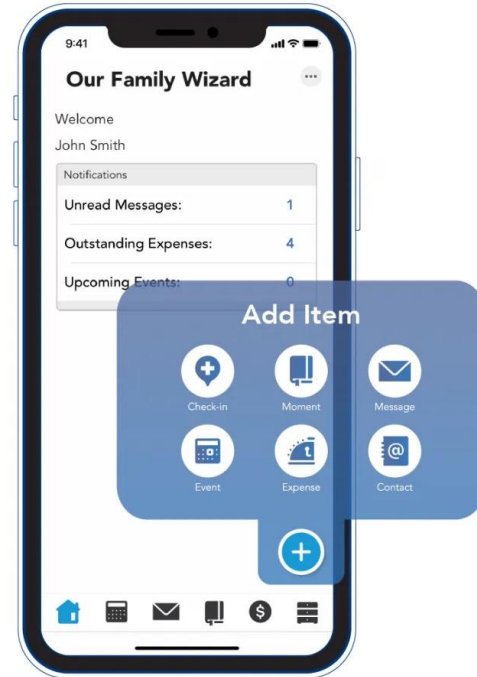




The most advanced tools to
help your family manage
shared parenting.

Christi Barker

Strategic Marketing Planning
7-1 Final Project Submission:
Marketing Plan Presentation



COMPANY'S MISSION, OBJECTIVES & GOALS



Mission

We help families living separately thrive.



Objectives

All of your co-parenting communication on a single platform.

Our Values

- Thrive Together
- Put Families First
- Champion Inclusion
- Live with Integrity

Goals

To have an uncomplicated communication platform between parents.

To be considered an official record and to be certified for use as evidence.

To be interoperable with the majority of the informational resources



PRODUCT/SERVICE SUMMARY

Calendar - A clear view of family plans.

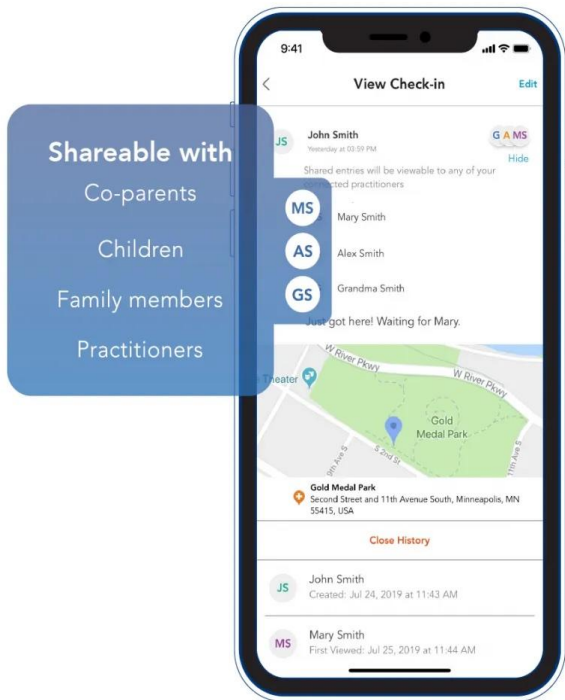
Message Board - More than standard email or texting.

Journal - A virtual diary and family album rolled into one powerful tool.

Expense Log - A simpler way to manage shared expenses.

Info Bank - Your important family information, all in one place.

Mobile Apps - Your family information at your fingertips.



UPCOMING SERVICES



Dr. Notes & Prescriptions



Add Dr. Notes and Prescriptions to each child's profile



Integrations w/calendars



Integrate with your Google, Apple or Outlook Calendar



Share w/other parent



Communicate activities and important information from appointments

S.W.O.T ANALYSIS



Strengths

Desktop & App (IOS, Android)
All in one communication platform
Tone Meter
Court Recognized
Reduce Conflict

S

W

Weakness

Not as well known
One parent will use it but not the other
Dates are European formatted
Bad Reviews

Opportunities

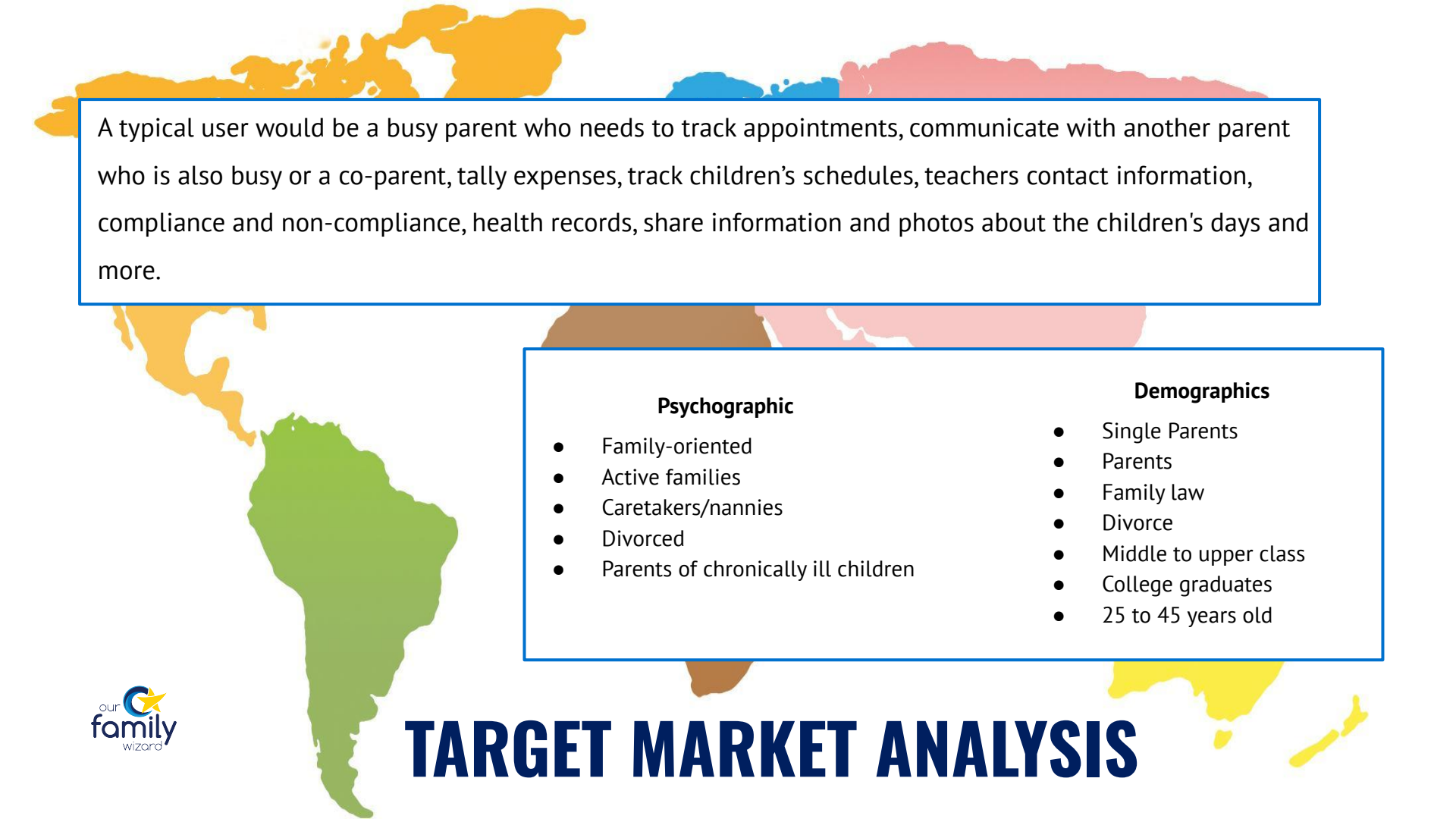
Grow into an app for any parent
Additional features for address book
(checkbox for active or inactive Dr/Teachers)
Updated features for school schedules
Tab for medical documentation
Integration w/other calendars

O

T

Threats

Other Parenting Apps
Cost vs Free versions
Lack of privacy
HIPAA Violations



A typical user would be a busy parent who needs to track appointments, communicate with another parent who is also busy or a co-parent, tally expenses, track children's schedules, teachers contact information, compliance and non-compliance, health records, share information and photos about the children's days and more.

Psychographic

- Family-oriented
- Active families
- Caretakers/nannies
- Divorced
- Parents of chronically ill children

Demographics

- Single Parents
- Parents
- Family law
- Divorce
- Middle to upper class
- College graduates
- 25 to 45 years old

MARKETING OBJECTIVES



Empower Parents

For nearly 20 years, OFW has been working with co-parents to create a platform tailored to their unique needs.

Increase communication

Powerful tools document your parenting time, reimbursement requests, payments, exchanges, and more.



Make family life easier

- Parents
- Grandparents
- Caregivers
- Support Teams

Conflict free co-parenting

Attorneys, mediators, and other family law professionals are using OFW Practitioner Accounts to better manage client relationships.

Products/Services



August MS JS

					16	17
18	19	20	21	22	23	24
25	26					

2:45 - 3:15
Doctor's Appointment

Open Trade/Swap Request



"Would you like to add that appointment to your personal calendar?"

Child 1 Child 2 Parent 1 Parent 2

Description

- [P.T. Exercises](#) 2/12/2021
- [Dr. Visit Notes](#) 6/3/2020
- [Prescriptions](#) 5/12/2019

"Keep all your Dr. notes and prescriptions in one place for your child's cohesive care."

Pricing



1 year subscriptions

2 year subscriptions

Choose your own



SELECT

MOST POPULAR

Essentials

\$12/mo

\$144 billed annually

SELECT

Level up your co-parenting with essential communication tools.

Premium

\$17/mo

\$204 billed annually

SELECT

Get unlimited access to our premium co-parenting tools.

Includes:

- Choose a subscription for 1 or 2 years
- 1 GB secure file storage

Optional add-ons

- Get feedback on the tone of some communication from ToneMeter™ [i](#)
- Settle up shared expenses with unlimited payments via OFWpay™ [i](#)

Key Features:

- Coordinate schedules and parenting time trades with Trade/Swap™ [i](#)
- Send messages with first-viewed timestamps
- Communicate mindfully with real-time feedback from ToneMeter™ Plus [i](#)
- Track and manage shared expenses
- Reimburse your co-parent with up to 8 payments through OFWpay™ [i](#)
- Share memories with notes, videos, and photos
- Keep private journal entries for your personal records
- Show you arrived at exchanges with GPS-verified Check-ins
- Download unlimited PDF records
- Upload files with 5 GB secure storage

Everything in Essentials, plus:

- Settle up shared expenses with unlimited payments via OFWpay™ [i](#)
- Upload important files, photos, and more with unlimited secure storage
- Request unlimited certified records - notarized, printed, and mailed to you [i](#)

Choose your own



SELECT

MOST POPULAR

Essentials

\$10.80/mo

\$259 billed every 2 years

SELECT

Level up your co-parenting with essential communication tools.

Premium

\$15.30/mo

\$367 billed every 2 years

SELECT

Get unlimited access to our premium co-parenting tools.

Includes:

- Choose a subscription for 1 or 2 years
- 1 GB secure file storage

Optional add-ons

- Get feedback on the tone of some communication from ToneMeter™ [i](#)
- Settle up shared expenses with unlimited payments via OFWpay™ [i](#)

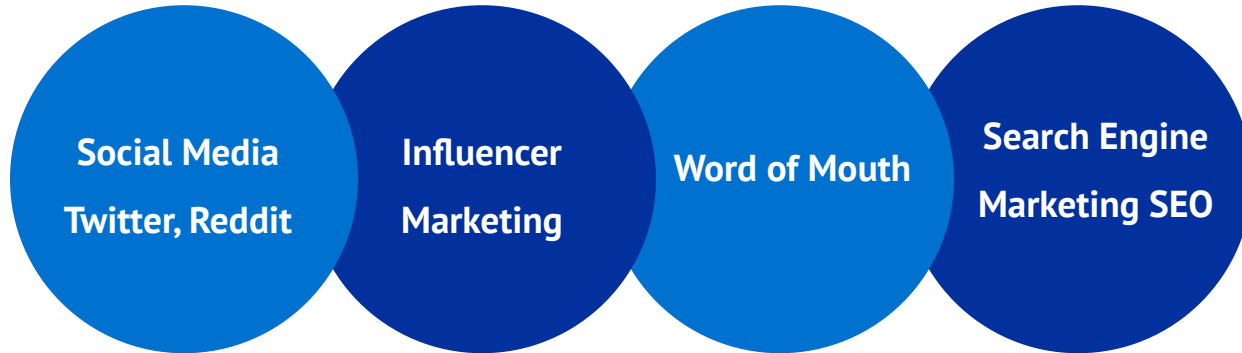
Key Features:

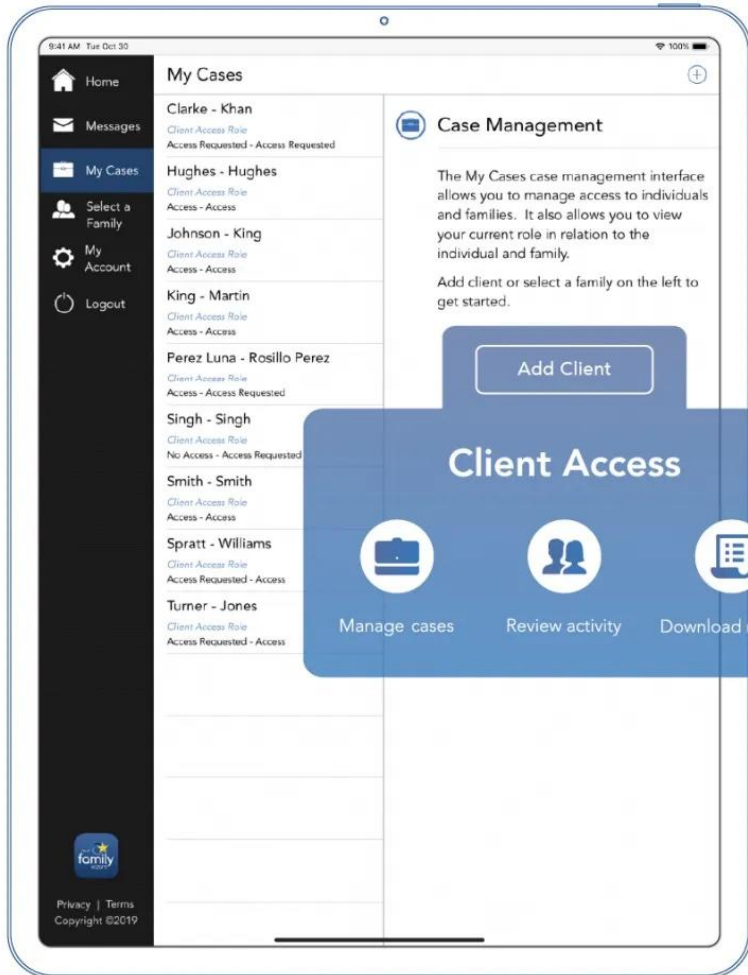
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- Send messages with first-viewed timestamps
- Communicate mindfully with real-time feedback from ToneMeter™ Plus [i](#)
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- Reimburse your co-parent with up to 16 payments through OFWpay™ [i](#)
- Share memories with notes, videos, and photos
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DISTRIBUTION CHANNELS





Place



Additional distribution channels



Attorney's

Judges

Counselors

Caregivers

Nannies

Promotions



Description

- [P.T. Exercises](#) 2/12/2021
- [Dr. Visit Notes](#) 6/3/2020
- [Prescriptions](#) 5/12/2019

"Keep all your Dr. notes and prescriptions in one place for your child's cohesive care."

Here we have sample Reddit ads above

Here we have sample Twitter ads on the right

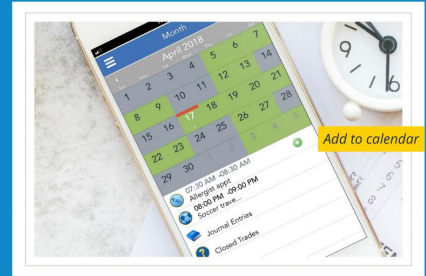


Trade/Swap™ tool [Parenting schedule planner](#)

Calendar

You can trust

Add a child event to your personal calendar now

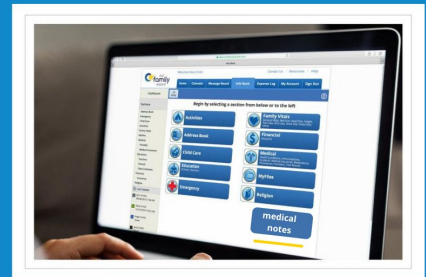


Add medical notes under each child to maintain cohesive care

Info Bank

Now keep all your medical notes for each child in one place

- Description
- [P.T. Exercises](#) 2/12/2021
 - [Dr. Visit Notes](#) 6/3/2020
 - [Prescriptions](#) 5/12/2019



Development/Implementation



The resources needed and timeline to development/implement the plan:

Development of the new services on the app - 3 to 6 months

1

5

Email campaigns, Twitter and Reddit ads - 2 to 3 weeks

Testing of the new app features - 1 month

2

6

The KPIs to be tracked:

A/B Testing of ads for Twitter and Redditt - 1 to 2 weeks

3

- Lead generation
- Website & traffic metrics
- SEO optimization
- Lifetime value Customer
- Brand Awareness

Add features to the website and update SEO - 2 to 3 weeks (can be done simultaneously w/A/B testing)

4

Wrap Up



The key to this company being in business for over 20 years is that they know their internal and external stakeholders and are driven by their mission and values. Their values include:

- Thrive Together
- Put Families First
- Champion Inclusion
- Live with Integrity

“We help families living separately thrive.”(OFW, 2021)

Development



The timeline to development:



Development of the new services
on the app - 3 to 6 months

Testing of the new app
features - 1 month

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