



### Summary

The GoPro Karma Drone is a commercial drone with a new and innovative level of stability and functionality unprecedented in the drone market. The obstacle that we face is that the commercial drone market is already occupied by a competitor that holds most of the market share. Our goal is to create awareness of the GoPro Karma Drone and steal market share from its main competitor within the first 12 months of our campaign. We will accomplish this goal by executing the following tactics: paid search, social media advertising, SEO, retargeting website visitors, and engaging consumers with strategically placed Karma experience booths.

- Gain 20% market share of the commercial drone industry within 6 months by capturing market share from the competitor DJI, which holds 70% of the market share (as of 2015)
- Use paid, earned, and owned tactics to increase awareness of the GoPro Karma to 25% of our target markets during the first 6 months, and obtain 50% awareness within the same target markets during the first 12 months
- Increase social media engagement within the first 12 months by 1) increasing Facebook likes and followers by 10% and 2) gaining 15% more followers on Twitter through social media marketing
- Obtain a revenue of \$40 million from the purchases of the GoPro Karma with the first 12 months
- Increase website traffic to shop.gopro.com/karma by 15% within the first 6 months through strategic SEO and keyword advertising; maintain this increase through the 12-month mark
- Obtain 10,000,000 combined likes/shares/comments from all socially shared Karma "experience booth" videos and snapshots with the hashtag #TakeAnExperience

### Target Market

#### Primary (140 million)

Outdoor explorers (outdoor activities as leisure)

- Age: 25-44
- Income: \$70,000+
- Education: College Degree
- Interest/Activities: travel, recreational parks, visits national park reserves, hiking, running, & other outdoor activities
- Psychographic: love to make memories, want to have fun, outgoing
- Buying Behaviors: purchase athletic apparel & footwear, and latest technology

#### Sub primary (100 million) Outdoor enthusiasts/extremists

- Age: 20-35
- Income: \$50,000+
- Education: College Degree
- Interest/Activities: skydiving, cliff jumping, motorcycles, & extreme sports
- Psychographic: risk taker, loves a challenge, fearless travels, tries new things, daredevil
- Buying Behaviors: purchases sports equipment, travel supplies, and latest technology, energy drinks

### Timeline

	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	July	Aug.	Sep.	Oct.
Light Advertising												
Heavy Advertising												
Paid Search												
Paid SM												
SEO												
Karma Experience Booth												

### Measurements

- Using Google Analytics, the following KPIs will be analyzed weekly: CTR, engagement, shares, time spent, and the amount of traffic on the GoPro Karma website
- Paid search and paid social media will be monitored weekly with results sent to the client
- Consumer social media engagement will be measured weekly on Facebook Insights, Twitter analytics, and YouTube analytics

### Paid

- Purchase keywords through Google Adwords in order to gain awareness and increase CTR by 12% (average CPC \$0.36).  
Keywords: camera drone, flying camera, GoPro camera, GoPro drone, GoPro Karma, GoPro, drone, Karma
- Advertise content using sponsored ads on Twitter, Facebook, Instagram, and Youtube to increase awareness
- Attach a pixel to https://shop.gopro.com/karma to serve display ads to people visiting the site that left without completing a purchase while online
- Pay social media influencers to review the Karma drone and share these reviews with their followers/subscribers

### Earned

- Share footage that was taken inside Karma's "experience booth" on social media with the accompanying hashtag #TakeAnExperience
- Engage consumers with a Twitter poll on what a new experience scene should be with the hashtag #TakeAnExperience
- Push the hashtag #MoreThanADrone on social media for UGC content so customers can use it when sharing their video footage from their drone

### Budget & Team Structure

- Paid Search \$325,000
  - Paid Social Media \$210,000
  - SEO \$200,000
  - Booths \$165,000
  - Retargeting \$100,000
  - \*\*Includes 10% agency fee
- Executive Director
    - Account Executive
      - Account Manager
    - Creative Director
      - Graphic Designer
      - Photographer
    - Media team
      - Social Media Manager
      - Content Manager
    - Analytics team

### Owned

- Enhance SEO by utilizing purchased keywords. Incorporate these words within the copy of the website and social media platforms
- Update the GoPro Karma website to conform with Google Penguin 4.0 standards
- Maintain all social media platforms daily by scheduling visually-appealing content. Social Media Platforms: Instagram, YouTube, Facebook & Twitter
- Increase time spent on GoPro Karma's website by embedding video footage and photos taken by the drone

### Karma Experience Booth



While situated in front of giant screens, The Karma Experience Booth will give customers a chance to take an experience through various scenes shot by the Karma drone as well as practice flying with the built in simulator. Customers will be able to steer using a Karma controller built into the booth. This hands-on experience will let customers see how easy Karma is to fly, thus increasing sales. Video footage and a snapshot taken within the booth can be directly shared to the customer's social media networks using the hashtag #TakeAnExperience.

### Conclusion

With our digital strategy, we will generate awareness of the GoPro Karma drone through paid, earned, and owned tactics, coupled with the Karma "experience booths." The experience booths will be strategically located in outfitting stores around the country where our target markets are known to frequent. All tactics will lead to greater awareness of the GoPro Karma drone and ultimately to increased