



# CMyApps Marketing Plan

*Activate Your Online Store  
with Mobile App*

# CMyApps Market Analysis

No matter it is traditional or emerging business, eCommerce mobile app is the way to go

eCommerce mobile app dominates the future growth of online business. Merchant is better to position for new way of business

CMyApps is designed and developed to meet the emerging trend, it is a perfected tool for business to grow revenue online

CMyApps provides a way enabling merchants to easily communicate and promote products to their existing and new customers

CMyApps is the new business channel to increase revenue

CMyApps helps companies to better establishing branding and show company culture

# Pain Points (1)

Company don't have mobile app for online business.

- Difficult to establish the company image and branding
- It's a challenge and lack of tools to respond to market when facing stiff competitions
- Unable to get customer data for effective marketing
- Difficult to manage and cope with the needs of customers
- Ineffective to convey messages of latest products & services information to customers in timely manner

Website based eCommerce approach is slowly outdated, because the user experience is not good.

- User experience (UX) is not good, customers easy go to other stores
- Customers are not up-to-dated with products, discounts and promotions
- Unable to effectively maintain customer loyalty
- Website design is complicated, require to update and hard to maintain by merchants
- Weak stability and affected by the speed of Internet

# Pain Points (2)

Open stores in market leader  
eCommerce platforms have drawbacks!

Although JD / Amazon / Taobao are dominating the eCommerce markets, stores are hosting on the platforms have good traffics but also invited stiff competitions among different stores on platforms

Hard to obtain customer database for marketing, or the cost of doing that is too high

The design of hosted stores is pre-configured and lack of personalization with company branding

Sales revenue are withheld by platforms (at least 1 or 2 weeks or longer), resulting in delay-return of sales revenues causing cash flow difficultly

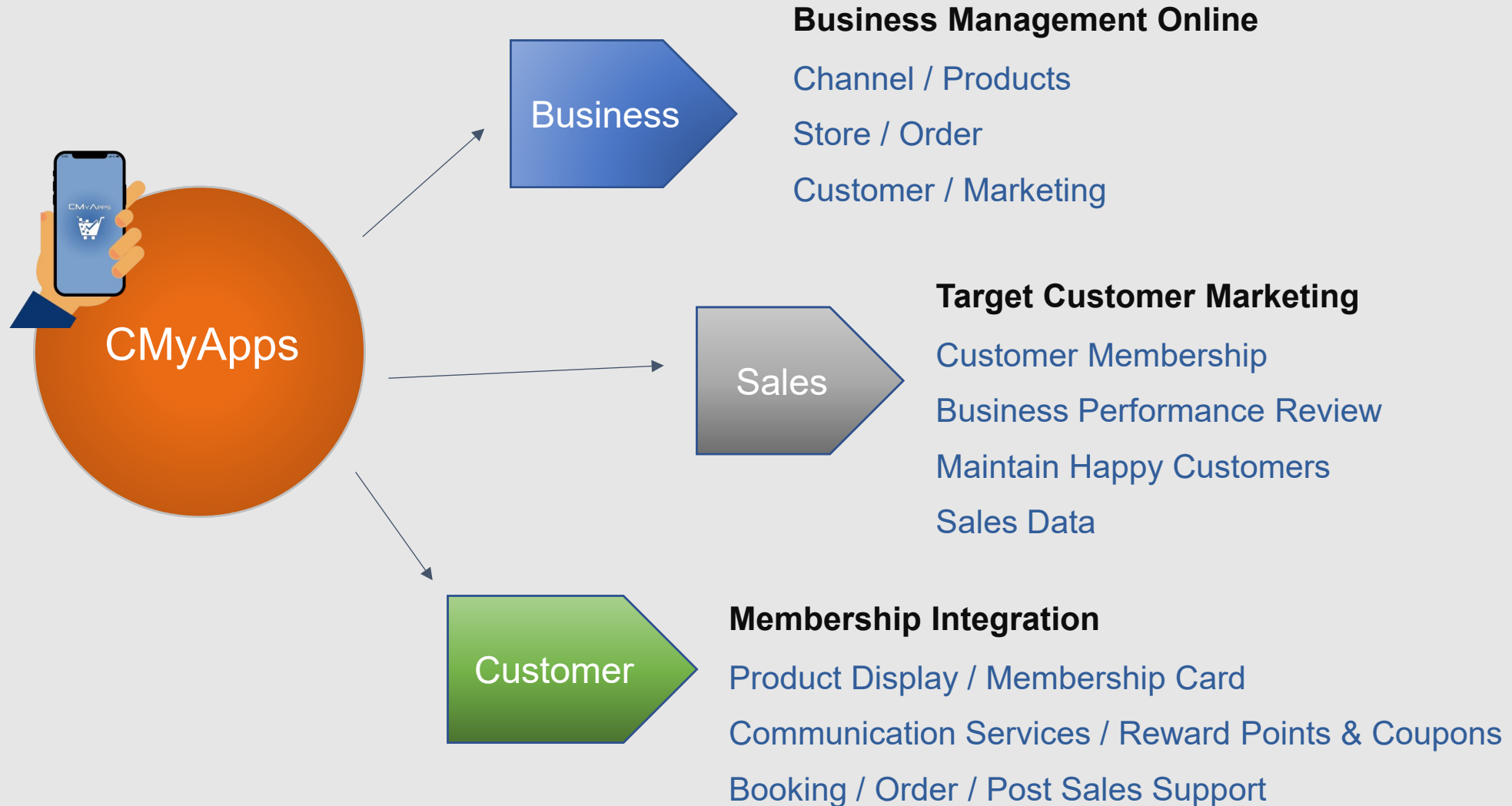
Product display layouts and marketing strategies are restricted by the platform frameworks and policies

Specific features / functions of hosting store is not possible to implement

Hosting stores do not own their resources and customers, once they are leaving the platforms, all resources are becoming zero

Operating costs are getting higher so to increase overall business costs

# How can CMyApps help?



# CMyApps Benefits (1)

- Store merchant can choose the prefer design styles, layouts and rules applied to the CMyApps mobile app. Personalized CMyApps layout in order to show characteristics and culture of the company
- Use WordPress WooCommerce as backend server to build online store on Amazon AWS / Alibaba Cloud to ensure system stability
- Build customer membership database, analyze it and conduct marketing programs to target customers
- Enable company to have its own mobile app with its own style and branding
- Effectively reduce competition in same market to improve revenues
- Direct connect with customers for timely and accurate communication, resulting in better customer relationship
- Better control operating costs and improve efficiency



# CMyApps Benefits (2)

- Save money on product promotions and operating costs
- Immediately receiving sales revenue from its own store, reduce cash flow pressure tremendously
- CMyApps store can be operated in more flexible way, it is not restricted by platforms such as JD / Amazon / Taobao with their rules and regulations
- More efficient monitoring product sales in all angles
- Provide tools to analyze customer database, increase the return-purchase rate, improve accuracy of making right decision and better understanding of customer purchase behaviors
- Make effective marketing strategies
- Mobile app contents can be dynamically updated at any time



# CMyApps and JD / Amazon / Taobao Coexist and Win-Win

JD / Amazon / Taobao have large customers base and the platforms bring in a lot of traffics to the stores. Store owners should continue have stores hosted on market leading platforms but suggest to add CMyApps as additional sales channel.

- Continue to host and operate stores on these market leader platforms to sell products online
- Add CMyApps as another sales tool (another online store with CMyApps) with better management of customers, reward points, coupons, special discounts and company branding and images
- Use JD/Amazon/Taobao stores to bring in customer traffics to your CMyApps store





# CMyApps Target Customers

An orange circle with a gradient, containing text about online sales mobile app personalization.

Store for online  
sales mobile  
app  
personalizing  
company  
branding, logo  
and style

A blue circle with a gradient, containing text about chain-store needs to expand B2C business with own branding app.

Chain-store  
needs to  
expand B2C  
business with  
own branding  
app

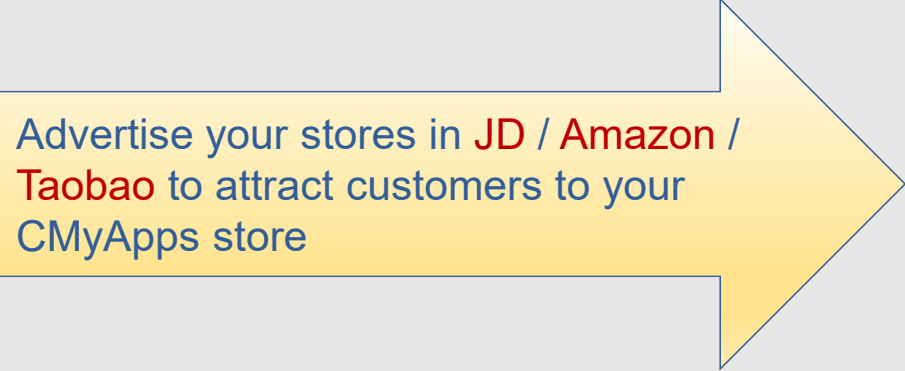
A yellow circle with a gradient, containing text about emerging new style B2C store that needed to have its mobile app.

Emerging new  
style B2C store  
that needed to  
have its mobile  
app

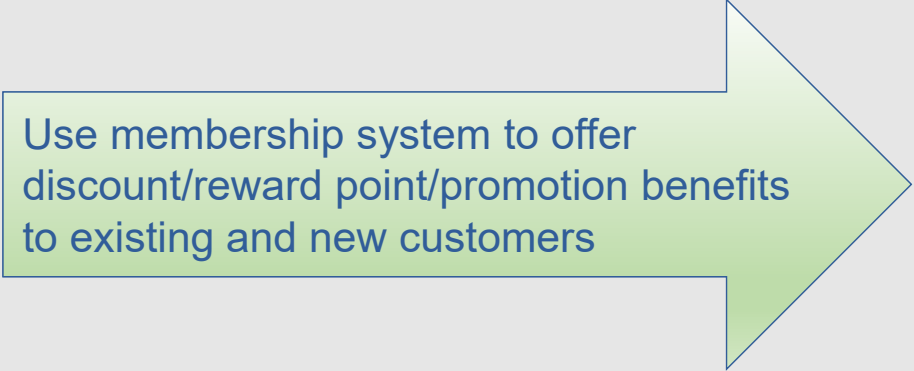
A green circle with a gradient, containing text about hosted online stores on platforms such as JD / Taobao / Amazon.

Hosted online  
stores on  
platforms such  
as JD / Taobao  
/ Amazon

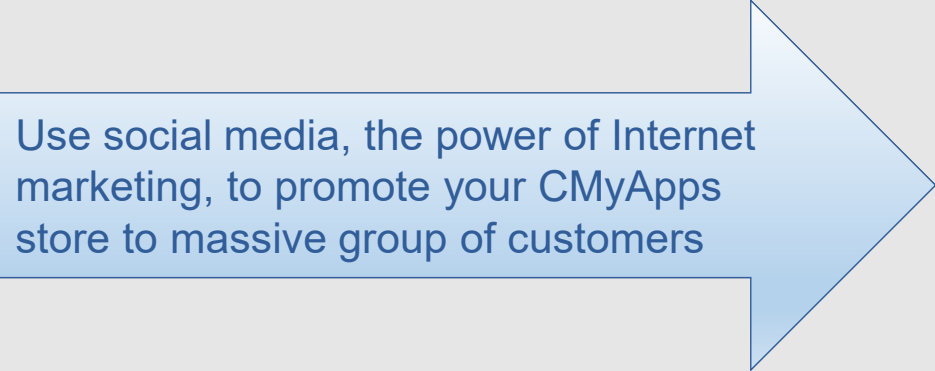
# How to Attract Customers to Use CMyApps



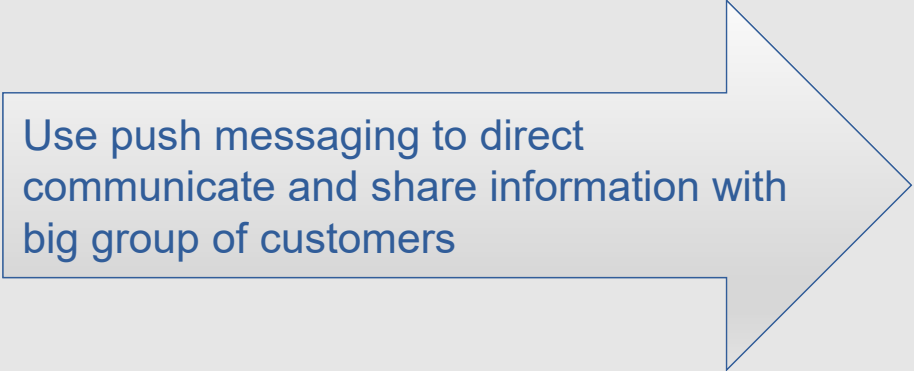
Advertise your stores in **JD / Amazon / Taobao** to attract customers to your CMyApps store



Use membership system to offer discount/reward point/promotion benefits to existing and new customers



Use social media, the power of Internet marketing, to promote your CMyApps store to massive group of customers



Use push messaging to direct communicate and share information with big group of customers

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