

# EverPix

Digital And Social Media  
Marketing Strategy 1.0

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# Agenda

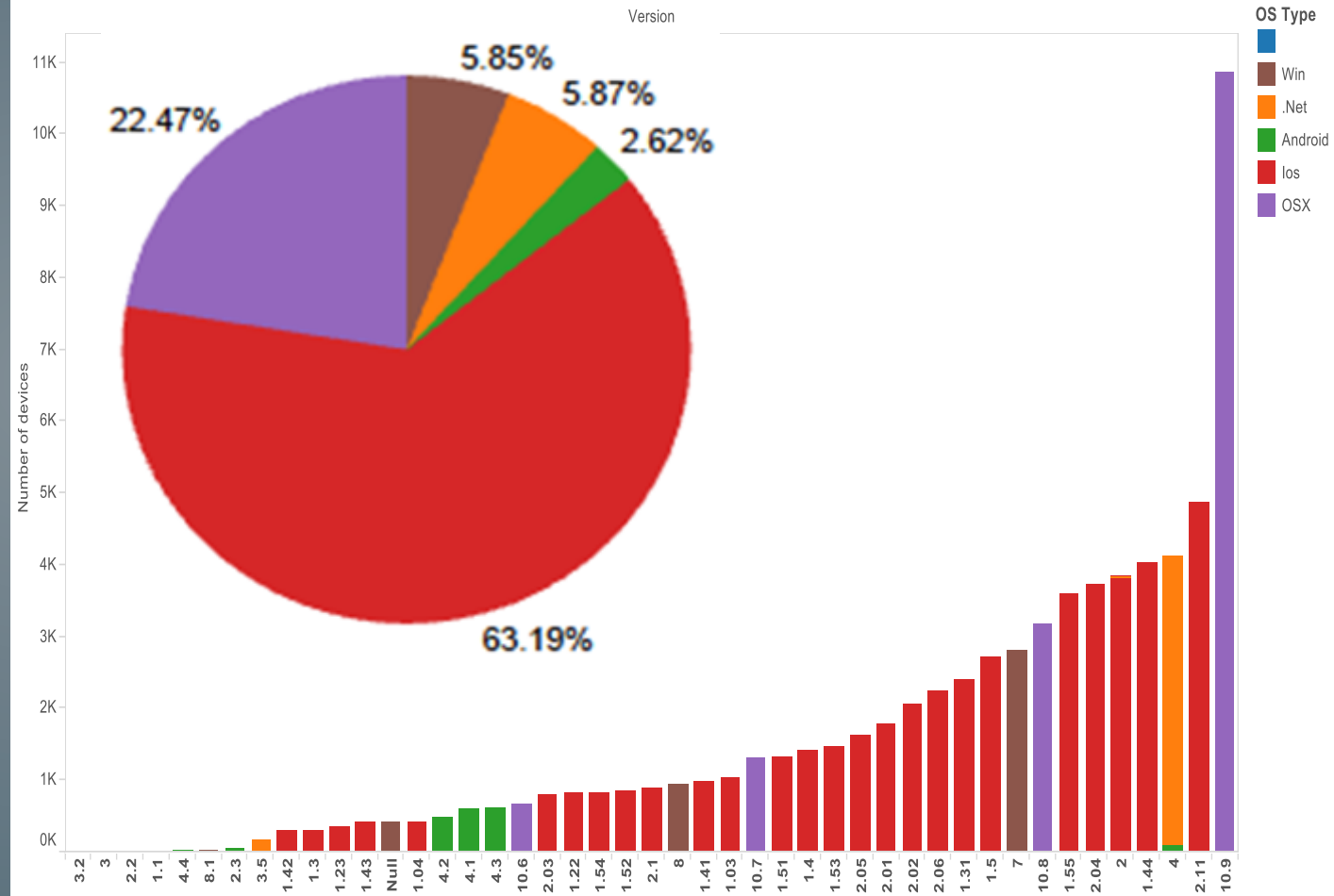
- Objective
- Targeting
- Marketing Budget
- Paid
- Owned
- Earned
- Summary
- Q & A

# Objective

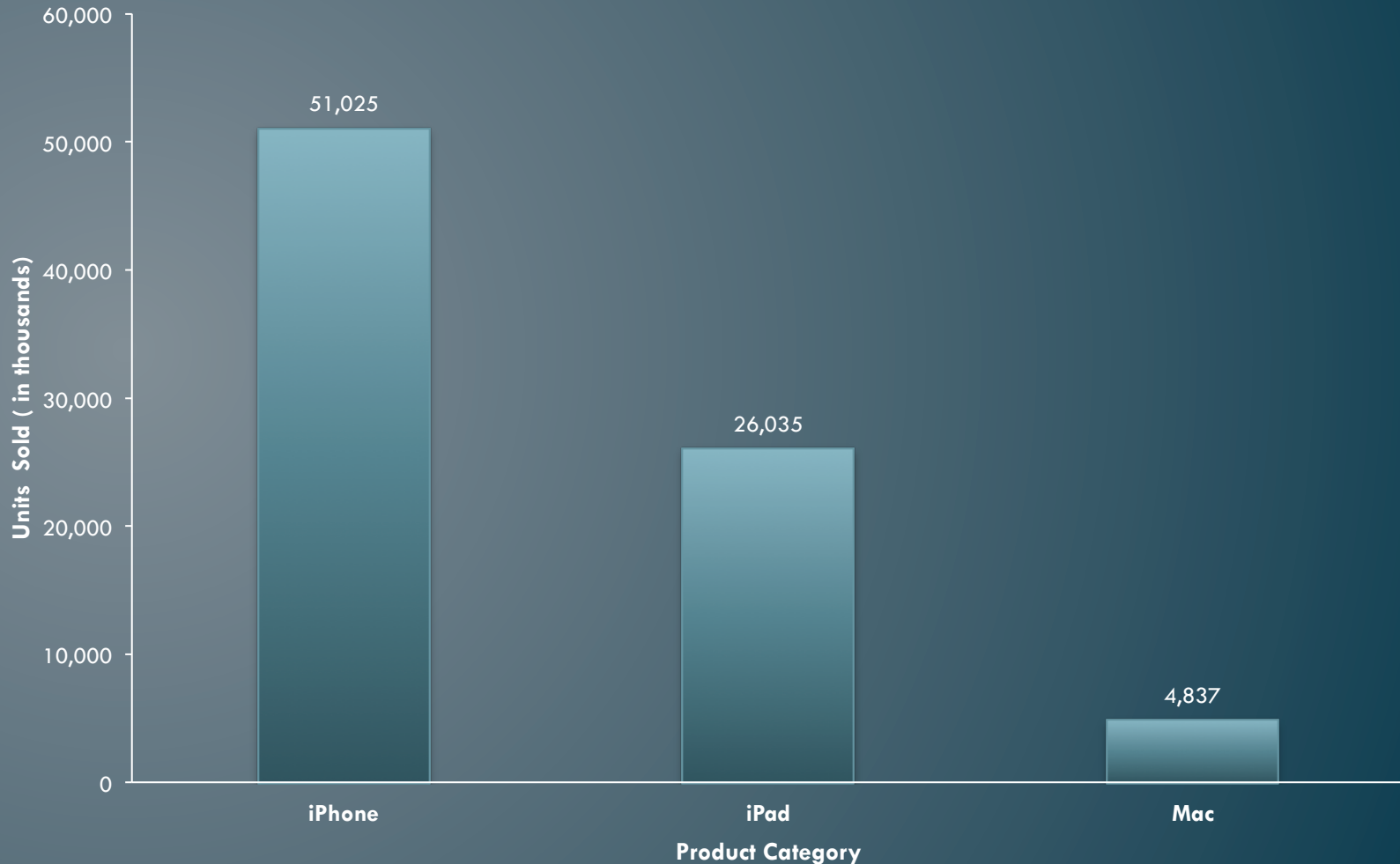


# Target Population

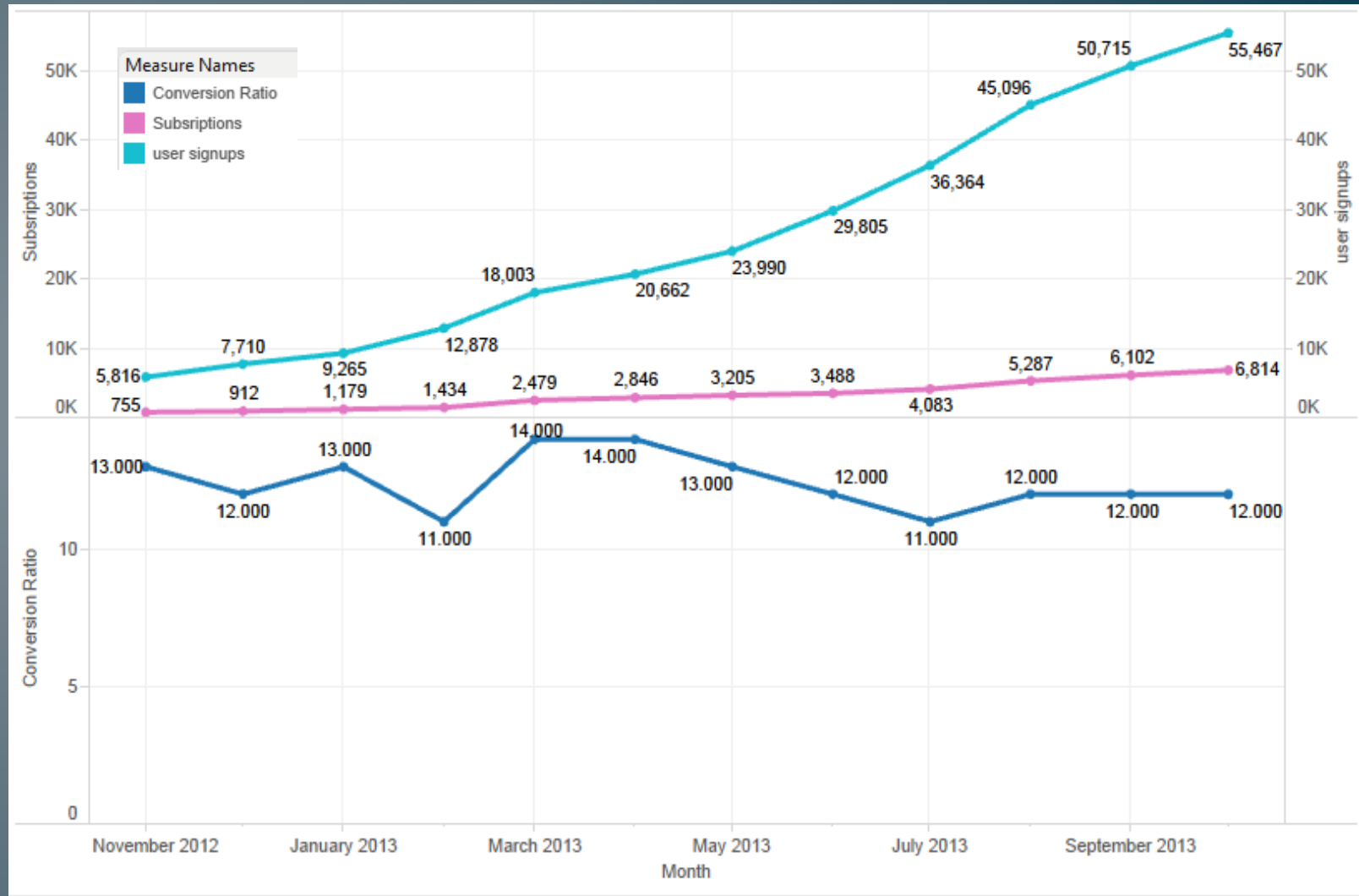
Install base per Operating System



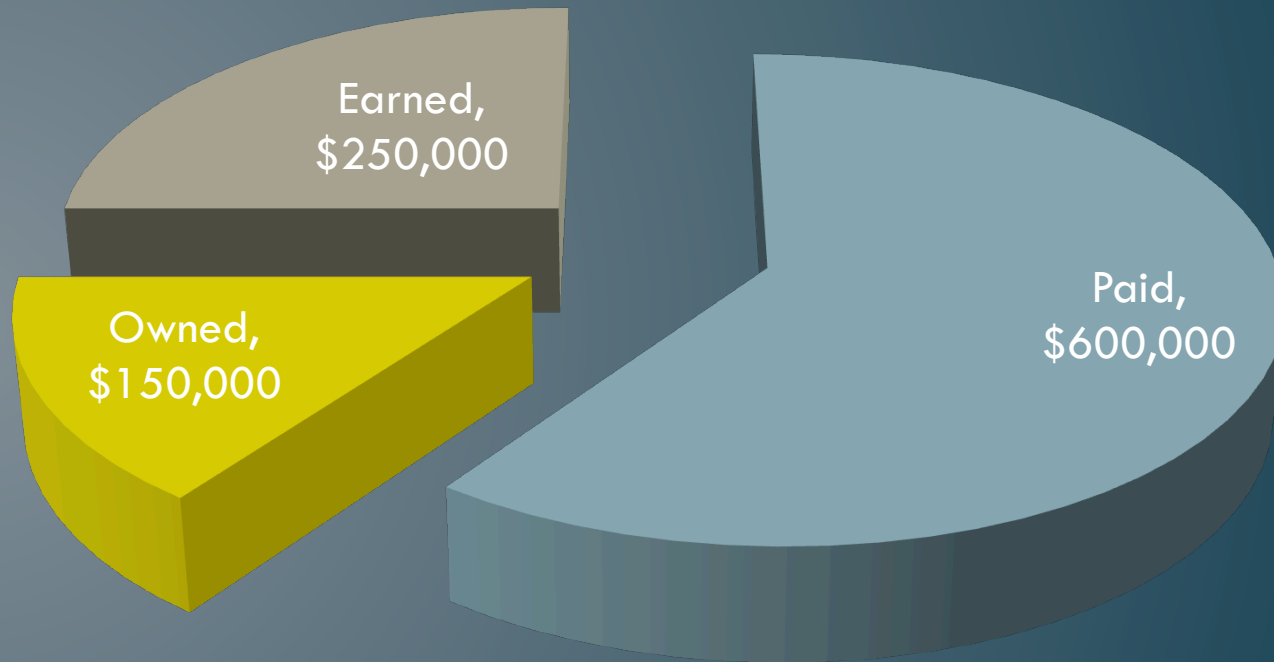
# Apple Product Sales Worldwide Q4,2013



# EverPix's Customer Base

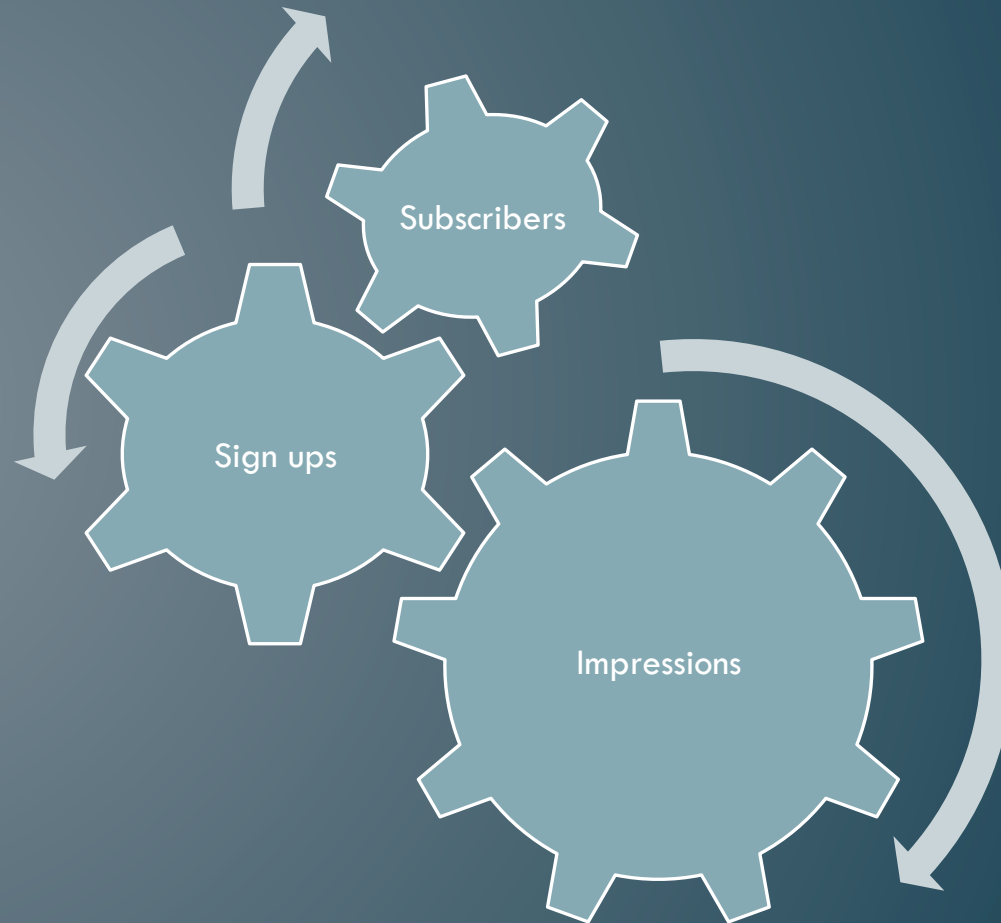


# Marketing Budget



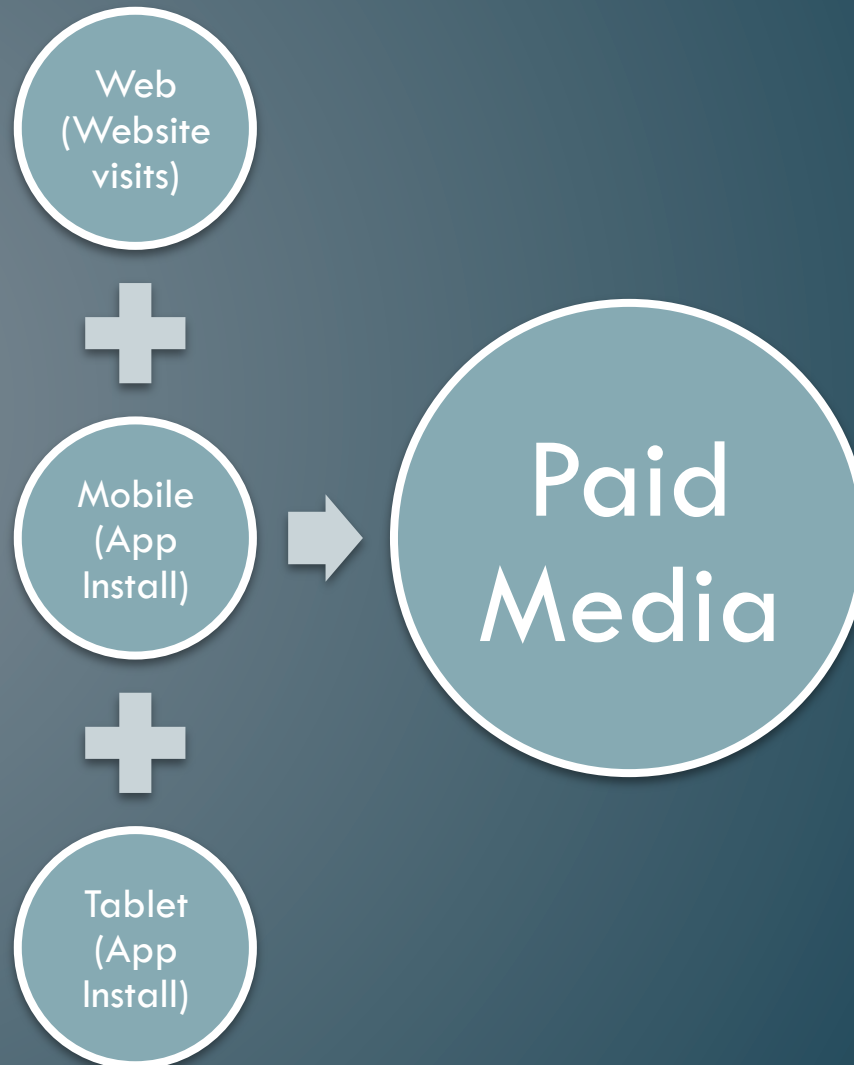
\*\* Rounded figures

# Paid Media





# Paid Media



# Paid Media



## Web

- Apple iAd
- Facebook Ad
- AppleInsider
- 9to5mac
- TUAW
- Google Ad
- Appadvice
- Techcrunch



## Mobile

- Apple iAd
- Facebook Ad
- AppleInsider
- 9to5mac
- mobile9.com



## Tablet

- Apple iAd
- Facebook Ad
- AppleInsider
- 9to5mac
- Flipboard

# Paid Media Expenses and Expectations

Channel	\$ Spent	Impressions	CTR	Click to sign up ratio	Sign ups	Subscriber conversions <sup>3</sup>	Cost per subscriber	Revenue <sup>4</sup>	ROI
<b>Web</b>									
Apple iAd <sup>1</sup>	\$ 140,000	244,968,000	0.39%	20%	94,680	11,362	\$ 12	\$ 428,219	2.1
Facebook	\$ 102,600	270,000,000	0.10%	20%	54,000	6,480	\$ 16	\$ 244,231	1.4
AppleInsider	\$ 11,266	6,437,930	0.10%	20%	1,288	155	\$ 73	\$ 5,823	-0.5
9to5mac	\$ 3,051	1,564,490	0.10%	20%	313	38	\$ 81	\$ 1,415	-0.5
TUAW	\$ 24,000	6,000,000	0.10%	20%	1,200	120	\$ 200	\$ 4,523	-0.8
Google Search	\$ 17,651	420,000	2.05%	20%	1,722	207	\$ 85	\$ 7,788	-0.6
Appadvice	\$ 11,988	36,420,000	0.10%	20%	7,284	874	\$ 14	\$ 32,944	1.7
Techcrunch	\$ 40,000	58,800,000	0.10%	20%	11,760	1,411	\$ 28	\$ 53,188	0.3
<b>Web Total</b>	<b>\$ 257,222</b>	<b>461,298,420</b>			<b>109,126</b>	<b>13,071</b>	<b>\$ 502</b>	<b>\$ 492,653</b>	<b>0.9</b>
<b>Mobile</b>									
Facebook <sup>2</sup>	\$ 153,000	68,000,000	0.50%	26%	88,400	7,072	\$ 22	\$ 266,544	0.7
AppleInsider	\$ 4,610	5,987,290	0.10%	20%	1,197	144	\$ 32	\$ 5,416	0.2
9to5mac	\$ 1,414	1,571,226	0.10%	20%	314	38	\$ 38	\$ 1,421	0.0
mobile9	\$ 29,025	38,700,000	0.10%	20%	7,740	619	\$ 47	\$ 23,338	-0.2
<b>Mobile Total</b>	<b>\$ 158,216</b>	<b>161,914,516</b>			<b>85,012</b>	<b>8,124</b>	<b>\$ 131</b>	<b>\$ 306,186</b>	<b>0.9</b>
<b>Tablet</b>									
AppleInsider	\$ 7,210	6,437,930	0.10%	20%	1,288	155	\$ 47	\$ 5,823	-0.2
9to5mac	\$ 1,760	1,571,226	0.10%	20%	314	38	\$ 47	\$ 1,421	-0.2
Flipboard	\$ 60,000	1,500,000	3.00%	20%	9,000	1,080	\$ 56	\$ 40,705	-0.3
<b>Tablet Total</b>	<b>\$ 192,137</b>	<b>125,165,156</b>			<b>86,362</b>	<b>8,595</b>	<b>\$ 164</b>	<b>\$ 323,961</b>	<b>0.7</b>
<b>Grand Total</b>	<b>\$ 607,575</b>	<b>\$748,378,092</b>			<b>280,500</b>	<b>29,790</b>	<b>\$ 20</b>	<b>\$ 1,122,800</b>	<b>0.8</b>

1 - Applied equally across Web, mobile and tablet

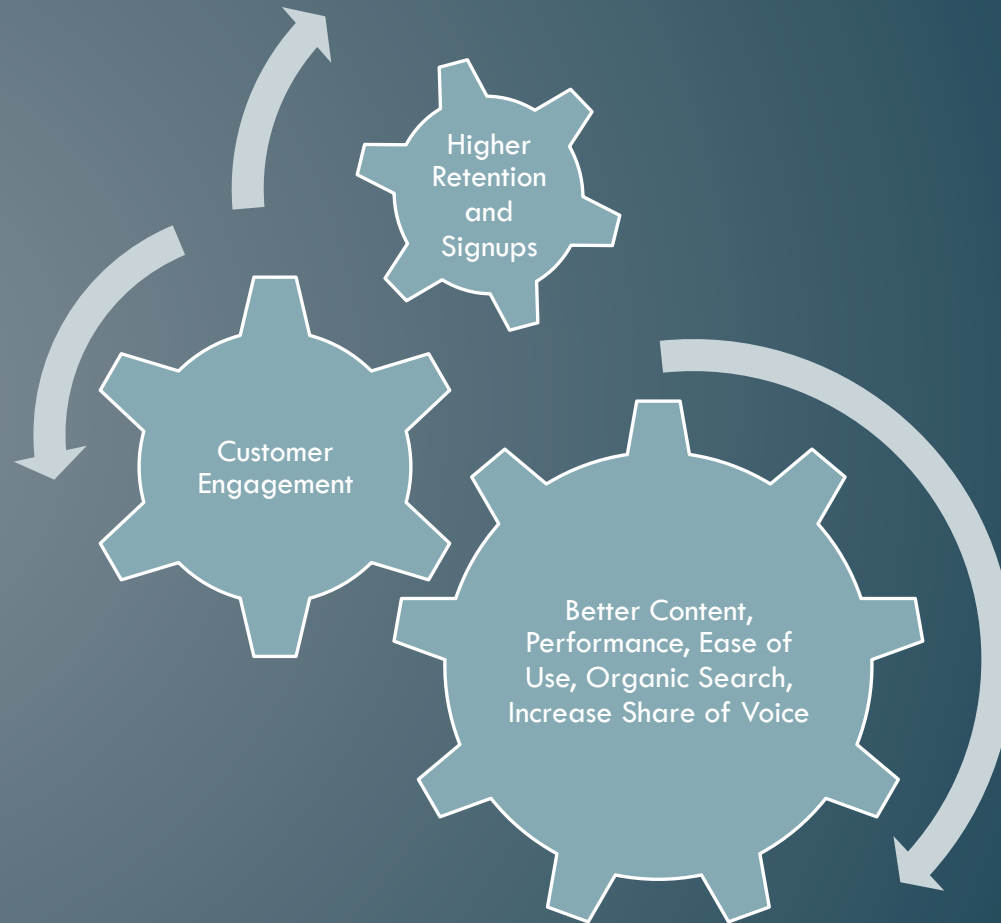
2 - Applied equally across mobile and tablet

3 - Sign ups to Subscriber Conversion at 12%

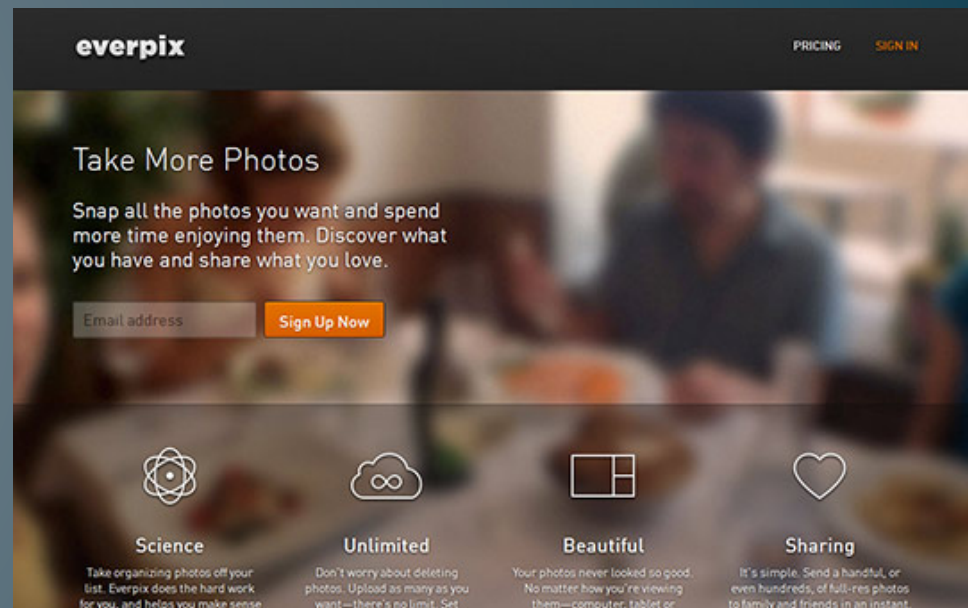
4 - 71% annual and 29% monthly (2 month)

\*\* Ads displayed as combination of Site wide static, Skyscraper, Leaderboard, Newsfeed, SEM, Flipboard

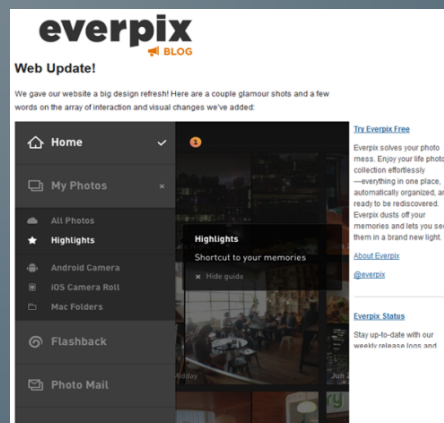
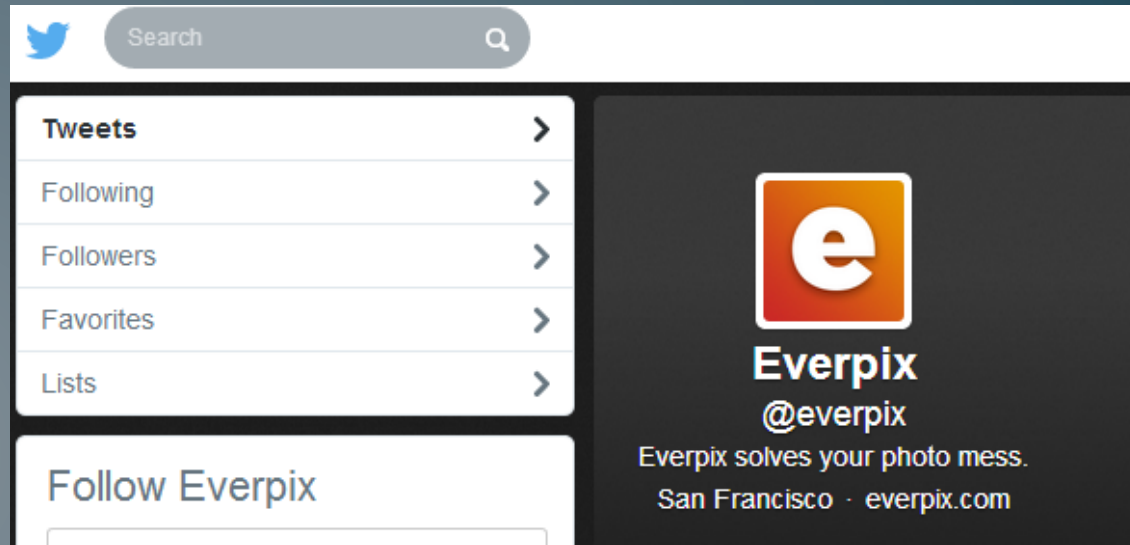
# Owned Media



# Owned Media

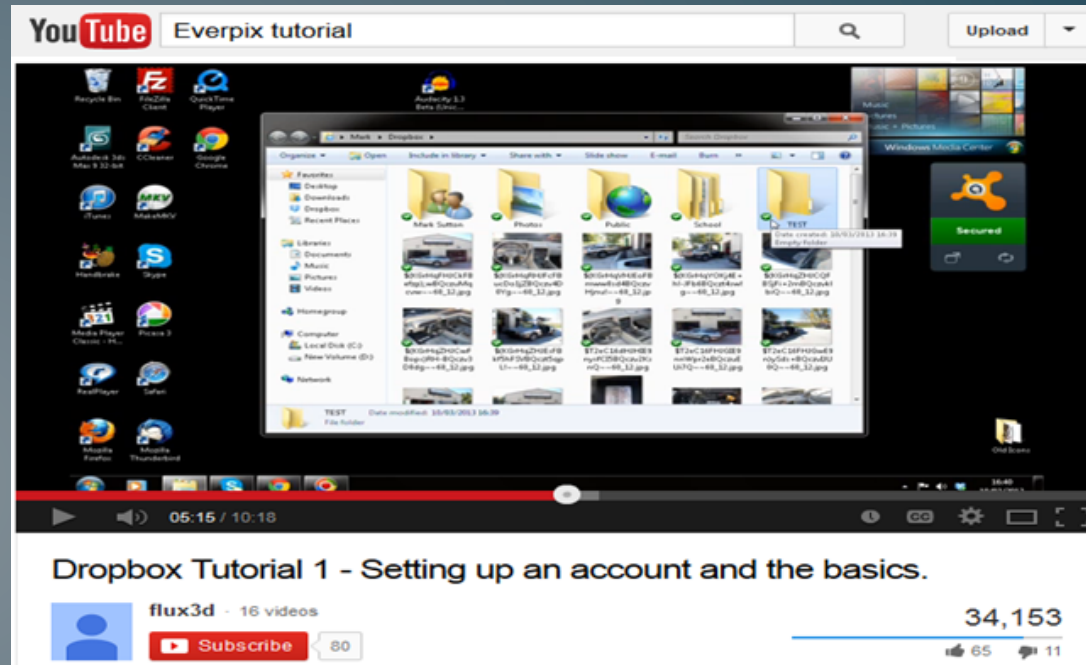


# Owned Media





# Owned Media



# Owned Media

## SEO

- Optimize Webpage for search engines
- Site's organic CTR by Page
- Assess canonicalization of domain
- Review site for duplicate title elements
- Review link targets in site navigation

Resource	Salary
SEO Analyst*	\$ 85,000
Social Media Manager*	\$ 70,000
Total	\$ 155,000

\* Glassdoor Salary Data

Conservative 2%-2.5% improvement in retention and sign up leading upto ~\$45K incremental revenue.

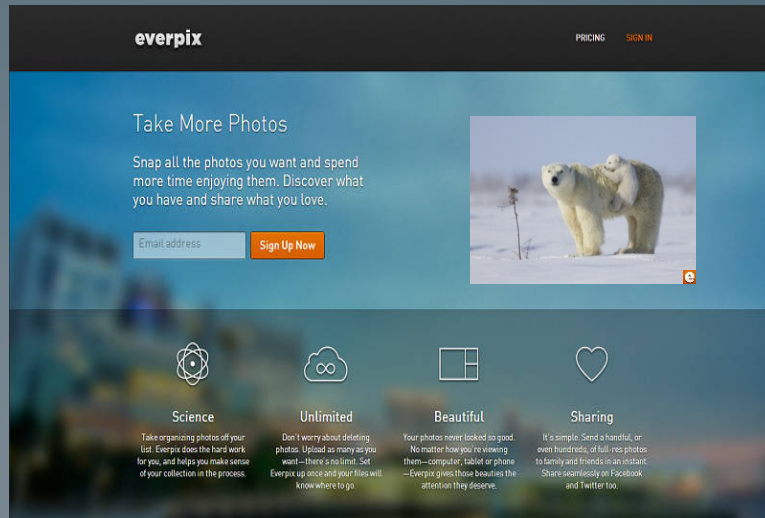


# Earned Media

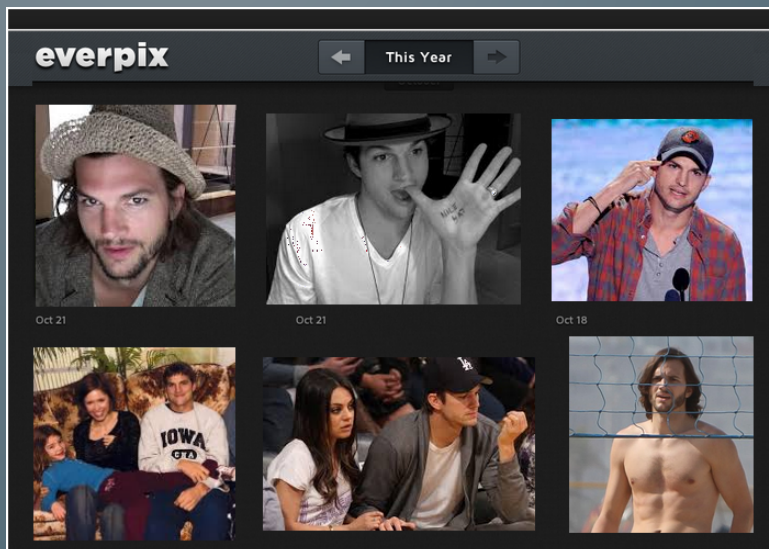
- PR
  - Daringfireball
  - Theappleblog
  - Macenstein
  - Applematters
- Photo Contest
- Partnership
  - Walgreens – Photo Prints
  - Mixbook Mobile App
  - Disney Photopass / theme parks
  - Limited Edition Apple Accessories
    - Incase
    - Belkin
- Professional Photographer
- Celeb Engagement
  - Ashton Kutcher



# Earned Media



- Monthly Photos that will be free for Subscribers to download
- Youtube video of photo-shoot
- Entries / Write up on Everpix Social Media



I sorted my pictures using @Everpix #noclutter



@Everpix is so kool, just uploaded pics to FB with single click #ezfbpicupload

# Earned Media

## Expenses and Expectations

Channel / Resource	\$ Spent	Impressions	CTR	Click to sign	Sign ups	Subscriber conversions	Cost Per Subscriber	Revenue	ROI
PR Agency <sup>1</sup>	\$ 95,000	-	-	-	22,000	2,640	\$ 36	\$ 99,502	0.0
Professional Photographer <sup>2</sup>	\$ 24,000	-	-	-	3,000	360	\$ 67	\$ 13,568	-0.4
Ashton Kutcher	\$ 24,000	15,000,000	2.8%	8.0%	33,600	4,032	\$ 6	\$ 151,966	5.3
Photo Contest <sup>3</sup>	\$ 25,425	25,000	-	-	1,000	120	\$ 212	\$ 4,523	-0.8
Total	\$ 168,425	15,000,000			59,600	7,152	\$ 23.55	\$ 269,559	0.6

1 - Based on previous engagement

2 and 3 are conservative assumptions

Promotion	\$ Spent	# Limited Edition Products	Sign ups (@ 50%)	Subscriber conversions (@ 50%)	Cost Per Subscriber	Revenue (50% Discount)	ROI
Incase	\$ 35,000	7000	3500	1750	\$ 20	\$ 32,979	-0.1
Belkin	\$ 34,000	8500	4250	2125	\$ 16	\$ 40,046	0.2
Total	\$ 69,000	15,500	7,750	3,875	\$ 18	\$ 73,024	0.1

# Other Ideas

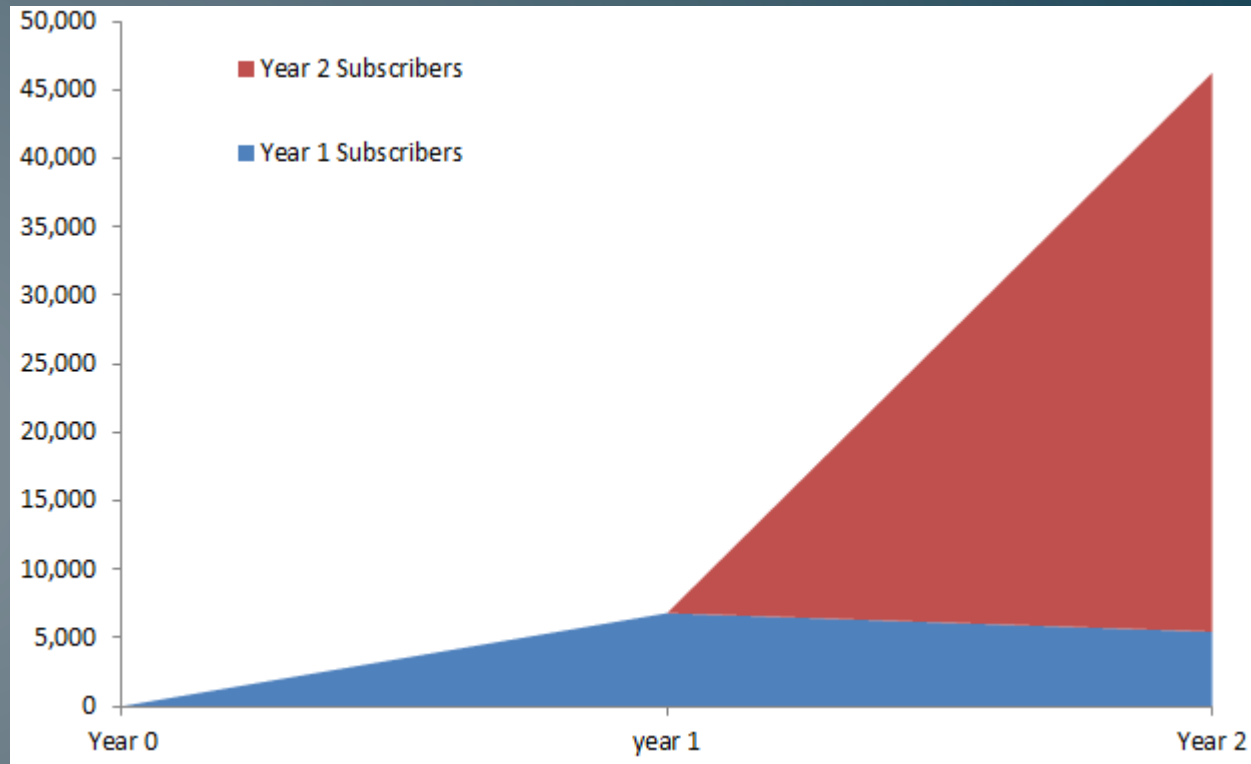
Direct  
discounts  
Coupons

leadsplease  
Youtube  
TripAdvisor  
cultofmac.com  
macrumors.com  
IDG(macworld, pcworld)

Email blast  
Sponsored Ad  
Skyscaper  
Leaderboard  
Leaderboard  
Leaderboard

Work with Movie Studios  
and other major events  
organizers and have them  
upload/refer the exclusive  
photos on Everpix platform.

# Summary



Media Type	\$ Spent
Paid	\$ 607,575
Owned	\$ 155,000
Earned	\$ 237,425
Total	\$1,000,000

New Subscriber	Revenue	Cost Per Subscriber	ROI
40,817	\$1,465,384	\$ 24.50	0.47



