

Category	Strategy
Target Market	Teenagers ages 14-19
Positioning Statement	This is an app that can be downloaded on smartphones and computers to access info on politicians or bills that are getting passed. You can vote for a candidate and legislation through the app and your vote will be linked to your social security number so you can not duplicate a vote. Learn about local and national political candidates
Offering to customers	This is an app that can be downloaded on smartphones and computers to access info on politicians or bills that are getting passed. You can vote for a candidate and legislation through the app and your vote will be linked to your social security number so you can not duplicate a vote. Learn about local and national political candidates. You can also have a general say so and direct link to your local politicians with online community chat options.
Price Strategy	\$2.99
Distribution	App store, Google play, iTunes, Computer app stores

Sales Strategy	Run ads on social media at peak of use 4pm-10pm for maximum views of target demographic age. Information flyers will also be distributed nationally at schools for teachers to discuss with students.
Service Strategy	Anyone can use this app but it would be geared toward engaging and informing young new and upcoming voters to help increase the number of informed voters in the country.
Promotion Strategy	Flyers sent to high schools with discount code written on them
Marketing Research	Have customers rate and give feedback and what needs to be improved  30-minute focus groups that pay with ages 14-19 that discuss app usage and benefits
Any other component of your marketing plan	