

everpix

Team 2: “Team Awesome”

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February 24, 2014



Agenda

- Introduction
- Problem Situation
- Target Market
- Solution: Digital Marketing Strategy
- Key Insights
- Hypothesis – Expected Results
- Q&A

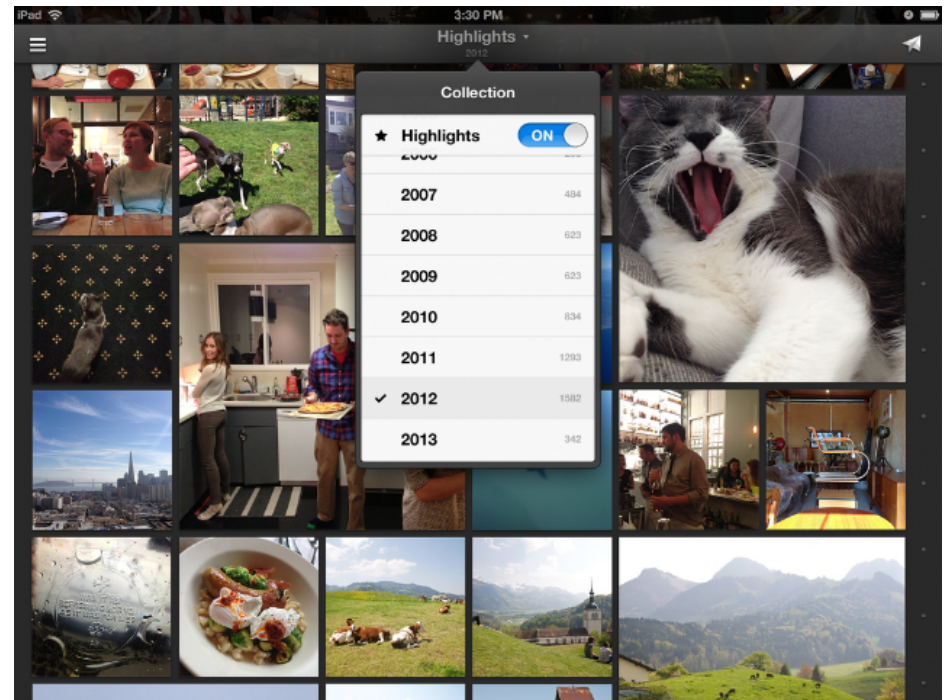
Problem Situation

- **Goal:** Create digital marketing strategy to drive customer growth for Everpix
- **Resources:** Received \$1 Million additional funding from VCs
- **Strategy:** Marketing expenditures allocated across
 - Paid Channel
 - Owned Channel
 - Earned Channel

Why Everpix?

You might need Everpix if you...

- Take a ton of photos
- Don't have time to organize your photos
- Need easy-access (mobile) to photo storage



Everpix Target Market

Customer Target Market:



- 18-35 years old
- Professional Photographers/Photo-lovers:
take 2,000+ photos
- Mothers & Family with children
- People who want to capture moments in life
- Men who take pictures to document information

Solution: Digital Marketing Strategy

Paid Marketing	55%	Earned Marketing	19%	Owned Marketing	26%
<u>Source</u>	<u>Cost</u>	<u>Source</u>	<u>Cost</u>	<u>Source</u>	<u>Cost</u>
SEM (Ad Network Managed):	\$350,000	Social Media Team (Twitter/Facebook):	\$100,000	Free Trials:	\$20,000
Rich Media (hulu):	\$200,000	Refer-a-friend:	\$50,000	Youtube Channel (20 videos):	\$200,000
		Pushing Reviews/ Blogging:	\$40,000	Sweepstakes/contests:	\$40,000
TOTAL:	\$550,000		\$190,000		\$260,000

**Paid Channel (55%):
\$550,000**

Paid Channel Breakdown

Programs

- Search Engine Marketing (SEM) under Ad Network management
- Ads produced and run in-stream on Hulu



Key Insights

- Target market generally unaware of what product is or how it works

Strategy

- Utilize established Ad Network to drive Everpix website traffic
- Leverage growing popularity of Hulu to increase exposure and reach with current target market

SEM Everpix Keywords

- Photo Tagging
- Photography
- Photo App
- Photo Storage
- Photo Portfolio
- Photo Cloud
- Upload Photo
- Loom
- Create Photo Album
- Photo Sharing
- Photo Social Network
- Flickr
- Everpix
- Photo Management
- Photo Organize
- Photo Mess
- Instagram
- Photo Collection
- Picturelife
- Photo Stream



Paid Channel Breakdown

Paid Marketing		\$550,000		55%
Source	Cost	Subs	Cost/Sub	
SEM (Ad Network managed):	\$ 350,000	71,436	\$ 4.90	
AVG SEM CTR	2.04%			
AVG SEM CPM:	\$ 20.00			
AVG SEM click-to-sub rate	20.01%			
Rich Media (hulu):	\$ 200,000	6,167	\$ 32.43	
AVG Hulu CTR	1.00%			
AVG Hulu CPM	\$ 30.00			
AVG Hulu click-to-sub rate	10.00%			
AVG cost to develop video ads (3)	\$15,000			



**Owned Channel (26%):
\$260,000**

Owned Channel Breakdown

Programs

- 1-Month Free Trials
- YouTube Channel
- Sweepstakes, Contests
- Website Maintenance

Key Insights

- Using Everpix resources to entice new users
- Maintain constant contact with current subscriber base

Strategy

- Contests and Free Trials attract “fence-sitters”
- A well used YouTube channel can add a layer of communication between user and developer



Owned Channel Breakdown

Owned Marketing		\$ 260,000		26%
<u>Source</u>	<u>Cost</u>		<u>Subs</u>	<u>Cost/Sub</u>
Free Trials:	\$ 20,000		343	\$ 58.33
1 month off (free trial)	\$ 5.00			
AVG freemium-to-premium rate	12%			
YouTube Channel (20 videos):	\$ 200,000		13,553	\$ 14.76
AVG YouTube CPM:	\$ 7.60			
AVG video production cost:	\$ 5,000.00			
AVG YouTube CTR	1.03%			
AVG YouTube click-to-sub rate	10.00%			
Sweepstakes/contests:	\$ 40,000		4,320	\$ 9.26
Assume monthly contest				
AVG views of contest page (Facebook):	300,000.00			
Page visit to signup rate	1.0%			



**Earned Channel (19%):
\$190,000**

Earned Channel Breakdown

Programs

- Refer-a-Friend
- BuzzFeed Articles (2)
- Also pushing tech-blogs to review Everpix
- Social Media Manager
 - Facebook and Twitter

Key Insights

- Leveraging existing userbase to grow subscribers and increase brand awareness

Strategy



- Engaging users publically via social media, and encouraging users to pass along the app
- Garnering brand strength through people's trust in reviews/blogs



Social Media Team - Hire Employees

- **Hire In-House Social Media Manager**

- Full time Social Media Manager: Company pay between \$50,000 and \$100,000 a year. (Source: EConsultancy Social Media Salary Guide in the top 20 US markets)
- Full-time Community Manager: cost between \$50,000 and \$75,000 a year (Source: EConsultancy Social Media Salary Guide in the top 20 US markets)

- **Proposed Duties**

- 3 blog postings a week (SEO enhanced, if needed)
- Set up Google Alerts and RSS feeds to check for news related to industry. \$40 for 350-500 word blog
- Monitoring of Twitter for related keywords
- Getting relevant Twitterers to follow you, provide twitter updates
- Managing the Facebook fan page
- Running contests
- Writing press releases as needed
- Provide updates related to company's social media



Earned Channel Breakdown

Earned Marketing		\$ 190,000	19%
<u>Source</u>	<u>Cost</u>	<u>Subs</u>	<u>Cost/Sub</u>
Social Media Team (Twitter/FB):	\$ 100,000		\$ -
Refer-a-friend:	\$ 50,000	2,400	\$ 20.83
One half-off month per referral	\$ 2.50		
AVG freemium-to-premium rate	12%		
Pushing Reviews/blogging:	\$ 40,000	9,200	\$ 4.35
AVG buzzfeed views	100,000		
AVG banner ad CTR	0.23%		
AVG buzzfeed CTR (20x banners)	0.046		



Expected Results

Overall – Expected Results

Total Cost:	\$1,000,000		Total Subs:	107,418		\$\$ per Sub:	\$13.08		Subs Goal:	85,025
Paid Marketing:	\$550,000	55%	Earned Marketing:	\$190,000	19%	Owned Marketing:	\$260,000	26%		

➤ Everpix-provided data reveals a 23% average monthly growth rate for their trial.

- Our goal is to hit this monthly average *as a minimum* for the next year:

$$7,000 * (1.23^{12}) = 85,025$$

➤ We expect to exceed this goal by over 25% with our fund allocation



APPENDIX

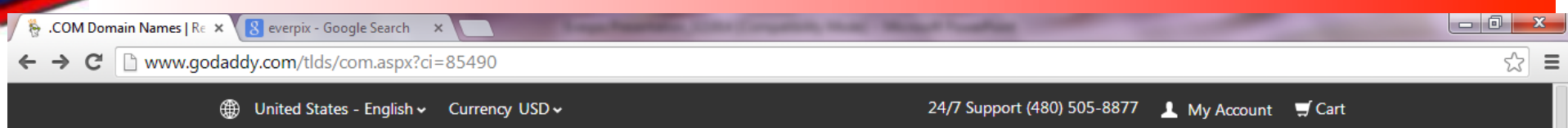
Total Website Cost (FY)

Item	Price	Total Price (per year)
Website Builder Plan- Business Plus	\$9.99/month	\$119.88
Website Domain Name Cost - 1 Year (.COM) Name: www.everpix.com	\$12.99/year	\$12.99
Email – Unlimited Business (Unlimited GB/ 10 Boxes) - Renewal (recurring)Term: 1 year(s)	\$6.99/month	\$83.88
TOTAL		\$216.75

Website Builder Plan Costs

Business Plan:	Business Plus
\$4.99/month (\$59.88/year)	\$9.99/month (\$119.88/year)
Free Domain	Free Domain
300 Business & Personal Themes	300 Business & Personal Themes
Unlimited Pages	Unlimited Pages
10 GB Disk Space	50 GB Disk Space
500 GB Bandwidth	1000 GB Bandwidth
5 Business Email Addresses	10 Business Email Addresses
Mobile Site	Mobile Site
<i>Source: GoDaddy.com</i>	Search Engine Optimization(SEO)
http://www.godaddy.com/hosting/website-builder-new.aspx	Twitter® Profile Management
	SSL Certificate

Other Website Costs: Domain



All Products Domains Websites Hosting & SSL ^{NEW} Get Found Email & Tools Support

Source: GoDaddy.com



World's most popular domain

Get the domain that's at the heart of the Web.

.com

Just \$14.99/year* **On Sale! \$12.99/year***

 .com

Want more than one .COM domain? SAVE with [bulk pricing!](#) [Use Bulk Search](#)

Like 185

Tweet 2

+1 26

Millions of .COM domain names have already been purchased. Do you have yours?

One of the very first Top-Level Domains (TLD) established in January 1985, .COM has since grown to become the world's most popular TLD. Dozens of other TLDs are now available, but no matter how many new extensions may be added, everyone agrees — .COM is still the "Rodeo Drive of the Web." (CNNMoney.com) **Do you have yours?**

What else can a .COM do?

- > **Give you credibility in the online world.** .COM is the go-to domain name for anyone looking to establish themselves on the Web.
- > **Give you peace of mind.** With well over 51 million domain names under registration, GoDaddy® is far and away the world leader in domain name registration.†† Every GoDaddy .COM is backed by the power of #1.
- > **Be purchased by anyone.** Although initially intended for use by commercial entities, there are no restrictions on who can register a .COM.


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Other Website Costs: Email

My Account | everpix - Google Search | GoDaddy.com, LLC [US] | <https://mya.godaddy.com/?ci=13006>

Email - Business (2 GB Total/5Boxes) - US Region - (recurring) - Email Plan 2

Overview | **Customize** | Launch Control Center

	Current Plan	Upgrade
 Email - Business (2 GB Total/5Boxes) - US Region - (recurring) Email Plan 2 Status: Setup Data Center: United States	\$4.99/mo	Email - Unlimited Business \$6.99/mo
Total Email Accounts	5 Addresses (5 Addresses with plan)	10 Addresses (10 Addresses with plan)
Storage 83.6 MB of 2,000 MB (4.18%)	2 GB (2 GB with plan)	Unlimited
IMAP Support	---	✓
Mobile access for smartphones, iPhone®, Blackberry® and Android™.	✓	✓
Website Builder \$1.00/mo	Add	
	12 months: \$4.99/mo	12 months: \$6.99/mo
	Renew	Upgrade

[Cancel this account](#) [Checkout](#)

Source: GoDaddy.com

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Social Media Team - 3rd Party

➤ Contract out Social Media Marketing Costs

- **Est. Social Media Marketing costs: \$5,000 to \$20,000/month**

- ✓ 3 blog postings a week (SEO enhanced, if needed) Set up Google Alerts and RSS feeds to check for news related to industry. \$40 for 350-500 word blog
- ✓ Monitoring of Twitter for related keywords, then pushing links/tweets to those talking about relevant topics.
- ✓ Getting relevant Twitterers to follow you, provide twitter updates
- ✓ Managing the Facebook fan page
- ✓ SEO keyword research
- ✓ Submission to social bookmarking sites
- ✓ Monitoring resources like HARO and ProfNet
- ✓ Running contests
- ✓ Writing press releases as needed
- ✓ Article writing/pitching as needed
- ✓ Contest creation/management
- ✓ Social networking submissions
- ✓ Provide updates related to company's social media