

SAFERIA MARKETING STRATEGY



COMPANY OVERVIEW

The biggest content provider in the world, Facebook, doesn't produce any of its own content; likewise the largest accommodation booking platform, Airbnb, doesn't own any property; and finally, Uber, the revolutionary car sharing application doesn't own vehicles or hire any drivers.

Using the same model is the business at the heart of this marketing plan, Saferia. Saferia, is the babysitting equivalent of uber. The peer-to-peer babysitting and trust network designed to give parents the freedom and flexibility of quality childcare at all times.

Saferia has developed a mobile application that connects parents with registered babysitters. With so many apps designed to make consumers lives easier, it made sense to develop one that solved the problem of trust and convenience that precludes parent only nights.

Saferia is a startup with no operational history. Therefore this marketing plan represents the launch objectives and marketing activities contemplated in order to maximize early awareness and sales.

MARKETING OBJECTIVES

Simply put, to increase the awareness and revenue for Saferia using an integrated Marketing and Media Strategy.

While this plan will feature overall strategic elements, the aim is to acquire new users, and thus will include individual campaigns and acquisition possibilities.

TARGET MARKET

Two separate but obvious target market segments have been identified. The characteristics of each are listed below:

The babysitters or service providers of the application can also be separated into professional service providers that use babysitting as their main form of income, and younger and more casual babysitters that only provide the service as a part-time supplementary role to their education. Without separating the two perfectly, they have the following characteristics:

- 16-50 years old;
- Female (although not exclusively);
- Either students or working professionals;
- Enjoy working and caring for children;

- Are polite, trustworthy, honest and amenable; and
- Embrace technology and can utilize modern marketing channels.

The second segment is the user base of the service and application. Essentially they are families with children who require babysitting services on a regular, semi-regular or casual basis. This segment has the following characteristics:

- Parents or grandparents;
- In professional employment;
- Household income of over 30,0000 Euros.
- Social (enjoy nights out, food, drinking, sporting events); and
- Understand the benefits of a balanced lifestyle.

COMPETITIVE ENVIRONMENT

The traditional babysitter model is built on word of mouth. In the past, parents have not turned to the Internet to find a suitable babysitter. Rather, they have taken a referral from a friend or used a family member and stuck with them over a long period of time. Accordingly, websites or applications offering the service have been few and far between or have been met with skepticism because of inherent trust issues in the babysitting relationship.

Having said that, the family referral or the supermarket poster notice are still competitors in the space that Saferia intends to occupy. The following gives a brief synopsis of the challenges Saferia's competitors pose to their success, before a SWOT analysis explains how Saferia will respond to them:

a. Childcare Centers

While not the most direct of competitors, due to their limited opening times and tendency to take children during the day, childcare centers are still a risk to the success of Saferia. Established, often franchised, childcare centers offer care / surveillance to a wide range of ages, and generally service a high number of children. They are often regulated by the government and thus offer highly compliant processes and safety procedures. In the Netherlands, the Humanitas Childcare Foundation is a network of about 80 daycare centres and addresses of child minders. This is the single biggest directory of providers in the area and is used heavily by consumers in need. Drop in facilities and guaranteed availability of service (depending on numbers) is another crucial advantage. While they have a number of advantages, for instance, in economies of scale, they are less dynamic and flexible than Saferia.

b. Babysitters and Au Pairs

For some parents there is no substitute for a decent reference check, and that is where small one-off and casual babysitters and au pairs gain many of their clients. They are not structured or necessarily entrepreneurial but they are incredibly personal and caring

with the children they look after. Without corporate overheads (and tax obligations) they are likely to be able to compete on price with Saferia.

c. The Babysitters Club

Aptly named, the Babysitters Club mediates between families and babysitters. They are one of the biggest booking agents of childcare in the region and boast over 800 carefully selected babysitters between 18 and 28 years old. The website is a highly functional booking tool and obviously attractive to those that have embraced new technology and prefer that to needing to make a phone call. Babysitters pay a membership fee of 250 euro per year, and are paid an hourly rate of between 7 and 10 euro, for a minimum of three hours. One unique feature of the site is that it also connects parents with each other. This is used to connect parents from the same schools and to group children in larger share care groups.

d. Oudermatch

Oudermatch is another web-based solution that uses a postcode to return all available babysitters in a searched neighborhood. In a similar vein to The Babysitters Club, Oudermatch matches babysitters, childminders and parents in initial meet and greets before bookings can progress. In a sensible marketing move, they offer free listings to care providers before asking them to upgrade to paid memberships to take bookings.

The prices are:

- Premium membership parents 3 months € 21,00 (€ 7 per month)

- Premium membership parents 12 months € 36,00 (€ 3 per month)
- Premium membership babysitters / childminders 3 months € 15,00 (€ 5 per month)
- Premium membership babysitters / childminders 12 months € 36 per (€ 3 per month)

Oudermatch advertises heavily on Google AdWords but they do not disclose how many members they have, but a recent searched appeared to return about 60 results for babysitters. The site does not screen the babysitters that are listed on the site and instead advises parents to be selective with the contacts available.

SWOT ANALYSIS

Saferia's application based business model has some significant advantages that they plan to make the most of. However, at the same time there are some challenges to mitigate.

STRENGTHS	<i>WE WILL MAXIMISE THEM BY:</i>
<ul style="list-style-type: none">- Low running costs subsequent to initial outlay to fund full build.- High quality development product (beautiful technology and functionality).	<ul style="list-style-type: none">- Supplying the product to the market at a low price initially to acquire market share.- Obtaining feedback on the prototype from all users to ensure that the quality and level of functionality meet the market's needs. Ensuring the product is simple to use and of a high quality with no bugs will be essential to ensuring customer

	turnover is low.
WEAKNESSES	<i>WE WILL MINIMISE THEM BY:</i>
<ul style="list-style-type: none"> - Availability of funds. - Brand not trademarked. - Membership relies on a tipping point whereby enough respect members sign up to the site. 	<ul style="list-style-type: none"> - Keeping the attributes of the first version of the product to the 'must haves' and making sure that we deliver these attributes well. Once a customer base has been built we will then release new versions with added features. - Passively protect our brand through ensuring we acquire web domains, Facebook, and Twitter accounts all using the brand name. We will also acquire trademarks as soon as subscription revenues are sufficient. - Seeking business partners and investment from the government to provide funds, credibility, access to customers and a vehicle for advertising.
OPPORTUNITIES	<i>WE WILL MAXIMISE THEM BY:</i>
<ul style="list-style-type: none"> - Nature of the product, being web-based, means geography is not an issue when growing to overseas locations. - As a first mover in the European market establishing strong relationships with customers will create a barrier to entry for potential competitors. - Securing a partnership with an entity that has an international presence so to provide a guaranteed customer base as well as a vehicle for delivering the product into international 	<ul style="list-style-type: none"> - Passively advertising the product using an informative website, Facebook page, and Twitter account as well as having a presence on well known blogs and forums. - Forming a partnership with a government agency or child protection charity will add credibility and boost membership numbers. - Approaching owners and managers of all major gym chains subsequent to the full build to discuss how our product can

<p>markets.</p> <ul style="list-style-type: none"> - Product is transferable to other related industries like dog walking, pet day care and car sharing. - Once customer base is established, advertising revenue (via either the website or the product itself) can be generated. 	<p>benefit their business.</p> <ul style="list-style-type: none"> - Targeting schools with the view to securing a base of end users who demand technology based products that are seamless but also safe. - Provide the product to the market initially at a low price to quickly increase customer numbers and attract advertisement revenue.
<p>THREATS</p>	<p><i>WE WILL MINIMISE THEM BY:</i></p>
<ul style="list-style-type: none"> - Low barriers to entry for another similar product entering the European market. Especially given the success of Uber and so on. 	<ul style="list-style-type: none"> - Focusing on forming strong relationships with our customers. - Incorporating customer feedback of the prototype into the final build. - Delivering a quality product with simplicity at the heart of its design. - Pricing the product appropriately to secure market share and deter competitors. - Gaining the trust of both parents and babysitters.

MARKET NEEDS

Saferia assess the needs of its target market in these key ways, and will thus satisfy the following benefits to their users:

- Selection: Parents demand the opportunity to select the best candidate. Criteria might include gender, age, location, experience, reputation or price. All of which are available on the application. Likewise, babysitters should be able to select their clients and the kids they babysit. Selection is also facilitated by optional initial meet and greets between two interested parties.
- Accessibility: The application will be functional 24 hours a day and the customer support team also accessible throughout much of the day. This is a key benefit for the target market who will often be in positions of urgency or short notice. While Saferia cannot guarantee it will always have babysitters available, the booking system does ensure availability is made clear.
- Trust: The individual vetting of both babysitters and families is a key element to the Saferia offering. The Internet has increased fraud and given offenders another opportunity to connect with children and credit cards. Thus we offer the maximum protection to the process through vetting, reputation reporting, in application monitoring and messaging and adherence to local legislation.
- Competitive pricing: Subscription or membership pricing is the preferred method of revenue generation for the brand, although a percentage of service takings are also a possibility. Saferia will work with its members to find the best method of collecting revenue to ensure that pricing is reasonable relative to the services offered.

MARKET TRENDS

The market trend in childcare in Netherlands points to an increased utilization of childcare by parents. This is largely due to the requirement to get back to work quicker and to commit more hours to work. This fuels the need for babysitters on week nights and increases the desire of parents to take some time away on the weekends.

In addition to general changes there are also changes to the way in which childcare or babysitters are sourced. Websites have made it easier to connect with new options (especially for families that are new to an areas), video surveillance options have made it easier to track the movements of children and ensure they are safe, and reference and credit checks have become easier to attain.

Just as parents are likely to use iPads and smartphones to assist in their child's development and learning, they are also likely to use the same devices to find a babysitter to look after them.

KEY PERFORMANCE INDICATORS

- Launch the brand's website, social media channels, and blog successfully;
- Increase registered babysitters;
- Increase registered families / parents;

- Increase social media likes and followers;
- Increase application downloads;
- Increase website views; and
- Improve organic and paid search results.

TIMELINE

Month One

Task 1: Launch the website and application

- Register website domain name; find affordable, reliable web host;
- Register app with App Store and Android Marketplace; and
- Launch website.

Task 2: Initiate social media marketing activities

- Secure Facebook, Twitter, YouTube, Instagram, Pinterest pages and handles;
- Equalize the graphics and branding of each;
- Create a cache of content, articles and images for each platform (ongoing).
- PR push (releases, media, digital, technology channels).

Task 3: Ensure vetting process is robust and reliable.

Month Two

Task 1: Initiate low cost marketing activities

- Launch content, opt in, promotion and awareness campaigns;
- Get active on social media and blog (ongoing).
- Flesh out loyalty and referral programme mechanics and web development; and
- Solicit app reviews and feedback for improved app developments.

Month Three

Task 1: Initiate medium cost marketing activities

- Google AdWords (incl Display and Remarketing), (ongoing);
- Facebook Ads (ongoing);
- Yahoo Ads (ongoing);
- Bing Ads (ongoing); and
- Suburban Sign Up Completion

Month Four

Task 1: Initiate high cost marketing activities (incl PPC, Promotions)

- 'Best babysitter campaign'
- Email database signup promotion.

Task 2: Identify strategic partners

- Create contacts within the industry and regulators e.g. charitable connection

Month Five

Task 1: Continuation of high involvement and engaging promotions

- 'Escape the kids' social media promotion.

Task 2: Commence email marketing plan

- Create new MailChimp templates
- Create content and copywriting;
- Manage cleanliness of email list and manage leads as a result of campaign.

Month Six

Task 1: Start to plan international growth opportunities and marketing strategies

- Research international competitors, trends, regulations, compliance requirements;
- Secure international domains and social media handles
- Focus group target market research.

Ongoing

- New campaigns as they are developed;
- Continuing the marketing momentum with content, competitions and offers;
- Servicing existing customers with the upmost care and respect; and
- Acquiring new customers through new channels and with new messages as they emerge.

SAFERIA'S CAMPAIGN STRATEGY

a. Website

THEME	GOALS
<ul style="list-style-type: none">- Professional- Sleek and clean design that fits with the Saferia brand	<ul style="list-style-type: none">- Increase website visitors- Increase user registration- Educate users as to the vetting

<ul style="list-style-type: none"> - Functionally Advanced – To pitch ourselves as the Babysitting Uber, the technology behind the app and website must be the best on the market. 	<p>and booking process, and reassuring users of its safety.</p>
TONE	TOOLS
<ul style="list-style-type: none"> - The brand is the industry leaders in technology meaning the branding, messages and content are entrenched in technology. - The copywriting is also casual and colloquial. 	<ul style="list-style-type: none"> - Google Analytics - MailChimp Newsletter Subscription Button - Paypal Integration - Blog (discussed in detail below) - Links to the application in App Store, Goolge Play and Windows Store
CONTENT	
<ul style="list-style-type: none"> - One of the features of modern websites is the focus on conversions and the clear calls to action for the desired actions. Websites now need less filling content about the senior leadership team or about what their core values are, instead they just need to serve the customers in the most convenient way. Thus, the Saferia home page will clearly demark the two separate aspects to the business. For instance, “Become a Babysitter with Saferia” and “Book a Saferia Babysitter Today”. Within each section will be the opportunity to sign up for free listings (this creates future email marketing lists and sales leads); separate FAQ sections; contact us facilities; information on the process and testimonials or success stories from satisfied users. Each user of the website, whether family or babysitter will be able to log into their account to download their transaction history (i.e. for tax and budgeting purposes), contact other members, arrange and view schedule bookings, set availability and prices, set holiday modes, manage their reputation and more. - The website will feature a large number of touch or selling points. These will include the sign up pages, contact us opportunities, newsletter signup and booking pages. 	

b. Blog / Content Marketing

THEME	GOALS
<ul style="list-style-type: none"> - Informative industry and news and updates about the childcare and babysitting community. - Introducing key users and Saferia success stories. 	<ul style="list-style-type: none"> - Improve organic search ranking through keyword rich content that is indexable and shareable. - Educate readers on the benefits and safety of the Saferia service.
TONE	TOOLS
<ul style="list-style-type: none"> - Humorous - Engaging 	<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.
CONTENT	
<ul style="list-style-type: none"> - Content marketing has effectively taken over the intent. The web and Google demands fresh new content on a regular basis and thus rewards those that create it. Saferia’s blog and content strategy (that encompasses social media) will follow the same format and use engaging, informative and education blog posts to improve organic search rankings and continue to deliver new users. The blog will be published on the website and also distributed through social networks where applicable. - The following types of articles and content have been planned: <ul style="list-style-type: none"> <i>Saferia benefits</i> <i>Ultimate guide: babysitter screening process and advantages</i> <i>Ultimate guide: importance of choosing the right childcare</i> <i>Other blog topics to aggregate audience</i> <i>Babysitter checklist</i> <i>Average rates in denmark for childcare</i> <i>Signs of a bad babysitter</i> <i>Top babysitter tips for peace of mind</i> <i>Signs of an amazing babysitter</i> <i>How to determine a fair rate to pay your babysitter</i> <i>Babysitters disciplining your kids, "do's" and "don'ts"</i> <i>7 positive activities for sitters to engage your kids in</i> <i>After school care, what are your options?</i> 	

Summer safety tips
Winter safety tips
Are you under or over paying your sitter?
How to do a background check on your nanny
Marriage 911: date night to the rescue
Top 7 date night destinations
Recipe for the perfect date night with your spouse
4 reasons why you should consider replacing your nanny right away

c. Social Media

THEME	GOALS
<ul style="list-style-type: none"> - Casual - Customer Service Function - Informative - Promotions 	<ul style="list-style-type: none"> - Add followers, likes, comments, shares through all social media mediums used, - Use the platforms to generate awareness, sales, email addresses
TONE	TOOLS
<ul style="list-style-type: none"> - Responsive - Fun - Engaging - Available 	<ul style="list-style-type: none"> - Facebook - Facebook ads - Twitter - Instagram - Pinterest - YouTube - Hootsuite / Woobox / Shortstack
CONTENT	
<ul style="list-style-type: none"> - A concise Social Media strategy is essential to the social initiatives of Saferia. As a social extension of the brand, it is important that any social media properties used reflect the company in a professional and consistent manner, while also attaining to be less formal than the website or blog. As well as posting the blog articles, we plan to use social media to make it more convenient for users to get in touch with us, to distribute quality images that are branded and shareable and host fun and engaging promotions. Each social media property has slightly different users and thus each will have its own individual marketing strategy. For instance, Pinterest and Instagram are 	

image based platforms that demand (in Saferia’s case) pictures / boards of cute babies. Saferia will adapt to that use by using the same content. Facebook on the other hand is often used to ask customer service related questions and we’ll pre-empt that by building a support tab using custom HTML or an app such as Woobox to field the support related queries. YouTube will be used to explain how to use the service, to introduce key staff and babysitters, and to produce testimonials – all by video. The series of videos is crucial for SEO and fits in nicely with the overall sharability of the content marketing.

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

Denmark’s babysitter of the year contest
Babysitters/nannies submit their unique learning activities - win an iPad
Sitters work with kids on arts and crafts projects, best one wins a prize
Best date nights
Post to YouTube competition
Post to Pinterest competition
Post to Twitter competition
Post to Instagram competition

d. Specific Promotions

TITLE	OBJECTIVE
- Saferia’s Suburban Start	- To build initial hype and awareness by incentivizing early sign ups
MECHANICS	PRIZE
- Facebook ads and hosted through custom Woobox app	- \$1000 Ikea Voucher - Mortgage payments for three months
PREMISE	

- To celebrate the launch of the Uber of Babysitting, Saferia is proud to be giving away two fantastic prizes.

Saferia is an app that connects babysitters with the families that need them in a peer-to-peer model that ensures transparency and trust.

Simply sign up to register you're family as being interested in using the Saferia app and you will go in the draw to win your next three months mortgage payments free. Mortgage free, you can still win, we'll average out the rent in your region and give you the cold hard cash.

But don't worry about you babysitters, we're rewarding you too. In fact, if you sign up to offer your babysitting services on our app (remember that will make you available to take bookings, so make sure you're serious) we'll put you in the draw to win \$1000 worth of IKEA furniture to make your place looking slick.

Consider making this a staggered competition. For instance, for every babysitter that signs up we'll add another \$10 to the IKEA voucher so make sure you share Saferia with your friends. Likewise for the mortgage payments, but they could only go up per day or a smaller / nominal amount.

TITLE	OBJECTIVE
- The Netherlands Best Babysitter	- To collect more babysitter signups and send a competition viral
MECHANICS	PRIZE
- Facebook ads, Google ads, PR and significant web development work	- \$2500 travel voucher
PREMISE	

- This competition is based on the Next Top Model competition and essentially aims to find the most trusted babysitter in the Netherlands. The competition could operate in a number of ways. The first determines the winner based on their feedback score on the Saferia site. However, this requires a large critical mass and customers using the platform in order to send it viral.

Therefore, it can be a lunch campaign where entrants nominate a top babysitter or babysitters enter themselves and ask the families they sit for to vote for them or vouch for them. In order to make it geared for social media entrants should be asked to submit a video entry that is hosted on the website and uploaded to social media. The videos mean personality shine through in the entrants and we're likely to stumble across some humor, sadness and gripping content.

TITLE	OBJECTIVE
<ul style="list-style-type: none"> - Escape the Kids – Best Date Night 	<ul style="list-style-type: none"> - To appeal to families / parents and introduce our services at the same time as offering one deserving couple with a night off.
MECHANICS	PRIZE
<ul style="list-style-type: none"> - Facebook ads, blog posting, share condition of entry 	<ul style="list-style-type: none"> - Massage for Mum (pamper pack) - Drinks for Dad (whisky tasting) - Meal for both
PREMISE	

- Saferia will also need to target parents in order to grow the business. Therefore an enterprising idea is to offer parents night off from the kids on Saferia. An amazing prize will feature 7 hours of adult time – mum is sent for a massage, dad to a whisky tasting (or vice versa) before they both meet at one of the best restaurants the Netherlands has to offer.

So how do you enter? Simply submit your best date, your dream date, or a date ideas that other parents can try. Share the idea on our Facebook page and amongst your friends with the hashtag #escapethekids and you'll be in the draw to win.

The best idea will be chosen to win the top prize, but the next best four will all win babysitting vouchers from one of the talented and trusted members of the Saferia community.

e. Search Engine Optimization

SEO efforts (and organic search results) will be longer in duration and take a significant amount of back linking, development work and anchor text. Notwithstanding, the blog and social media approach to SEO listed above, Saferia will place large amounts of linking text on the website. For instance, when a person does a Google search for any of the keywords in the table below in the Netherlands (or other geographic location when the business grows), Saferia is confident they will appear on the first page of the searches. This strategy is technically complicated, and we may need to use search engine optimization specialists to develop the visibility on a non-paid basis.

f. Search Engine Marketing (PPC)

A brief search using Google’s keyword search tool has revealed a strong number of searches using the keywords that are associated with Saferia. The keywords and search volumes are listed in the table but it’s important to note that both the English and Dutch version of the words are listed. As a predominantly Dutch dominated search engine, it is obvious that the local language searches do much better on Goolge.nl. We have also included the number of average monthly searches that Oudermatch (one of our competitors listed above) receives. That is a positive sign for Saferia.

KEYWORD	AVG. MONTHLY SEARCHES	COMPETITIO N	SUGGESTED BID
Kinderopvang (Babysitting)	6600	Medium	\$4.34
Au Pair	5400	Medium	\$1.73
Oudermatch	4400	Low	\$0.04
Oppas (Child minder)	1900	Medium	\$1.99
Child care	140	Low	\$1.85
Babysitters	110	Low	\$1.43
Childcare	90	Low	\$0.33
Babysitters club	30	Low	-
Au pair jobs	20	High	\$1.16
Child minders	10	Low	-
Babysitter jobs	10	Medium	\$1.15

1. Display Network

Numbers from Google suggest that the display network reaches 90 percent of Internet uses. That’s an incredible figure, but its important to note that Google’s Display

Network is a passive form of advertising. Unlike, Google AdWords where you know that someone is looking for what you do (i.e. you only appear in searches for keywords you have chosen as relevant for your business – babysitting in Netherlands), display network comes across when users are casually browsing other websites. Both text and image ads are allowed and Saferia intends to use some of its marketing and PPC budget through this mechanism. At this point its important to point out hat this marketing plan is dynamic. There are no certainties in marketing and split testing (with associated data) will be use at all junctures to ensure ROI from marketing budget. If an image, the copywriting, medium or offer is not working, it will be replaced by a campaign that does (and then scaled). The display network allows ads by keyword, topic, retargeting (as below), and by managed campaigns whereby you select which sites to appear on. The Display Network is cheaper than the Search Network and has no quality score dilemmas.

Here's how (loosely) we'll structure our display network campaigns:

- I. For Babysitters.

Keyword + Placement

Babysitting jobs / opportunities / how to become a babysitter / au pair / au pair jobs / part time work / childcare careers

Private and Confidential

+

Spotify, YouTube, Gmail, Ebay, Tagged.com, TMZ.

By way of a guide, the above topic or interests traditionally feature a CPC of <\$1.50 and receive 200K - 250K cookies each week.

Keyword + Topic or Interest

Babysitting jobs / opportunities / how to become a babysitter / au pair / au pair jobs / part time work / childcare careers

+

Fashionistas, foodies, interior design, beauty mavens, DIY, cooking enthusiasts, entrepreneurs, home décor enthusiasts, social media enthusiasts.

I. For Families

Keyword + Placement

Babysitters, Find a babysitter, book a babysitter, childcare, nanny, au pair, short notice babysitter, child minders

Private and Confidential

+

Spotify, YouTube, Gmail, Ebay, Tagged.com, TMZ.

By way of a guide, the above topic or interests traditionally feature a CPC of <\$1.50 and receive 200K - 250K cookies each week.

Keyword + Topic or Interest

Babysitters, Find a babysitter, book a babysitter, childcare, nanny, au pair, short notice
babysitter, child minders

+

Crafts, home and garden, broadcast and network news, books and literature, health,
food and drink, property and jobs and education.

By way of a guide, the above topic or interests traditionally feature a CPC of <\$1.50 and receive 1M – 5M impressions each week.

2. Remarketing

Saferia will utilize the following remarketing campaign structure:

- I. All website visitors – anyone who has visited the website can see the remarketing ads.

- II. Different product categories – a targeted campaign to attract parents and families to consider the babysitting or care side of the business. Simply implemented by separating the two into product categories and building two remarketing lists.

- III. Retargeting users who did not sign up or complete a babysitting booking – custom combination lists can be created to target people that got to the booking page or registration page but did not complete the process (while also excluding people that did). It's a reminder to users of the value of Saferia and re-triggers the reasons why they considered signing up.

- IV. Up-sell registered babysitters – if Saferia decides to charge a membership fee at different levels, cross selling remarketing lists will ask users to upgrade their memberships and explain the benefits for doing so. e.g. Upgrade from silver to gold for as little as 30 Euro.

Each set of ads will feature the Saferia branding and clear calls to action directly tailored to the pages visited at first instance. An example, would be if a user viewed the babysitting section of the website, it makes sense to serve them ads about registering as a babysitter, or side income opportunities etc.

Bids will be distributed to the best list, which can only be determined after comprehensive testing.

3. Other options

Bing and Yahoo using the same tactics as above where possible.

g. Email Marketing

The better Saferia can tailor email marketing messages to specific customers, the more effective our promotions and communications will be (in email marketing geek speak, more opens; less unsubscribes). Ideally, we'll be marketing to a large customer base that has been collected through promotions, opt in collection points (website, ads, blog), or from partner or government lists. In the Netherlands, this includes the Bernard van Leer Foundation, Workaway Foundation and the Ministry of Social Affairs and Employment

Specifically, to Saferia, the following collection campaigns will be used.

- I. The Saferia website will feature, on every page, the opportunity to join the Saferia mailing list. Featured prominently in the header of each and every page, the offer won't initially be incentivized, however if sign ups remain slow, users could be encouraged with a \$10 off their first babysitting booking voucher.

- II. Social Media Promotions (as outlined earlier) will all collect email address with one of the conditions of entry being email opt-in. Promotions will range from simple campaigns encouraging users to sign up to a free account all the way through to a nationwide search for the best babysitter in the country where each and every entrant and voter needs to submit an email address. The voting mechanism will encourage entrants to share the competition amongst their friends and introduce the Saferia brand to a large number of new consumers – the social media snowball effect.

- III. Another specific way to create larger email lists is to seek out childcare centres that are only open between work hours. If we can convince them that we are not direct competitors (e.g. targeting night time traffic) we can partner with them to include our logo on all their branding, to include email sign ups at their reception desk and childcare center, and pay them a small referral fee to every family they send our way.

- IV. Schools and universities will also be asked to feature the opt in possibility, as a way of encouraging students to take up part time work with Saferia. Universities could announce the business and the newsletter signup on their digital announcement board, and schools can do the same as well as written newsletters home to parents and as part of a careers evening.

Examples of the type of group marketing messages we will send out include:

Site registration verification and welcome

Complete registration or verification reminders

Private and Confidential

Sales / Offers / Specials / Promotions / Giveaways

Booking confirmation

Invoices

Add to diary / calendar invite

Reminders about upcoming bookings or jobs

Notifications when a user receives a message, or new rating

Follow up thank you and reminder to rate the babysitter

Newsletters

Changes to terms of use

Billing summaries

Tools include MailChimp, Campaign Monitor and Survey Monkey (to get feedback from customers and to solicit reviews).

h. Referral Programme

Uber is an excellent example of how a quality referral programme works and Saferia will do something similar. Uber give each user (ride user) a unique referral code such as (JOEB123), if Joe Bloggs passes that code on to a friend, both get a \$10 credit or similar value.

It represents the old adage of making your customers do your marketing, create brand ambassadors within your customer base and you won't need to pay others to do it.

Referrals from existing customers should be an extremely important part of all lead generation. A referred customer is one that comes to know about company through an existing user, so to encourage these referrals, we will use the following tactics:

New customers are informed of referral benefits during registration and given customer referral codes;

At any time, they will receive a voucher or membership rebate (both for registered babysitters and for families) for every new referral that becomes a member or uses the service.

While this will add some development challenges, it is an essential aspect of the power of leverage and a way to reach critical mass quickly.

i. Public Relations

INFORMATIONAL

- To inform 16-28 year old babysitters about Saferia and its benefits from a side-income perspective and lead generation channel for babysitting and child-minding jobs.
- To inform parents and grandparents of the genuineness of Saferia as a babysitting solution. One that is convenient, reliable, technologically savvy and cashless.

ATTITUDANAL

- To debunk the myth of babysitting being a predominantly female role, and to point out that it can be a bona fide career with the Saferia app.
- To increase the willingness of parents and families to sign up for a service that is unproven and in the relatively dangerous realm of childcare and Internet protection. To do so Saferia will publish content and success stories about the vetting process, the free meet and greets and general trust established under the reputation rating system. To also remove the stigma associated with nights out and the guilt parents face in taking one. It is healthy and beneficial.

BEHAVIOURAL

- To have at least 200 babysitters sign up to the service in the first six months of operation
- To have 100 parents use the service of a babysitter listed on Saferia within the first six months of operation.

CHANNELS

- Newspapers including *De Telegraaf, Algemeen Dagblad, De Volkskrant, NRC Handelsblad.*
- Tech websites including *mashable, springwise, what consumes me.*
- App review websites including *MacWorld, Appolicious, 148 Apps, Fresh Apps.*
- TV appearances including breakfast television, parenting shows and technology segments.

