

Olympus Digital Optical And Optical Consultancy Services

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Introduction

Olympus is a startup company dealing with the manufacturing of optical and digital care technology. It is based in the United Kingdom (UK) where it has a plant. The company also has started an art laboratory and medical systems for eye clinics, cameras, and different scientific solutions. It has a strong, skilled and experienced team of opticians and physicians working around the clock to make sure that it delivers quality service to its customers. It intends to invest in research and development to improve service delivery and also to be able to solve the new global challenges in eye treatment.

Olympus is a new company in the market, and therefore, it needs to be put in the global market so that it can build its brand and also generate revenue and make a profit. However, new apps would be appropriate for Olympus to explore in accessing and marketing its brand and services and also to retain its customers as well. Therefore, Vero would be the best social media app for Olympus which can give the company huge market access and create a brand in the market dominated by large corporations. Since Olympus is looking for a way to access the market and build a name as the best digital optical company, the use of Vero would be the greatest idea since Vero App intends to will have wider access to the Chinese market where it is expected to create over 200 million follows from China and other countries worldwide.

The business concept of Olympus is to manufacture digital optics for clients and offer optical consultancy services as well. Olympus has gone digital, and most of its optical consultancy services are online based; therefore, it can access clients from a different part of the world and offer them services at their homes. It is, therefore, essential for the company to have an active social media app for blogging and social media marketing as well. It is believed that social app connects people, and the majority of people residing in urban centers have access to the internet, and therefore, they have access to social media platforms. By using social media apps, Olympus would be able to increase its market share, build its brand and increase its revenue, hence profitability.

Vero App

The Vero is a new app with interesting features that allow users to connect with friends, relatives, neighbors and former schoolmates. The app is unique and provides unique, friendly-to-use features that no other social media platform offers users. Besides being a new app on the market, the app is a security-sensitive app and protects and prevents the misuse of personal data. The communication is

encrypted, and therefore, messages are secure from unauthorized access. The app gives users tools to change the background and add and modify taps, which can be used for specific information. Vero is unique and different from other social media platforms since it has features that users can use to make calls, block, connect with other social media platforms and a platform for marketing products and services.

Aims And Objectives

The main aim and objective are to connect people with their friends, relatives, and workmates through a secure and users' friendly app. It provides users with a platform to create friends and rank them as well based on the level of relationship.

The Benefit Of Using Vero

Vero provides free blogging site for all users and connects organizations since it has a tap for similarities. It makes it easy for companies to interconnect. Using Vero gives an organization an opportunity to connect with other organizations from around the world. The users of Vero can choose to have friends or followers since it brings Facebook and Twitter into one platform (Rigler, 2018, p. 12). When users accept friends' requests, an individual can decide to choose the kind of friendship and whether to follow a friend or not. The Vero app is free to download on several platforms and easy to install as well. It can be used to connect several people at a time. It means that users can send updates and upload videos of music and other content on the social media platform. It has features for photos and therefore, users can share photos with friends and relatives without any problem. It can be used in all operating systems, it is compatible even with Ubuntu, and therefore, it is the best social media platform that connects media. Though it is a new but with good strategic marketing, it shall overtake passed giant in the field of social media platforms to become the number one social media for business use and fun as well.

Impact On The Users

Vero allows users to connect and choose the type and rank relationship as well. It provides both Facebook and Twitter features, and therefore, users can create follows, build friends and follow other people online as well. It allows users to connect with friends, relatives, and families. The difference between Vero and other social media platforms is that Vero has an option whereby users can choose what to do and how to follow Facebook, which other social media platforms do not have. It also has an option for blogging and an album for photos where users can upload pictures and share with other users on the social media platform, and therefore, it means that Vero has Instagram as well. These make the app different from other social media apps, which are popular and used widely across the globe.

Nevertheless, the market needs apps that can be applied across the board: Facebook, Twitter and Instagram, and that is what Vero is offering the market. With Vero, users do not need to have all three social media apps. Vero offers all the services provide by the market, and therefore, it would be able to fill the void in the market and make sure that users can competently use Vero to create followers, build friends and classify friends as well so that it can reach a wider area.

Olympus Optical needs Vero to reach the market of both youthful and aged middle class and upper-class customers and since Vero's target market is youthful and middle-aged people in the society that Olympus has classified as its target market, it is, therefore, important for Olympus Optical to use Vero app as a promotion tool for its services across the globe. Vero has listed China, Africa and other growing economies as the targeted market, which is the main focus of Olympus and therefore, Vero offers what Olympus needs to get its products to the market and build a brand as the best digital optical provider worldwide. It is also noted that Vero as a button which can be used to create a video, Olympus can use the tap to create a video which shows customer process of receiving optical services at Olympus store and post on the site to draw followers and market its product as well.

Marketing Vero App

It is important to place Vero in the global picture, and in order to do this, different marketing tips would be applied. First, the app will be advertised on national TVs and other print media to inform the public about the new app. The lead generation will be built using different techniques to make sure that the product is accessible and many people become aware of the app. As stated by Heathman (2017, p.24), lead generation can make an app or product generate likes and followers quickly. Therefore, the app shall have YouTube and other viable social media, which can place the app in the public domain. YouTube shall illustration te the importance of the app and how it is different from other social media apps which has been on the market for the generation (Heathman, 2017, P. 13). Above, a blog for the app shall be active, and updates shall be done frequently to make sure that it attracts attention hence creating followers who are important since the usage of an app by other firms depends on the number of followers it has in the market. The following shall be the techniques to be used for the promotion of the Vero app. "Vero simply has Twitter, Facebook and Instagram in one platform, and therefore, users can choose whether to build followers, follow others or Facebook and post pictures.

Website

Vero shall have a highly built website that is interactive. The website shall be users friendly, and therefore, individuals with little knowledge will be able to use the app without facing any major challenges. The interface shall be friendly and reflect the new change it portrays in the social media industry. All users would be able to sign in through its website and down mobile apps and other features from the website. The website links or URLs will also be shared on a different platform to

make people aware of the new app (Jerry & Bell, 2014, P. 21).

Social Media

The Vero will have its own social media page, which it shall use to engage customers or fans. The social media page shall be connected to other partners' pages and on its website pages as well. Social media with another website will allow the company to connect with other people and draw people or followers to its sites, which shall be an advantage to the company since it is likely to improve its market share and, therefore, increase its revenue as well.

App Store Optimization (Aso)

ASO is the platform for promoting a new app, and therefore, Vero shall be advertised in Google Play, iTunes and Windows Store, where it can easily be accessed and used by anyone for free. Though ASO has several apps because it is where all apps are being promoted, Vero shall use lead generation to get many likes and followers within ASO. It will make the app popular among the listed apps, and therefore, many people shall be able to download and use it, and this will make the app have many followers and users.

Theory & Practice

Several theories and practices shall be used to market the product and to identify the needs of the company and the market needs as well. It analyses the market segment, target market and positioning point in the market to compare its services with what is offered by its competitors in the market.

Market Segmentation

Vero app's focus market segmentations are youthful or young people and middle-aged adults in society. The app focuses on middle-income earners who spend time updating their social media pages and reading about business issues as well. This allows the company to build a unique kind of friends on social media, and therefore, it would be attractive to corporate society for marketing purposes and fun. Since Vero has provision for Facebook and Twitter features, it attracts professional clients or followers. The geographical focus of Vero also plays a crucial role in its choice as a tool for Olympus to use for the marketing and promotion of its services and products. Vero intends to concentrate on the United Kingdom market and expand to China, the United States, and other regions within the next six months (Rigler, 2018, p. 2). It will allow Olympus to have access to these markets, and therefore, Vero shall provide what Olympus needs from the market to grow.

In order to reach a broader market, different tools and Gregory's planning model, 2010 will be applied as well. The company shall use simple steps such as campaigns through promotions and advertisements. It shall be done using TV and radio stations where participants will have to call the station to answer some questions to win a product or shirts bearing the logo Vero. This campaign will be run for one month to make sure that the targeted market is exhausted and the turning up is high (Rigler, 2018, p. 12). It is also expected to launch apps, for promotion targeting specific users. Vero is a special and unique app compared to other popular and old social apps since it offers users a platform where they can change backgrounds and add to users' choices and even buttons. With such an elaborate and users' user-friendly app, Olympus will be able to capture the aspirations of customers in the market through the use of Olympus-made video on the screen and music to welcome users. The drive to business for Vero will make the company known within the shortest time possible and increase its numbers and share market by double digital within the first six months of its launch.

Targeting

The Target market for Olympus is people who use electronic gadgets such as computers, TVs and other sensitive screens for a longer time (Rigler, 2018, p. 23). This is because the use of these gadgets releases small particles that damage the eye, and therefore, Olympus would be cleaning eyes and checking regularly to make sure that small particles are removed from the eyes of clients. Surveys have indicated that the number of people using electronic gadgets has increased over the last few years, and therefore, the diseases related to an eye or eye infection have increased tremendously. Therefore, Olympus would offer a solution to the eye problem throughout the world. However, in order to reach the targeted market, Olympus shall use Vero App to connect to clients through its Vero social media account (Jerry & Bell, 2014, P. 14). It will create a Vero Account for business where it shall get features for blogging, sending Tweet and following client to build a dominant customer in the market. The age group for the targeted markets is between 18 years to 45 years of working and earning income.

Positioning

The eyes service and digital optical shall be charged fairly to not cheap not expensive, but it shall not be too expensive to bar customers. The services shall be charged based on the service offered and the product purchased by individual customers. The quality of the products shall be high and durable, and therefore, it is likely to increase the number of customers visiting Olympus stores for eye cleaning services. Most services shall be digitally provided, and therefore, it means that they shall be quality and faster compared to competitors in the market (Jerry & Bell, 2014, P. 10).

Blog

However, a blog provides a platform to market the Vero app and to create several leads that make people like the Vero App. Vero is a new app with a feature that allows users to connect and share photos and blogs as well. It has buttons that can be used to create followers and follow people and organizations, and therefore, it is the best product in the market. With a lot of data insecurity, Vero offers the most protective system where all messages sent or received are encrypted to ensure that reading them by a third party is avoided. It offers the best personalized social media platform where users can change the background and other buttons the way he or she wants, and therefore, it is the users' app. Therefore, for anyone who wants to be funded and connected with people from all walks of life, Vero is the solution. It has a business platform, which all social media do not have except LinkedIn, which is a professional social media. It makes users have fun and connect with business people, friends, and any other person. Vero is the social media of your choice to download and use for meeting friends, charting, creating links and blogging as well (Heathman, 2017, P. 15).

Blog Post

"Getting together and following friends, relatives, and colleagues has been made easy and faster by the introduction of new social media, Vero app. Vero offers users' friendly platform where users' can create an album and share photos with friends and families. It gives users a rare opportunity to decide on friends, rate them, and follow them as well, and therefore, it makes social media friends build a bond through constant updates and connections. If you want to have fun on social media and connect with business people, then Vero is your place to be." It also allows users to record and post videos and audio sound, which can be utilized for marketing products. It is, therefore, the best social media platform for corporate that want to have huge followers and engage fans or customers in activities that can make them understand their products and services.

However, the Vero app is a free service social media app that can be downloaded directly from the internet and from Google Play iTunes for Apple phones. The fact that the Vero app is targeting the Chinese market and other populated regions makes it one of the best tools or social media platforms that can be used to market products. Based on its plan, the new social media platform plans to compete with other apps like QQ and Qzone, which are some of the well-known social media platforms that are used in China. The biggest competitors are Facebook and Twitter, which are popular in Western nations and parts of Africa.

Conclusion

Vero app will be marketed using blogs and promotion on other social media so that it can get as many followers as possible. The use of print and TV shall also be used so that it can build its brand in the market for it to be used by other companies to promote their products and services. However,

Olympus Optical shall benefit from the popularity of Vero since it shall use the Vero platform to reach a wider market, especially from China and the Middle East, where the company tends to focus and make a name in the market.

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