

Pre Campaign Report - iCanTalk

Client Overview

Noa Porat-Lotan M.SC CCC-SLP, studied her Masters in Communication Disorders at Columbia University and currently works as a Speech Therapist in several schools and institutes in Israel. Her husband Ido Lotan is a former Software Manager and currently manages projects in the social domain, he received his Bachelors in Business from NYU, and Masters in Public Policy from Tel-Aviv University. The couple currently resides in Tel-Aviv, Israel.

While working with various patients, Noa recognized the potential help light portable tablets can be to her patients, but at the time the only applications made to help speech therapists work with patients were in English. There were applications for personal computers, but those weren't as "hands on" as the tablet experience that had started to emerge at the time.

Ido and Noa decided to combine their expertise and create an application that would help both professionals and parents communicate with children diagnosed with Cerebral Palsy, Autism, Dyspraxia, and other developmental difficulties. The application was officially launched in July of 2012, together with the official website - <http://icantalkapp.org/>. The application was built as a 3-tier system, which is heavily tied-in to the companies website. A professional looking to purchase the application can either buy a "lite" version with limited functionality, buy a "full" version with full functionality, and purchase a website subscription to receive access to extended resources (making the website an extremely important part of the product, other than informational). The application itself lets professionals and parents create Communication Boards that become a tool used during speech and language therapy.

Other than the website, which contains information for people who might benefit from purchasing the product, the company does not have any social media presence, or any other offline or online presence.

Market Analysis

Potential customers for the company are parents to children diagnosed with conditions as detailed in the section above, as well as a wide range of professionals whose job is in some part associated with speech therapy, such as: Occupational Therapists, Special Education Teachers, Psychologists, Speech Therapists, and others.

The product currently has one major competitor - an American application named "CatchChat" which has recently added hebrew support. There are many English speaking applications with the same functionality, but at this time iCanTalk is one of very little programs offering Communication Board building for tablets in the Hebrew language. We believe this information gives us an excellent starting point for selling ads - the product being sold fills a need no one else is, and is only missing awareness among professionals in order to grow and achieve its full potential.

Current Marketing

At launch, the company tried using **Google Adwords** for a very brief time, with little knowledge in how the system works and a low CTR, the method was abandoned and no further marketing channels were attempted other than word of mouth. **In conclusion**, We believe we can use our knowledge in the Google Adwords system to help the business maximise its reach to the right target audiences as precisely as possible.

Proposed Adwords Strategy

Our purposed **Google Adwords** strategy is to attempt to increase the number of application downloads (or informational page views at least) with 3 campaigns:

The Software Campaign (40%): Our main focus, an attempt to target Israeli users seeking information about Communication Board software, and any type of Language Therapy software in general. These users are attempting to search for different types of software, be it Desktop or Tablet, and will find iCanTalk something they should look further into.

The Parent Campaign (30%): An attempt to target parents of children seeking information about various conditions their children might be diagnosed with, as detailed in past sections of this document. Although the parents are looking for any type of information in general, they might find iCanTalk extremely helpful for their needs taking care of their children.

The Professional Campaign (30%): An attempt to target industry professionals - caretakers, psychologists, speech therapists.

We will start the campaigns without using any negative keywords and will adjust accordingly if needed (“there is no non-targeted customer”) - the reason being our target audiences are largely unaware of the progress being made mixing technology with therapy - therefore we are trying to target a large amount of people who are unaware. Achieving exposure is an extremely important part of our campaigns - “getting the word out” is currently the greatest hurdle the application has met.

We intend to divide the 250\$ evenly between the 3 weeks of campaigning, dividing the funds between campaigns 40/30/30 as stated above. Each weekly budget of 83.33\$ will be divided as 33.33\$ to the software campaign, and 25\$ to the other campaigns. After the first week, we will analyze our CTR and other statistics and drop low-performing keywords. We will use the new funds to strengthen the higher performing keywords and adjust again mid-week in order to achieve the best performance possible during week 3.

We wish to target keywords in both Hebrew and English, though only sourced from Israeli computers, there is currently no english version of the application, so targeting audiences seeking speech therapy outside of Israel is not in high Priority.

We currently do not have the data of the short lived prior use of Google Adwords by the company, we strive to achieve a high CTR for this type of campaign, we will continually adjust our strategy as detailed above - and hope the adjustments help us achieve a CTR that is at least 100% higher during week 3 than the one achieved during week 1. Our success metrics will not

only be the CTR itself, but actual application downloads from the Apple AppStore, we hope to achieve a 10% conversion rate from clicks to actual downloads.

Table 1: Campaigns, Ad Groups, Sample Keyword Phrases

Software Campaign:	Parent Campaign	Professional Campaign
<p>Tablet Ad Group:</p> <ul style="list-style-type: none"> • Speech Therapy iPad • Communication Boards Tablet <p>General Software Ad Group</p> <ul style="list-style-type: none"> • אפליקציית קלינאי תקשורת • אפליקציית תת"ח • תוכנה לוח תקשורת • אפליקציות לאוטיסטים 	<p>Parent Ad Group:</p> <ul style="list-style-type: none"> • תקשורת תומכת חלופית • איחור שפתי • אוטיזם • Speech Therapists 	<p>Professional Ad Group:</p> <ul style="list-style-type: none"> • Communication Boards • Speech Language Pathology