



U B E R

Platform Content Funnel

Get More SDK Installs Through Content

Uber should leverage a multi-pronged strategy that attracts and converts developers into platform users.

Uber Platform Today

- Initial hackathons successfully hosted
- Developers have begun leveraging the SDK
- Blog content being developed
- Selected partner promotions

Uber Platform Opportunity

Uber has an incredible opportunity to develop a robust developer community.

The community will come to Uber for inspiration and education. The result?

A dramatic increase in Platform usage.

Why Holler

- Created one of the largest developer/platform blogs on the internet (AllFacebook.com).
- Deep experience with developer communication.
- Wide range of connections with developers and platform owners.
- Staff with deep coding experience (Ruby, PHP, Objective-C, Javascript) and open source contributions.

The Needs Of Developers

So how does Uber get more developers?

Simple. Cater to the needs and desires of them!

Developer Wants & Needs

There are 4 primary drivers for platform developers:

1. Distribution
2. Economic opportunity
3. Technical challenges
4. Learning new technologies

Let's dive into these quickly...

Distribution

- With distribution comes developer demand. Microsoft, Apple, Facebook, & Twitter all offered distribution.
- Unfortunately the Uber Platform is not currently a distribution opportunity. So...
- *Provide distribution via an application directory as an incentive for developers.*

Economic Opportunity

While the Uber Platform provides revenue generating opportunity, it's no more than a one-time fee per user.

Hence, *tell the story of how platform developers are building successful businesses, not just via Uber.*

This serves as inspiration for other developers.

Technical Challenges

Developers love solving puzzles and challenging problems. Provide them with technical challenges via 3 channels:

1. Hackathons (already started!)
2. Online coding contests
3. Posting mini-coding puzzles as blog posts

Education

The best developers are always learning about new technologies. Provide educational content that informs them about:

- The latest technologies being used
- Coding tutorials with new technologies
- Open source tutorials with Uber libraries

Suggestions Summary

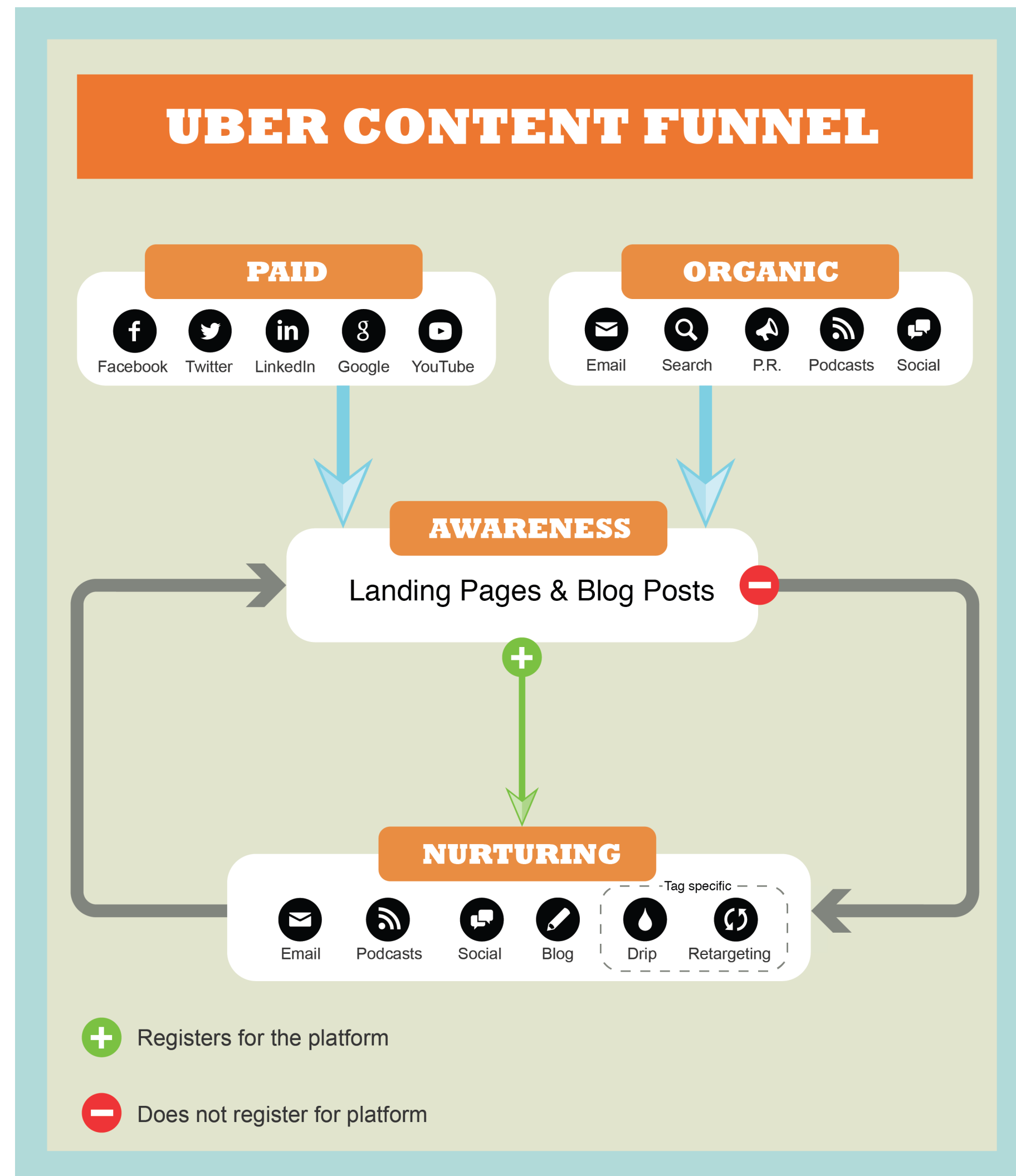
- App directory - Yes, it already exists, but there are additional ways to improve and expand the directory.
- Success stories - This is beyond the existing “case studies” which are written like press releases. Do interviews that inspire other developers. Deliver this as podcasts, webinars, and blog posts.
- Coding challenges - The hackathons exist but imagine small challenges that developers can participate in via comments.
- Ad buying - Target developers on other platforms to download the API SDK, participate in coding challenges, and gain access to resources.

Core Suggestion: Resources Area

When developers register for the platform, they should gain access to a resources area. All blog posts will end with “Get access to bonus material in the developers resources area”. This will drive them to register. Resources will include:

- Video tutorials - This will be educational information for developers.
- Interviews Insights - Once interviews are completed, we can help develop summaries that make them quicker to consume.

What We Do



- Content funnel strategic planning
- Funnel implementation
- Traffic buying
- Ongoing measurement

Content Strategy



1. Audit & Brainstorm - Holler works with Uber to determine ideal audience personas and develop content ideas.
2. Development of a strategic content plan.
3. Optimization outline.
4. Uber's in house team performs technical modifications as required for optimization.
5. Uber's in house content team works on editorial content with support from Holler.
6. Measure performance and return to Step 1.

Funnel Implementation

- **Create Assets** - Creation of Landing Pages and relevant Lead Magnets.
- **Implement** - Holler works with client on deploying content assets into the funnel.
- **Monitor** - Using suggested tools, we track the performance of the content funnel.
- **Improve** - Based on feedback, adjustments are made to improve content funnel conversion.

Ad Buying

- **Target** - Identify audiences that we want to go after.
- **Create** - Develop titles, images, and ad body.
Additionally, create landing pages that we are driving traffic to.
- **Activate** - Initiate campaigns.
- **Evaluate** - Analyze the performance.

6-Month Plan

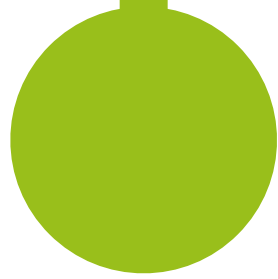
Month 1

- Persona development
- Content topic research and development
- KPI definitions
- Content plan developed (Strategy area, relevant blog posts, etc)

Month 2

- Resources area implementation
- Analytics dashboard implementation
- Ad A/B testing performed

Month 3
to
Month 6



- Monitoring of ad performance
- Monitoring of content performance
- Iterative improvements on initial plan

Get In Touch!



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