



everpix

Digital Marketing Strategy

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Value Proposition

The Everpix growth strategy efforts are focused on communicating the below value proposition of the Everpix product:

- Photo Storage*
- Filter & Organize Photos*
- Photo Sharing*
- Device Agnostic
- Security
- Auto Backup

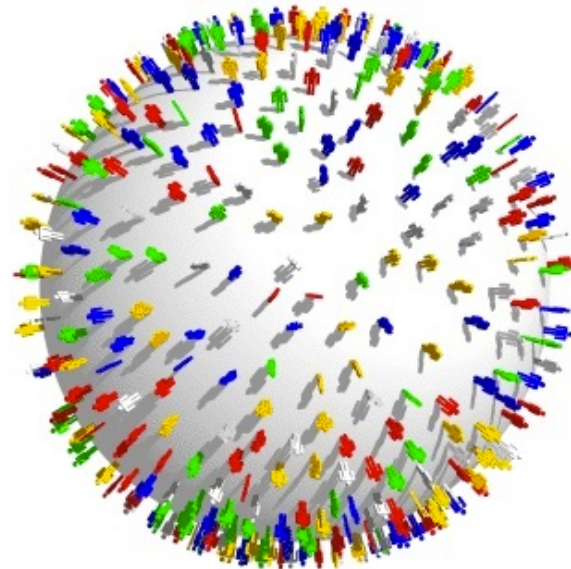
*Account for 80% of user sign-ups.



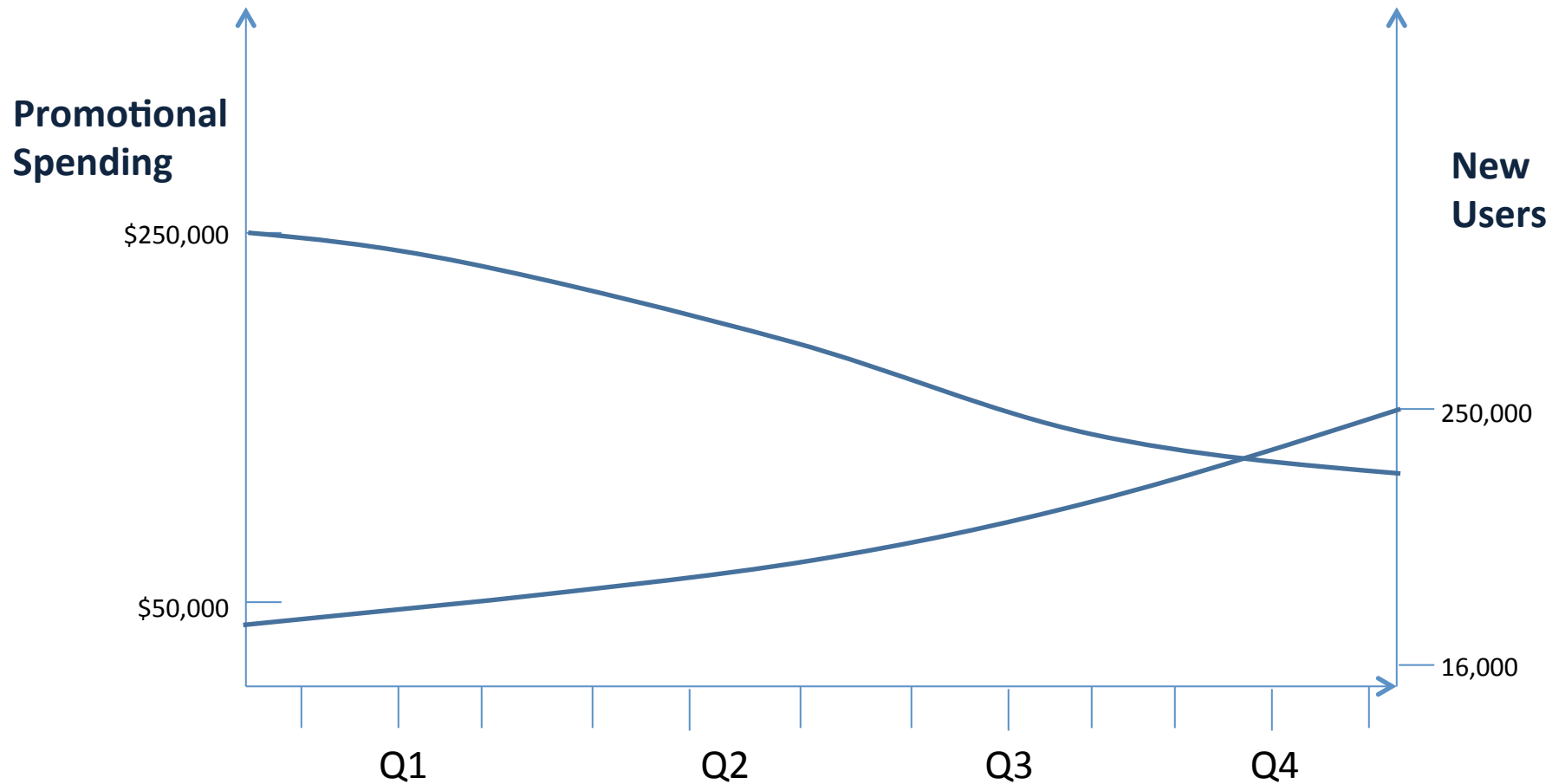
Target Market

The target market segments are defined as:

- Women ages 18-29
- Social Media users
- People with over 1000 digital photos
- Professional photographers
- New parents
- Avid travelers



Everpix Growth Strategy



Digital Strategy Overview

Num.	Type of Spend	Cost	Unpaid Sub	Paid Sub	Total User Base	Cost / User
1.0	Email Campaigns (bought lists)	\$150,000	18,353	270	18,353	\$8.2
2.0	Sweepstakes	\$37,800	5,280	78	5,280	\$7.2
3.0	Google Paid Adv.	\$247,730	101,036	1,485	101,036	\$2.5
4.0	Owned Media	\$110,250				
	Social Media Manager	\$60,000				
	Blog Strategy	\$12,250				
	HootSuite	\$18,000				
	Email Campaigns (owned)	\$20,000		5,000	5,000	\$4.0
5.0	SXSW (Austin)	\$32,170	40,000	1,000	40,000	\$0.8
6.0	Paid Advertising	\$302,300	22,160	326	22,160	\$13.6
6.1	Buzz Feed	\$92,300	800	12	800	\$115.4
6.2	TechCrunch	\$180,000	20,160	296	20,160	\$8.9
6.3	NY Times	\$30,000	1,200	18	1,200	\$25.0
7.0	Social Media	\$119,750	48,642	8,127	48,642	\$2.5
7.1	Blogs*	\$6,250	20,000	4,000	20,000	\$0.3
7.2	YouTube*	\$ 6,000	20,000	4,000	20,000	\$0.3
7.3	Facebook	\$18,000	5,760	85	5,760	\$3.1
	Twitter - Promoted Tweet	\$40,750	2,000	29	2,000	\$20.4
7.4	Twitter - Promoted Account	\$48,750	882	13	882	\$55.3
	Total	\$ 1,000,000	235,472	16,285	240,472	\$4.16



Expected ROI

Assumptions	Value
Paid User Base	16,285
Annual Subscription Rate	\$59.88
Customer Lifetime Value	3 years
Expected ROI	\$2,925,437.40



1. Email Marketing

This idea would use a purchased email list to target our target demographic

Item Name	Cost
Cost	\$2,000
Number of Emails Sent	100,000
Click-Through-Rate	1%
Click-to-Sign-up Rate	8%
Sign-Up Subscription Rate	1.47%
Estimated Paid Subscribers	4
Cost Per Subscriber	\$556



1. Email Marketing

Item	Cost
Budget	\$150,000
Number of Sign-Ups	18,353
Number of Paid Subscribers	270



2. Sweepstakes

A series of twelve sweepstakes in conjunction with other forms of paid and earned media will:

- Create Buzz around Everpix
- Encourage sign-up of both free and paid service
- Re-introduce the brand to target market



2. Sweepstakes

Type	Results
Click-Through-Rate	5.5%
Sign Up Rate	8.0%
Sign Up Paid Rate	1.5%
User Audience	100,000
No-Click through	5,500
No Sign-Ups	440
Sub. Sign-Ups	78



3. Google Ad Words Analysis

	Search	Text	Banner
Costs	\$5,339.00	\$4,967.00	\$1,205.00
Impressions	127,352	5,646,537	2,144,172
Clicks	2,599	6,000	1,513
Click-Through Rate	2.04%	0.11%	0.07%
Cost-Per-Click	2.05	0.83	0.80
Sign-ups	530	331	4
Cost/Sign-up	\$10.07	\$15.01	\$301.25
Click-to-Sign-up Rate	20.39%	5.52%	0.26%
Estimated Paid Sub.	7.79	2.11	0.10
Cost Per Subscription	\$685.25	\$2,356.56	\$11,929.65



3. Google Paid Advertising

Tweaking the current SEO strategy through Google Paid Advertising to:

- Tweak key words to target long tail terms
 - Best way to store photos
 - Tips on managing photos
- Lower CPC
- Increase impressions
- Higher conversion rate
- Replicate this process on Bing and Yahoo!



3. Google Paid Advertising

Item	Value
Budget	\$247,730
Cost Per Click	\$0.50
No Clicks	495,460
Click-to-Sign-up Rate	20%
Estimated Paid Subscriber Rate	1.47%
Estimated Paid Subscriber	1485.3



4. Owned Media

- Social Media Manager + Developer
 - HootSuite
- Blog Strategy
- Email Campaigns



4. Owned Media

Owned Media	Costs
Social Media Manager	\$60,000
Blog Strategy	\$12,250
HootSuite	\$18,000
Email Campaigns (owned)	\$20,000



5. Re-launch of Product - SXSW

Access to target demographic with probability of high adoption rate

SXSW Interactive Attendees	
SXSW Interactive Attendees	70,000
Anticipated Sign up (free)	15%
Anticipated Sign up (paid)	2%
Sign ups (free)	10,500
Sign ups (paid)	210
SXSW Non-Interactive Attendees	
SXSW Non-Interactive Attendees	430,000
Anticipated Sign up (free)	8%
Anticipated Sign up (paid)	2%
Sign ups (free)	34,400
Sign ups (paid)	688



6. Paid Advertising

Pop Culture



Huffington
Post

Buzzfeed

Online Magazines



“New Mom”

(Real Simple, Parents)

“Avid Traveler”

(Conde Nast Traveler, Travel
+ Leisure, Sunset)

“Techy”

(TechCrunch, Mashable,
Wired, Lifehacker)

Online Newspapers



New York Times
Wall Street
Journal
USA Today



6. Paid Advertising

Channel	Budget	Impressions	CTR	Click to Subscribe	Paid Subscriber	No. Subscribers	No. Paid Subscribers
Buzz Feed	\$92,300	1,000,000	1.0%	8%	1.47%	800	12
TechCrunch	\$180,000	252,000,000	0.1%	8%	1.47%	20160	296
NY Times	\$ 30,000	15,000,000	0.1%	8%	1.47%	1200	18
Total	\$302,300	268,000,000	0	0	0	22,160	326



7. Social Media

At specific key milestones, Twitter, Facebook, Blogs, and YouTube will:

- Increase social media presence
 - Promoted Tweets, Posts and Accounts
- Build brand awareness and recognition through
 - Sharing promotions e.g. sweepstakes
 - Sharing blogs and YouTube content
 - Sharing user created content
- Sustain buzz around brand
 - Create viral content and opportunities
 - Engage in dialogue



7. Social Media

Facebook Promoted Posts	
Daily	\$600
Yearly	\$18,000
Yearly Impression	3,600,000
Clicks	72,000
Click-Through-Rate	2%
Costs-Per-Click	0.25
Sign-ups	5760
Cost/Sign-up	\$3.13
Click-to-Sign-up Rate	8%
Estimated Paid Sub.	84.66
Cost to Sub.	\$212.61



Digital Strategy Review

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Questions?

