

GoPro | KARMA

Take An Experience

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Marketing Challenges

- Competition has 70% of the market share
- GoPro is currently not associated with drones, so consumers aren't predisposed to view them as a drone provider



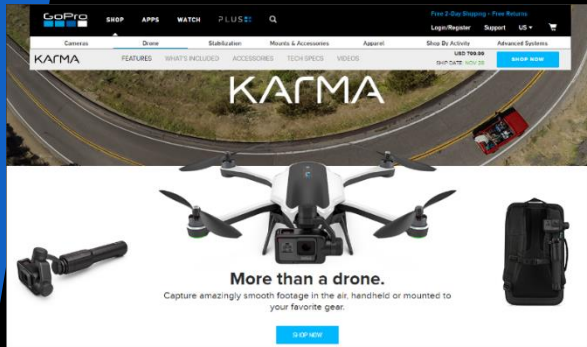


How Should GoPro Market the Karma?

Experience



Objectives



+15% Traffic

10%
likes &
follows



15%
followers



10 mil. Combined likes/shares/comments
with #TakeAnExperience



20%
Market Share

Reach 25% of our target
market in 6 months
and 50% in 12 months

Total
Revenue:
\$40 mil.

*NOTE: All objectives are to be attained within 12 months of the campaign's commencement



Target Market

Primary & Sub-Primary

Primary: Outdoor Explorers (140 mil)

- Age: 25-44
- Income: \$70,000+
- Education: College Degree
- Interests/Activities: travel, recreational parks, national park reserves, hiking trails, running paths, and other outdoor activities
- Personality: love to make memories, want to have fun, outgoing
- Buying Behavior: Purchase athletic apparel, footwear, and the latest technologies



Sub-Primary: Outdoor Enthusiasts (10 mil)

- Age: 20-35
- Income: \$50,000+
- Education: College Degree
- Interests/Activities: skydiving, cliff jumping, skateboarding, snowboarding, motorcycle riding, and other extreme sports
- Personality: risk takers, love a challenge, fearless, love travel, attend music festivals, like to try new experiences, daredevils
- Buying Behavior: Purchase sports equipment, travel supplies, and the latest technology; may drink energy drinks





Digital Marketing Campaign

Why digital?



Paid

Paid: Keywords

Broad

- Camera drone
- Flying camera
- Drone video camera
- GoPro
- Drone
- Karma

Exact

- GoPro Drone
- GoPro Camera
- GoPro Karma
- Experience Booth

*Figures represent a monthly cost

Average CPC: \$0.29 (monthly)

Clicks: 84,000

Monthly cost: \$23,000

Paid: Influencers Options

Casey Neistat – 5 millions subs

Marques Brownlee – 3 millions subs

Digital Rev – 1.6 millions subs

Shameless Maya – 755k subs

Alex Chacon – 106k subs



Paid: Karma Experience Booth

Footage is shot by GoPro Karma

"Fly" the Karma through various scenes

Booth captures photos to share on social media



#TakeAnExperience



Booth Interior



*Not drawn to scale

Display

Banner ads



Retargeting



SEM

GoPro Karma - More than a Drone

Ad shop.gopro.com/ ▼

Karma comes with a built-in shoulder mount and gimble. Ultra compact. 4K video. Easy to fly and portable.

[Buy Now](#)
[Price](#)

[FAQ](#)
[Free shipping](#)

Paid: Social Media

Boosted Posts



GoPro | KARMA

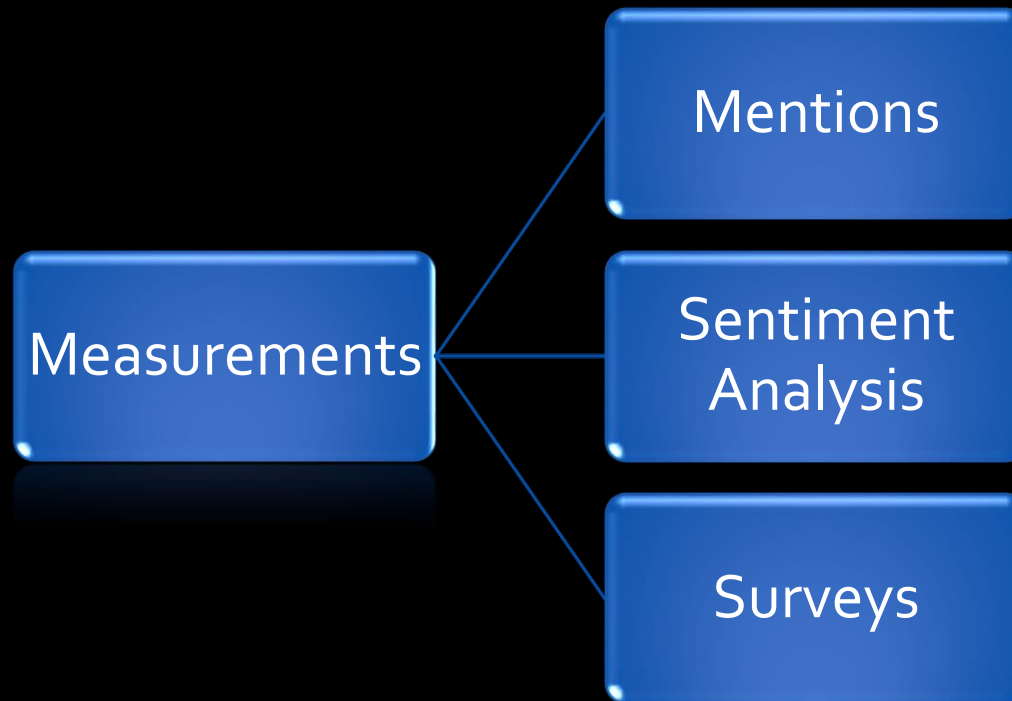
More Than A Drone

The advertisement features a white GoPro Karma drone with a camera attached, a black carrying backpack, and a black remote control with a screen displaying the Karma logo. The text 'GoPro | KARMA' is at the top, and 'More Than A Drone' is at the bottom of the ad frame.



Objective Recap

- Gain awareness in target market
- Increase website traffic



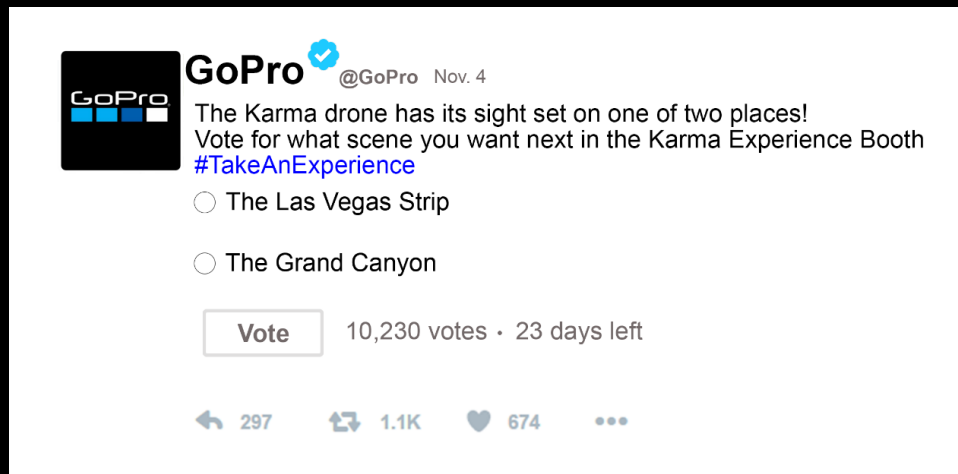
*Measured and analyzed on a monthly basis



Earned

#TakeAnExperience

Twitter Poll



GoPro @GoPro Nov. 4

The Karma drone has its sight set on one of two places!
Vote for what scene you want next in the Karma Experience Booth
[#TakeAnExperience](#)

- The Las Vegas Strip
- The Grand Canyon

Vote 10,230 votes · 23 days left

297 1.1K 674

Booth footage



GoPro | KARMA

#TakeAnExperience

Contest



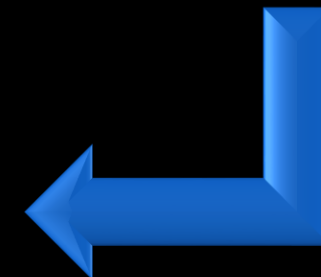
GoPro | KARMA

Win a GoPro Karma!

Share your photo inside the Karma Experience Booth with the hashtag [#TakeAnExperience](#)



visit shop.gopro.com/karma for official rules and details



#MoreThanADrone



- Urge followers to post UGC from their Karma with accompanying hashtag on social media
- Encourage Karma owners to submit videos to the More Than a Drone category of the GoPro Awards

Objective Recap

- Increasing social media engagement; gaining likes and followers
- Booth interactions
- Increase website traffic

Measurements

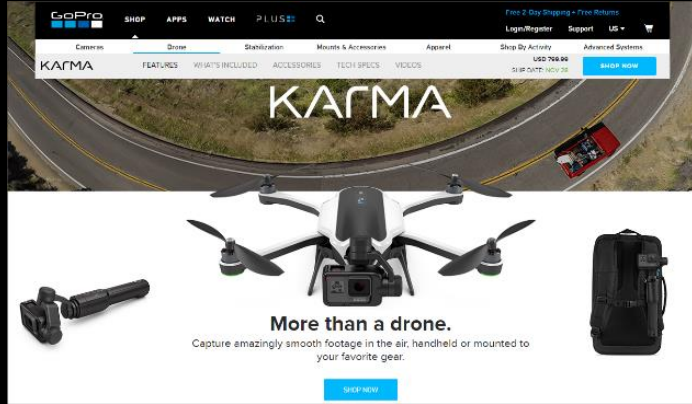


*Measured and analyzed on a weekly basis



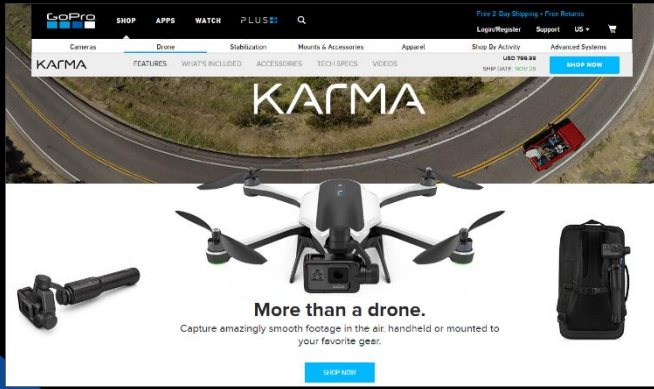
Owned

Owned: Website



H1 Headings, Metadata, HTML

Increase time spent from 4:20 min to 7 min



by



Embedding video footage and photos taken by Karma on the site

Owned: Social Media



Product posts and updates, videos, photos from Karma



#MoreThanADrone #TakeAnExperience



Video footage and product demo



Short video footage and photos

Objective Recap

Increasing traffic to website
Increasing social engagement; gaining likes and followers

Measurements



*Measured and analyzed on a weekly basis for social media and monthly for Google Analytics

Timeline

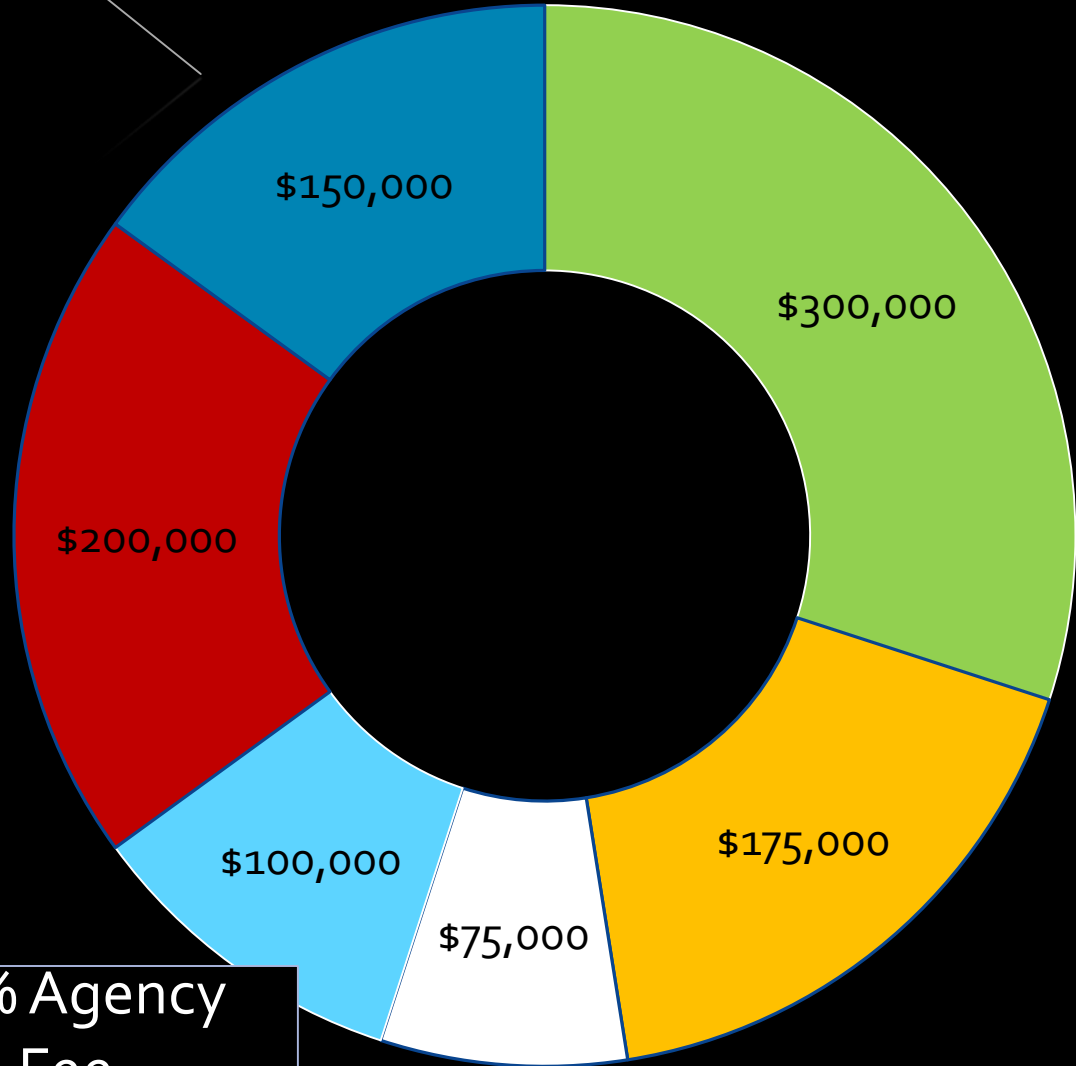
	Nov. Dec. Jan.	Feb. Mar. Apr.	May Jun. July	Aug. Sep. Oct.
Paid Search	Heavy advertising	Heavy advertising	Heavy advertising	Heavy advertising
Paid SM	Light advertising (Nov), Heavy advertising (Dec-Jan)	Heavy advertising (Feb), Light advertising (Mar-Apr)	Heavy advertising (May-Jul)	Heavy advertising (Aug), Light advertising (Sep-Oct)
SEO	Heavy advertising	Heavy advertising	Heavy advertising	Heavy advertising
Karma Experience Booth	Light advertising	Light advertising	Light advertising	Light advertising

■ Heavy advertising

■ Light advertising

Budget

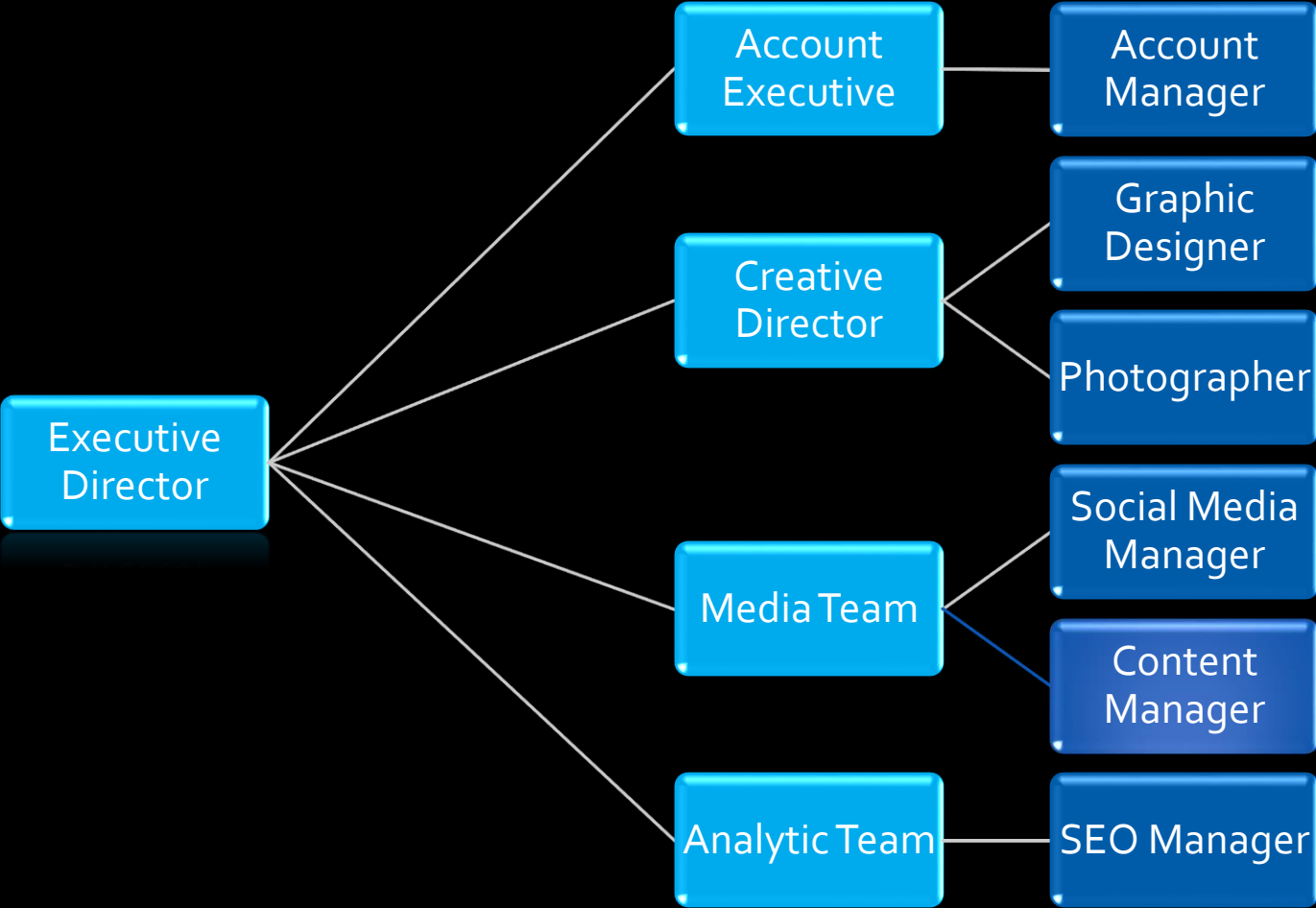
10 @ \$15,000



- Paid Search
- SEO
- Retargeting/Display
- Agency Fee
- Paid Social Media/Influencers
- Booths

10% Agency Fee

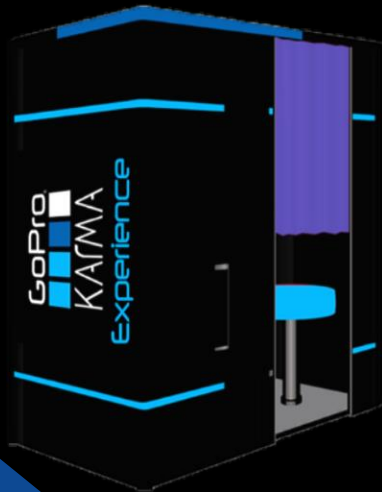
Team Structure



Recap

Solution

- Experience Campaign
 - Paid
 - Earned
 - Owned



Challenges

- Competition
- Association



Outcome

- 20% market share
- \$40 mil. total revenue
- 50% awareness within target markets





Questions?

Appendix: Potential Markets

Photographers

40 million

Age: 20-55

Professional or Amateur

Looking for better quality/angles/views

Real Estate Professionals

2.5 million

Age: 30-50

Licensed in the US

Better way to showcase potential properties to buyers