on IG by the end of the contest (25 days)

R (Relevant): Our main focus is to increase the overall awareness and brand awareness across Southeast Asia.

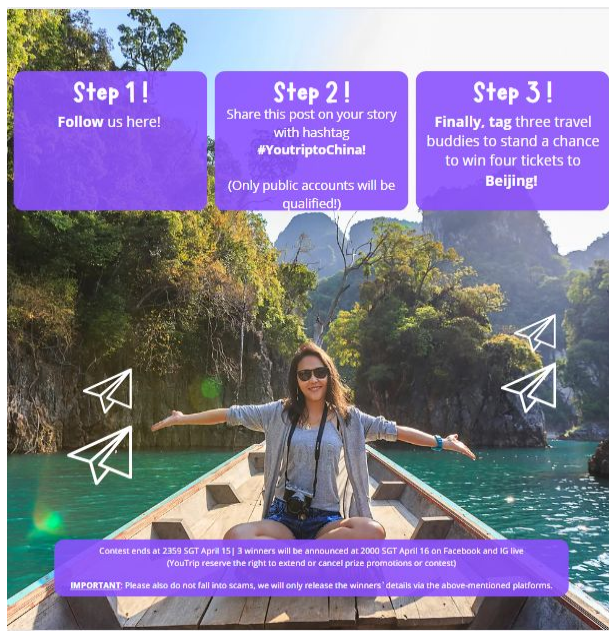
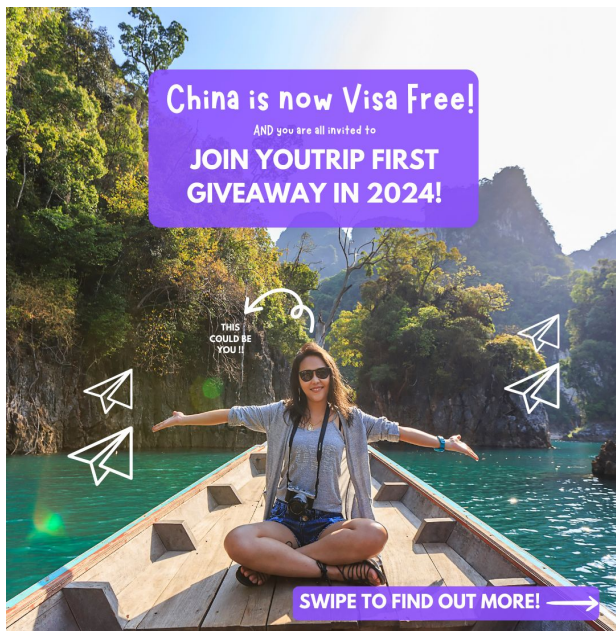




Module 2

Project: YouTrip Refresh

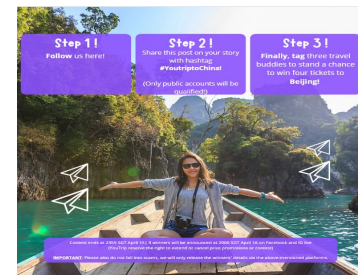
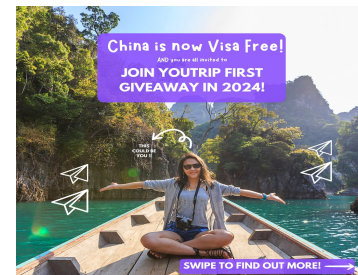
Social Media Post: Giveaway (carousel ad)



Social Media Post: Giveaway (carousel ad)

Using **Carousel format**, this is especially useful as a static ad.

- 1) First asset: Hook the potential consumers to swipe to find out more with attractive message.
- 2) Second asset: Using clear instruction on how to win the contest.
- 3) Provide timelines, and inform consumers to not fall into scams by explicitly inform the consumers that the winners will only be announced on Facebook and IG live. Potential consumers will be heartened to see that we have take all measures to prevent scams.



Social Media Engagement Strategy

Instagram (i.e. Hashtags, Quiz/Polls, etc)	Facebook (i.e. FB Live, etc)	Telegram (i.e. Direct engagements, etc)
<p>1) I will brainstorm 1 Instagram polls / quiz a week (4 a month)</p> <p>I will direct message (DM) those who took part in the poll.</p>	<p>1) Leverage FB stories/reels for reach Using Carousel on product awareness, slowly enticing. (With captivating caption)</p>	<p>1) Telegram is a good way to engage with the customers, as we could have immediate responses too.</p>
<p>2) I will research 10-15 hashtags:</p> <p>Brand Hashtags, Campaign Hashtags, Topical Hashtags, Localised Hashtags (#YoutriptoChina</p> <p>#YouTriptoChina #Youtrip #YouTripisfussfree (938 posts) (xyz posts) - using linktree for links</p> <p>Winners will be announced on FB live and IG live.</p>	<p>2) Referral event, using giveaways to increase followers, engagements, and brand awareness.</p> <p>Using campaign hashtags #YoutriptoChina</p> <p>Using paid media by inviting influencers to leverage on their followings</p> <p>Winners will be announced on FB live and IG live.</p>	<p>2) Telegram group could also be a good advertising platforms for any future promotions.</p>
<p>3) I will commit to engaging with other posts for 30 min a day, also engage with respondents on the comment section</p>	<p>3) I will commit to engaging with other posts for 30 min a day, also engage with respondents on the comment section</p>	
<p>4) Encourage customers to join our Telegram group for exclusive news and upcoming promotions</p>	<p>4) Encourage customers to join our Telegram group for exclusive news and upcoming promotions</p>	

Module 3

Project: YouTrip Refresh

Who will you target on Facebook and/or Instagram?

Who should see your ad?

Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details

Location: Singapore

Age: 18-65+

People who match: Interests: Adventure travel (travel and tourism), Air travel (transportation), Beaches (places), Car rentals, Cruises (travel and tourism business), Ecotourism (travel and tourism), Hotels (lodging), Lakes (body of water), Mountains, Nature (science), Theme parks (leisure), Tourism (industry), Holidays (social concept), Boating (outdoors activities), Camping (outdoors activities), Mountain biking (cycling) or Surfing (water sport)

People you choose through targeting

Create New

Duration

Days: 25

End date: 1 May 2024

Budget

Country, currency

Facebook and IG live. Good luck, adventurers!

🌈🌟 #YouTriptoChina #ExploreChina #TravelGoals

Like Comment Share

See All Previews

Estimated daily results

Accounts Centre accounts reached	1.9K-5.5K
Post Engagement	247-714

Payment summary

Your ad will run for 25 days.

Budget	\$500.00 SGD
Estimated GST	\$45.00 SGD
Total amount	\$545.00 SGD

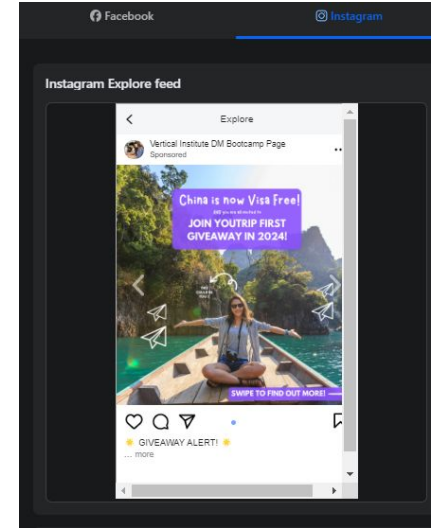
Audience definition

Your audience is defined.

Specific Broad

Who will you target on Facebook and/or Instagram?

Advertisement Idea	Advertisement Targeting Settings
<ol style="list-style-type: none"> 1) Main objective is to increase YouTrip's brand awareness and followers. 2) As Singapore - China recently announced visa free travel. We could use this as a campaign to further increase brand awareness. 3) Giveaways instructions include Share, tag 3 friends, and follow social media. 4) It will last 25 days, hence give more time for the post to go viral. 5) Keeping the budget as low as possible is also a must, as we had already spent quite a number of sum on the flights tickets. Hence, SGD 545 is a good balance. 	<ol style="list-style-type: none"> a) Gender: All b) Age group: 18 to 65+ c) Interest (State at least 3-5 interest selection according to Facebook / Instagram ad targeting options): <u>Travel, outdoor activities, Nature lovers.</u> d) Location: <u>Singapore</u> e) Estimated audience size: <u>2.9M-3.4M</u> f) Total budget: <u>SGD 545</u> g) Duration of advertisement: <u>25 days</u>





Module 4

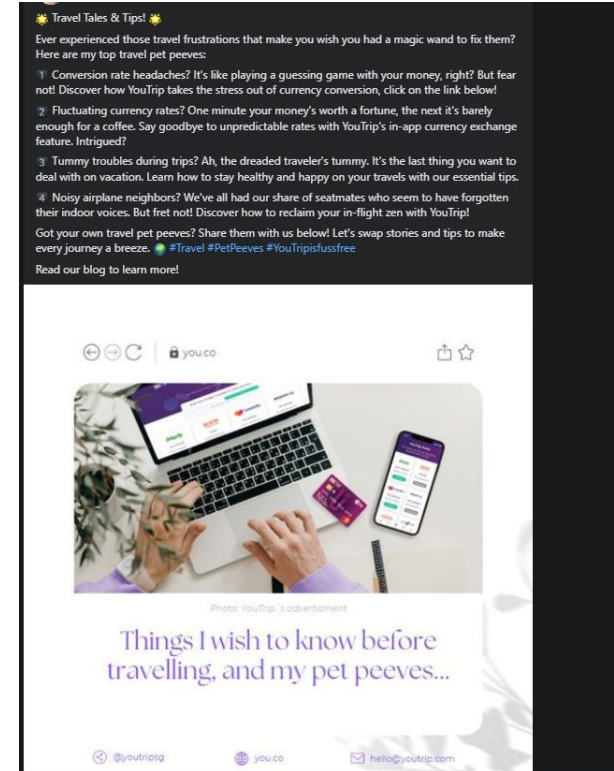
Project: YouTrip Refresh

SEO Keywords

Keyword	Search Volume	How will you blog about this keywords?
1) Exchange Rate	49,500	<p>exchange rate sgd to yuan etc.</p> <p>Lifestyle content: - what is a must get at China?</p> <p>Travel content: Top 3 places to visit at Bei Jing.</p> <p>Finance content: - When is the best time to exchange SGD to Yuan, and why it will be even better with YouTrip.</p>
2) Google flight	246,000	A blog to help the potential customers to get cheap flights, and how to search for good travel deals, and why using YouTrip could further save costs.

Using SEO Keywords to create a blog post

- 1) Hook message: Things I wish to know before travelling, and my pet peeves...
- 2) Short and clean social media post for the blog, with just enough preview on the blog.
- 3) 2000 words blog on how to save money using Google Flights, when is the best time to exchange currency and why exchanging currencies on YouTrip is more ideal than traditional money changers.
- 4) Asking readers to comment on what are their pet peeves for further engagements.
- 5) Using relevant hashtags such as #YouTripisfussfree #Petpeeves #Travel to increase reach.
- 6) Further advertise at Footer on the upcoming giveaway.
- 7) Invite relevant partners to advertise at our space such as "China National Tourist Office".



Module 5

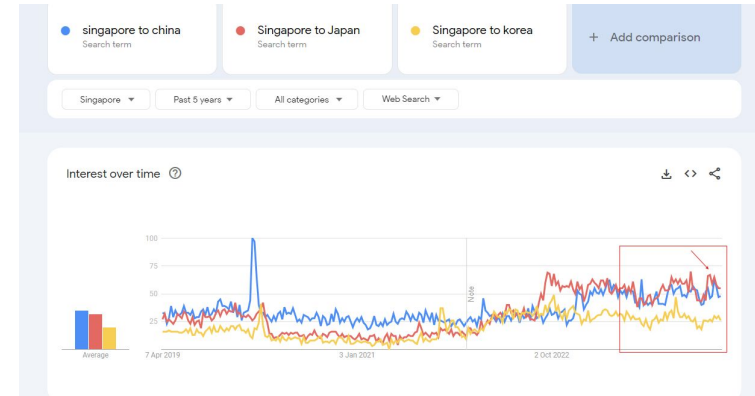
Project: YouTrip Refresh

Traffic Flow and Conversion rate on landing page

Google Analytics Metric	What business insight does it give you?	Other Remarks
a) Month of September 2023, Organic Search and Paid Search	<ol style="list-style-type: none"> Observation: Organic search has more users and generates more sessions. Insight: We should increase efforts in campaigns that will generate more organic searches, and Giveaway will further drive the effort. Observation: Organic search has higher events per session. Insight: Enhance SEO efforts. 	1) Enhance SEO ranking by improving the webpage (UX & UI), increase the security level and input more relevant words into the webpage such as E-wallet, travel, multi-currency, etc.

Session primary...channel group) ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾	Key events All events ▾	Total revenue
		112,991 100% of total	173,686 100% of total	154,753 100% of total	1m 44s Avg 0%	1.37 Avg 0%	28.32 Avg 0%	89.1% Avg 0%	4,918,827 100% of total	493,629.00 100% of total	\$411,827.17 100% of total
1	Direct	59,334	84,571	77,953	1m 39s	1.31	27.14	92.17%	2,295,150	200,767.00	\$196,555.30
2	Organic Search	26,768	42,249	37,752	1m 51s	1.41	29.83	89.36%	1,260,114	108,874.00	\$118,174.39
3	Cross-network	18,513	21,764	21,156	1m 09s	1.14	15.61	97.21%	339,789	34,794.00	\$6,419.97
4	Unassigned	8,340	5,766	54	2m 14s	<0.01	60.53	0.94%	349,037	84,594.00	\$11,418.04
5	Referral	4,306	7,679	6,799	2m 20s	1.58	35.16	88.54%	269,998	25,009.00	\$28,917.44
6	Organic Social	2,182	3,578	3,204	2m 49s	1.47	41.20	89.55%	147,413	14,834.00	\$14,528.04
7	Email	1,611	4,627	4,207	3m 40s	2.61	48.68	90.92%	225,227	23,143.00	\$34,043.58
8	Paid Search	1,457	2,887	2,809	17s	1.93	8.30	97.3%	23,969	1,050.00	\$1,326.16

Trending topics



Singapore to
Japan vs
Singapore to
China vs
Singapore to
Korea

1. **Pre-30 days visa free scheme to China**

Observation: Search volume for China is constantly high, and especially high during the height of the pandemic.

Postulation: Singaporeans always had high interest to travel to China.

2. **Post 30 days visa free scheme to China (4th Feb 2024):**

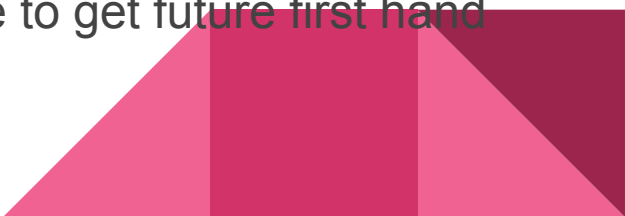
Observation: Search volume for all three destinations went up. Interest to go to China went higher than Japan when Visa-free scheme was announced.

Postulation: Singaporeans resume their passion for travel post COVID and had higher interest to go to China after the visa-free announcement.

Trending topic

As there are more and more Singaporean are interested in going to China, our main campaign should able to ride the trend, we will be able to attract more people to join the contest. Furthermore, previously payment methods were quite restrictive in China, but now YouTrip are able to use at China for payment by adding YouTrip card to Alipay and WeChat.

They are also able to enjoy the good real time currency rate with the convenience of using YouTrip, which could further their interest in getting our cards and downloading our apps. The giveaway could also be a good “hook” to ensure the consumers follow our IG or Facebook as long as possible to get future first hand exclusive deals.





Module 6

Project: YouTrip Refresh

Future promotion: Japan

With the on-going giveaway to China, we could get ready for the next promotion for Japan which is another popular destination, as analysed using Google Trend.

Consistency is important in Marketing, as we are in “Seeding” Phase to increase the brand awareness and the visibility of the brand.

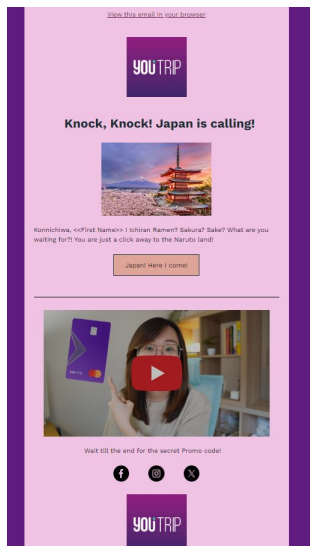
While we are trying to attract new consumers, we must not forget our current users. Hence, this promotion will be exclusive for them, and since Sakura season is coming.

The email campaign will be simple and fuss free as long as the current users finish the video on the email to get the promo code. They will get even better promotion if they are able to refer YouTrip to other new users by using their existing member code.

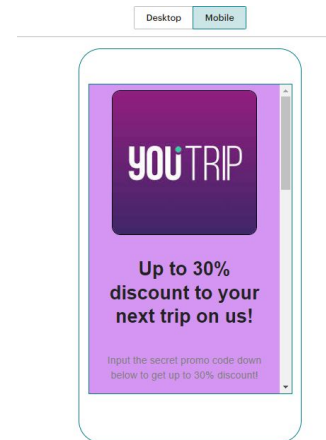
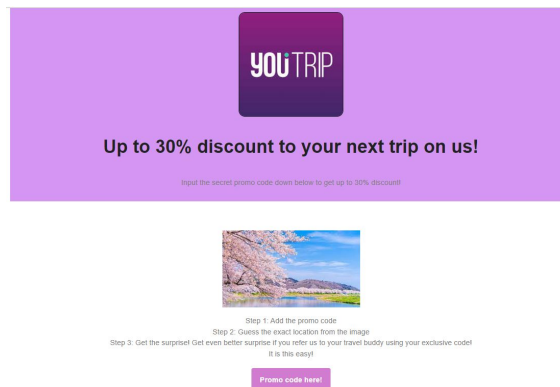


Future promotion: Email Marketing (EDM)

Email



Landing page





Module 7

Project: YouTrip Refresh

PDPC: Privacy concerns during Project YouTrip Refresh

Privacy Policy from PDPA website	How will you implement this privacy policy?
Malware and phishing (Internal)	<p>Remind employees regularly to be alert and do not click on unknown links, which may provide an entry point for scams and breach of customer data</p> <p>As our users base increases, we must ensure that their details will not be succumbed to scammers. Hence, internal training on security measures is crucial.</p>
Security Measures (External)	<p>Provide explanation on the measures in place to protect breach of customer data. Such as encryption, and regular system update. Also, provide helpline or chatbots for any assistance required.</p> <p>We must update our system regularly to maintain our firewall and other landing page security measures, this is also helpful to increase our SEO ranking.</p>

Key Takeaways

Project: YouTrip Refresh

Key Takeaways: Project YouTrip Refresh

- Objective: Increase YouTrip's brand awareness and followership on Instagram within 25 days, aiming for 60k followers.
- Social Media Post: Carousel ad giveaway featuring clear instructions and precautions against scams, targeting Singapore-based users interested in travel and outdoor activities.
- Advertisement Targeting: All genders, ages 18-65+, with interests in travel, outdoor activities, and nature lovers, focusing on Singapore.
- Budget and Duration: SGD 545 over 25 days to reach an estimated audience size of 2.9M-3.4M.
- SEO Blog Post: "Things I Wish to Know Before Traveling, and My Pet Peeves..." focusing on money-saving tips with Google Flights and advantages of YouTrip for currency exchange, encouraging reader engagement and using relevant hashtags.
- Future Promotion: Preparation for a Japan-focused campaign after the China giveaway, targeting current users with exclusive promotions and referral incentives during Sakura season via email campaigns.

This strategic approach seeks to leverage current travel trends, engage both current and potential users, and enhance YouTrip's visibility and user base.





Thank you!

<https://www.linkedin.com/in/roy-kuah/>