



MKTG 6232

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Agenda

- ❖ Positioning
- ❖ Target
- ❖ Competitors
- ❖ Budget Allocation
 - ❖ Paid
 - ❖ Owned
 - ❖ Earned
- ❖ Investment Impact
- ❖ Future Considerations
- ❖ Q&A

Positioning

“Memories at Your Fingertips”

Target – Before Shutdown

Everyone ➔



Revised Target - Mom



Take at least 1 photo on smartphone each day
Moms Population
54% 39%

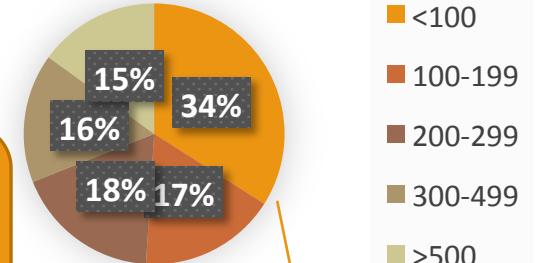
97% of HH purchasing power controlled by women

47% of Moms check social networking sites multiple times a day

Time online in past 24 hrs
Moms Population
2hr53min 2:38

18% use smartphone to upload photos to social networking sites at least once daily

Facebook Friends



Competitors



Your content on all your devices



A place for all your stuff everywhere you are



Pictures and videos all in one place,
intelligently organized-online back up

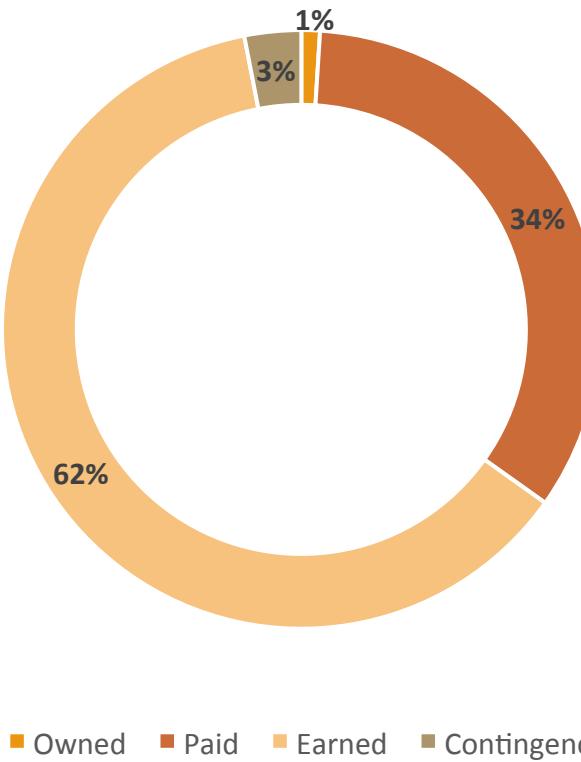


Helps users free up space and enjoy
their pictures and videos from anywhere



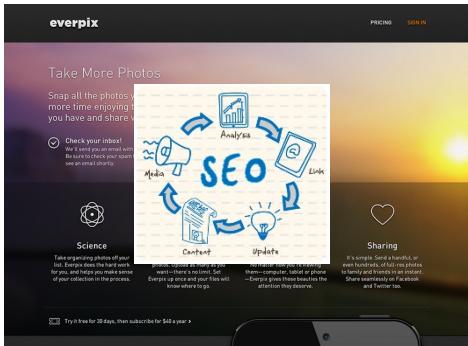
Share and discover all across Google

Spend Allocation



Owned

Website



Mobile App



Blog



Social Media



Estimated Total Impressions: 1.8 million
Est. CTR: 0.5%
Total Annual Subscribers: 181
Cost per Year: \$0 (development team)
Avg. Cost per Subscriber: n/a

Paid: Facebook Advertising



- Estimated reach: 4,000,000
 - US Women 18+
 - “Photo Uploaders”
 - Motherhood
 - Photography
 - Parenting

Estimated CTR: 0.20%

Average CPC: \$0.20

Cost Per Monthly Ad: \$6,400

Yearly Cost: \$76,800

Monthly Subscribers Gained: 128

Yearly Subscribers Gained: 1,536

Cost Per Subscriber: \$50

Paid: Google AdWords

baby photo organization
baby photo storage online
backing up photos
capturing photo memories
child photography storage
children photo sharing
children photo sharing online
cloud family photo sharing
cloud photo organization
cloud photo sharing
cloud photo storage
cloud picture organization
cloud picture storage
digital photo storage
easy child photo upload
easy family photo sharing
easy photo organization
easy photo sharing
easy photo storage
easy picture organization

family photo organization
family photo sharing
family photo storage
family photo upload
friends and family photo sharing
kid photo storage online
online photo storage
photo memories
photo organization
photo scrapbooking
photo syncing online
photobook
photography storage
picture organization
preserve pictures
saving photos online
store photo memories
syncing photo storage
vacation photo organization
vacation photo storage

Build Your Photo Library

www.everpix.com

Reminisce about your cherished family moments. Get set up now!

Safeguard Photo Memories

www.everpix.com

Easily browse all of your family memories digitally. Subscribe now!

Preserve Vacation Moments

www.everpix.com

Relive all of your vacations through photos. Try it now!

- SEM Keyword Themes:
 - Photo organization and storage
 - Easy access to family vacation memories
 - Preserving picture moments

Estimated CTR: 3.0%

Average CPC: \$4.14

Daily Budget: \$300

Cost Per Year: \$108,000

Monthly Subscribers Gained: 90

Yearly Subscribers Gained: 1,081

Cost Per Subscriber: \$99.95

Earned: Owned Media



- **facebook** : incent & engage  
 - Like & share gate – additional entry for posting a photo to our page
 - Contest themes - vacation, holiday, happiness, comical, motherhood, fun
 - Prizes: free subscriptions and an ultimate grand prize camera
- Blog: assist & interact
 - Examples: feature contest winners, “how to” instructional videos, and forum for feedback & service ideas

Estimated Total Impressions: 384k
Est. CTR: 0.2%
Total Annual Subscribers: 61
Cost per Year: \$6,000
Avg. Cost per Subscriber: \$97.66

Earned: Paid Staff

ALLISON+
PARTNERS

- Public Relations Firm

- Execute targeted PR strategy across key channels
- Monitor brand and spur engagement
- Total Cost: \$50,000/year

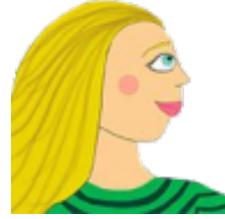
Qualitative goals:

Brand awareness
Word of mouth
Share of voice
Product Knowledge
Brand Differentiation
Consumer Loyalty/Trust

- Social Media Managers

- Manage daily social media activity
- Execute short & long-term social media strategy
- Total Cost: 2 at \$75,000/year





Earned: Paid Influencers

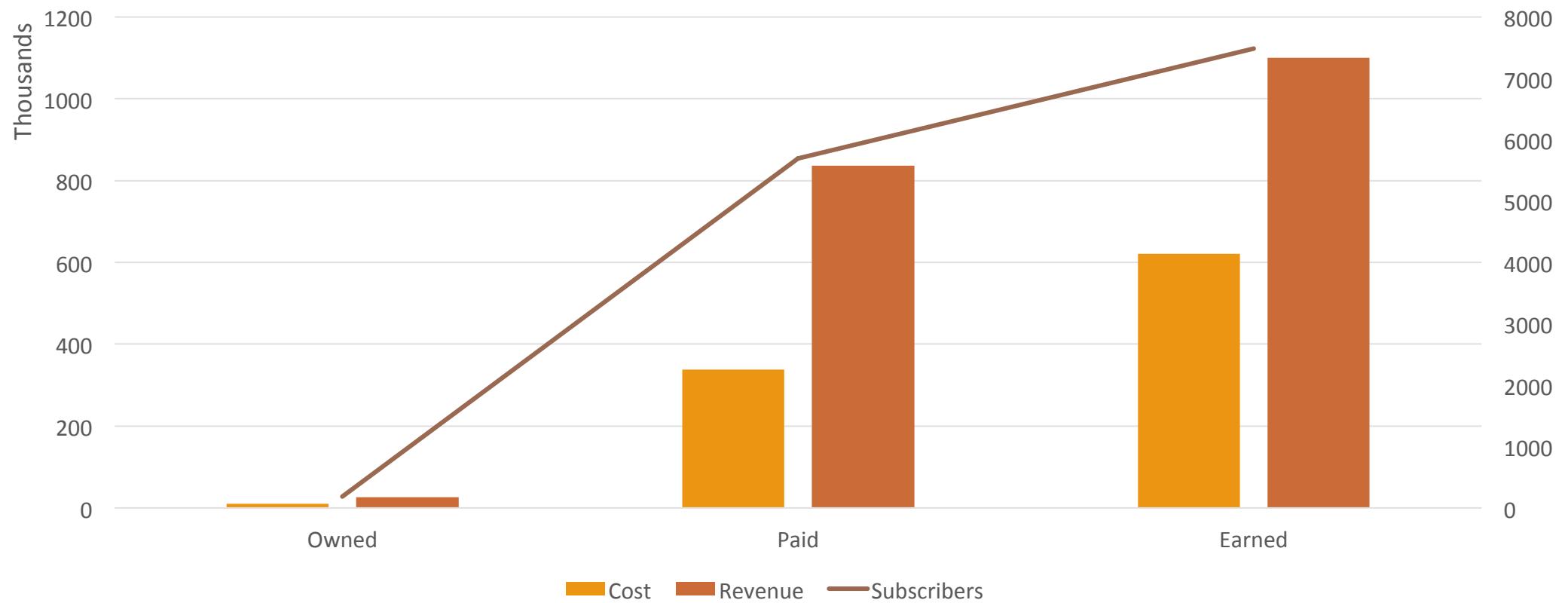
Did you know? There are 3.9 million women bloggers in North America - 500 have considerable power & reach

- **Top Mommy Bloggers:** “Nielsen Power Mom 50”
 - Monthly paid blog posts on own blog [avg. \$350/post]
 - 50 top bloggers. Total Cost: \$210,000/year
 - Brand ambassadorships. Total Cost: \$180,000/year
 - 20 ambassadors selected after 3 month evaluation
- **Tier 2 Mommy Bloggers:** Min. 150k page views/month
 - Send camera and free membership.
 - 50 2nd tier bloggers. Total Cost: \$25,000/year
 - Goal to influence bloggers to write about product

Estimated Total Impressions: 72 million
Est. CTR: 1.25%
Total Annual Subscribers: 7,200
Cost per Year: \$390,000
Avg. Cost per Subscriber: \$54.17

Estimated Total Impressions: 45,000
Est. CTR: 1.25%
Total Annual Subscribers: 225
Cost per Year: \$25,000
Avg. Cost per Subscriber: \$111.00

Digital Investment Impact



Future Considerations

- **Owned**
 - New feature: videos
 - Extend digital presence
 - Pinterest
 - Instagram
- **Paid**
 - Pinterest advertising
 - Twitter promoted tweets/promoted accounts
- **Earned**
 - Non-paid influencers: CNET
 - Continue fostering community through share-worthy content

Recap

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- ❖ Budget Allocation
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 - ❖ Earned
- ❖ Investment Impact
- ❖ Future Considerations

Q&A

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