Content strategy

Team Breadcrumbs

April 13, 2015

**What is Breadcrumbs?**

Breadcrumbs is a shopping companion extension on Chrome that helps users organize their shopping site browsing history. Breadcrumbs categorizes products by type and prioritize items based on relevance.

**Potential customers**

Our target customers are online shoppers that are salient enough to compare products on several sites. As our first step for breadcrumbs is to incorporate only Amazon and Ebay, our potential customers are active users of both sites.

Common traits of our customers include:

* Love bargains, always try to get the most out of their bucks
* Compare multiple sources before commit
* Spend a lot of time comparing prices, reviews and functionalities of products

They are easy to find online through Amazon and Ebay’s review sections, product review blogs, and social media.

**Influencers**

Bloggers in these fields that write product reviews are our main influencer. Product review blogger *Ali Julia,*<http://alijuliaproductreviews.blogspot.com/>, is currently the #1 reviewer on Amazon. She has written 3100+ reviews on Amazon and has her own product review blog. Amazon lists top reviewers on its website and many of these reviewers have their own product review blogs. We’ve identified a few people who might be potential influencers and early adopters.

Top categories she reviews: photography-related products, gadgets (and accessories), kitchen gadgets, home improvement, etc. These categories correspond to the most popular products on Amazon.

Although her blog only gets about one visitor a day, she is active in a few places where potential customers "hangout" online including android forums such as [androidforums.com](http://www.alexa.com/siteinfo/androidforums.com)and [androidcentral.com](http://www.alexa.com/siteinfo/androidcentral.com).

We’ve also identified a few other bloggers from Amazon’s top-ten list and we will reach out to them for potential collaboration.

Kara Kamenec is an ecommerce writer for PC Magazine. She writes about tools to help people make better shopping decisions. Another ecommerce and tech product review writer who gets a lot of search views is Dan Gardiner from Tech Life. Fashion writer Nic Screws for Bloomberg occasionally writes about online fashion shopping and could be a great person to talk to. Forbes journalists follow Amazon, Ebay and ecommerce closely. They mostly write about stock outlooks and online safety.

@amazontechdeals, @amazondeals, @ebaydailydeals, @ebayelectronics, etc: official accounts. Tweeting to them and people who tweet them would increase our visibility. @besttechdeals, @IOT4UANDME, etc. are active in tech and home tech fields. Tech and home are top categories on both ebay and amazon, and we will reach out to them for social media support. The same goes to a list of target twitter influencers in fashion, clothing, computers and other top selling products.

Pinterest would potentially be a venue for driving in fashion and design enthusiasts to our product once we incorporate smaller ecommerce sites.

**Guest posts**

Ebay reviews function in a very different way, but it has a guide section where anyone can write a post about how to maximize ebay’s value to users. Popular posts get around 20,000 views over time. It would be a smart addition to our marketing effort, if we post a solution-oriented guest post that caters to ebay users’ need to find best deals. [http://www.ebay.com/gds#](http://www.ebay.com/gds)

ProductHunt is an online community where highly rated online products and tools are published and upvoted. It comes in themed “Collections” of products (e.g. productivity, e-commerce, tools you need for this summer vacation, Chrome extensions…). Products that go in there are curated by a group of influencers (well-established users) and upvoted by the crowd. Strategically, it provides straight access to a community that overlaps with our target user (Internet-savvy online shopper) on the early-adopter side of things.

Wikihow is also a platform we could explore to put up similar public service posts on how to organize users’ browsed items across sites. This site gets a lot of traffic from search results and would help us acquire users who are actively looking for a tool like Breadcrumbs.

Technology, startup and ecommerce are all hot topics on Medium. We could use it to our advantage and explore roles of smaller startups like us in the ecommerce industry.

PR Newswire and other press release distribution services would be a good place to spread the word about our business once we officially launch. These services target major publications in all formats and would increase our visibility in the tech startup media realm.

Forbes also offers “Brand Voice” service to businesses that wish to publish their content on Forbes.

**Plan**

In the next two weeks, we will dedicate most of our time to build content/blog posts for our own website. As a starting point, we will be writing concise intro text for our landing page.

Influencer research will continue on Product Hunt, Twitter and other platforms. Days before launch, we will reach out to some of our identified influencers. We will be crafting blog posts and guest posts about ecommerce companion tools and listicles of how to organize one’s online product research.

When we launch publicly, we aim for the maximum social media awareness through thank you tweets and emails to first users and cultivate more users from the first group of early adopters.

*Other items for week 2 assignment-*

Canvases updated.

Metric: Number of insights gained.