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MARKETING PLAN

SALES LEADS AND REVENUE GENERATION

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COMPANY OVERVIEW

Helped is an app that pairs “doers” with “needers” (note, these are not the official titles we will give to the two sets of users, but catchy titles for the segments are essential to gain marketing momentum. For example, TaskRabbit uses “Taskers”). Much like TaskRabbit and other chore and task based matching markets, Helped is a neighbourly app that lets users lists tasks that they need help with, and gives helpers the opportunity to bid for the same.

Helped is smartphone and web-based, ideally suited for social media and digital marketing. An engaging feel-good story, combined with a messaging personality and tone of comfort, reassurance, and positivity to help assuage concerns over trust; should help the start-up carve out a niche market position on the back of that positioning. The sharability of user-generated content will also play a big part in the core marketing strategy of the business and help generate new users through social media and peer influence.

The KPIs of this marketing plan include a strong digital presence, driving downloads and active users (where appropriate individual campaigns or elements of the marketing plan have individual KPIs listed). This plan will list both theoretical positioning basics and specific campaign ideas and structures. At all times the “brand” is one of the essential focuses of the deliverables. As a start-up, consumers need to understand the brand promise, need to be aware of what they do (as to turn into considerers) and learn to trust the brand.

TARGET MARKET

On the “needer” side of the equation the target market is professional women who are married and have kids, who simply want more time on their hands. They chose Helped to help get things done. Things like Christmas shopping/wrapping/preparing; cleaning; and, small repair work). This is also the three most popular categories on TaskRabbit. The buyer side also includes the elderly, and people who need expert skills (assembling IKEA furniture).

On the supplier side, professionals and freelancers who specialise in the gig economy make up the target market. Generally speaking, those that favour the shared economy / gig economy are 18-34 year olds – let’s call them the “new gen renters”. This largely millennial group currently makes up 31% of all rental travellers and is the primary target for other shared services and goods. Psychographically and behaviour wise, they make their decisions not only on cost savings, but on achieving unique experiences – and that is a key understanding. There’s also a healthy dose of anti-establishment and pride in breaking from traditional ways of doing things. Often a social responsibility angle will seal the deal.

The challenge in our communications is to talk to both, in ways that are relevant for them. One of the ways to do so is to ensure data is collected at every opportunity and use cleverly to segment and personalise communications.

COMPETITIVE ENVIRONMENT AND ADVANTAGE

With respect to competition, there are many competitors in the on-demand home services space, including TaskRabbit in the US, Askfortask in Canada, and Handy and Jiffy. While the competitors illustrate proof of concept and prove the venture can be successful, they also show consumers can be weary of too many on-demand home service platforms and memberships to multiple platforms.

Accordingly, Helped is keen to differentiate ourselves from the competition. We'll do this by focusing less on professional service providers and more on community, neighbourly type jobs and tasks. That way home handymen aren't competing with big company's that can exploit economies of scale and dominate the jobs playing field. Our platform encourages sharing – "I'll scratch your back if you scratch mine". So, as the task platform develops so does the feel of the community. Tasks will be listed but a box of fruit will also be donated along with the task being completed. It's that neighbourly approach which will set us apart and create brand advocates. The neighbour social app Next Door is a good example of how this can take off and mix with Helped to strengthen the bond of a street, town, suburb or city.

Competitor	Things they're doing well and not so well
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Competitor	Things they're doing well and not so well
Askfortask	<p>This Canadian start up don't appear to be doing very well and are spending very little on their marketing. While the technology behind the app looks strong, they have updated their blog for months which points to other priorities but also a marketing weakness. Arguably, they have expanded too quickly into too many areas and recent testing revealed a disappointing experience when using the service.</p>
Kijiji and Craigslist	<p>Our concept takes the foundation of Craigslist and puts it on a modern, live-time, on demand platform. The classified model is still popular but untrustworthy and for the most part, full of sex toys.</p>
TaskRabbit	<p>They're the success story of the home services and on demand culture. We won't directly compete with them because they do focus on cleaning and semi-professional services but they're still adjacent to our space and there is some overlap (as cleaners could be on our app trading or applying to postings).</p>

Competitor	Things they're doing well and not so well
NextDoor	<p>Interesting concept. This speaks to the community building piece we're going for and in essence they are proving our concept which is great for us. The concept being that people want to be connected to their neighbors. The good thing is they are really just doing neighborhood alerts "watch out for this person", "someone's dog is pooping in my yard" etc. If we take TaskRabbit, Craigslist and NextDoor and spliced them together and added a true on-demand live platform like Grindr with the warm and fuzzy feel of Upworthy.</p>

HELPED CAMPAIGN STRATEGY

WEBSITE

THEME	GOALS
<ul style="list-style-type: none"> - Functional - Sleek job / task scroller - Image centric (trust in the people using the site) 	<ul style="list-style-type: none"> - Increase website visitors - Increase buyer / seller registration - Increase jobs listed, jobs booked transaction fees - Forum / community involvement and conversation

	<ul style="list-style-type: none"> - Educate users as to the benefits and safety of the platform
TONE	TOOLS
<ul style="list-style-type: none"> - The brand relies on trust, therefore tone is professional and comforting 	<ul style="list-style-type: none"> - Google Analytics - Blog (discussed in detail below) - E-commerce booking platform with payment gateway
CONTENT	
<p>The website will be updated to reflect consumer feedback from recently conducted focus groups. The feedback essentially talked to ease of functionality and the importance of reassurance for single woman and stranger danger. Key considerations included:</p> <ul style="list-style-type: none"> - Allowing buyers and sellers to rank each other in a trust score - Compelling buyers and sellers to list photos and references - Offering discounts for first timers - Rewards and gamification (discounts on service fees at a certain trust score or a certain level of use) - Implementing a dispute resolution center or way to help settle disputes 	

The feedback all to a website that is optimized for user experience yet is detailed enough to help users who take a little longer in the consideration phase. Millennials will prefer to get to the conversion in the fewest number of clicks while baby boomers may prefer to research potential helpers and the site generally.

The majority of the functions on the website will require the user to log in. This serves multiple purposes. One, it ensures the security of member’s profiles. Two, it helps us track how they use the website, allowing us to improve it and personalize some of their communications based on their engagement behaviour. Finally, it also helps us guarantee a higher potential CPM if we offer third party advertising on our website because the traffic is human and not bot traffic.

BLOG / CONTENT MARKETING

THEME	GOALS
<ul style="list-style-type: none"> - Introduction to the brand, and the people that make it and use it - Community stories of successful jobs, jobs that went over and above and community events 	<ul style="list-style-type: none"> - Improve organic search ranking through keyword rich content that is searchable and shareable - Educate readers on the safety of the site through social proof and feature

	<p>highlighting</p> <ul style="list-style-type: none"> - Generate leads, comments, email addresses - Create content for repurposing on social media
TONE	TOOLS
<ul style="list-style-type: none"> - Educational - Informative - Communal 	<ul style="list-style-type: none"> - Wordpress or in-built blog functionality - Social share buttons giving the readers the chance to post articles directly to social networks. - Account login and comment functionality (community forum) - Gamification and points / badges awarded for community achievers
CONTENT	
<p>A blog is one of the most important aspects of SEO, but also serves as a way of providing users value without them having to list or book a job or task on the site. Therefore, the Helped blog must feature a consistently updated blog that features the product development, website “how-tos”, introductions to key staff and key users and then long tail</p>	

SEO keyword and phrases such as “how to grow my business in the gig economy” and “why community based task platforms are safer than tradesman”. Using real users (and the staff behind the app) will humanize the brand and bring it in line with the family orientated and humble image we want to portray.

The following types of articles and content have been planned:

How to declutter your home this fall

Why you’re not getting your odds and end done – the art of homecrastination

The gig economy – will it take over the world and are you ready if it does

Meet your Neighbor (interviews with key members of the site / community)

Community Spirit (event reviews, noticeboard, what to do, where to go, what to eat)

Stand out - getting more jobs on freelancer and task platforms

Top tips for staying safe when a tradesman comes to your house

SOCIAL MEDIA

THEME	GOALS
- Casual	- Gain followers, likes, comments,

<ul style="list-style-type: none"> - Solicitation and fielding of customer questions / demands 	<p>shares through all social media mediums used,</p> <ul style="list-style-type: none"> - Use the platforms to generate awareness, sales, email addresses
<p>TONE</p>	<p>TOOLS</p>
<ul style="list-style-type: none"> - Image and infographic based - Collaborative - Case Studies 	<ul style="list-style-type: none"> - Facebook - Facebook ads - Instagram - YouTube - Hootsuite / Woobox / Shortstack - Snapchat
<p>CONTENT</p>	
<p>In the millennial space, social media should be used to push content that our followers want to see, not what we want them to see. The target market that will embrace our model won't their newsfeed to be about content that they resonates with them, fits with their lives and adds them value; not simply, content that is about the Helped application and will help the brand move buyers through the buyer journey.</p> <p>Social should thus include images, stories and posts that help the starting out segment</p>	

earn money, win more jobs, experience new situations, win more things (or get more things for free). For the older generation and the “needers” of our target market, social is about testimonials, proof that the site is safe (and valuable and economical) as well as community focused.

If a member wants to offload some fruit that is growing on their property, we should be able to facilitate that conversation and prompt it (organic and inorganic).

Social media is also an excellent mechanism for promotions and giving away prizes in return for email details or other entry mechanics that serve the brand well (likes, registrations, photos and so on).

The following promotions have been set out for social media (with other marketing avenues to support):

Register and win (no actual jobs required, simply register an account and you're in to win four hours of hired Helped)

List your first job during the month and you'll win an interior design voucher at IKEA

Referral credit, loyalty discounts and reviewing other member incentives

Post to Instagram competition

Comment, Like and share mini-promotions

The launch social media (and other media) competition will be titled “Random Acts of Helpness” whereby we seek authentic reaction content by performing nice gestures for people in need in the local community without them knowing about it. In a similar manner to what Ellen would do, or what WestJet did here -

<https://www.youtube.com/watch?v=zIElvi2MuEk>. We’ll find a lawn that needs to be mown, a fence that needs to be painted, a treehouse that needs some love and complete it for the family. Once we’ve finished we’ll film the reaction of the families. We anticipate that the reactions will be strong, humble and encompass elements of the brand that we want to portray. We can use these in social media videos (including ads) and even television commercials in the future.

In addition to promotions, social media will be used for highly targeted advertising (i.e. by location (perfect for the community approach and launch cities), and age and family size). Ads will be both video based (interactive) and lead based (from filling registrations without having to leave Facebook).

Finally, social opportunities also exist to:

- Enter organic conversations
- Hijack other brand’s posts and conversations (in a witty and follower winning way)
- Form groups and facilitate meaningful interactions that later lead to recommendations

SEARCH ENGINE OPTIMIZATION

An SEO roadmap that looks like the below is the easiest place to start Helped’s SEO efforts.

DISCOVERY →	LOW EFFORT →	HIGH EFFORT →	REPORT
Company Goals	On Page Optimisation	Embed Videos	SERP Reports
Teams	Page Titles	Mobile	Social Reports
SEO Challenges	Meta Tags	SERP Optimisation	
Strengths and Weaknesses	302 / 301 Redirects	Link Building	
Workflow	Robots	Social Media	
Analytics	Error Fixes		
Research	Social Tags		
Technology	Rich Snippets		
Code			
Content Creation			
Keyword Lists			
Competitor Analysis			

From there, the following implementation steps will be actioned when the website is updated for user feedback and launched:

1. Overhaul of Meta Descriptions – The recommended length is between 70-160.

2. Overhaul HTML Headings - HTML headings (<H1> to <H6>) are essential to link keywords to the headings of a particular page.
3. Get More Pages Indexed – Building backlinks to the website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in the search engines. This includes the sites XML sitemap.
4. Redirect / www Resolve – We need to make sure website domains are not running in parallel, so if multiple domains are purchased to protect the brand name, we'll set up a redirect to the preferred domain. This is achieved through the Google Search Console.
5. Develop an XML Sitemap.
6. Create a Structured Data Markup - Structured Data Markup is used to generate Rich Snippets in search engine results. This helps to send structured data to search engine robots; helping them to understand the website's content and create well-presented search results.
7. Encrypt an SSL Certificate.
8. Develop a backlinks strategy – Backlinks are like votes of confidence for your website and therefore are crucial to an overall SEO strategy. A strategy should include guest

posting (writing articles for other websites and blogs), finding outdated links on other websites and offer to fix it with fresh content, directory listings, social media profiles and more.

SEARCH ENGINE MARKETING (PPC)

A quick review of the commonly searched keywords in the odd job / neighborly task space reveals that search is not a popular way of finding platforms on which to earn more money by performing odd tasks or to have neighbors help them with the things they need doing around their house. Therefore, AdWords and other search engine results pages (Yahoo, Bing) aren't an attractive use of marketing spend. Put simply, the spend is not likely to generate any significant ROI or consumers in any of the stages of the buyer's journey. The option of bidding for terms like "furniture removal", "fence painting" and "house cleaning" are too expensive and will likely attract the right type of user.

That said, all marketing activities must be tested, analysed and assessed for fit with a particular brand. Rather than bidding for the truly expensive keywords like "house cleaning" (\$9.90 / click) we will test lower ranked keywords such as "housekeeping" (at \$4 / click). The same strategy can be applied to other industries and domestic duties.

On the supplier / seller side, keywords like “earn extra income” are only likely to attract the wrong type of prospect or the price will be too high on account of other referral marketing platforms.

REMARKETING

Helped will utilize the following remarketing campaign structure in both Facebook ad campaigns and Google AdWords:

- All website visitors – anyone who has visited the website can see the remarketing ads.
- Retargeting users who are on our mailing list / users, but who haven't listed a job yet or completed a job yet.
- Lookalike audiences created from the make-up of our Facebook followers or email distribution lists.

Each set of ads will feature the Helped branding and clear calls to action directly tailored to the pages visited at first instance, and the actions we need to take the leads to take (i.e. post your first job).

EMAIL MARKETING

Helped will create a substantial email marketing list by recording email addresses at the point of online registration, by hosting mixed media promotions to collect further addresses, by offering a newsletter sign up form on the website, and by sharing information from partner websites. The purpose of the email marketing list is to:

- Provide monthly newsletters;
- Introduce new website features;
- Encourage users to both submit new jobs and apply for existing jobs
- Point out specials / offers / discounts;
- Automate lifecycle comms including welcome emails, action emails and payment emails;
- Reduce churn and retain customers through surprise and delight campaigns;
- Provide cross-sell opportunities with clear calls to action; and
- Invite members to events.

Sendgrid, IBM Marketing Cloud or Campaign Monitor will be used in order to implement the above strategy. Importantly, these automation tools will allow us to track user behaviour on the website, store customer preferences and key characteristics (i.e. to segment per buyer persona) and deliver content that is relevant to them. As an example, while cross-selling is important it doesn't make a huge amount of success to include in the monthly newsletter to

our “doers” information about the best ways to clean a house. They are more interested in winning more jobs, earning more money, creating a loyal network of “needers”. Likewise, for the type of offers and promotions we communicate through DMs and eDMs.

Taking this approach further we can use the data garnered from the website to view which type of blog content the user visits or which type of jobs they like to apply for. Personalizing the content for each of our members makes it much easier for us to build long term relationships with them by giving them value. If we’re relevant we have a much higher chance of being opened or read (and not binned or unsubscribed).

If we’re ever unsure of the type of content our email list of members and prospects want to see, we’ll ask them through easy to complete surveys.

CLIENT REFERRAL AND LOYALTY PROGRAMME

Uber is an excellent example of how referral credit and personalized referral codes can support peer influence marketing. Helped will look to do something similar with the website and social media activations allowing users to invite friends to the platform and share their success on particular jobs on their social networks. One way to do this is to offer purchasing credit in return for every new member the user / member invites or refers. That way we’re encouraging members to try the other side of the business. For example, if someone has performed a large number of jobs on the site and then refers a friend to join the site, their purchasing credit goes

towards them using another supplier on the site – trying having someone do work for them. That could lead to a much stronger relationship with the brand.

Ideally, brand ambassadors are created on the strength of the product and not the strength of a discount, however, at times consumers may need a push in the right direction.

PUBLIC RELATIONS

In addition, the “Random Act of Helpedness” activation event which should help some video content go viral and see some major news publications pick up the brand, we’ll reach out to the major websites radio stations and publications in the area to conduct launch interviews. If this is proving challenging, we’ll look to host more outdoor activation events – potentially having our “doers” in Helped branded uniforms introduce themselves to commuters at public transport stops and offer to help them out for the day – “What do you need help with today – give me a task”.

This is a big brand play with videographers recording the interactions, but it will also generate PR in the realm of trust and safety. We’ll play on the idea of whether strangers would trust others to help them with their key tasks, would let them into their homes and prove to them that it is both common and accepted.

A final approach is to have our founders develop their own personal brands and become thought leaders in the technology, start-up and business stage. While introducing the new Helped startup the personalities could become involved in convention, speaking events and regular spots in papers, magazines and on radio shows. Strong personal Twitter profile will also help in that respect.

A few websites that we could reach out to:

- TechCrunch
- Mashable
- Springwise
- Forbes
- Inc.

Because these sites thrive on content, we can easily position ourselves to get high quality press if we use our data to illustrate trends, showcase the community and social aspect of entrepreneurship and become a feel good story for investors.

PARTNERSHIPS

Partnerships with other technology companies, with technology incubators and in accelerator and sponsorship opportunities is another source of brand awareness, users and revenue.

Partnership opportunities are created by effective networking, by cold calling and from

unsolicited approaches from other companies when a company has successfully positioned themselves as thought leaders in an area of expertise. Within the technology sector there are opportunities to sponsor a hacking or disruption event like TechCrunch has, or we could consider sponsoring a freelancing meetup in conjunction with UpWork or other freelancing platform. Finally, where we need to incentivize users to join the Helped platform we may need to do so by offering discounts on other services or freebies with brands that closely align to our brand values.

By way of an example, if freelancers and home handyman register to use our site we could get them discounts with accountants when it comes time to file their own taxes. And on the other side we could partner with a security company or smartphone and CCTV security firm to give homeowners a discount. That way they know what's going on in their house as the "doer" completes the task.

Further examples could include:

- *We'll cover the insurance while Helped is in your house*
- *We've partnered with a business temp recruitment firm for business short of resource (there are no fees when your placed and all feedback contributes to your Helped trust score)*
- *Free Ubers to and from your job when you're working for Helped*

