



Kard

Digital Marketing Strategy

Who is Kard

Networking Application:

Men and Women

- Improve business networking
- Look for opportunities



Features of Kard.fr

Choose what you want to share :

- ☒ last name
- ☐ phone number
- ☒ email
- ☐ facebook profile <https://www.facebook.com/>
- ☒ twitter <https://twitter.com/>

→ Edit your profile and **customize** information you want to share => *Choose what you want to share*

Bounce to exchange contact => *Entertain way to exchange contact in events*

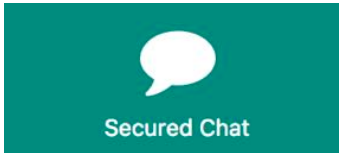


→ Make **annotation** on person you just meet => *Remember every single person*

- L'UX Design
- L'entreprenariat
- Les chatbots, futurs agents personnels



→ **Scan** Business card => *No time to bounce, simply scan business card*



→ **Talk** through Kard-messenger with your contact => *Build relation via the chat*




→ **Call** or **sent an email** directly from the web application => *Easy and fast communication*

Business Challenges



Brand
Awareness



Increase #
users

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



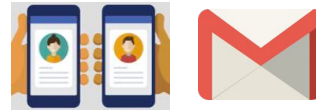
Consideration

Owned



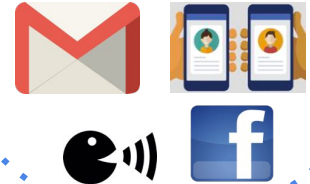
Conversion

Owned



Loyalty

Owned / paid /
earned



SEO : Make changes to the website

Register to know your data

Signin / Signout

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

First Name
Last Name
Family Name
Job
Company
Phone number
Email
Address
Job
Portfolio
Social media

Facebook Profile
Snapchat
Twitter
Address
Website
Business email
LinkedIn
GitHub
Business phone number

All your data are saved securely

Signin / Signout

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

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!

Business Networking App – Easy Contact Exchange

Annonce www.kard.fr

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

Target

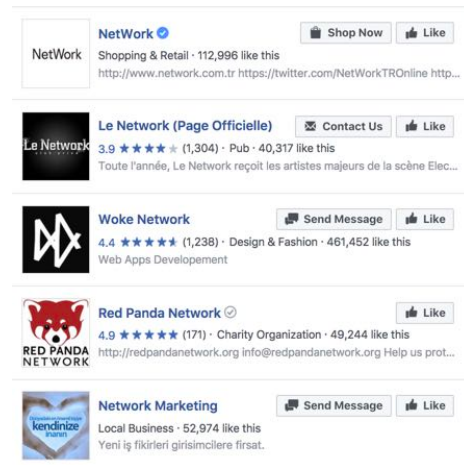
All men and women

- 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

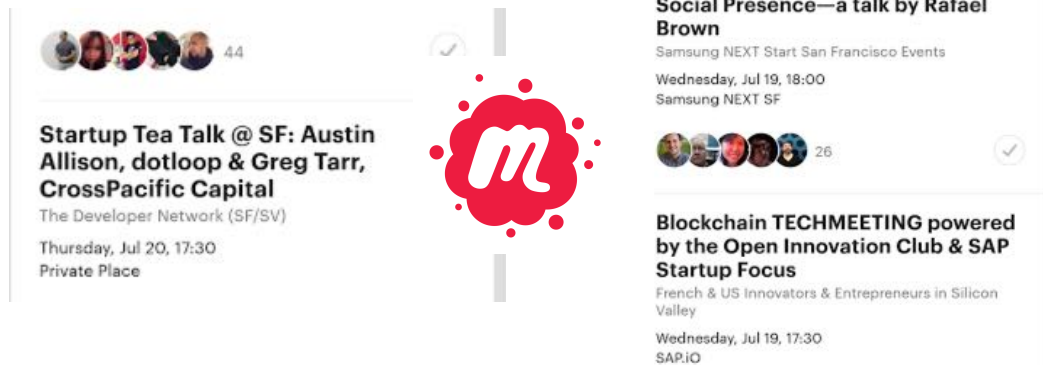


Inbound link strategy

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

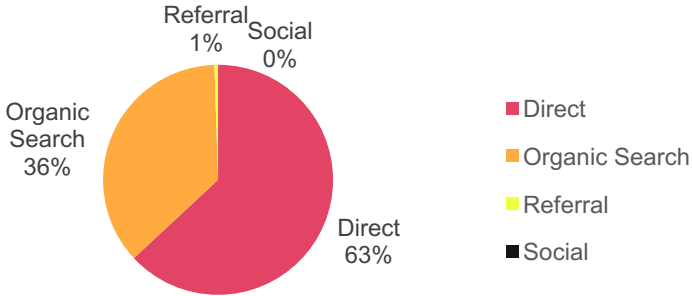
Meetups

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



Dashboard

Channel



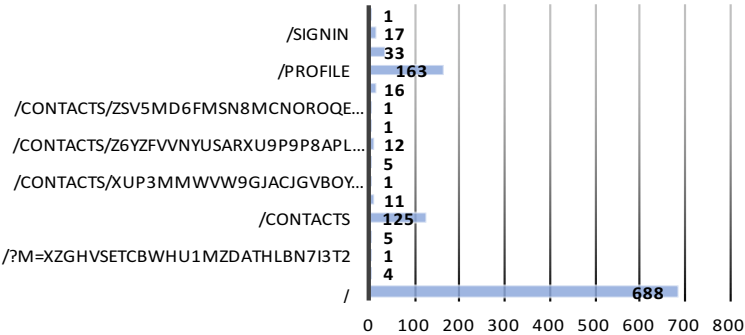
Month



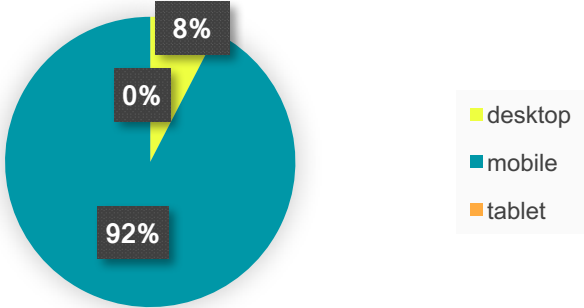
Segment



Type of page



Device



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!