

Vibramage Product Promotion Features

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Abstract: *This article describes the features of marketing innovative Vibramage products. The product promotion variants are described in detail using HealthTest programs as examples. The article also discusses the main problems faced by the consumers, and possible directions for the further development of Elsys Corp to promote vibramage products in Russian Federation and world wide market.*

Keywords: *marketing, vibramage, promotion, advertisement, HealthTest.*

Word “marketing” has a lot of definitions but in this article marketing is considered as a set of actions aimed at motivating a potential consumer to purchase vibramage product. This can include processes for product idea’s development, technical implementation, promotion, purchase, and working with a user after a purchase.

Many popular software products well known not only because their useful features but also because the world there are many popular, bought, known not only because of the characteristics, but also because of proficient marketing. For example, Microsoft has some kind of world famous products like Windows, Office, Visual Studio, that designed for both the general user and specialists. But the development of this company from a turnover of \$ 16005 in 1975 to revenue of \$ 125.8 billion in 2019 occurred in close connection with the development of technology.

The first vibramage was obtained in the 90s of the XX century, so it is interesting to draw an analogy with one of the current successfully developing companies, for example Yandex, which began its history as a search engine in 1993 and turned into a multinational company with revenue of 175.39 billion. rubles (Financial indicators Yandex, 2020). An interesting example is TeamViewer entered the market in 2005 with a software to remote control computers and for nothing more. However, the possibility of free use for personal purposes and the simplicity of work allowed in 2019 to make a profit of \$ 107.2 million. (TeamViewer AG, 2020). One more attractive rapidly growing and changing market is about software for mobile devices. This market is more focused on the mass user, so the popularity of such products comes as quickly as leaves. A noteworthy example is the FaceApp application launched in January 2017. Already in May the number of downloads of the program reached one million per day. The second peak of popularity came in a new round of development, which brought in July 2019 \$ 10 million in 10 days (Koetsier, 2019). This software spread out for free but a premium subscription requires a small fee. And only 3,7 % of all users made a further purchase despite the incredible popularity of the app. All soft products are different and, accordingly, have their own features.

So, the products based on vibramage technology (Minkin, 2017; 2020) or vibramage are implemented in many areas of application: security systems, lie detection, career

counseling tests, medical diagnostics, sports, study of personal characteristics and many others (Minkin, 2019). Pro version of vibraimage includes all the features of vibraimage technology and can be used for all application (Vibraimage PRO10, 2019).

However, for the user's convenience, medium versions, for example, VibraMed (VibraMed10, 2019), VibraMI (VibraMI, 2019), etc. for narrow applications area and light versions, for example, HealthTest (HealthTest, 2020) for diagnosing health diagnostics and detecting the presence of diseases have been created.

There are also 5 products in mobile versions including VibraMA (VibraMA, 2020), VibraMIA (VibraMIA, 2020). Vibraimage technology is useful in any area of working with people because the main goal of each vibraimage product is to measure the psychophysiological state, abilities and behavioral personality characteristics.

Product features

For effective sales of any product, first of all, it is necessary to analyze each product in terms of characteristics, properties interesting to a potential customer, to understand what are the competitive advantages of vibraimage products. We need to understand what questions about our product the user will ask purchasing vibraimage and answer all of them completely. It means to fill in for each product table similar to table 1 for HealthTest product.

The main feature of vibraimage programs is the unique technology that underlies all products. The ability to measure emotions, analyze the psychophysiological state of a person, non-contact systems are undeniable advantages vibraimage products. In security systems vibraimage can successfully replace or supplement contact biometrics infrared, X-ray, radiation analysis, as it was implemented at the security at the Winter Olympics in Sochi in 2014. Lie detection using vibraimage technology is several times faster, contactless and no less effective compared to the classic technology with many sensors that determine heart rate, respiratory rate, sweating, blood pressure. Similar situation is in other areas of application.

However, the contactlessness of the system may be a disadvantage for some conservative consumers, especially in the medical area due to a lack of confidence in telemedicine despite the fact that this is the fastest growing segment in healthcare. Also, any medical application causes a stereotypical desire of consumers to see medical licenses for vibraimage products. In our case, licensing is not required because the programs do not automatically make a final diagnosis, but only recommend or not additional examinations by professional doctors. They determine not specific diseases but human health in general according to a number of measured psychophysiological parameters. For effective sales, it is necessary in advertising, in descriptions, before purchasing, to focus the consumer's attention on this moment.

Another point frightening potential consumers may be a lack of understanding where video information and files with results will be stored, especially if you need to connect to the Internet when working with medium, light and mobile versions. Similar to the telemedicine situation it is necessary to inform users in advertising where exactly the data will be stored.

One of the first questions that arise from the potential user is often: “Where is the evidence of efficiency of your program?”. Better than any written evidence it can convince to check on their own experience. For this, in light and medium versions, it is possible to activate programs in DEMO mode for free 3–5 times.

Table 1

Example of the product characterisation on HealthTest

Product	HealthTest
Application area	Health diagnostics
Potential customer	<ol style="list-style-type: none"> 1. People who want to make sure of their own health by their own not leaving homes. 2. People who panic at the first sign of illness. People who are afraid to call a doctor at home in quarantine 3. Organizations for express assessment of the general level of health of employees etc.
Analogs on the market	Non-contact thermograph Electrosomatograph Pulsometer Tonometer Electrocardiograph Online doctor
Differences from analogues, product competitive advantages	<ol style="list-style-type: none"> 1. Contactless. 2. Determines the level of health, but does not diagnose diseases. 3. Assesses the general condition of the body in correlation with all psychophysiological parameters. 4. Analyzes psychophysiological parameters with a frequency of 25 data / s about each of them, which allows to speed up the analysis process to 1 minute and increase the accuracy of the test.
Product Features	<ol style="list-style-type: none"> 1. Test speed — 1 min or 3 min. 2. Contactless. 3. Only a webcam and computer are required. 4. OS Windows 7/8/10. 5. Confidentiality of your data

However, when working with programs vibraimage users, especially beginners, who do not pass through offline training and do not have the skills to work with vibraimage programs often to encounter difficulties in program setting, which in their eyes is as significant disadvantage. Vibraimage technology is based on the analysis of high-quality video, therefore, the size of the tested face image should be not less than 200 pixels with a frame resolution of at least 640 × 480 pixels in Micro mode (Minkin, 2007), uniformly

illuminated face image should be contrasted, the frame rate is not less than 25 / s, the noise level is not more than 0.1 bits. Automatic “Quality test” with errors from 1 to 5 information, which reflect a mismatch video on any of the criteria into the program has built in software to determine the quality level of the video.

All program descriptions contain a list of errors with a brief explanation of how to fix them. Often people do not like to look into the multi-description, so possible solutions to this problem may be:

1. Instructions for setting up a video that appears when the program is turned on with the possibility to hide it.
2. Quick instructions to first start and as a separate item in the menu “Help” or also appears when the program once after loading with the ability to skip this information.
3. Change the description format from PDF to HTML view.
4. Five-minute video tutorials with real-time setting up of programs in different situations.
5. Online lessons / webinars on working with the program.

Vibrimage programs measure dozens of psychophysiological non-correlating parameters simultaneously with a frequency of 25 fps, therefore для to work even with the simplest program, which does not require much space on the hard disk, a powerful processor and a large amount of RAM are required. And if any modern webcam can provide video requirements, then many users on computers have less IntelI5 processors, which automatically limits the number of potential consumers.

Another common characteristic of vibrimage products is the reaction for antiviruses and operating systems when installing programs, for example, as shown in the figure. One of the solutions can be additional work of programmers in this direction. Currently, it is recommended in the descriptions when installing programs to answer positively for all system requests. However, new users who are not sure about the software developer and they are just starting to work with our products, more trust in the old proven antivirus than in the new program.

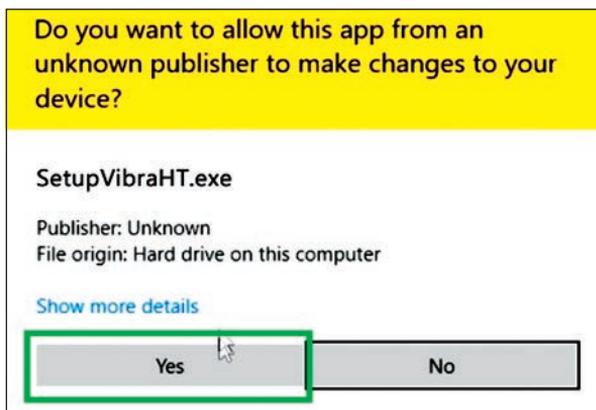


Figure. Windows OS request for permission to install the program HealthTest

It should be noted that vibraimage products are constantly improving both the content of programs, the processes within the program, and increasing the convenience of the appearance of the program for users.

Potential consumer

Depending on the potential consumer of vibraimage products, the program interface changes. So, for example, for people who have been working with various vibraimage systems for a long time, HealthTest was created to determine the level of health, with which you can get not only the value of the general level of health, but also a lot of related information characterizing the psychophysiological state of the tested person. However, for consumers who first encounter our products and do not have the skills to work with vibraimage systems, the HealthTest (light) product (HealthTest, 2020) was specially created in which the user just needs to click one button on the screen and after 1 or 3 minutes to get the result.

But even in programs where the user sees one button on the screen, there are questions raised in the previous section.

As follows from the previous paragraphs, the key figure in marketing is the consumer of the product, for which it is necessary to draw up the most effective offer motivating him to purchase the product. There are two forms of sales, depending on which the customer is either the user of the product (consumer) or a reseller. And it is the customer (they can be consumer) who makes the purchase that is the target of marketing.

The first category of potential customers is individual consumers then this kind of sales is called B2C (business to consumers). For such customers firstly it is necessary to attract client, to explain them product advantages, to tell something new that could potentially be of interest, for example, a new and effective way to solve consumer problems using vibraimage products.

Secondly, it is required to simplify the transfer of the product to the customer as much as possible, which has already been implemented through the online store on the official website of Psymaker.com.

Accordingly, attracting potential consumers to the online store is possible using the following tools:

1. Advertising in Yandex.Direct and GoogleAdwords. This requires constant work with announcements, texts for advertising headlines, etc.

2. Advertising on social networks. To do this, in addition to creating directly ads, organize a page dedicated to vibraimage products and constantly monitor the content.

3. Retargeting, that means work with users who have visited the online store.

4. To organize pages devoted to vibraimage technology and, as a result, the capabilities of vibraimage products on Google Feed, Flipboard, Surfingbird, TouTiau, to promote a channel on YouTube, etc.

However, for such users, not only the simplicity of the purchase procedure is often important, but also the appearance of the site, product information presented on the

purchase page, taking into account the ability to download and use the product for free — simplicity of installation and first launch.

An experiment was conducted with the HealthTest program (HealthTest, 2020), aimed at the mass user, costing 600 ₺ and with the possibility of three free starts. 1 ad was posted through YandexDirect. This ad was shown 325176 times, which resulted in the purchase page of the program 1504 people (click) from Russia, the CIS, Georgia and Israel. Accordingly, the CTR was 0.46%. The average cost of a click at the same time turned out to be unreasonably high 1.38 ₺, provided that only 4 people downloaded the program, but none of them in the future made a purchase.

From this we can conclude that B2C sales are possible, but require enormous labor both in working with advertising, in working with the site, and in working with the program itself.

The second category of customers is companies that will further resell the product, and this sales format is called B2B (business to business). In this case, it is necessary to interest the decision maker in the company — the future partner, and all marketing should be focused on this particular person or group of persons. You can motivate such people by answering their questions: “What will I get from this? When will it pay off? How much will I earn?” It is necessary to understand the current difficulties of the client and explain to him how our products can be used to solve these problems. Often there is a multi-stage selection, accordingly, initial marketing should be directed to the secretary / engineer / simple employee, selecting a list of potential partners, for such people simple short texts are needed that describe the product with an indicative price and possible conditions for cooperation. At the second stage of communication with management, it is already possible to provide a more detailed proposal and discuss the nuances of interaction.

To attract new partners, one can use the following tools:

1. E-mail marketing for specific segments.
2. Working with existing partners (for example, bonuses partners, advertisers of our company among its customers / partners).
3. Formation of high-quality short abstracts for each product.
4. Creating Company Profile.
5. Retargeting.

Currently Elsys Corp. works in various vibrimage application areas with partners around the world and invites all interested in the possibilities of vibrimage technology to cooperate.

B2B sales for vibrimage products have a number of advantages compared to B2C sales, as in this case the disadvantages associated with the difficulties of consumers in setting up and using programs disappear. In this case a concrete product is sold and representatives of the partner company are trained offline to work with the program. In the future, online support is sufficient in case of technical problems, and partner assume all risks associated with the consumer. The disadvantage of this scheme is that if a partner is flawed and did not sell anything, the company also does not make a profit. In this case, it is beneficial to find an exclusive sales representative who is required to fulfill the minimum sales plan for the contract.

Price

To motivate potential consumers, the issue of price formation is also important. Firstly, the price is determined by the consumer: it is a mass product or exclusive for special applications. The simpler the product to use, the more potential consumers, the lower the price should be. In vibraimage online product store (psymaker.com), the professional version of Vibraimage PRO costs \$ 18,000, the average version is \$ 4,000, and the light ones from \$ 20. In general, existing prices reflect the amount of information received by the user. However, further it is recommended:

1. To think over possible promotions, discounts.
2. To use psychological elements of influence on a potential buyer. When using pricing and displaying price tags on the site,
3. To structure the online store in terms of placing medium and light versions and their order and display along with the price.
4. Perhaps to revise the prices of products taking into account a more accurate orientation to the potential consumer, to increase the importance of vibraimage products with more colorful and interesting brief descriptions.

Work with the consumer after the purchase

There are many obvious options for influencing a potential consumer (advertising on the Internet, website, social networks, etc.), and they carry a specific call to action, such as “Buy,” and focus more on new customers. However, it is also very important to work with existing consumers, create a positive psycho-emotional feedback from them, give them pleasure, not only from the process of using the product, but also from the buying process, so that they have a desire to return and make a new purchase. To do this it is possible to organize:

1. Reviews in numerical terms (ranking with stars on the parameters, for example).
2. E-mail newsletter.
3. Bonuses for regular customers.
4. Interesting interviews related to vibraimage.

Conclusion

Increasing sales and profits by attracting new customers both according to B2C scheme and B2B form with vibraimage products is possible, but requires efforts related to the formation of advertising texts, tight work with the site, working with the software, working on descriptions and manuals for the program

Vibraimage programs are too innovative that breaks generally accepted ideas about technology and human. For the mass and the successful promotion of these products is necessary to satisfy the following conditions:

- High living standard and commitment to innovative technologies.
- High level of society technical development and the availability of modern computer technology.
- No fear of unauthorized surveillance when using modern gadgets.

It turned out that the simultaneous implementation of these 3 simple conditions is fully carried out in Japan and slightly less in Korea. That is why the marketing of our Japanese partners Eلسys-Japan (Eلسys-Japan, 2020; Nikkei BP, 2017) was the most successful.

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