

everpix

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AGENDA

Allocation of resources

PAID.

50%

EARNED.

32.5%

OWNED.

17.5%

TARGET

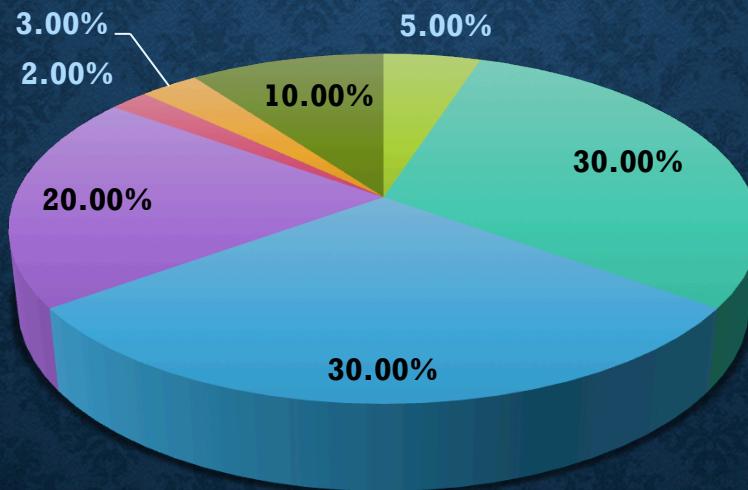
Photo Enthusiasts:

- Women – 70% of current subscribers
- Value their memories
- Age: 20-45
- Technology Savvy



PAID
\$500K

Increase Everpix's awareness, drive new traffic to the website and
grow customer base.



- Banner
- Search
- Remarketing Search
- Facebook
- Mobile (Banner)
- Mobile (Interstitial)
- Mobile (Text)

SEARCH

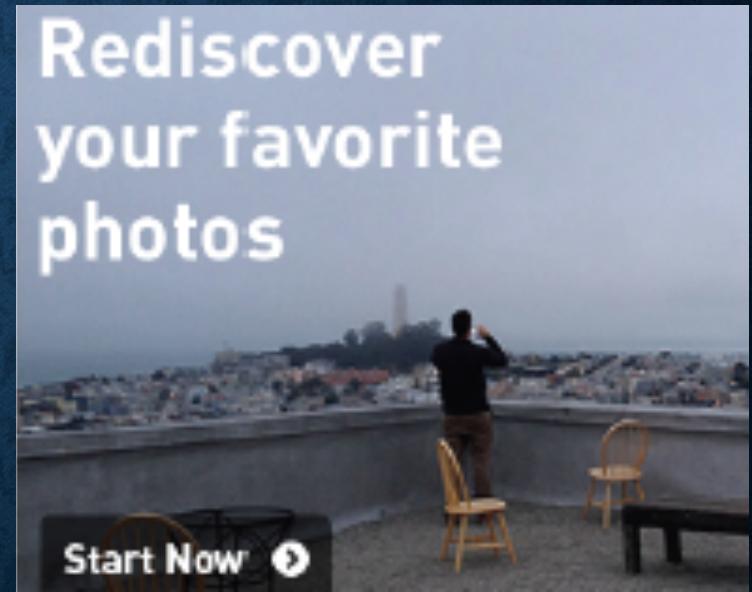
- Critical for Paid
 - Approximately 19% of new sign ups
- Span across major Search Engines
 - Google, Yahoo!, Bing, etc.
- Adwords/Creative will constantly be tweaked
 - Ex Adwords: Photo Sharing, Share Photos
- Cost: \$150K
 - High Conversion Rate at 20.01%
 - Cost/Sign Up is low at \$10.27

REMARKETING SEARCH

- Most Critical for Paid
 - Approximately 72% of new sign ups
- Google Remarketing
- Adwords/Creative will constantly be tweaked
 - Ex Adwords: Photo Sharing, Share Photos
- Cost: \$150K
 - Extremely High Conversion Rate at 60.02%
 - Cost/Sign Up is extremely low at \$2.67

BANNER

- Extremely Targeted
 - Approximately <1% of new sign ups
- If performance doesn't improve, banners will be completely dropped
- Adwords/Creative will constantly be tweaked
- Cost: \$25K
 - Low Conversion Rate at .26%
 - Cost/Sign Up is high at \$301.25



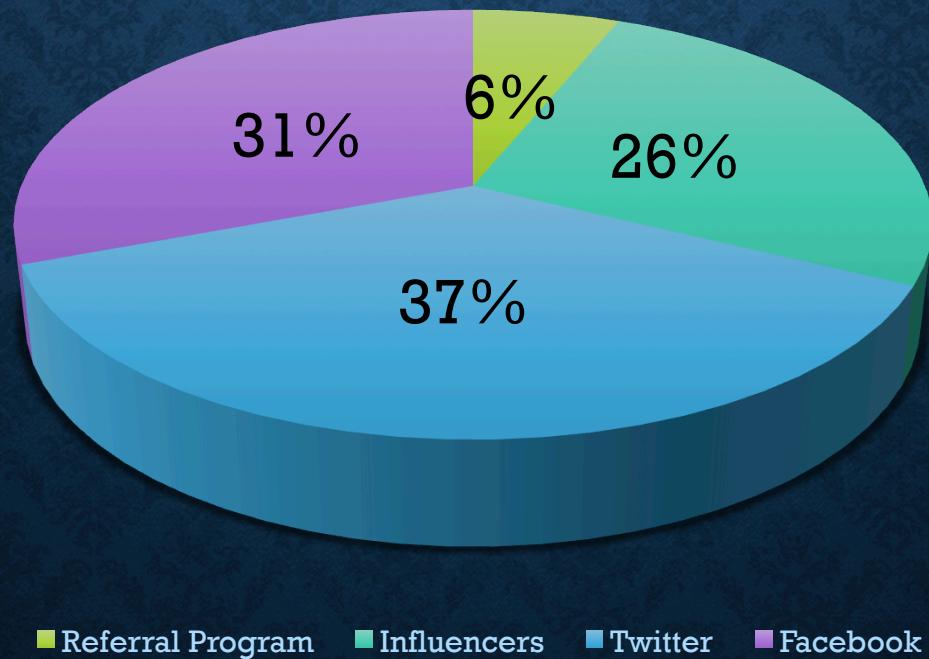
MOBILE

- Extremely Targeted and focused on Text
 - Banner and Interstitial are not as effective
 - Approximately 4% of new sign ups
- If performance doesn't improve, mobile will be completely dropped
- Adwords/Creative will constantly be tweaked
- Necessary to logically promote smartphone app
- Cost: \$75K
- Low Conversion Rate at 2.88%
 - Cost/Sign Up is high at \$164.20



EARNED
\$325K

Create a word of mouth campaign that will support sustainable long term growth



PROMOTED POSTS TO SOCIAL SITES

Twitter

- Promoted tweets that include links to the sign up page
- Tweets will capitalize on trending topics
 - Throwback Thursday
 - Flashback Friday
- “Everbix can help you find the ultimate Flashback Friday”
- Cost: \$120K
- Projected New Users: 6,480

#Down with the Photo Mess

#nomoremess

#Photomess

#SaveEverpix

#Everpix

PROMOTED POSTS TO SOCIAL SITES

Facebook

- Sponsored Page Action Stories on Timelines
- Include a call to action and link to website
- “Time to put an end to the Photo Mess. Sign Up for Everpix”
- Cost: \$100K
- Projected New Users: 6,727

PAID INFLUENCERS AND BLOGGERS

- Hire Sway Group to connect Everpix with top bloggers
- Choose bloggers that speak to our target market
 - Video Blogger Stephanie Wonderlin- The host of “Tweethart TV on Youtube” which focuses on recommending tech that makes your life simpler
 - Photo Blogger Kelle Hampton- “Enjoying the Small Things” blogging mom with a photography hobby that strives to capture the moments she shares with her family
- Goal is to sponsor a week on 10 different blogs
- Cost: \$85K
- Projected New Users: 15,000

REFERRAL PROGRAM

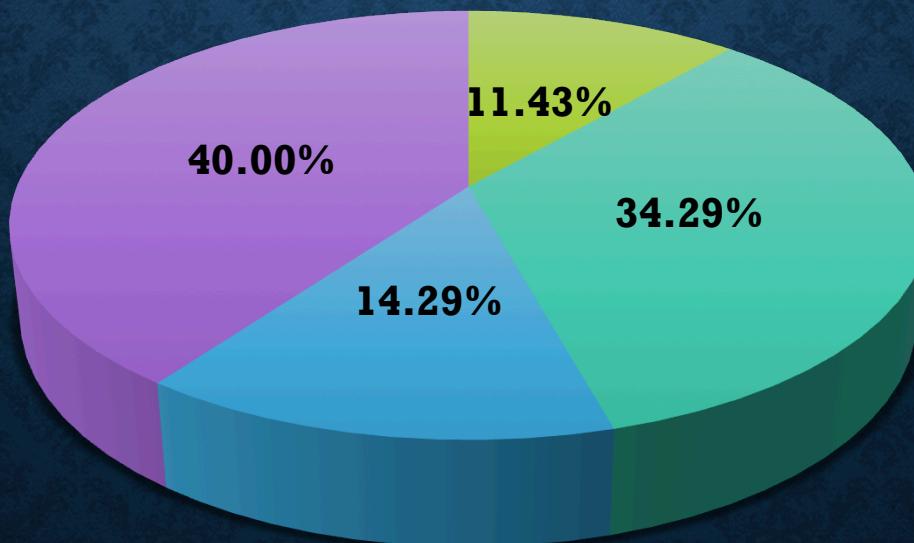
- Create incentives for both free and paid subscribers to promote Everpix
 - Free Users: 1 extra month of photos per referred user
 - Paid Subscribers: \$5 credit per referred user
- Be aggressive with the campaign and have it supported through email, Facebook, and Twitter
 - Create prepopulated messages that can be customized and easily shared across social media
 - Add referral program details to website and include as part of the sign up process
 - Follow up aggressively with email campaigns to referred users
- Cost: \$20K
- Projected New Users: 12,000



OWNED

\$175K

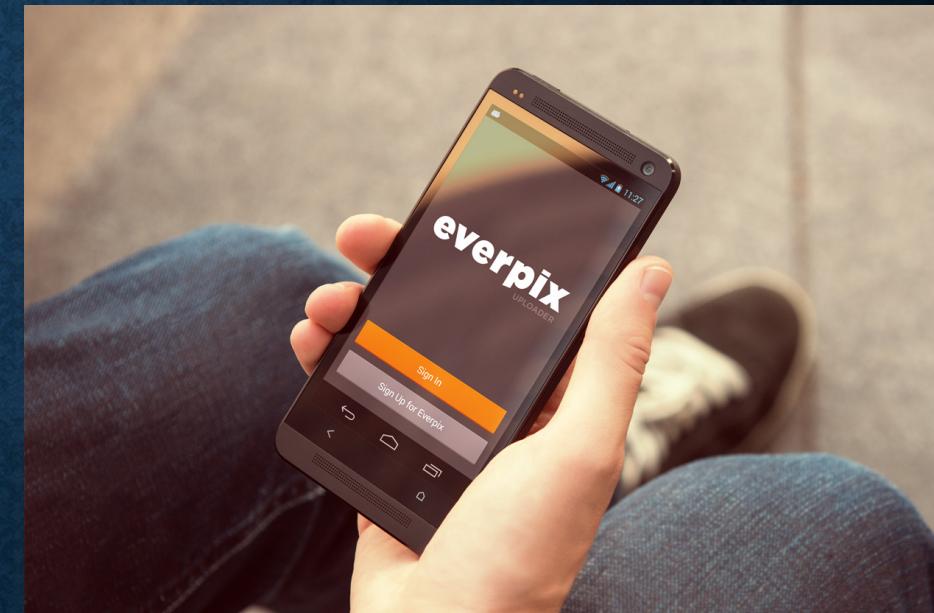
Create a community and build a long term relationship with our current users, providing them with relevant content



■ Social Build out ■ Digital Marketer ■ Promotional budget ■ PR Firm Fees

OWNED

- App/web: Create a social platform, where people can share photos with their friends.
 - 3 months of development
 - Helps connect and engage more with target
 - Push notifications:
 - Remind people to upload photos
 - Promote contests
 - Promote referral program
 - Promote Everpix Flashback
 - \$20 K



OWNED

- Digital Marketer: Hire a Digital Marketing Strategist that develops relevant content for all of Everpix's social platforms, increase awareness of the Product and engagement with the brand.
 - Develop Pinterest Board and Blog
 - Travel
 - Weddings
 - Photo Tips
 - Fun moments
 - Photo Contests/ Scavenger hunts through Instagram and Twitter
 - Cameras as prizes
 - #Everpix
 - \$60K



OWNED

PR firm: Raise awareness in key social influencers

- Press Releases
- Free year subscriptions for influencers
- \$75k

OWNED RESULTS AND CHALLENGES

We forecast that our efforts in the Owned channel will result in 1650 new users. Assuming the same split we have today, (13% of our customer base pays for the service) 210 would be new paid users and 1440 would be free.

We budgeted for 3 promotional events, however quantifying the results beyond the first promotion is difficult because the user base is continually growing. That said we expect 25% of participation and 12% of engagement of new users, according to the Wildfire study.

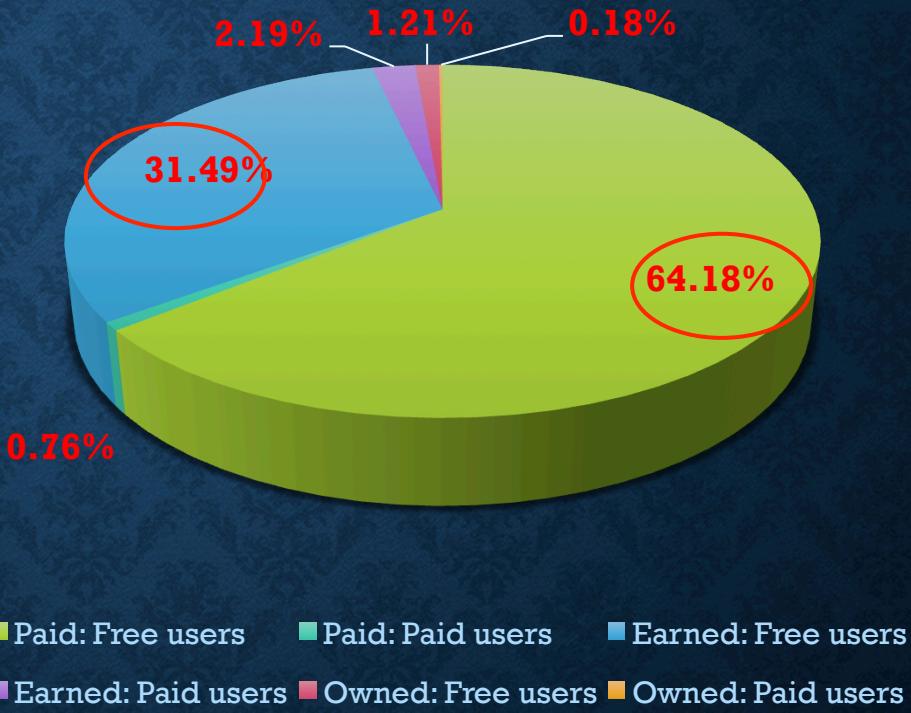
The remaining tactics discussed are also hard to quantify because the audience are current users and we are relying on organic word of mouth.

CAMPAIGN RESULTS

119,317 NEW USERS
3250 PAID SUBSCRIBERS

FREE USERS
64.18% from PAID
31.49% from EARNED
1.21% from OWNED

PAYING USERS
2.22% from EARNED
.76% from PAID
0.18% from OWNED



QUESTIONS?