

### DIGITAL MARKETING SRATEGY FOR EVERPIX

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1. Everpix – Key Issues

2. Digital Marketing Plan Outline

3. KPIs and Optimization

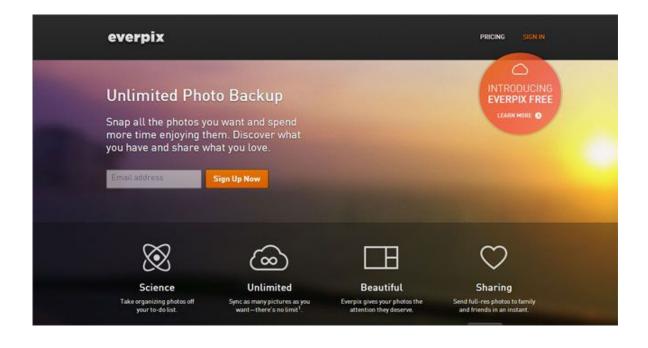


### Key Issues

**Excellent Product** 

Freemium Model

Unique algorithm



Free Signups – 7.8% Paid Subscribers – 12% Overall – 0.9%

Low Viralty & increased value over time

Disorganized Marketing



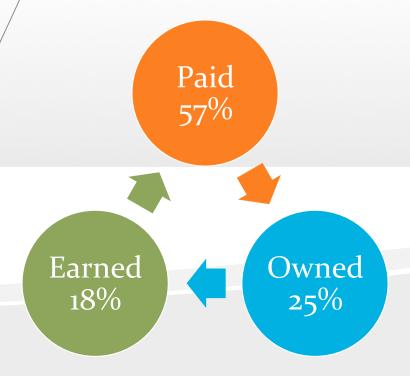
# Building a Digital Marketing Plan

Target Market:
Women, aged 16 – 45
Students, moms, newlyweds, travel intenders,
smartphone owners,...



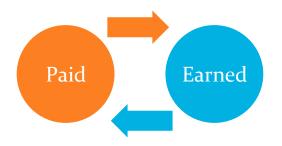
Paid Search Organic Search Facebook Advertising Twitter Advertising Banner Ads Contextual Advertising In-app advertising PR Activity ASO, Boosting etc

- Organic Search
- ASO, In-app advertising
- Influencers, Aggregators, Reviewers
- PR
- Mobile Carriers tie in
- Incentivized Offers





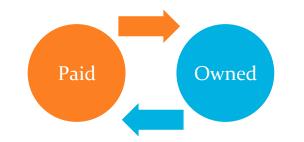
### Review Sites, Tech Aggregators



- ☐ Budget Allocation: \$200,000
- □ Primary: Tech Crunch, Mashable, Endgadget, Gizmodo etc.
- ☐ Traffic generation streams
  - □ Paid events/promotions (techcrunch disrupt, sponsored ads)
  - □Organic Search Evangelist 5 day spillover
- □Cost per user: \$55.70
- □Subscribers expected: 3590



## App Boosting and In-App advertising



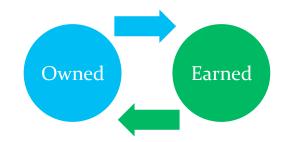
APP BOOSTING	BOOST RATE (APPROX.) 65.00%	# OF NEW SUBSCRIBERS 2925
COST TO GET IN TOP 25	# OF NEW INSTALLS (ORGANIC)	COST PER INSTALL
\$50,000	48,750	\$ 1.03
APPROX. # OF INSTALLS NEEDED	% CONVERSION TO NEW SUBSCRIBERS	COST PER SUBSCRIPTION
75,000	6.00%	\$ 17.09
METHOD  IN ADD ADVEDTICING (ADMOD)	AVG. CPC	# OF NEW SUBSCRIBERS
IN APP ADVERTISING (ADMOB)	<b>\$1.50</b>	281
COST PAID TO THE ADVERTISER	% CONVERSION TO SIGN-UP FROM CLICKS	COST PER INSTALL
\$20,000	7.80%	\$ 8.55
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# OF MINIMUM CLICKTHROUGHS	FREE SIGN-UP TO PAID CONVERSION RATE	COST PER SUBSCRIPTION
30,000	12.00%	\$ 71.17







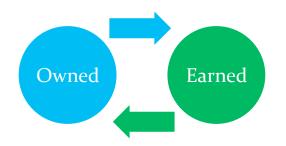
#### Growth Hacker



- ☐ Budget Allocation: \$70000
- ☐ Responsibilities:
  - ☐ Run referral program incentivized offers
  - ☐ Current customer engagement
  - □ Social media promotion FB, Twitter and Youtube
  - ☐ Online contests & giveaways
  - ☐ Tutorial Videos
- ☐ User activity generation: 505,400 pageviews/year
- ☐ Activity budget: \$100,000
- ☐ Paid Subscribers: 4700
- □ Cost per subscriber: \$12.76



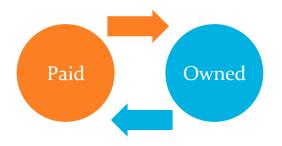
### App Evangelist/PR Guru



- Salary: \$70000 + Bonus
- □ Responsibilities
  - ☐ Relationship with app store editors
  - □ Relationship with influencers
  - ☐ Relationship with review sites
  - Negotiate tie up with Verizon
- ☐ Bonus \$10000 on successful tie up



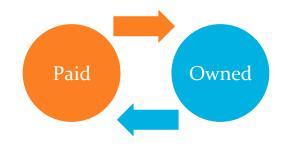
#### Verizon Tie In



- ☐ All Galaxy S5 devices to ship with app preinstalled
- ☐ Upfront cost: \$300,000
- Ongoing cost: 3 months revenue from each paid subscriber
- ☐ Estimations
  - ☐ US Smartphones 2013: 156 mm
  - ☐ Verizon market share: 32%
  - ☐ Android users: 39.6%
  - ☐ Galaxy S4 share(proxy): 7%
- ☐ Verizon Galaxy \$4 units: 106455
- ☐ Estimated subscribers for Everpix: 9900
- □ Cost per user: \$30.30

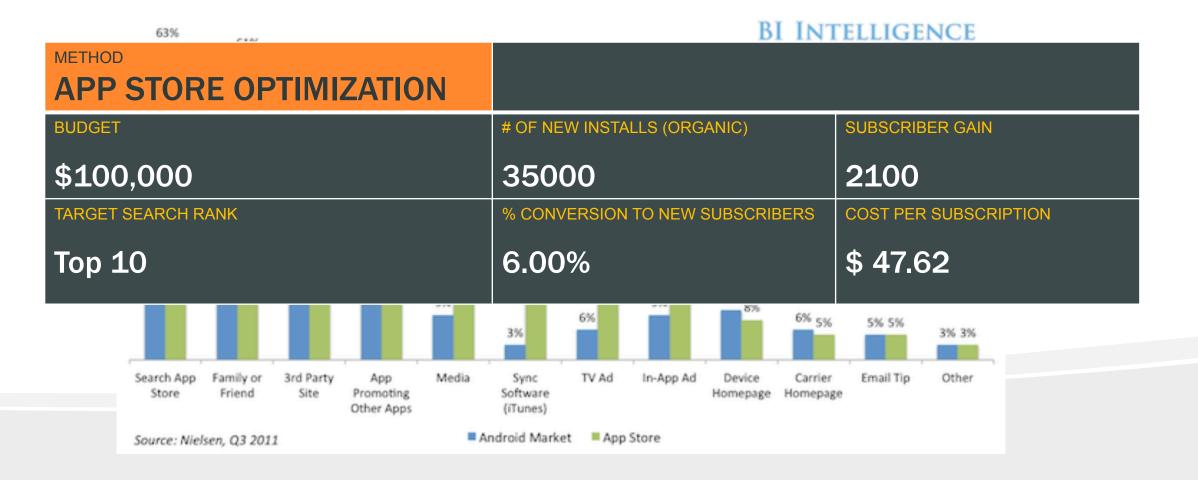


#### **ASO Master**



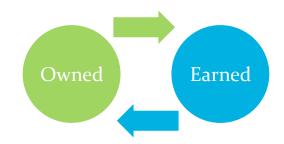
#### App Discovery

(How do application downloads discover new apps?)





#### **Incentivized Offers**



- ☐ Budget: \$80,000
- ☐ Untapped potential: Existing free users
- ☐ Referral program, flash sales, promotions
- ☐ Target conversion: 12% of current free users
- ☐ Subscribers expected: 5160
- □ Cost per subscriber: \$15.50



### **KPIs and Optimization**

- ☐ Total spend: \$1,000,000
- ☐ Expected subscriber gain: 28656
- ☐ Expected average cost per subscriber: \$34.90
- ☐ Expected annual revenue: \$49
- ☐ Incremental return per user: \$14.10
- ☐ Incremental ROI: 40.4%
- Optimization
  - Monitor CPS and change
  - Evolutionary approach
- ☐ Subscriber growth > User growth



