Background

- graduated UCSC 2012
- Bachelor of Arts: Business Management Economics
- Bachelor of Science: Information Systems Management
- Delta Sigma Pi: Founding Class
- Currently at IMVU
  - Marketing Intern December 2012
  - Marketing Associate November 2013
  - Marketing Specialist February 2015
About IMVU

IMVU is an online social entertainment destination where members use 3D avatars to meet new people, chat, create and play games with their friends.
Paid Acquisition

What is Acquisition?

- Acquiring new users will eventually turn into a new paying user
- How? Search Engine Marketing - buying traffic by purchasing ads on search engines
Landing Page: a single web page that appears after clicking on a search result

Registration Page: where a user inputs their info to allow them to sign up
Social Media Marketing

- Brand Awareness
- Organic Acquisition
- Paid Advertising
- More than just “likes” and “comments”
- Metrics to measure success: Reach and Engagement
  - Reach: How many people have seen the post
  - Engagement: Likes, comments, and shares
- Posting Strategy
  - Multiple photos in 1 post increase reach and engagement
  - 3 posts per day, 1 post at off peak time, 2 posts at a peak time
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Text</th>
<th>Likes</th>
<th>Reach</th>
<th>Visits</th>
<th>Comments</th>
<th>Shares</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/21/2015</td>
<td>12:31 am</td>
<td>Who is YOUR favorite #hiphop #mb artist? a. #Beyonce b. #NickiMinaj c. #Rihanna</td>
<td>68.1K</td>
<td>8.2K</td>
<td>705</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>05/20/2015</td>
<td>12:41 pm</td>
<td>See how #Beyonce and #NickiMinaj are #feelingit on #IMVU! Thank you to Juistonia for creating</td>
<td>18.4K</td>
<td>1K</td>
<td>438</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>05/20/2015</td>
<td>10:10 am</td>
<td>#IMVU is ready for social #virtualreality. Are YOU? Read all about it:</td>
<td>84.2K</td>
<td>4.2K</td>
<td>973</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>05/20/2015</td>
<td>12:31 am</td>
<td>#JadenSmith went to prom as #batman. Did he bring his #batmobile too? Put your avatar in front of</td>
<td>21.3K</td>
<td>1.7K</td>
<td>181</td>
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</tr>
<tr>
<td>05/19/2015</td>
<td>6:30 pm</td>
<td>WHO will be the winner? Will YOU be watching #thevoice? a. Sawyer Fredericks b. Meghan Linsey</td>
<td>11.9K</td>
<td>822</td>
<td>207</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>05/19/2015</td>
<td>12:51 pm</td>
<td>Their love is unconditional. #CAPTIONhis! <a href="http://im.vu/play">http://im.vu/play</a> #daddysgirl #truelove</td>
<td>77.9K</td>
<td>5.7K</td>
<td>829</td>
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</tr>
<tr>
<td>05/19/2015</td>
<td>3:19 am</td>
<td>KISS her back, if you love &lt;3 her electric, wild, and fun style! <a href="http://im.vu/play">http://im.vu/play</a> #ootd #instafashion</td>
<td>16.2K</td>
<td>946</td>
<td>439</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>05/18/2015</td>
<td>6:30 pm</td>
<td>Are YOU feeling #Beyonce &amp; #NickiMinaj's new music video? We are! <a href="http://im.vu/play">http://im.vu/play</a></td>
<td>29.9K</td>
<td>2.2K</td>
<td>474</td>
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<tr>
<td>05/18/2015</td>
<td>1:05 pm</td>
<td>Ready to show your #pearlywhites all month long? Which avatar has the #bestsmile? Turn that frown,</td>
<td>24.6K</td>
<td>1.5K</td>
<td>287</td>
<td></td>
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</tr>
</tbody>
</table>
Who is YOUR favorite #hiphop #mb artist?

a. #Beyonce
b. #NickiMinaj
c. #Rihanna

http://im.vu/play... See More

IMVU's virtual rooms are ready for social VR
IMVU's Brett Durrett hopes that VR will make his existing virtual social network more appealing.

VENTUREBEAT.COM
TIM 80C, 105, 125 …useful? YES!

- **Structured Problem Solving**
  - Use this whenever we want to launch a new campaign: ex) Pride Week or rebranding IMVU

- **Market Segmentation, Competitive Strategy**
  - Porter’s 5 Forces
  - Explain Threat of Each Force
  - Helps when we need to rebrand or figure out what space we are in

- **Excel**
  - Pivot Table

- **Revenue Forecasting**
  - Set target numbers based on seasonality

- **Return on Investment (ROI) = revenue / spend**
  - For any ad network, the ROI must be at least 10% or above
Questions?

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