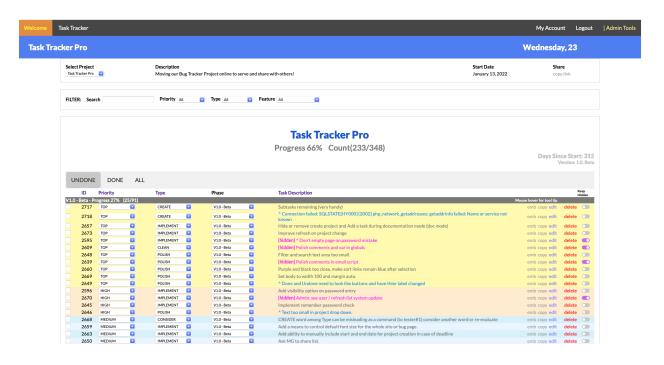# Task
Tracker Pro

Social Media Proposal

How we plan to gather an audience for our app.

Release: TDB (Currently in Beta v1.0)

Task Tracker Pro started around January 13 of 2022 with the goal of learning web programming and helping me through Star Kingdom. Eventually it was born as a full fledged app when Bugzilla and others like it weren't widely available online and Devtrack was either expensive or "call for demo". Most programming apps that have a checklist aren't robust or straightforward for usage, and so Task Tracker was born.

I have no idea how we'll make this project marketable. Initially I thought we could find an online group for web applications and I'm sure that's still the case. But I realized we have an opportunity to do indirect marketing and sharing by referral. When we promote any of our game projects or the *Monarchgames.net* address, audiences would trickle down into the front page with our app (and hopefully sign up when we urge them).

The Basics

Name: Task Tracker Pro
Release Date: TDB (currently in Beta)
Genre: Productivity
Platform: HTML 5
Summary: Stay focused, make goals happen, and ease of use, one checkbox at a time. (It's also free)

Initial Thoughts

- We need to add a "signup free" banner on all public pages so it self-markets the more we drumbeat on it.

- We're in no hurry since Calorie RPG will be starting in May of 2023

- I'm not in the mood to support the project, per se. We're still learning how to run trials.

- Word of mouth may be our best bet during trials second to indirect referral marketing from other apps.

- I wouldn't know what we would share except push for animated gifs of features and highlight them. While fun, we're at odds with the push to move forward versus nearly abandoning any heavy marketing in favor of long term drip solicits.

- At some point we should think about finding a group this would cater to but it's tricky because it's really anyone who does software development. We'll have more answers as we move ahead but our easiest target is the indie game dev.

- With Calorie RPG we might further promote Task Tracker since we'd share our to do list with the public.

General Concept

Who

- Developers, office workers, writers, anyone who wants to plan and organize a personal project or keep track of their lists.

- I wish it were friends and family but we're running into some hard hesitation due to early adopter angst. It's to be expected but it's our first in dealing with it.

What

- We could show features but we would need to consider timing and target audience.
- Chicka-butt. How? Chicka-pow!

When

- A tough question to answer, for a campaign, it would be ideal if we had full support intentions but we don't.
- In theory it's already being marketed alongside Treasure Hunt. Short answer: as soon as possible.
- In terms of our personal Facebook page, it may be a while since I want to make sure it's stable and working well before doing so.

Where

- We can use the Unity Developers and IGD group to share what we're doing.
- Ideally a web app group but we'll need to search out and it's debatable if this is the best route for us or if participation and engagement levels will be worth the effort.

Why

- We want to encourage other indie developers and the like to stay organized.
- Artists or writers who want to outline their stories can do so.

How

- One submission and one conversation at a time.
- A slow drip coffee approach may be what's best for this.

Cool Ideas

Here are some interesting things we can do to push for Task Tracker:
- Animated videos demonstrating various features
- Animated tutorials on how to use and think about Task Tracker
- A series of animated gifs can be displayed and shared online so folks can see the app in action such as search bar and bug submission.

- Writing an article about Core Theory and sharing it with Level80 might be ideal but a lot of our marketing at that level falls back to the need to pair with an existing or published game that has or looks well enough to have audiences appreciate its effectiveness in projects.
- Each time we make a list public, we can automatically include a link or add at the top "sign up free!".
- We can always try a comedy skit that is entertaining enough to make people want to sign up just for our sense of humor. If it goes viral like Dollar Shave Club, we'd be money.
- A neat cartoon series using graphic design ala E-Insurance. I don't think we have a Captain Task Tracker Superhero but if we did, it could be a great representative to our brand among fellow nerds, it's worth considering.

Burdens

Here are some issues I feel are necessary but not in any way things we would look forward to.

- **YouTube:** Uploading videos about our app can be annoying and outdated by the time it's up. It's not a bad idea in terms of advertising and demonstrations but this may be a full time job. It requires a lot of consideration

- **Facebook Group/Page:** I wish there was a web app group the way there was for games and I'm sure it exists but we're stretched thin and there may not be much to gain from it at the foreseeable moment.

- **Twitter:** I'm not a fan of the platform but I do love Elon. I believe we can hold off until the project matures.

- **Instagram**: This might be an ideal place to share animated gifs of features and create a series of highlights. The downside is not getting much traction from it given how much is required to gain any visibility. I don't see a purpose yet until there's a convenient moment where this makes sense.

12 Week Outline

The following is an attempt at thinking about a marketing schedule and how we would share ideas and proposals before uploading our game. By no means is this meant to be anything more than a first draft. We'll play by ear the best we can.

Our initial approach is to highlight a feature per week. In theory you could keep going this way forever if you wanted to remain persistent. When new features are added, they can be added in the rotation. Most of this can either be through anim gifs, movies, or instructional designs.

Week 0

Prerequisites to get ready for marketing: A ton of animated gifs
1. **Search Bar:** Find any item by keyword or task number.
2. Post in IGD and Unity Developers

Week 1

Prerequisites: animated gif
Create Categories - Group tasks into manageable chunks.

Week 2

Prerequisites: animated gif
Progress bar - Inch your way to 100% with every item crossed.

Week 3

Prerequisites: animated gif
Auto-Sort - High priorities pop to the top!

Week 4

Prerequisites: animated gif
One-Button add - Type your item description and hit enter. It's that easy.

Week 5

Prerequisites: animated gif

Click for details - Select any item and add any details as you go.

Week 6

Prerequisites: animated gif

Upload images - Add art or photos. (Limit 1 per item for now)

Week 7

Prerequisites: animated gif

Share your list - With a click, send a link for others to preview.

Week 8

Prerequisites: animated gif

Hidden Items - With a toggle, keep a task for your eyes only.

Week 9

Prerequisites: animated gif

Color Highlights - based on priorities, Top, High, and Medium stand out for easy to read design

Week 10

Prerequisites: animated gif

Create Templates - Quickly demonstrate the Story, Game, App, and General tasks for layout and speed.

Week 11

Prerequisites: animated gif

Tabbed Lists -Demonstrate Undone, Done, and All to show users can get a preview of their completed and uncompleted tasks.

Week 12

Prerequisites: animated gif

ALL Mode -Demonstrate a unique feature for users to get a progress report of all their projects combined. .

Conclusion

By no means does this exhaust all the ideas for an initial campaign. We're too tethered to the success of other projects that use this app to really push it on its own as well as the lack of priority compared to other apps in the coming year. It's tough to think about.

But also, we need to consider one other thing. Ideally if we went all out, we could share videos on Core Theory and demonstrate projects that are used with it. We can share tips on how to correlate one's bug number to their submissions and use the **emb** as well as **copy** feature in video format as we tie it to a public service announcement on how to be more productive. We could also do a series of video commercials and apply them to our website using Fiverr or some service like it.

Most of our best marketing choices are better left for when the app matures and we get a better sense of its direction as well as the feedback of what people want from it. Most of our efforts will come indirectly and be a slow trickle, which is what we need at a moment. Too soon could put us in a bad place with an inability to support rising demand. We need to find out what people love about it the most and the features with the highest appeal before we put our best foot forward in aggressive video content based posts on social media.

Animated gifs are our best bet. Once we get past the Beta phase of the project and have a better sense for it, these plans can update and adjust accordingly. In theory we may not need much of this other than as a courtesy. Only time and chance will let us know how effective this will be in marketing. We have a lot of experimenting to do to get there. Hopefully it all works out.