

Matrimonial Website Facebook App: Case Study

Introduction:

Facebook has more than a million users of Indian origin, and is increasing its user-base in India very fast. Facebook has shown good success in engaging the upmarket, urban population in India, and Indian users' demographics on Facebook make it an interesting opportunity to reach out to and engage potential customers for a Matrimonial service.

Facebook Applications: Facebook opened up its platform in May last year, enabling other parties to create applications that run on Facebook and are available to all Facebook users. Facebook applications present a very exciting opportunity for marketing due to the following reasons:

- Access to the huge Facebook user-base
- Viral features on Facebook which allow a cleverly designed application to spread very fast among Facebook users
- Complete freedom to do just about anything inside the application.

Objective:

Engage the 22-30 years old Indian users on Facebook who are single with an application that creates brand-recall, engagement, and potentially, business for a Matrimonial Website.

Solution:

Fun is an essential part of the Facebook user experience, and an application can expect little success if it is not fun. The Matrimonial Website application would have to connect with users by letting them have fun with the application. Also, it is essential for the application to make the user involve his or her friends with the application so that the application spreads virally. Keeping these two factors in mind, this is our suggestion for the application:

- An application called "SpouseType" that essentially allows users to take an interesting quiz and find out what type of a spouse he or she would make. This would assign SpouseTypes to users like "Caring", "Demanding", "Accommodating" etc. It would, of course, be very important to steer clear of any qualifications which have a negative connotation
- Post a person's SpouseType on his or her profile, and notify the user's friends when the quiz has been taken. The messaging of the notifications would be so as to prompt other users to also take the quiz and find their SpouseTypes.
- Allow the user to browse through people by their SpouseTypes, and suggest compatibilities between people depending on SpouseTypes.
- Advertise the Matrimonial Website at strategic points in the application, and urge users to go

over to the Matrimonial Website.

- Use all viral features available on Facebook to spread fast.

About Us:

We, at Mobicules, are Social Network Applications Specialists. The DNA of a social network application is completely different from that of a stand-alone website or a desktop application. The success of such an application depends on understanding the demographics and the behavior of users of the social network, and designing the application so that it appeals to them, and fits into the fiber of the network. With our experience at building Applications that fit seamlessly into the fabric of Social Networks, we can unleash the power of the Social Network for you.

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