Marketing Plan, July 2016

Goals

- Getting more people into the top of the funnel

- Improving Brand awareness/penetration

- Measuring conversions and engagement

- Building up verticals

- Improving retention

- Learning about how to improve the product

Marketing: free channels

- Social media (Twitter, Pinterest, Facebook, Snapchat, Instagram), building out (including specific verticals)

- Email (fix for old, big list), build and design evergreen campaigns (and test)

- SEO (use links from fluther, optimize we have)

- Employee networks (share great, from social)

- Media (Biz PR, ex-Twitter group, Donor's choose, etc.)

Marketing: social

- Social media:

  - Focus: Twitter, Facebook, Snapchat, Pinterest

  - Share content, engage people,respond, links

  - Engagement, specifically with influencers

    - Build lists of influencers on Twitter

    - Research our best verticals

    - Build/Design campaigns

Marketing: paid

- Influencers (for hire)

- Paid social, FB/Twitter/Influencer Blogs

- Adwords (How do I, Where do I, What should I...)

- Expensive: Radio/Billboards/TV

Content to be shared

- Links to topic pages for targeted ads

- Link to askjelly.com

- Link to app store

- Links to profiles

- Great questions and answers

Content: designed

- Assets (can use some stuff we have)

- Great questions and answers lockups

- Emails

- Social ads

- Videos (Ian and Jay) Would like these to be evergreen

Product support

- Track 1: Jelly as utility

  - we already do have a profile and people/helping are part of our story

  - Could redesign profile to seem less interactive

- Track 2: Jelly as social network

  - People search, "See all answers" button, less focus on connecting, more on learning

  - Making Helpful button more fun, using 3d touch

Product: support answering

- Notifications (targeted)

- Target topic groups and link to topics

- emails

- strategic ads (influencer blogs/influencers)

- Ways to surface answering in the product

- Gamification

Tech support

- Measuring conversions from ads

- Measuring notification funnel

- Profile fixes

- Design of topic pages?

Partnerships

- Amazon

- Influencers

- Apple

- Google

	Free	Paid	Product
July	Social camp PR Email strat/des	Facebook Twitter ads	Conversion tech simple fixes dig into data
August	Social PR Email	Pinterest Influencers Partnerships?	
Sept	Social PR Email		
October			

June/July details

- Product work

- Technology support

- Digging into the numbers (calq)

- Get social up and running (4+ channels) + campaigns + design

- Start making relationships with and finding vertical influencers

- Email design and execution (and testing)

- Hiring part time social person?

- Biz social, Biz emails

- PR (Product Hunt podcast, Emily Chang?)

- More product thinking and roadmap