



EverPix

Digital Media Strategy

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DIGITAL MARKETING STRATEGY



Sign Ups



Subscriptions

Who Are We Targeting?

Target Market

Gender: Females

Age: 18-29

The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29



PAID MEDIA



■ Total Budget Spent: \$940,000



Search Engine Marketing: Google AdWords

Google search accounted for 61% of the sign ups

Sign Up Cost	10.27%
CPC	2.05
Click To Sign Up Rate	20.01%
CTR	2.04%

Action:

\$450,000 on Google Search Marketing

43,924 sign ups

4,392 subscriptions

\$10.24/sign up



Search Engine Marketing: Keywords

Keyword Planner

	Clicks	Impressions	Cost	CTR	Ave CPC
⌘ Album	2.66	57.57	\$3.84	4.6%	\$1.44
⌘ Photo	269.51	4521.05	\$325.24	6.0%	\$1.21
⌘ Photo album	40.01	761.86	\$98.97	5.3%	\$2.47
⌘ Photo sharing	31.53	1328.09	\$90.80	2.4%	\$2.88
⌘ Photo storage	17.44	897.25	\$80.83	1.9%	\$4.63
⌘ Photography	468.65	19,025.15	\$1,379.29	2.5%	\$2.94
⌘ Pic	11.87	1,237.30	\$34.17	1.0%	\$2.88
⌘ picture	144.44	4,185.09	\$486.86	3.5%	\$3.37
⌘ TOTAL	986.13	32,013.35	\$2,500	3.1%	\$2.54

Budget- \$2,500/day for 6 months, total of \$450,000



Google Display Network: Text Ads

Second highest performing campaign

Sign Up Cost	10.27%
CPC	\$0.83
Click To Sign Up Rate	20.01%
CTR	0.11%

Action:

\$50,000 in Google Display Network text ads

- 3,325.3 sign ups
- 332.53 subscriptions
- \$15.04/sign up

Budget Spent: \$50,000



Google Display Network

Simple Photo Sharing

- Top media angle by sign-up volume
- Photo Albums, Photo Sharing, and Photo storage - 80% of sign ups

[Simple Photo Sharing](#)

everpix.com

Share, Store & Create your memories
The Next Generation Photo Solution!

Next Gen Photo Solution

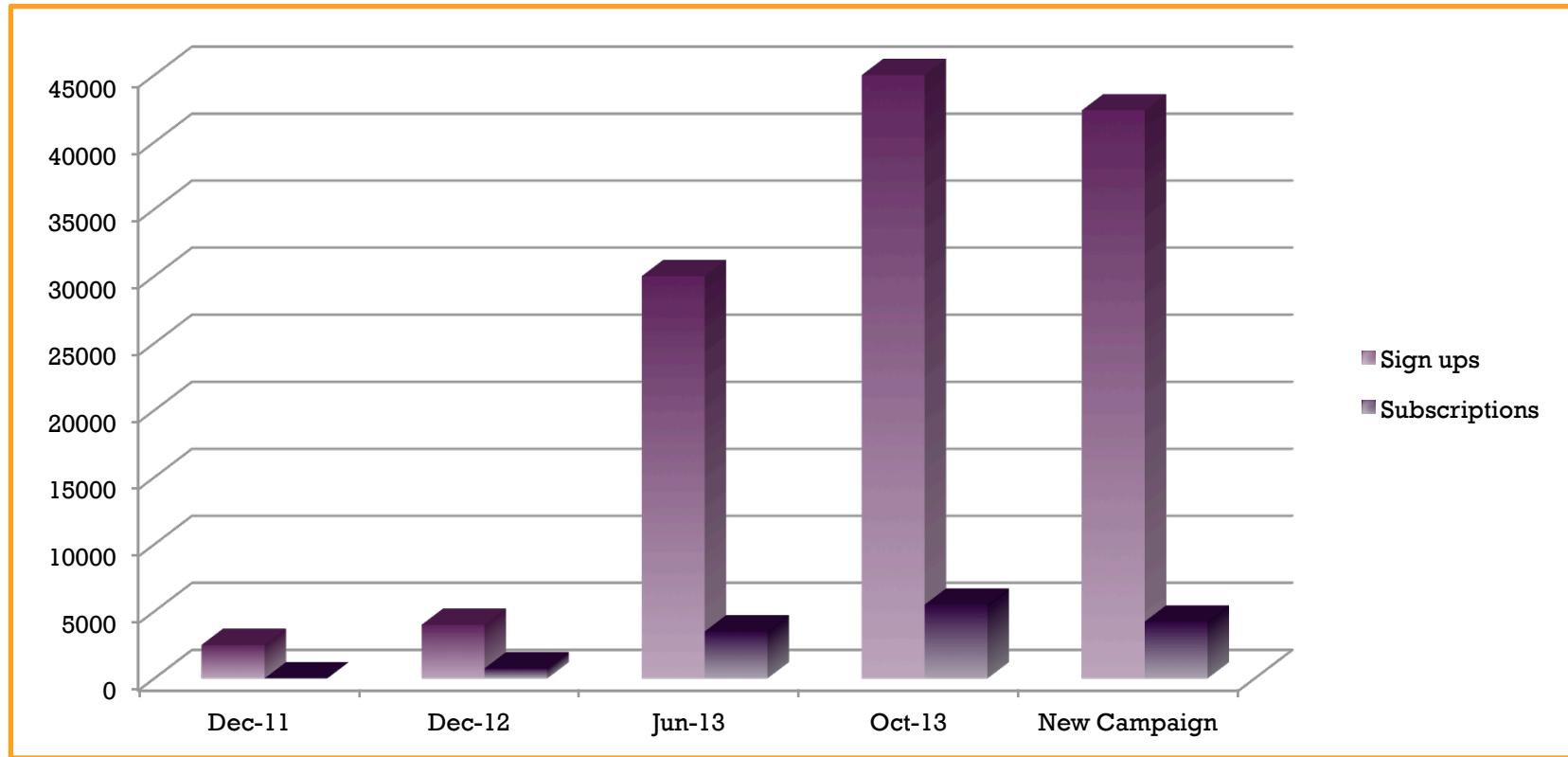
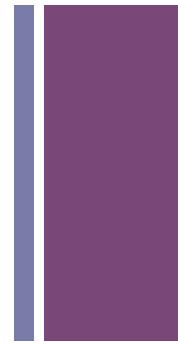
[Next Gen Photo Solution](#)

everpix.com

Share, Store & Create your memories
Easy Photo Storage for 10k+ Photos



Search Engine Marketing



- 47,249.3 Sign Ups
- 4,724.53 Subscriptions



Facebook Advertising

- 50% in mobile usage
- 350M pictures uploaded each day, over 1B users
- Goal: Increase mobile app downloads
- Focus on the Mobile App Install to drive mobile app downloads

\$200,000 in Facebook advertising

- 625,000 clicks (CTR 1.72%)
- 17.7% download rate - 110,625 downloads
- 11,062.5 subscriptions
- \$18.08 cost/subscription (CPC .32)

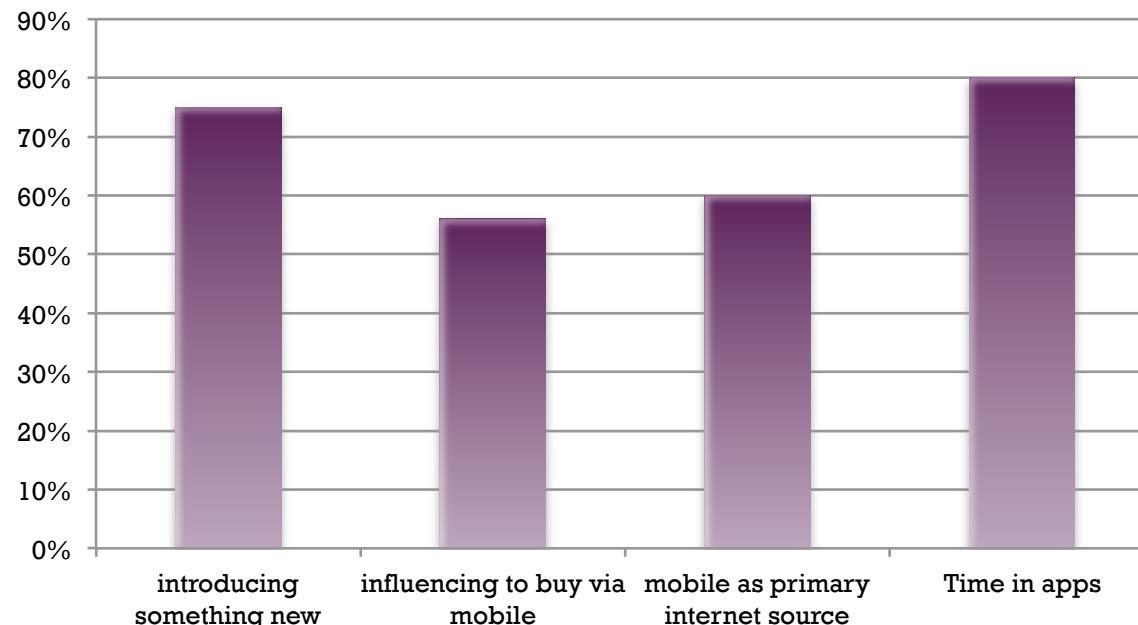
Budget Spent: \$200,000



Mobile App Ads

Why mobile apps?

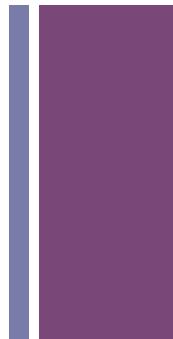
- Mobile commerce: 80% of consumers
 - Mobile ad discovery: 54% via apps
 - Mobile ad influence:
 - After seeing mobile ads: 80% downloading an app



Budget Spent: \$200,000



Mobile App Ads



Mobile App customer acquisition	
Cost to acquire	\$1.90
Budget spent	200,000
Sign ups	105,263.2
Subscriptions: 10%	10,526.3

- **Messaging Theme:** photo mess, photo sharing, photo storage, photo albums
- **Target Apps:** Photo Collage, InstaStitch, Change Faces, InstaEditor



Twitter Promotion

- Promoted Posts of our Content Initiatives
 - Photo contest
 - Blog
- Cost per engagement: \$2.50-\$4.00
- Consumer interactions: 10,000



Budget Spent: \$ 40,000



EARNED MEDIA



MailChimp



Social Referral Program!

★★★★★ Love it

★★★★☆ Like it

★★★★☆ It's okay

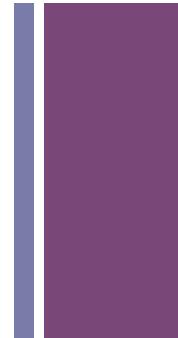
★★☆☆☆ Not a fan

★☆☆☆☆ Disappointed

Total Budget Spent: \$25,000



MailChimp



History:

- 2,666 emails on Cyber Monday
- 39.81% opened
- 150 click through (5.65%)
- 14.19% CTR
- 123 subscribed (82%)



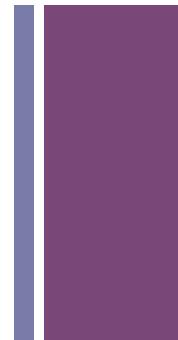
Recommendations:

- High Volume Sender: 105,001 – 110,000
- Narrow down the target market
- Social log in- Recoup 89% of lost Alpha and Beta users

Budget Spent: \$ 0



Social Referrals: Invite a Friend



Why Invite a Friend?

- 4x more likely to buy when referred by a friend
- A referred customer is 18% more likely to stay with a company

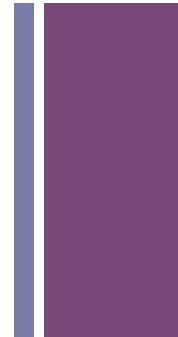
Action:

- Target consumers who have uploaded over 100 photos
- Earn one free month when your referred friend uploads one picture
 - Make process more seamless with Facebook invites

Budget Spent: \$ 0



Testimonials



Why Testimonials?

- Over 70% of Americans look at product reviews
- 63% of consumers are more likely to purchase with reviews

Action:

- Target audience:
 - Customers are those that uploaded 500+ photos, and have paid monthly subscription for at least 1 month
- Offer:
 - The first 1,000 customers receive a \$25 gift card

Budget Spent: \$ 25,000



OWNED MEDIA

The screenshot shows the Everpix homepage with a dark background featuring a sunset image. At the top, there's a navigation bar with the Everpix logo, 'PRICING', and 'SIGN IN' buttons. Below the navigation, the main headline reads 'Take More Photos' followed by a subtext: 'Snap all the photos you want and spend more time enjoying them. Discover what you have and share what you love.' A checked checkbox with the text 'Check your inbox!' is present, along with a note: 'We'll send you an email with a link to get started. Be sure to check your spam folder if you don't see an email shortly.' Below this, there are four sections with icons and descriptions: 'Science' (atom icon), 'Unlimited' (cloud icon), 'Beautiful' (camera icon), and 'Sharing' (heart icon). Each section has a brief explanatory text. At the bottom, there's a 'Try it free for 30 days, then subscribe for \$40 a year' button.

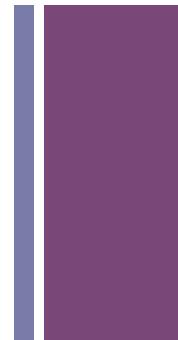


everpix BLOG

Total Budget Spent: \$25,000



Photo of the Year Sweepstakes



Process:

- Create a link on website to submit contest photo
- Partner with popular camera brands
- All customers eligible

Prizes:

- Grand Prize: \$ 15,000
- New camera from Sony or Nikon
- 1 year free subscription

Winners:

- determined by Facebook shares and likes
- Announced at end of month 4

Budget Spent: \$ 25,000



Photo of the Year Sweepstakes

Photo Contest Examples

Pepsi	Pixoto	Nikon)	National Geographic
Run through Facebook Prizes: A new camera	Weekly contest Attracted 3,2 million images Prizes: Cash, Points, Badges/Awards Entry through Facebook	3 month contest Attracted 99,339 submissions Prizes: Nikon products & spotlights on website	1 month contest Attracted more than 7,000 entries Prizes: Cash and a trip Included Social Share of all entries



- Existing blog - product focused
- **Recommended Updates:**
 - Hire contract blogger for regular posts – both product and industry related
 - Guest bloggers/influencers
- **Why blogging?**
 - Companies that blog at least 15 times/month get 5x more website traffic
 - Companies with over 100 blog articles is more likely to experience continued lead growth

Budget Spent: \$10,000



Website Updates

- Section dedicated to customer testimonials
- Prominent blogs
- Contest page

The homepage features a large banner with the text "Take More Photos". Below the banner, there's a section titled "Check your inbox!" with a checkbox and explanatory text. At the bottom, there are four main features: "Science" (represented by an atom icon), "Unlimited" (represented by a cloud icon), "Beautiful" (represented by a camera icon), and "Sharing" (represented by a heart icon). Each feature has a brief description below it.

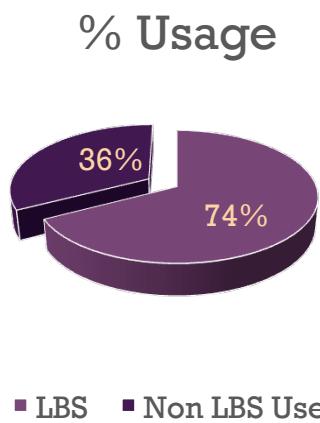
The mobile application interface shows a "2011 Highlights" view. The top part of the screen displays the text "The fewer, the better." and "Our Highlights view shows only the photos that matter." Below this, there's a detailed explanation of how the app's image analysis technology works to identify the most important moments from a user's collection. To the right, a grid of various photographs is displayed, illustrating the "Highlights" view. A sidebar on the left shows a grid of smaller images labeled "Everpix Highlights" and "Your photo collection".

Budget Spent: \$0



NEW FEATURES

■ Push Notifications



- Registered Users → pictures Push Notification → high engagement
- 30% conversion from registered Users to Subscription

Want to understand the
benefits of Push Notifications?

Cancel

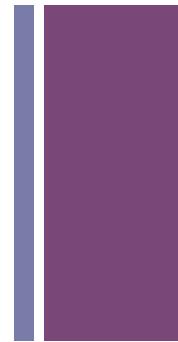
OK

Budget Spent: \$0

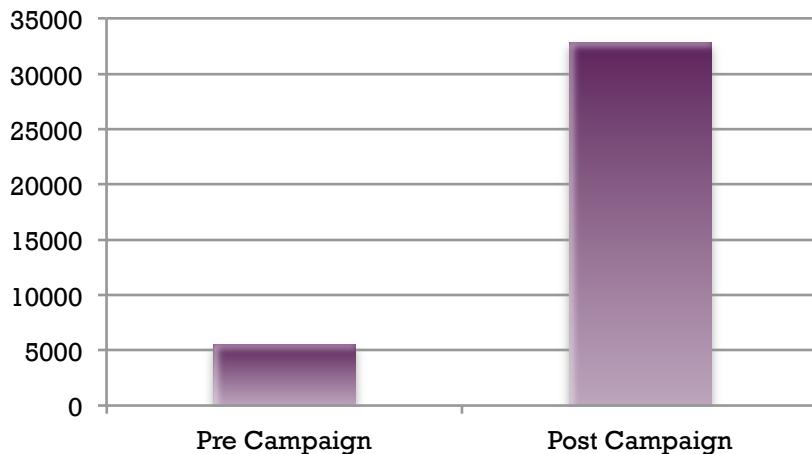


Expectations for Growth

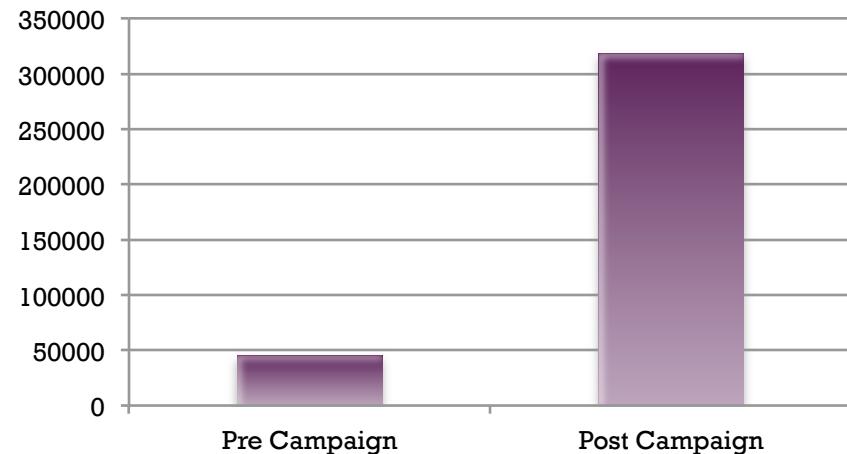
- 1M Budget Spent
 - Paid: \$940,000
 - Earned: \$25,000
 - Owned: \$35,000



Subscriptions



Sign ups





Sources

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- http://www.pixoto.com/photography-contest-weekly?kme=Paid+Ad+Click&km_campaign+source=adwords&km_campaign+name=USA+Contest&gclid=CMOI8cvc3LwCFW9p7AodkRUABg
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