

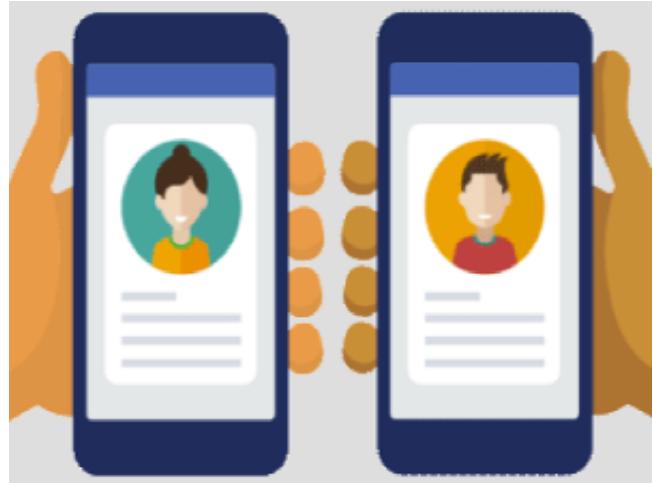


Who is Kard

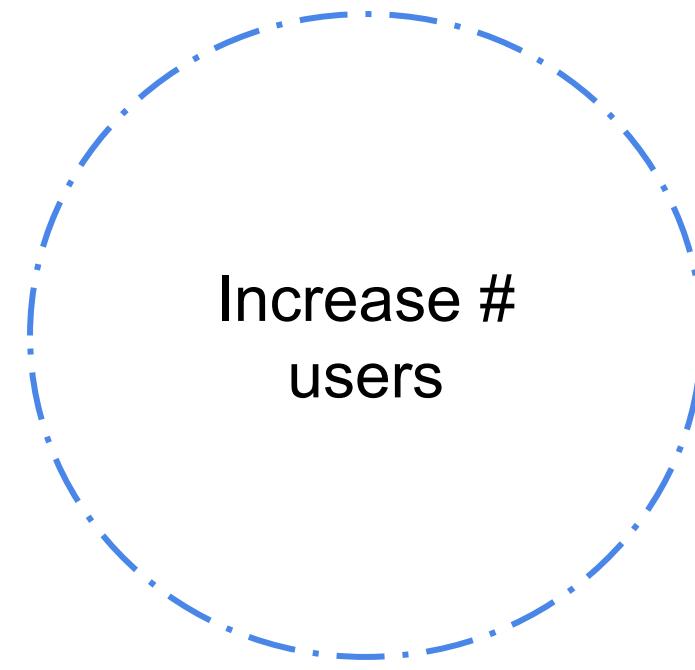
Networking Application:

Men and Women

- Improve business networking
- Look for opportunities



Business Challenges



Our user profile



Evelyne:

- 25 years old
- Graduate from university Master degree

Lack of confidence:

- Can't not find a job
- Over qualify for a certain position
- Doesn't have enough experience for her ideal job

Customer Journey

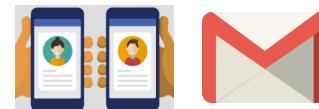
Awareness
Owned/paid



Consideration
Owned



Conversion
Owned



Loyalty
Owned / paid /
earned



Marketing Strategy



Objective: Brand Awareness

KPI: # Visitors vs # returning visitors

Tactics:

- SEO
 - Paid search campaign
 - Influencers

SEO : Make changes to the website

kard.fr

Register to keep your data

Signin / Signup

Fill in the info you want to share with your contacts :

First Name
Léa

Family Name
Lee

job
Enter your job

company
Enter your company

photo
Enter your photo

Phone number
Enter your phone number

email
email@linkh@hotmail.fr

skype
Enter your skype

Facebook Profile
Enter your facebook profile link

snapshot
Enter your snapshot

twitter
Enter your twitter

address
Enter your address

website
Enter your website

Business email
Enter your business email

linkedin
Enter your linkedin

Go to this [page](#) then copy your browser address bar

github
Enter your github

Business phone number
Enter your business phone number

All your data are saved securely

Return

Register to keep your data

Signin / Signup

Signin

First name

Last name est plus commun

Phone number

Email

+ Address

+ Job

+ Portfolio

+ Social media

Signin

+ Address

Street

Zipcode

City

State

+ Job

Job Title

Company

Business Phone number

Business mail

+ Portfolio

Linkedin

Website

Github

+ Social Media

Facebook

Twitter

Snapchat

Objectif: is to make people fill out contact information

Solution: change landing page to improve user usability and be more User Friendly

On the web site :
Add metadata (meta description / meta title / meta keywords)

Paid search Campaign

Target

All men and women

- Look for job
- Want to share interest
- Look for opportunities

Business Networking App – Easy Contact Exchange

Annonce www.kard.fr

Share your contact information, with a friendly app. Let's Bounce now!

Easy Contact Exchange – Business Networking App

Annonce www.kard.fr

Bounce to Exchange your contact information with a friendly application!

Increase Business Networking – Easy Contact Exchange App

Annonce www.kard.fr

Don't miss opportunities, improve your networking. Bounce to share contact now!

Target

All men and women

- Have a job
- Want to change carriere
- Look for opportunities

Influencer and Advocacy :

On Facebook look for networking pages

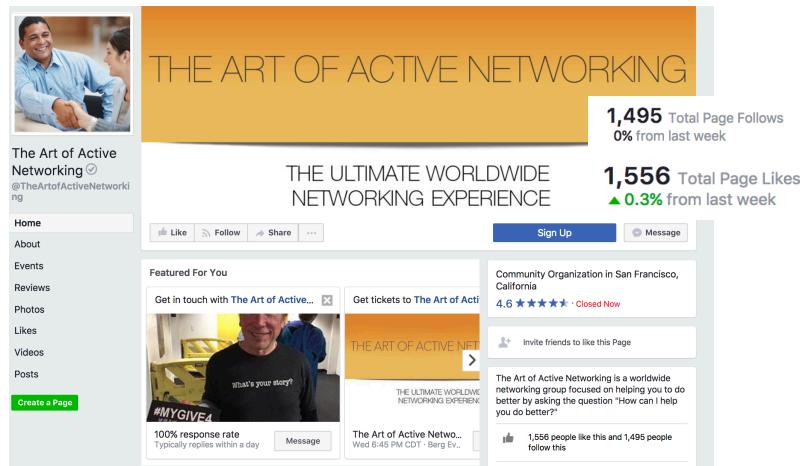
- Follow them
- Introduce the company
- Present the web app
- How the app can improve networking

Inbound link strategy

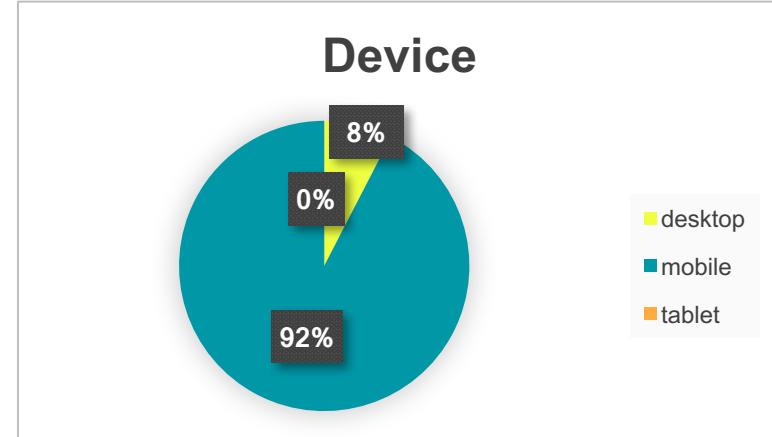
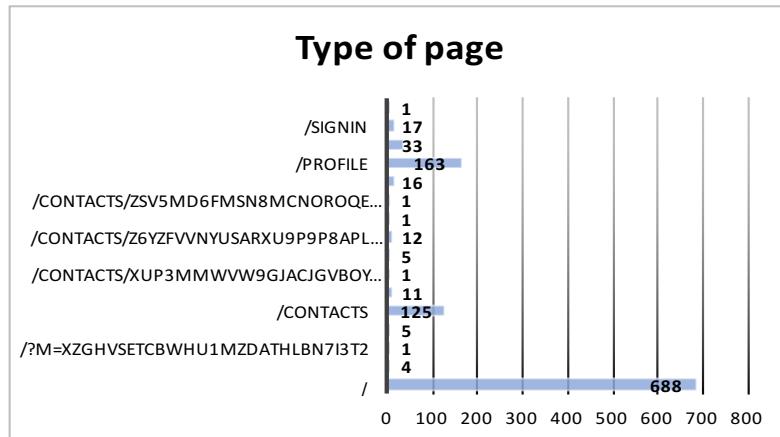
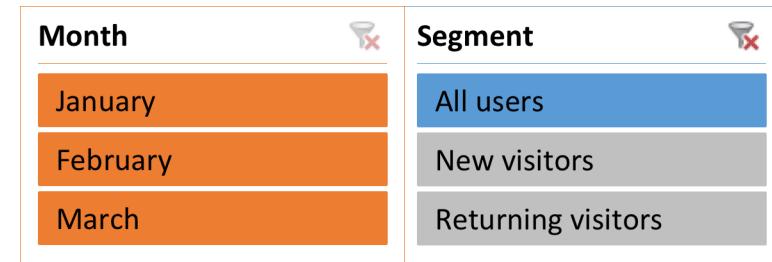
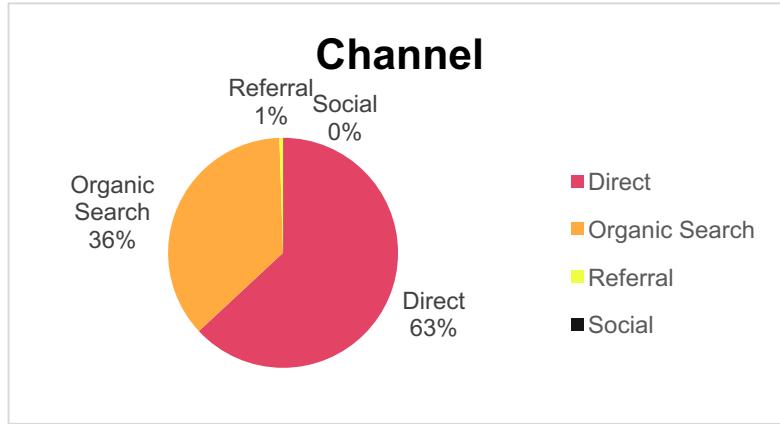
- Looks for influencers
- Present our product
- Share each other inbound link

Meetups

- Look for technologies & startup meetup
- Present the networking platform
- Explain the advantage
- Bounce to share contact information



Dashboard



Result

Conversion rate is 1,57% (sign up)

New Visitors vs Returning Visitors

- Twice more Returning visitors than New visitors
- Users are more engage after the first visit on the webapp
- 92% Returning visitors use a mobile device
 - 49% New visitors use a desktop
 - Both New visitors and Returning visitors mostly come from organic search or direct





thank you!