

Sell My App

Strategic Content Alignment Summary



Introduction

About This Document

This is a content alignment analysis of the SellMyApp website since acquiring the Chupa Mobile domain. Our approach to content strategy consists of a core strategy with recommendations on three key components:

- **Substance:** What kind of content do you need, and what messages does it need to communicate to your audience?
- **Structure:** How is content best prioritized, organized, and displayed?
- **Workflow:** What are the optimal processes, tools, and human resources required to support your content work?

This report sets the stage for effective content strategy recommendations and helps ensure that your content is useful, usable, purposeful, and profitable. Its purpose is to align your stakeholders on the following factors:

- Business goals and content objectives
- Opportunities that your content strategy must address

The information and insights in this document were derived from extensive research of your website along with competitors. To arrive at our findings, we conducted an analysis using a Search Engine Optimization (SEO) spider tool to evaluate the ins and outs of these sites.

Next Steps

- Feedback on this report should ideally be given by the end of next week.
- Revisions based on this document should ideally be made by the end of December.
- After this document, we will reassess these revisions and their performance in the following months.

Business Goals

Based on information during discovery, we've summarized your business goals and related content objectives as follows:

Business Goals	Content Objectives
Attract new members.	<ul style="list-style-type: none">- Spread awareness through traditional & digital advertising, large focus on social media- Make important information on the website more prominent on a top bar rather than having to scroll all the way down to the bottom.
Increase overall social media presence.	<ul style="list-style-type: none">- SellMyApp has no social traffic besides Facebook. Branching out and creating a strong presence across platforms will help the program grow a larger, younger audience.- Create fresh social content geared towards younger generations entering the workforce to potentially pursue SellMyApp for their careers.

Audience Definition

Based on our discovery activities and research, we've prioritized the audiences for your website as follows:

Primary audiences

- Mobile and web developers
- People looking to create, market, and sell their own apps and websites

Secondary audiences





- Those who are interested in software development
- People pursuing an interest in computers and/or engineering

Tertiary audiences

- Entrepreneurs
- People interested in creating their own business digitally

We found that SellMyApp's audience is very male dominated, 64.20% male and 35.80% female. The largest group of visitors is people aged 25-34 years old.

Within the primary audience groups, we've identified the following potential segments:

-  **Experienced developers**
These folks are the primary target for SellMyApp. People who know what they are doing and know exactly what kind of apps, content, and strategies they are aiming for.
-  **Beginner developers**
Mobile developers who are just starting out are important to consider. They may have a great idea and some background knowledge, but don't have the resources to get the ball rolling.
-  **Recent college graduates**
A new wave of prosperous college students graduate each year, and they are all eagerly looking for work. In particular, computing, engineering, and business students could flourish on a site where they could design and sell their very own apps.
-  **Entrepreneurs (current or prospective)**
These people are motivated and dedicated to organizing and developing businesses. While they may not have the technical skills to fully build and design an app, they have the ideas and willpower.



Content Objectives and User Needs

Based on the analysis we conducted of SellMyApp as well as competitors Flippa and Codester, we've mapped the user needs of your primary audiences to your content objectives and noted some preliminary considerations for your content strategy.

Attract new members

Use Cases

I am an experienced software developer looking to implement my skills to design an app.

I am a recent college graduate with a degree in computer engineering. I'm looking for a job but I'm not sure where to start.

I have a great vision for a new app, but I have no app designing skills or ideas.

Considerations

- We will likely want to do a full website revamp that includes a new format, layout, and key information listed at the top rather than a bottom bar that many new visitors might not see.
- We will likely want to bring more attention to the program through paid advertising. This can be traditional as well as digital. For digital we can focus on keyword targeting, search engine marketing, and social media ads.
- We will likely want to incorporate content with clear explanations throughout the website in layman's terms to cater to beginner audiences or those who are not savvy in mobile development.

Increase social media presence

Use Cases

I have no social media besides Instagram, and I am looking for a place to start my e-commerce business.

I am an app designer who spends a lot of time on social media, but the content doesn't really resonate with me.

I am a beginning mobile developer scrolling through TikTok for any inspiration on how to make my big break.

Considerations

- We will likely want to create social media platforms across the board beyond just Facebook (Instagram, Twitter, TikTok, LinkedIn)
- We will likely want to create engaging content that will resonate with users as they scroll and view it.
- We will likely want to take advantage of social media algorithms

Summary of Opportunities

During our discovery activities, we found several opportunities that your content strategy should help you address. They are summarized here, and we'll go into more detail about each of them in the upcoming pages.

- Organize the content on website to move visitors along a path from non-member to member in ways that incrementally demonstrate your value
- Create more detailed pages throughout the website that clearly explain their purposes and functionality
- Build brand image through social media presence on Instagram and TikTok

Key Opportunities

Opportunity 1: Website Design

Organize SellMyApp's website content to move visitors along a path from non-members to members in ways that incrementally demonstrate your value

E-commerce and online marketplaces are more important now than ever before in today's business world, and they are only growing stronger by the day. SellMyApp is just one of many programs where users can build, design, and sell their very own apps.

Based on our research and in-depth analysis of the website, it does not stand out. It is not aesthetically pleasing nor is it easy to navigate, especially compared to a competitor like Flippa. Upon clicking the website, visitors are immediately bombarded with images and graphics of different templates. This can be confusing to anyone, especially newcomers who are unfamiliar with this topic.

There is a real opportunity for growth here with a complete website revamp where we update the design, layout, formatting, and navigation. The goal is to be accessible and engage visitors so that they might eventually become members of the program.

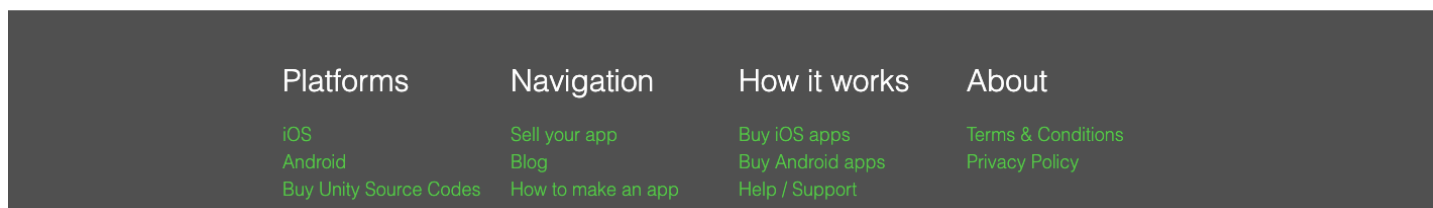


Opportunity 2: Website Content

Create more detailed, content-heavy pages throughout the website to clearly explain their purposes and functionality to all visitors

Being transparent with your website visitors is important, so ensuring that all aspects of the site are clearly presented in a way that they can understand is vital to the success of SellMyApp. The website's current domain has important information placed all the way at the bottom. Things like the 'About' section should be positioned clearly so visitors can see it instantly and be able to learn more about the website.

Building off that, the website doesn't actually even have an 'About' page, only a section title with Terms & Conditions. This is a potential cause for confusion and could be a driving factor as to why SellMyApp has significantly less traffic than Flippa and Codester. It's likely that people visit the site, and then after being unclear when wanting to learn more about the program, they leave and choose another site.



A lot of this information from the bottom bar should be at the top and more clearly explained.

It is crucial to reiterate that many different individuals are visiting this website, all with varying backgrounds, skills, and experiences. Not everyone is going to understand exactly what the information on this website means, and if there is no explanation, there will be confusion. Having an individual 'About' page is more than necessary to explain what the program is, how it works, the functions it performs, the services it provides, etc.

Opportunity 3: Social Media

Build a stronger social media presence across platforms with relevant content that will resonate with all audiences, especially younger generations

The significance of a social media presence for a brand cannot be stressed enough in this age. SellMyApp only has a social profile on Facebook, meaning that prime consumers – Gen Z – are not being targeted. This large chunk of individuals is missing out on a program that could truly benefit them, and in turn, you are missing out on consumers and business. It would be very beneficial for SellMyApp to expand their social presence to cater to a wider range of digital users. Instagram and TikTok are the primary candidates for large digital audiences.

Once these profiles are created, it's also important that the content is memorable, authentic, and in line with current trends. Social media trends come and go at a very fast pace, so it is crucial that SellMyApp stays on target and keeps up with what's trending.

When researching competitors, we did not find any social presence for Codester, but Flippa does currently have an Instagram account. They have 6K followers and do not receive a whole lot of traffic to their account. Flippa's social content is good, but SellMyApp has a chance to be great.

