Competitive Analysis: Tattoodo

Overview

This analysis will focus on Tattoodo (https://www.tattoodo.com). Tattoodo offers access to a global community of "tattoo lovers" providing tattoo inspiration, information on the latest trends and a place for artists to grow their business and access new clients.

Key Objectives

Tattoodo's slogan is "Find your next tattoo", their tagline reads "Tattoodo is the place where you find the best tattoos, studios and artists in the world". Tattoodo stands out from the competition as a social media platform hyper-focused on the tattoo industry, with insider incite and access to the latest trends and news.

Bottom Line

- Catalogue of tattoos from 60k+ artists world wide
- Fresh industry news and information on tattoo trends daily
- Social media platform to connect artists and clients

Overall Strategy

Tattoodo are endorsed by Ami James of Miami Ink, as well as the top 100 artists in the industry and soccer star Daniel Agger. The company use these sponsors to generate content for their daily blog as well as their 17 million Facebook, and 2 million Instagram followers in the form of video interviews, images, and a Facebook Watch TV show called Tattoo Shops.

Tattoodo are a commanding and formidable force on social media with millions of dedicated fans, industry knowledge and insight as well as support from the industry itself.

While they have experienced a lot of success online their app has generated a 4.4-star review in the app store due to technical issues such as the app kicking users, difficulty with signup process and inability for artists to link their Instagram profiles.

Bottom Line

- Massive and dedicated customer following online
- Constantly updated blog and social media content are a trusted and loved source for industry knowledge and new trends
- Endorsed by top 100 artists in the industry who also regularly contribute content

Marketing Advantage

Tattoodo seems to have missed the boat on some SEO/SEM opportunities. They do not show up for any non-branded keywords, despite a plethora of opportunity with many high-volume keywords boasting low competition and cost-per-clicks. They are however spending money on branded keywords, Tattoodo pulls an average of 10k-100k searches per month through Google.

Despite not showing up in either app store for nonbranded keywords, the Tattoodo app has managed to rake in almost 5,000 reviews. The Tattoodo website also boasts 15 million monthly visitors, as noted by [Nordic Business Insider](#) in October 2016. I would presume this to be due, in large part, to their celebrity endorsements. Fresh, trustworthy and innovative daily content, direct searches, as well as a strong backlinking portfolio seem to drive most of the users to the Tattoodo website.

Bottom Line

- Endorsements from industry leaders
- High quality content – Industry leaders top source for news and trends
- 4.4 App store rating 16 reviews, 4.5 Google Play rating 4,890 reviews

Marketing Profile

The original mission of Tattoodo was to help clients find tattoos they love and get in touch with the artists to create them. Tattoodo now boasts it is the world's largest tattoo community and continues to strive towards it's original goal. The website and app provide a space where artists can display their talent to find new clients, and clients can search their catalogues for inspiration.

On their Facebook page, which seems to be their main social media platform, Tattoodo share interviews with artists, as well as live streams of tattoo sessions. The vast majority of the artists and clients are young, ranging from 20s to late 30s. Tattoodo's blog content references adult cartoons like Rick and Morty, and their gallery features tattoo inspiration on young models, implying their target market is made up mostly of millennials.

Aside from content marketing on Facebook and Instagram Tattoodo are running a strategic branded SEM campaign allowing them to dominate page one of Google's search engine for keywords like Tattoodo, and Tattoodo App. Their ads are well written and send the user to landing pages with call to actions like "schedule your next tattoo". The ads utilize all of Google's available extensions allowing Tattoodo to become more granular with links to their pages. This means users who are at different places in the marketing funnel can select from more specific tasks like: searching tattoos, finding a shop or searching for artists. They've also set the advertisements up to avoid retargeting users who bounce from their page after clicking the ad once. While they are missing out on a non-branded campaign a lot of time, money and expertise was clearly put into executing these advertisements correctly.

Bottom Line

- Millennial target market
- Content marketing through Facebook
- Positioning themselves as thought leaders in their industry through blogs and interviews
- Strong strategic branded SEM campaign

SWOT Profile

Strengths

- Strong following
- Thought leader in the industry
- Endorsed by big names in the industry including TV personalities
- Content is interesting, engaging, high quality and trustworthy

Opportunities

- Better app that combines an AR feature with a more personalized social media experience
- Better marketing strategy to appear first for important keywords in SERPs and in the app stores
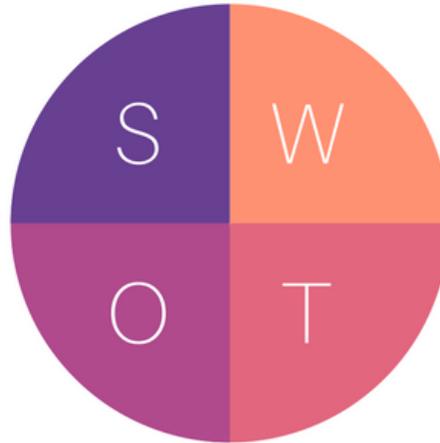
Weaknesses

- Not taking full advantage of SEO/SEM Opportunities (including non-branded keywords and blog optimization)
- Technical issues with app leaving users frustrated

Threats

- Apps like InkHunter ranking first for important non-branded keywords both in SERPs and in app stores
- Apps that allow users to visually see a tattoo on their body before they get it using AR

UX Analysis

Usability

The interface is sleek and as a user it's simple to build up a profile full of great tattoo ideas. Unfortunately, it's difficult to then match those tattoos to an artist, making the two main sections of the app feel disconnected.

The purpose of this app is to help the user select a tattoo, and then connect them to a local shop or artist to have the tattoo done. While it's simple to find tattoos, there is no information about who the tattoo is by making the next step to find an artist confusing and awkward.

The artist search bar is nothing more than a directory list. The list doesn't give any real insight into the artists, nor does it leave the user with any kind of personal connection or lasting impression beyond a star rating. There is also no way to search for artists using multiple filters i.e. location and style or location and rating.

Layout

The design of the app is minimalist and sleek however it manages to end up feeling cluttered. There is a lack of explanation as to what the content your being served on the front page is, any explanations that are present are too small to notice right away.

The tattoo search bar brings you to a page cluttered with images with no real rhyme or reason. Some of the images aren't actually tattoos but are instead pain charts and other miscellaneous content. This page might benefit from some categorization right off the bat to draw a user in and remove any confusion.

Navigation

The app is easy to navigate with only four main menu buttons at the bottom: home, search, notifications and your profile. The simplicity of the navigation makes the app feel clean and organized.

Compatibility

Tattoodo supports iPhone, iPad and Android. They also have a web application which seems to be the more popular option that can be opened in any browser.

Differentiation

Tattoodo does a fantastic job providing exciting, interesting, high quality and trustworthy content to it's users, this seems to be what users value most. Tattoodo allows the artists to create content for them, making the content meaningful, original and relevant. Unfortunately, this doesn't seem to translate well to the app which limits the information artists can actually post.

Using learnings from Tattoodo there are a few areas where our app can stand out against the competition. Firstly, complaints in both app stores note that users were looking for a more personal approach to finding an artist, "Was *hoping for a smarter app that might ask me questions to determine what tattoos I like, and then would suggest designs or local tattoo artists that match up with me.*"

Tattoodo's two main components, finding a tattoo and finding an artist, feel very disconnected in the app. Designing an app that indicates right away who created a drawing might help to send leads in the right direction. Adding the ability to filter for location as well as style would also improve the users ability to find an artist they connect with.

Artist profiles on Tattoodo are lacking in personality. Adding more space for artists to get creative, post their own articles as well as sharing their photos, add more information about them i.e. work experience, hobbies, bios etc. might help the user connect to the artists on a more personal level.

Call to Action

There don't seem to be any kind of push notifications from Tattoodo. I would surmise this is a result of negative reviews where users stated they were receiving too many notifications flooding their phones. Users are free to explore the app freely until they try to "save" a tattoo. Saving a tattoo to view later requires logging into the app and creating a profile which can be done at any time.

Competitive Analysis: InkHunter

Overview

InkHunter (http://inkhunter.tattoo/) is an app that allows users to explore tattoos, upload their own tattoos and use augmented reality to see what a design would look like on their own body.

Key Objectives

"Think before you Ink" is InkHunter's slogan. The app was designed to help users find the perfect tattoo, and ensure it looks good on their own body before having it permanently tattooed on.

- Use augmented reality to project tattoos onto user's body to avoid any regrets for the user
- Large catalogue of tattoo designs from different artists in different styles and colours
- Allows users and artists to upload their own designs

Overall Strategy

According to an article published by TechCrunch in 2016, InkHunter was created during a 48 hour hackathon in 2014 and finally launched in 2016 with 6 tattoo artists. The article notes that the InkHunter team planned to expand their catalogue to 50 artists by their second launch, a goal they have since surpassed boasting a catalogue of 100+ artists.

Currently the app is free to use however users have the option to purchase certain artists designs which are locked or remove advertisements from the app for $1. This has caused some frustration with users who feel restricted by the app and have voiced their opinion through reviews in both the Google Play and App Store. InkHunter's end goal is to change this business model, taking a cut of profits from artists who book clients through the app, making the app entirely free for users.

Inkhunter run an Instagram account where they post daily images. This account has 14.7k followers and serves as their main social media platform, their Facebook and Twitter accounts are neglected and have only racked up a few thousand followers each. InkHunter do not seem to be running any kind of SEM campaigns.

InkHunter maintain a 4.5 star rating with 24k reviews and 1,000,000+ installs in the Google Play store and a 4.6 star rating in the App store with 808 reviews.

- Catalogue of 100+ artists which they are continuously growing
- Working to change business model to make app free to use and collect commission from artists for booked gigs
- Marketing efforts online limited to Instagram, no paid marketing campaigns to note

Market Advantage

InkHunter seem to be relying solely on their unique software, positive user reviews and high SERP ranking PR pieces from 2016 for growth. Media coverage of the app from 2016, including articles written by TechCrunch, The Guardian International Edition and TicBeat, seem to have catapulted this app to fame. This initial boost allowed InkHunter enough exposure to collect thousands of reviews, this combined with a lack of direct competition caused them to rank high in both the App store and Google Play store for non-branded keywords like Tattoo and Tattoo App.

The InkHunter website is simply a landing page to convert users to download the app on their phones and tablets. While it provides a good user experience and is well designed and visually impressive it falls short when it comes to SEO. The website is comprised of mostly JavaScript and images, both of which Google crawlers do not recognize. There is very little text and no alt text attached to their images, meaning there is no data for crawlers to use to index the page. This means it is extremely unlikely that the InkHunter website will rank organically in SERPs. Clearly their website isn't a top priority for InkHunter, who are focusing their attention on the app. InkHunter are allowing their backlinking portfolio to do the heavy lifting when it comes to directing users to their landing page for conversion.

Bottom Line
- Unique technology and lack of direct competition
- 4.6 App store rating 808 reviews, 4.5 Google Play store rating 24k reviews + 1,000,000+ installs
- Appearing first in SERPs (articles about InkHunter) and app stores for non-branded keyword terms like "tattoo" and "tattoo app"

Marketing Profile

InkHunter is not currently doing much in the way of advertisement or SEO and do not have a blog or website aside from their landing page. They are instead allowing their 25k reviews across both the App store and Google Play store speak for themselves. Their 4.5 and 4.6 reviews in both stores, as well as a handful of strong PR pieces from 2016 allow them to rank high in both SERPs and stores for both branded and non-branded keywords.

InkHunter run an Instagram account boasting 14.7k followers. They utilize the page to drive users to their landing page for conversion. The account is active and posts new content at least once a day implying this account is their main focus when it comes to online marketing. The account features young models and contemporary tattoo designs which would point to a younger, Millennial target audience focus for the app.

While the Instagram account does have an impressive number of followers InkHunter's aggressive, dated and spammy hashtag strategy, repetitive and overbranded posts, and impersonal captions seem to have negatively impacted engagement on the platform. Their posts rarely bring in more than 100 likes and consistently fail to encourage engagement, an important factor in Instagram's ranking algorithm. As Instagram no longer posts content chronologically InkHunter would need to drastically change their strategy to get their posts back in front of their audience.

- Online marketing strategy focuses on Instagram with links to their landing page to convert users
- Use of young models and contemporary style tattoos suggests young, Millennial target audience
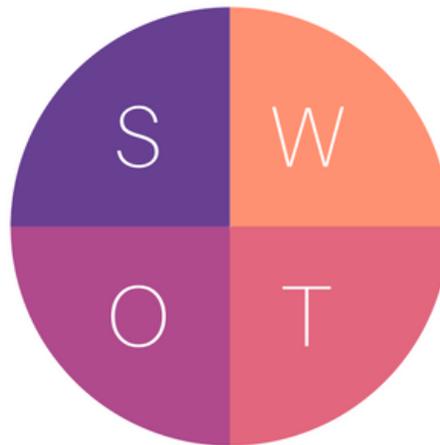- Aggressive, dated and spammy Instagram strategy causing lack of engagement with account

SWOT Profile

Strengths

- First into the market place with AR technology - Strong/established presence
- High rank in App Store (4.5 Stars, 808 Reviews) and Google Play Store (4.6 Stars, 24k Reviews, 1mil+ Downloads)

Weaknesses

- No online marketing strategy to be seen (SEO/SEM/ Social Media Marketing) beyond relying on old articles and reviews
- User frustration with ads, bugs and limitations caused by app monetization and search feature

Opportunities

- AR Technology combined with more features like ability to book appointments & search shops and artists
- Removing bugs, ads and oppressive monetization (more user friendly business model)

Threats

- New apps moving into the space with AR Technology and a proper (and active) marketing strategy