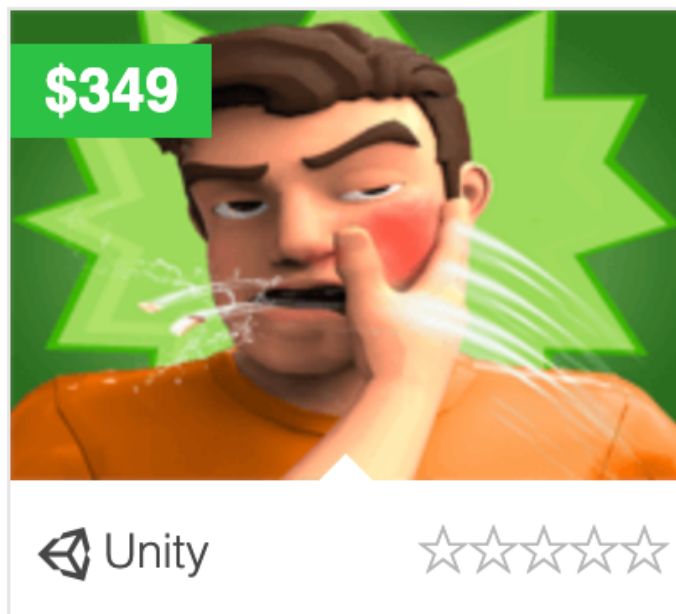
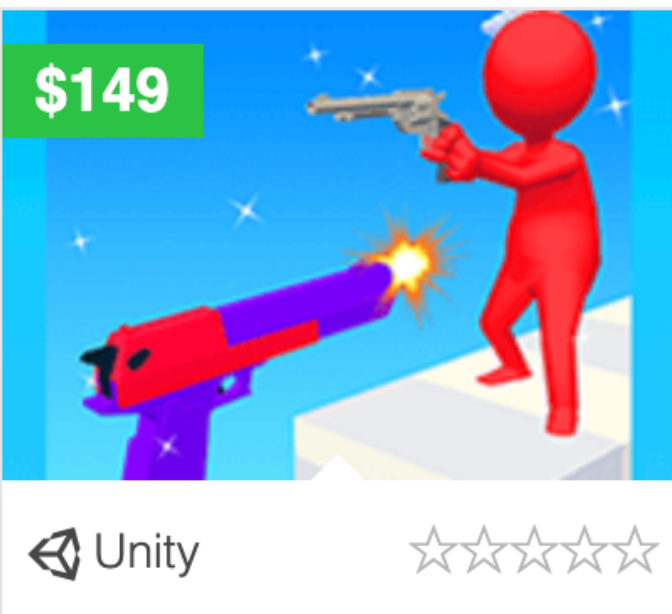
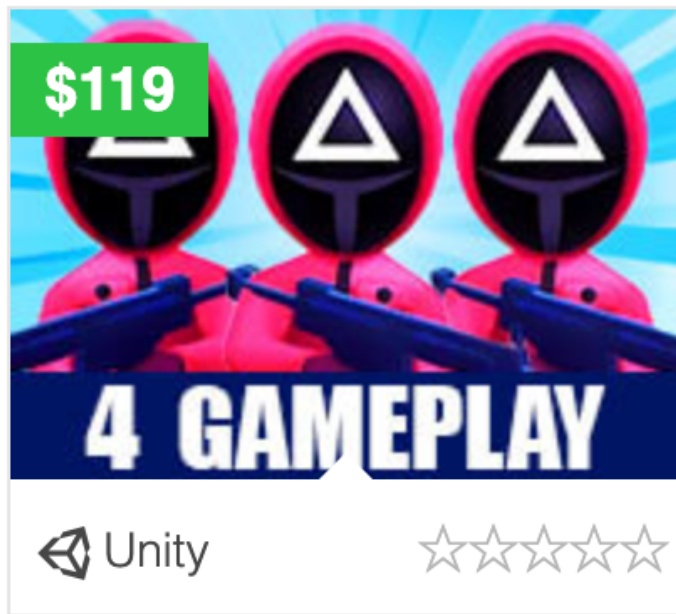
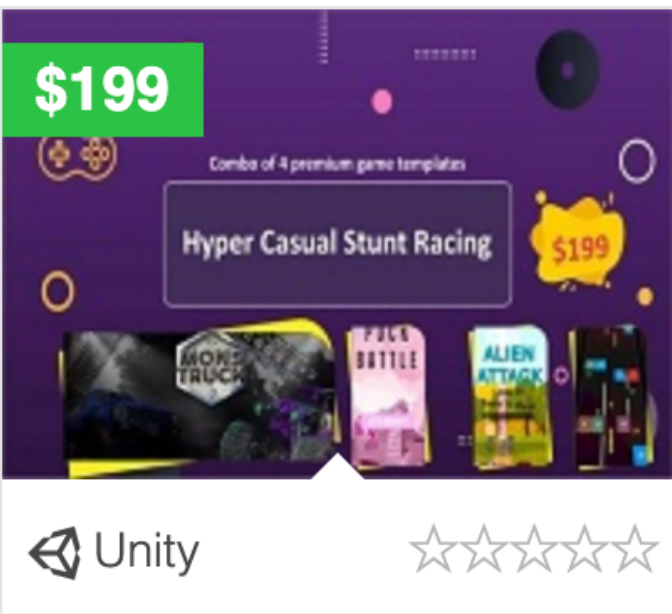
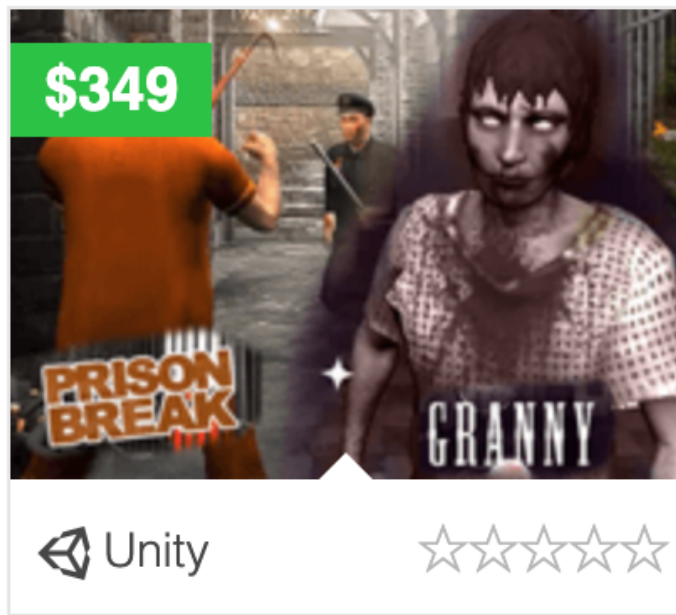
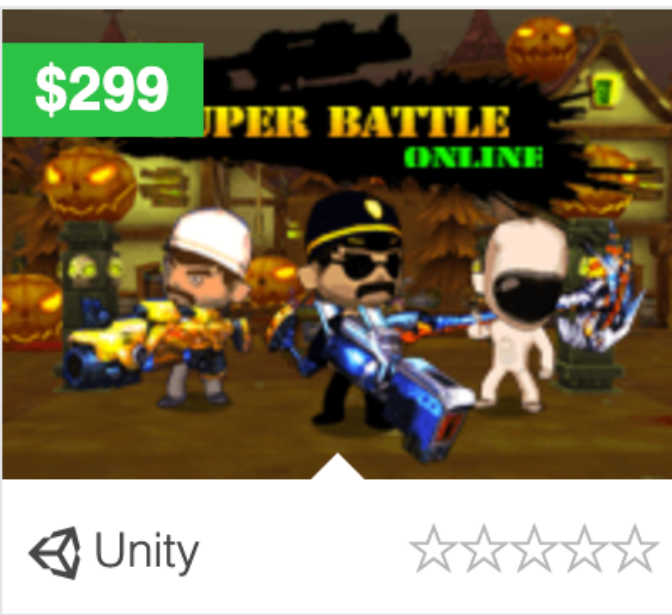




Strategic Alignment Summary

Prepared by: Melinda Garza





About Us

SellMyApp is a Mobile Source Code Marketplace that offers more than 1,500 complete game & app templates for iOS and Android. It's fast and easy to use, and offers a 14-Day money-back guarantee.



Search



LOG IN

SIGN UP

GAME TEMPLATES

APP TEMPLATES

LIMITED OFFERS

HOW TO MAKE AN APP

RESKINNED EXPRESS

SELL YOUR APP

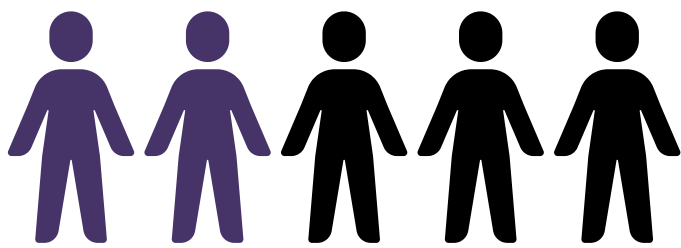
MAKE AN APP EASILY
WITH TOP QUALITY
APP & GAME TEMPLATES

It's our mission to empower the global mobile developer community by providing them tools to sell their source codes, develop a reputation and innovate and create new games.

Introduction

- Scrolling through our website and social media platforms, it is clear we need up-to-date and informative content about who we are, what we offer and what our customers can get from our product. We need to communicate to our audience that not only do we have more than 1,500 templates to fit their needs, but we also provide developers a place to sell their apps and new customers coding tutorials so they have a place to start and grow.
- Content is best prioritized by its ease of use and popularity. It benefits the users when the website is easy to navigate and its display is assessable for all users.
- In order to support our content work, we need to invest in a social media manager who can work alongside our content strategists to help us succeed in our mission. We need to have constant content being shared on our social platforms and can do so by using a social media management tool to ensure we have content scheduled throughout the day.
- Going forward, key decisions about content and plans need to be made jointly by content strategists, content marketers and social media managers so the brand's message and products can be shared with current and potential customers.

Our Audience



Primary

Customers

Because so much of our website is dedicated to promoting and selling our templates, it's clear our primary target audience are our game buyers.

Secondary

Game Developers

Who are our customers without our game developers? Or secondary audience are game developers who work to create the templates we sell on our site.

Tertiary

Vendors

We offer 90 percent commissions to those who sell their app source codes and offer an outlet for them to grow their reputation and audience.

Business Goals



Attract new game developers

- Demonstrate the value and opportunities our company can offer game developers by joining our team
- Share success stories of prior game developers to entice new ones



Retain current & trusted developers

- Increase benefits for developers after every year
- Demonstrate how long-term developers have advanced their careers, skills and reputations



Increase template sales

- Drive new visitors from targeted social media ads to complete sale
- Learn visitors' demographics, interests and preferences to automatically serve up content they are likely to find relevant

Content Objectives & User Needs

Cases

I am an aspiring game developer who does not know where to get their start

I am an budding game developer who is looking to grow their reputation in the field

I am an experienced game developer who would like to share tips about this profession to those new to the field

Calls to Action

Provide a space for those looking to get their feet wet with frequent FAQs on our social channels

Organize in person Meet & Greet or virtual Q&As with experienced developers

Offer seminars presented by experienced game developers that are both paid and free as an incentive

Considerations

- We will create polls to find those who are interested in attending
- By sending the polls to all users, we will also create awareness
- We will determine which seminars are free and which high-interest sessions require payment

Summary of Opportunities/Challenges



S

Strengths

We offer more than 1,500 complete game & app templates for iOS and Android that allows customers to find what fits their needs.



W

Weaknesses

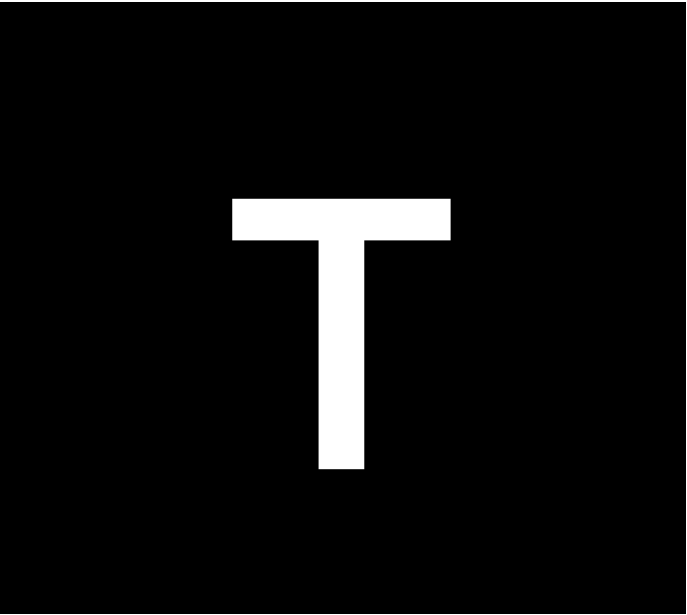
A lack of social media presence prevents us from communicating, determining consumer needs and building trust with customers.



O

Opportunities

Create relationship with users via social media platforms as a way to establish repertoire and pin down new customers.



T

Threats

Over the past few years, some of our market share has declined to other competitors such as Flippa.com and Codester.com.

Key Challenges/Opportunities

CHALLENGES

- Decline in market share
- Increased competitors such as Flippa.com and Codester.com.
- No online relationship with customers
- Content (Blog, news media) that is not regularly updated

Customer Centric

OPPORTUNITIES

- Establish relationship with new and current customers through social media
- Create a content calendar that manages regularly scheduled content
- Manage social media presence with a new social media manager/scheduling tools
- Establish "About Us" section on website
- Schedule educational seminars

Next Steps



Establish a weekly check-in to ensure content strategy and schedule is being followed



Content Strategy revisions will be made on a bi-weekly basis to allow enough time for content to live on social media



We will meet after this presentation to create a team to follow through with this plan and begin social media and regular posted content efforts

SellMyApp

Thank you!

