

# Spelling Bug: Word Match Marketing Plan

*By*

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# iOS Store Assets

- a) An icon was optimized by comparing current top-featured apps and doing AB testing.



- b) Promo video production was done by a professional animator:  
<https://youtu.be/5doQ8ajF5Vc>
- c) Screenshots were designed after studying featured apps on the App Store.
- d) A promotional graphic in .psd format was designed according to the IOS design specifications.
- e) The app's description created by a copywriter after reviewing trending apps.

## Common sense phonics word games for elementary spelling and literacy.

Are you ready kids? Spring is here, let's play! It is sunny in our bug world, and all the bugs are buzzing with excitement. Test your memory and hunt down all the matching cards to hatch the buglings! Personalize your game by deciding which clues you want to match on each card. You can match pictures, words, shapes, and sound. See how many memory card modes you can make. You can even add your own words and record secret clues. Make matches to earn coins and choose from loads of coloring pages. With 20 vibrant crayons, you can let your imagination run free! Save your coloring progress or start all over. Hit undo or start another drawing. You can do all of this and much, much more.

For Educators and Parents

This is a memory matching word game designed by teachers with fun and learning in mind. There are four lists, including Essentials for primary school, and dedicated 1<sup>st</sup> and 2<sup>nd</sup> grades. Our lists include Dolch Sight Words and is based on our phonics program. The phonic method of teaching uses the common sense premise that it is better to learn a concept instead of individual words. For example, if a child is taught the -ight sound (s)he can spell words like night, might, sight etc. much faster than learning one word at a time.

The big bonus is that you can add your own custom words, including voice recordings.

Kids are rewarded for learning with simple, easy-to-use coloring pages, which they can save for later use.

Includes

Creative coloring pages. Now featuring our clever clues to remember tricky words.

Memory Match – match spelling words, pictures, spoken English words, and more

Track progress with our easy to access progress trackers.

Use for

Word games in elementary school/primary school

Kids who are learning English as their second language

Summer season and Earth Day features!

About the Developers

Ace Edutainment Apps are made by teachers! We understand that not all kids learn in the same way, but we know that all kids like to play! Our phonics applications are carefully made to expand and enhance what your child learns in school. Word lists are carefully woven into engaging gameplay apps that give your child hours of meaningful fun.

We understand that some kids need a little help when it comes to spelling while others need more stimulation because they are ahead of their classmates. Our apps adapt to kids' individual skill levels. You and your child will have fun following kid-friendly progress graphs and graphics in each app. We work with kids every day. App building is absolutely the best way for us to present our lessons in an enjoyable way!

Keywords (100 characters)

I used Market Samurai, Google, and App Annie to do keyword research.

personalize,ready,common sense,elementary,clues,literacy,educator,program,parents,progress,spelling

Privacy URL: <http://aceedutainmentapps.com/terms---policies.html#policies>

Support URL: <http://aceedutainmentapps.com/contact.html>

Marketing URL: <http://aceedutainmentapps.com/word-match.html>

## 2. Social Media

### a) Facebook, Twitter, and Google+

Upon launching, we will have two tweets and posts scheduled for the morning and afternoon. From day 2 to day 20, there will be a newsfeed on our social media pages. We have 20 feeds ready to be posted but will monitor top developers, like Toca Boca, for trends. We will adjust our campaign if needed. Posts will vary in order to keep them interesting. There will always be a short link, and attention will be drawn to special features, like adding your own words to lists.

We will share our app story, press release, and review pieces through an appropriate social media channel and users them to retweet or share our content. We aim for 20 social bloggers to retweet or post about us in a three-week period.

We will run a Facebook ad campaign.

Facebook page: <https://www.facebook.com/ACEedutainmentapps/>

Twitter Page: <https://twitter.com/ACEedutainment>

#to use: #FreeApps #Spring #appfriday #dads #moms #ACE #appsforkids #edchat #kidsapp #indiedev #ios #iPhone #iPad #apps #kids #gameDev #indiedev

## Day 1: Morning

Spelling Bug: Word Match and Coloring for iPad and iPhone now available! Match the words to hatch the buglings.  
Earn coins to get beautiful coloring pages.



## Day 1: Afternoon

Mix a game, match memory cards, and have fun coloring. New ACE game on the App Store! Place link to app store.

Upload video: <https://youtu.be/gCmoA70LXX0>

## b) Twitter



**#Spring** is here! Get your kids to play Word Match to hatch buglings and do the cutest coloring. + add link

We will add a tweet to our page and aim to get 1000 retweets from 3<sup>rd</sup> party account holders on day one.

Include the following reporters:

Josh Catone from Mashable: [@catone](#)

Jinny Gudmundsen from USA Today: [@JinnyGudmundsen](#)

Sara Kloek from Know What's Inside: [@sarakloek](#)

Jennifer Bly from Huffington Post: [@jennbly](#)

Diana Graber from Huffington Post: [@dianagraber](#)

Dr. Larry Rosen, influential freelancer: [@DrLarryRosen](#)

April McCormick, mommy blogger: [@LoveLifeDIY](#)

Tony Loftis, TV endorser: [@anthonyloftis](#)

Erin Mantz, parenting writer: [@ErinMantz](#)

KalliKids UK parenting: [@KalliKids](#)

## c) YouTube

Existing pre-launch video here: <https://www.youtube.com/watch?v=gCmoA70LXX0>

A second product demo will be added on day one: Here is how to record your video on your Mac: <http://www.techradar.com/how-to/software/how-to-record-your-iphone-or-ipad-screen-on-a-mac-1283217>

A review video will be done by a teacher and kids. Post this during week 2. Use this voice artist: [https://www.fiverr.com/alicialh4/record-a-professional-female-voice-over?sec\\_context=recommendation&sec\\_context\\_type=natural&context\\_alg=nodes&sec\\_context\\_referrer=search&context=advanced\\_search&context\\_type=auto&context\\_referrer=search\\_gigs&pos=2&funnel=3d201549-4de1-4b4d-8bec-0d0d7aa9e0ef&autoplay=true](https://www.fiverr.com/alicialh4/record-a-professional-female-voice-over?sec_context=recommendation&sec_context_type=natural&context_alg=nodes&sec_context_referrer=search&context=advanced_search&context_type=auto&context_referrer=search_gigs&pos=2&funnel=3d201549-4de1-4b4d-8bec-0d0d7aa9e0ef&autoplay=true)

Full guidelines here: <http://www.apptamin.com/blog/youtube-app-marketing-guide/>

## 3. Downloads, Ratings, and Reviews

We will ask our loyal user base to help us with their support with this launch. We plan to have at least 50 reviews and 150 ratings in the first week (see user database spreadsheet).

We have built a promo code dispenser to ensure that promo codes are only given to interested reviewers and teachers. We plan to use 50 codes in the first two weeks. Promo dispenser: <http://aceedutainmentapps.com/free-app.html>

Remember to contact The iPhone Mom; they did a piece before that had good results.

Good source of purchased downloads: <http://meshbean.com/advertiser.php>

## 4. Email Campaign

### a) User Base

Contact existing users to notify them about the new app. The best features will be described; an iTunes link will be added in two or three places. A strong call to download will be present.

### b) Paid Email Campaign and Newsletter

We have been given a spot in app Friday on the 25<sup>th</sup> to make the app free for a day: <http://www.appfriday.com/>. This includes an app review and extensive email campaign.

Our app will be included in the iPhone Mom: <http://www.theiphonemom.com> – 4,000 subscribers.

## 5. Third-Party App Reviews and Awards

Getting app review sites to do a piece on your app can be a great way to attract the right audience. A well-written review recommending your app could generate a significant number of downloads to boost your performance. Androidcentral and Engadget are great app review sites.

Best Apps for Kids did a review that had significant results with a previous app.

Use these app reviewers for best results: <http://www.pappasappar.se/review-sites/>.

Submit an app to <http://www.educationalappstore.com/developer>.

Submit to Common Sense Media: <https://www.common sense media.org/ONratings>

A paid review will be posted on 25/3/2016 on Teachers With Apps: <http://www.teacherswithapps.com/accelerated-reviews/#comment-271111>.

## 6. Teacher's and Home Schooler's Forums

Buy banner ad space here. Also, contact these magazines for parents and teachers: [http://www.2pilots-games.com/parents\\_magazines/](http://www.2pilots-games.com/parents_magazines/).

Contact Educatorstechnology.com for a possible listing: EdTech admin at: [info@educatorstechnology.com](mailto:info@educatorstechnology.com).

Sign up for the Happi Pappi Teacher's resource site: <http://happipapi.com/happi-teacher-program>

## 7. Developer's Forums

We plan to share our app's story here and place 50+ direct links on Google+ sites and other forums that carry a high user number and are relevant to kids' apps.

## 8. Press Release and Press Kit

See first press release App 1 at the end of this document

A compelling and informative press release is ready to send or download. The press release will be published on high-authority and traffic sites, like PRlog and PRmac.com. The aim is to have four press releases in the following four weeks.

A press kit web page can be found here: <http://aceedutainmentapps.com/press-kit-Spring-word-match.html>.

The press kit includes the following: "vanilla" Facebook post, Tweet, and press release for your app as well as the iTunes link, short link, app icon, and screenshots. A compressed .zip folder is available as well. Add the press kit link in the appropriate metadata field in iTunes Connect.

Contact local media to let them know the app is live.

## 9. News Site Outreach and App Site Listings

We will aim to get featured on parenting and school sites. We plan to contact the following outlets: Parents Magazine, NPR Morning Edition, New York Times Blog, Boing Boing, and the Verizon campaign – #whynotwednesday.

We plan to list our app on 50 app directories, such as Appolocious, Appcircus, and Know What's Inside.

Advertise with TechwithKids: <http://www.techwithkids.com/Home/AdvertisingOpportunities>.

## 10. Influencer Outreach

We have a list of reporters, educators, and apps for kids' authors that we will contact before the app is launched and on launch day.

We will be featured in a blog post by Moms with Apps: <http://blog.momswithapps.com/>.

We will be feature as a top seven apps by Know What's Inside.

Must do: Ad a tweet here retweet: <https://twitter.com/Todaysparent>.

See industry resources for outreach here: <http://blog.momswithapps.com/app-friday/>.

Contact Teach Hub for a potential post: <http://www.teachhub.com/>.



# 11. Onsite Blogging and Internal Cross Promotions

We will add all creatives to our company website here: <http://aceedutainmentapps.com/blog.html>.

We will add deep links for cross promotion from all our existing apps.

# 12. Guest Post/Mommy Blogs

We have written informative and interesting posts about your new app for blogs that cater to your niche.

We have provided a backlink to the app in our call to action.

More opportunities for blog posts will be found here: <https://medium.com/@duplikey/the-ultimate-pr-resource-for-gaming-startups-db3a8c782327#.tmuxkue8e>.

# 13. PPT Submissions

We have an eye-catching and informative PPT about the app and its features. We include a brief story regarding to how the app or your brand was conceived. This will be shared on AuthorStream and SlideShare. We will include backlinks to your app download page and other informational pieces about the app.

APP 1: Press release:

## ACE EDUTAINMENT APPS REVEALS LAUNCH OF “SPELLING BUG WORD MATCH AND COLORING” APP – A PLAYFUL APP WITH SIGNIFICANT EDUCATIONAL BACKING

March 25, 2016



Details of the latest app release from ACE Edutainment Apps Inc. have been announced. Spelling Bug Word Match and Coloring teaches kids to read and write in a playful memory match game. This fun, seasonal app rewards kids for finding all the matching memory cards with colorful animations and a built-in coloring section.

Available in all major app stores, Spelling Bug Word Match and Coloring is one of a few Spring apps for kids to combine seasonal fun with educational value. In addition to the appealing coloring pages, refreshingly upbeat graphics, and animation, the app offers sound spelling lessons for which ACE’s Spelling Bug series has become known.

Kids are invited to match memory cards, thereby hatching adorable little bugs (called buglings) from colorful bug eggs. For each successful game completed, coins are earned with which players are allowed to buy tokens to enter the coloring page area.

On closer exploration, the educational value becomes apparent. The app contains four spelling lists with hundreds of words. The Spring word list is perfect for seasonal fun, and the essential list covers all the most commonly used words in elementary grades. The 1<sup>st</sup> and 2<sup>nd</sup> grade lists are phonics based. This feature is a requirement for quality spelling lessons.

The most significant feature, however, is that the memory cards are fully customizable. Kids can match words with words, pictures, spoken clues, etc. Custom words and voice clues can be added, which offers unlimited gameplay for both native English speakers and kids who are learning to speak English as their second language.

Charine Gey Van Pittius, founder and CEO of ACE Edutainment Apps Ltd. Edutainment said, “Kids learn best by playing. It is our mission to bring at least one good word app to each kid’s tablet or iPad.”

ACE Edutainment Apps Ltd. Edutainment Apps Inc. continues to gain momentum and fans across the globe. Having recently won several educational app awards, ACE Edutainment Apps Ltd. is fast becoming a respected developer in the edutainment space.