

The image features a title card for a 'Bumble Campaign'. The card is a white horizontal rectangle centered on a background of yellow and blue blocks. The background consists of a yellow bar at the top and bottom, and a blue bar in the middle. The text 'Bumble Campaign' is written in a bold, black, serif font, centered within the white rectangle.

Bumble Campaign

Background

Since our launch in 2014, Bumble has expanded and now includes ways to meet new friends, Bumble BFF, and build a professional network, Bumble Bizz.

- As of March 2021, about 35% of Android owners and Bumble members accessed the app on a daily basis.
- As of June 2021, we had 2,927,300 users taking advantage of paid upgrades, a 20% increase from June 2020, with average revenue of \$28.81 per user.
- We also have a total of 12.3 million monthly users, an increase of 2.79 times the users in September 2018.
- In the second quarter of 2021, we have gained a revenue of about \$186 million dollars, a 9% increase over the previous quarter.

We feel now is an excellent time for Bumble to build awareness and increase usage of their Bumble BFF features. Now, there is an opportunity for people to restart their social life and rebuild a network of friends.

Notes for presenter:

Since our launch in 2014, Bumble has expanded and now includes ways to meet new friends, Bumble BFF, and build a professional network, Bumble Bizz.

The app has proven extremely popular. As of March 2021, about 35% of Android owners and Bumble members accessed the app on a daily basis. As of June 2021, we had 2,927,300 users taking advantage of paid upgrades, a 20% increase from June 2020, with average revenue of \$28.81 per user. We also have a total of 12.3 million monthly users, an increase of 2.79 times the users in September 2018.

In the second quarter of 2021, we have gained a revenue of about \$186 million dollars, a 9% increase over the previous quarter.

We feel now is an excellent time for Bumble to build awareness and increase usage of their Bumble BFF features. The pandemic forced many people to put their social lives on hold for an extended period. With the availability of a vaccine, there is an opportunity for people to restart their social life and rebuild

a network of friends.

Bumble Goals and KPIs

Based on the current state of Bumble and our 2021 focus on paying users and related revenue, we decided on the following SMART Goals and respective KPIs.

SMART Goals:

1. Increase Bumble monthly users from 12.3M to 12.4M in Q4 of 2021
2. Increase Bumble paying users by 5%, from 3M to 3.15M in Q4 of 2021.

KPIs for this campaign:

1. Number of paying users: we would track this weekly and monthly to ensure a steady increase of users in Q4.
2. Number of Bumble users: track sign-ups daily, weekly and monthly.
3. Number of connections made through Bumble BFF: daily, weekly, and monthly.
4. Secondary/Tertiary KPIs:
 - a. Engagement rate across social media channels
 - b. CTRs and conversion rate through our email marketing for this campaign

For the sake of this campaign, it would be imperative for us to measure Bumble's paying users, free users, and overall rate of sign ups, so we can ensure an increase due to our campaign and marketing efforts. Secondary to this, it would also be important to measure the actual number of connections being made, to ensure the quality of members signing up and to verify that they are using the app for our purposes and SMART goals. Since our campaign will be implemented through email and social media, it would also be important to track the engagement rate across social channels, as well as click through rates and completed conversions through email marketing.

Bumble Target Market

As we are woman-founded, we make sure to target women every day with the question that started it all: *What if women make the first move, send the first message?*

With that in mind, Bumble BFF's target market consists of women ages 18-29 who live in or outside of a large city. These consumers generally have a medium to high income level and tend to organize their life through their smartphone.

Out of this target market, Bumble BFF can identify two target personas. Both personas have a thirst for friendships and new connections after over a year of staying inside during the pandemic. They are vaccinated and want to meet genuine and authentic people and build lasting friendships.

Buyer Persona 1: Transplant Tracy

- Transplant Tracy is a Black female who is 26 years old.
- Transplant Tracy just moved to Washington, DC for a new job as a Research Consultant at a Research Advisory organization. She makes \$80,000 annually. She loves the company so far and would love to grow within her department within the next few years.
- Transplant Tracy has a Bachelor's degree in English and has applied her strong writing and research skills in her new position.
- Transplant Tracy favorite activities are exploring local nature trails, going on coffee dates, and watching reality TV after work.
- Transplant Tracy's favorite social media platforms are Instagram, TikTok, and Pinterest. She used LinkedIn to find her job in DC and to network with her hiring manager.



Transplant Tracy

Buyer Persona 1: Transplant Tracy's Values, Influences, and Pain Points

- Tracy is very loyal and family oriented. She misses her family and friends back home.
- Tracy is influenced by her sisters, friends back home, and some influencers she follows on social media.
- Tracy's pain points are that she doesn't know anyone in DC and would like to make some female friends.



Transplant Tracy

Buyer Persona 1: A Typical Day in Transplant Tracy's Life

Tracy wakes up, gets ready for work while listening to her favorite true crime podcast, walks to work and picks up coffee on the way. She likes being the first person at the office since she's new and still trying to impress management.

She will sometimes have her lunch break at a local park, and then finish up the work day before walking home. She will sometimes go out for Happy Hour with her coworkers, but would prefer to socialize with people she doesn't work with.

Once she's home, Tracy will whip up dinner, courtesy of her HelloFresh subscription, saving the leftovers for her lunch the next day. Tracy will wind down by watching her favorite Real Housewives series, and once she gets to bed, will fall asleep scrolling on TikTok.



Transplant Tracy

Buyer Persona 2: College Courtney

- College Courtney is a 19-year-old Latinx female college student who is completing her courses online while living with her parents in an upper middle class suburb outside of Boston.
- College Courtney has a part time job working at her favorite retail store, making minimum wage for some pocket money.
- Once she graduates from her fashion merchandising program, she plans on applying to jobs in New York City and relocating there.
- College Courtney enjoys shopping, listening to music, and scrolling through TikTok and Instagram, her favorite social networks.



College Courtney

Buyer Persona 2: College Courtney's Values, Influences, and Pain Points

- Courtney values friendships, activism, and social justice causes. She would love to be the main character in the story of her life.
- Courtney is influenced by her favorite TikTokers, Lauren Wolfe and Hannah Godwin
- Since most of her friends moved away for college, she doesn't have many friends in her town and she finds it difficult to make friends in her online classes.



College Courtney

Buyer Persona 2: A Typical Day in College Courtney's Life

Courtney wakes up 10 minutes before her 9am Retail Operations class, with enough time to brush her teeth and get camera ready for her Zoom class. Once she's done, she does some readings for her next class and makes some breakfast in her kitchen.

In between classes, she picks up a few shifts at her retail job, eyeing some clothes she wants to purchase with her employee discount. Courtney has been trying to get in her manager's good graces and would love to get some OJT in retail merchandising, so she attempts to show off her skills by re-organizing the shelves in her store's zone.

Courtney grabs a salad after her shift, and listens to her favorite Spotify playlist on her drive home. Courtney helps her mom with dinner once she arrives and gets some more school work done before her dad comes home from work. After dinner, Courtney spends some time doing some online shopping while binging her favorite Netflix series, staying up past 1:00am before she finally falls asleep.



College Courtney

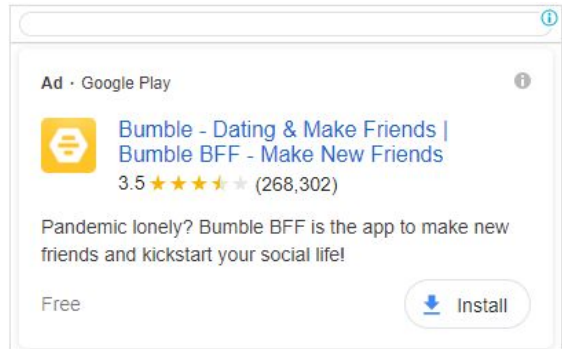
Google Ad #1

Our first Google Ad will focus on the following keywords:

- Bumble BFF
- App to Make New Friends
- Make New Friends

The first two keywords have average monthly impressions between 10K and 100K with low competition. "Make New Friends" has monthly impressions between 1K and 10K, still with low competition.

We think these keywords are relevant to our target personas who are likely eager to restart their social lives following the pandemic. As the world reopens, we doubt the competition will remain low for long, and want to take advantage while we still can.



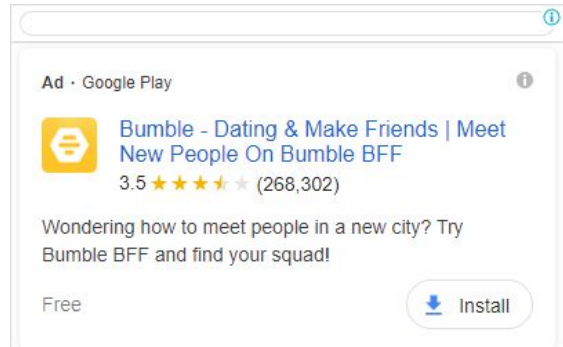
Google Ad #2

Our second Google Ad will focus on the following keywords:

- Bumble BFF
- How to meet people in a new city
- Meet new people

Once again we, of course, intend to target the brand name as a keyword. Our other potential keywords have monthly impressions of 1K to 10K, and both have low competition.

We feel these keywords will appeal particularly to the Transplant Tracys who are struggling to “put themselves out there” in a new city. The promise of a simple solution should lead them to download the Bumble app.



Email Component 1

SUBJECT: Explore 5 Fall Foliage Spots Close-To-Home with Your New Hiking Buddies

PREVIEW TEXT: Hidden treasures in your backyard!

BODY:

1. Rock Creek Park

The best place to ride horses, check out Abraham Lincoln's Fort Stevens, discover a hidden grist mill, or take a guided tour with a Park Ranger... and that's not even mentioning the Zoo! Discover the natural amusement park in your own backyard.

2. Arboretum

Message your new friends to choose their cutest fall fashion and take a tour of the nation's collection of trees, plants, and selfie spots. Get that new profile pic ready for Fall, ya'll.

3. Markoff's Haunted Forest

Turn October into Shocktober with a visit to the DMV's best totally-outdoor haunted trail. Find a friend that won't judge you for screaming, and explore the giant bonfire in the middle of the trees and a crazy zipline after your haunted adventure.

4. Tregaron Conservancy

Discover the best-kept fall secret in DC with a forest and garden that used to be reserved exclusively for the rich and famous. Live your best life in the fresh air or introduce your furry friends to each other before heading over to Yappy Hour.

5. Gaver Farm Pumpkin Patch

Get that perfect post of you holding a pumpkin and laughing. The best way to make friends is lining up that perfect shot... and get some snaps on the hayride, too.

Finding someone to explore the Great Outdoors with shouldn't be a slog in the muck. Explore the world outside of your city with new friends (and take sweater weather selfies with your PSL in your pumpkin patch), or discover rooftop hangouts for those that want a drink with their fresh air. Do it all with Bumble BFF. Download and find your new Fall Friend before all the leaves fall.



Email 1 Notes

We focused heavily on location personalization, based on location data in the Bumble app, as well as an emphasis on seasonal experiences that could create a limited-time feel, inspiring urgency to find matches “before the leaves fall”. Creating several different versions of this ad for different geographic locations creates interest and value while creating a repeatable template –inserting other local haunted attractions, public parks, and pumpkin patches into the body).

We also wanted to focus on Transplant Tracy and her new surroundings, leading to a listicle-style article that helps Tracy explore items that she might enjoy in her new city while encouraging her to find friends to share experiences with.

Email Component 2

SUBJECT: Build Your Profile, Build Your Squad!

PREVIEW TEXT: Meet new friends in your area with 7 easy tips!

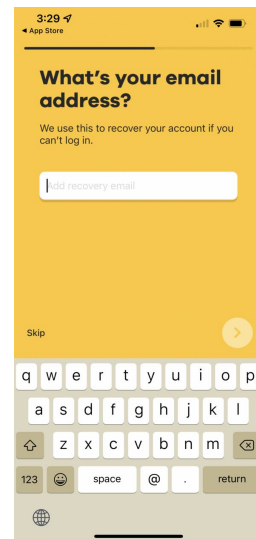
BODY:

Hi <name>,

Ready to kickstart your post-pandemic social life? Tired of watching The Bachelorette alone in your dorm? Even if you're on a virtual campus, you can build your real-life friend group with a swipe!

If it's been a while since you gave your profile any attention, now's the time. Need some profile inspo? Check out our [7 Tips for a Perfect Profile!](#)

See you out there!



Email 2 Notes

Our second email is designed to appeal to College Courtney and encourage her to engage with the Bumble BFF app, specifically by updating her profile. With many students learning remotely, it's likely that existing Bumble users may have fallen out of the habit. Our aim with these email is to remind Courtney of how easy it is to meet new people with Bumble.

This email can be tweaked to target new users or used as a friendly nudge for those who haven't engaged with the app in a while.

The graphic is created from actual screenshots taken from the app, so it would allow the reader to see how easy it is to customize their profiles just by reading the email.