



DIGITAL LAUNCH |

“ THE WAY TO GET STARTED
IS TO QUIT TALKING AND
BEGIN DOING. ”

Walt Disney

OUR JOURNEY TODAY

- Quick view of some examples
- Product Market Fit
- Customer Journey
- The Funnel
- Pricing

FACEBOOK

Launched in 2004, initially limited to Harvard students, allowing them to create profiles, connect with friends, and share information.

They did a targeted rollout. They strategically expanded access first to other universities, creating a sense of **exclusivity and desirability**. This exclusivity fueled organic growth through word-of-mouth and social media buzz.

As Facebook grew within the college market, the network effect kicked in. The more users who joined, the more valuable the platform became for everyone.

This snowball effect fueled rapid user acquisition.

TWITTER

Twitter officially launched in July 2006. The innovative aspect was the platform's **simplicity** – short messages delivered via SMS or a web interface. This accessibility resonated with early adopters who used it for quick updates, news sharing, and discussions around major tech events.

Hashtags (#) weren't part of the original design. They emerged organically as users began adding # to categorise tweets around specific topics or events. Twitter recognised the **value of this user-driven innovation** and embraced hashtags as a core feature, fostering a sense of community and real-time discussions.

Twitter's launch strategy was about focusing on a core idea and letting it evolve organically based on user needs. They embraced user-driven innovations like hashtags and adapted to changing technology by offering mobile apps.

PAYTM

Paytm started in 2010 as a prepaid mobile and DTH recharge platform.

2013-2014: Recognising the growing demand for digital transactions, they **added features** for bill payments (mobile, landline, postpaid) and debit card payments. In 2014, the launch of the Paytm Wallet allowed users to store money and make payments electronically, further simplifying digital transactions.

Paytm actively **partnered with major players** like Indian Railways and Uber to offer them as payment options within their app. This not only increased Paytm's user base but also boosted its credibility as a reliable digital payment platform.

Understanding the dominance of **mobile internet** in India, Paytm prioritised a seamless mobile app experience. Their app was designed for ease of use, catering to a tech-savvy but not necessarily tech-expert audience.

INSTAGRAM

Instagram **integrated seamlessly with other social media** platforms like Facebook, Twitter, and Tumblr, allowing users to share their photos across multiple networks with ease. This helped Instagram gain exposure and attract new users through word-of-mouth recommendations.

iOS focus: Instagram was **launched only for iphones** for a year before opening out to Android.

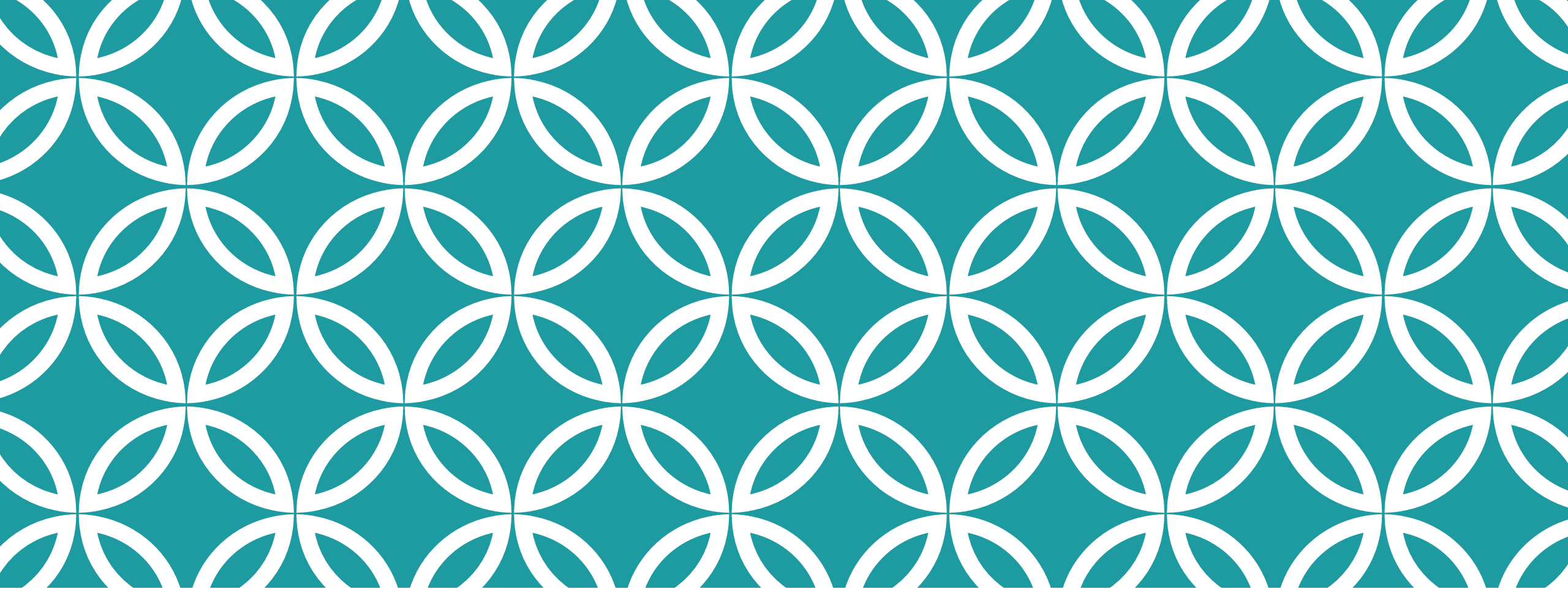
GAANA

Gaana launched in April 2010 providing easy access to a vast library of licensed music, both domestic and international.

They provided features like **downloadable playlists for offline listening, addressing connectivity limitations.**

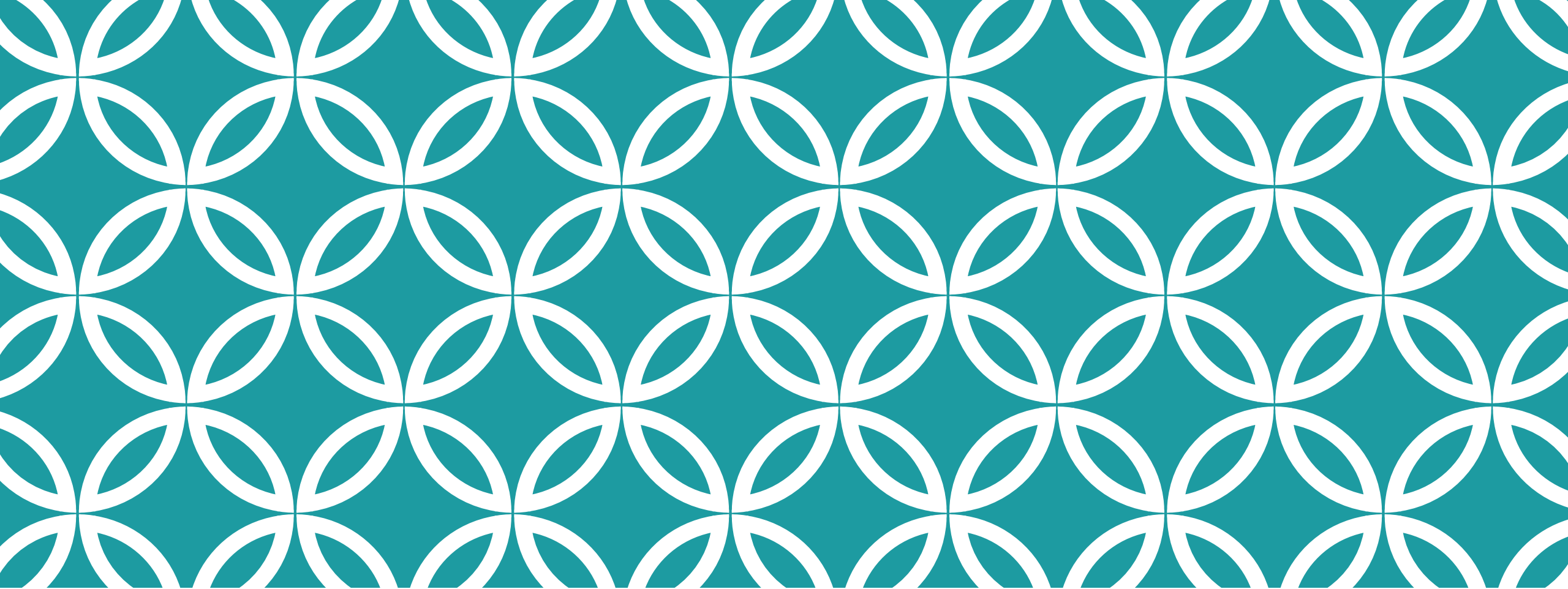
Recognising the growing **mobile phone penetration** in India, Gaana prioritised a **user-friendly mobile app** available on various operating systems. This ensured easy access to music on the go.

Focus on **regional content**: Unlike some competitors, Gaana offered music in multiple Indian languages, catering to the diverse musical tastes across the country. This regional focus was a key differentiator.



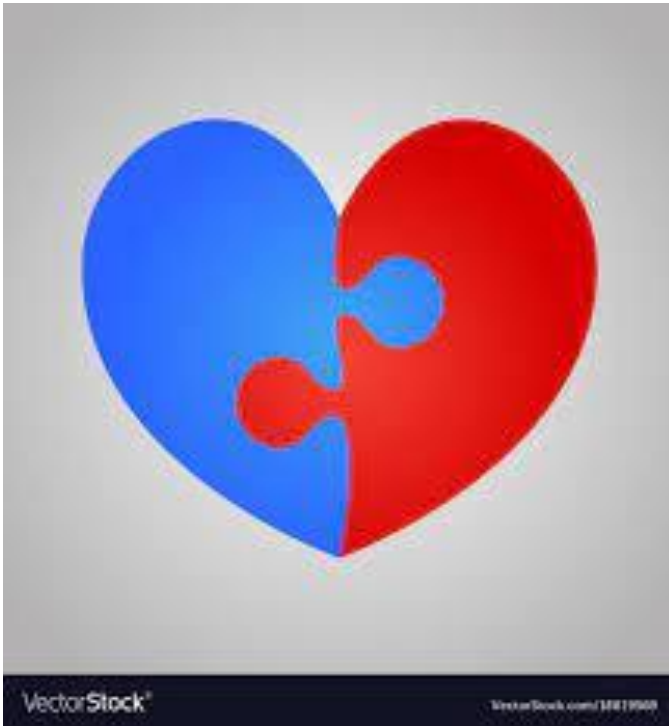
THERE'S NO SINGLE LAUNCH PLAN THAT WORKS

But there are some
principles



PM FIT |

PM FIT : THE CORNERSTONE OF SUCCESS



Product-Market Fit, is the spot where your digital product meets a strong demand in the market. It's essentially finding the perfect **intersection between what you've built and what people are willing to use and pay for.**

HOW TO GET GOOD PM FIT

- Define your **ideal customer**. Primary and secondary if need be
 - Understand her needs, wants and desires
- Identify your **value proposition** :
 - What are her biggest pain points?
 - What features and benefits does your product offer?
 - What makes it different from other products offering the same solution in the market? Think beyond your category
 - Which specific features or solutions address the customer's pain points effectively?
- Build your **MVP**
- **Beta test** with potential customers
- Iterate and improve

PM FIT : EVER GREEN

PM fit is an **Ongoing Process**. As your market evolves and competitor landscapes shift, you need to continuously adapt your product to maintain that perfect fit.

LEAN START UP METHODOLOGY

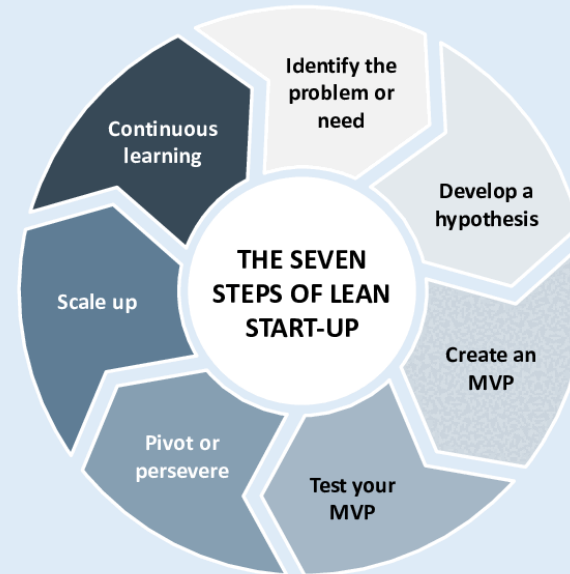
Lean Startup Methodology

A Lean Startup is a methodology for developing and managing early-stage ventures that emphasizes rapid experimentation, iterative product development, and continuous validation of hypotheses.

Step 7: Continuous Learning
Maintain a continuous learning mindset and continue to use customer development, Lean Analytics, and Agile Development practices to improve your product and grow your business.

Step 6: Scale Up
Once you have validated your hypothesis and MVP, scale up your business or product by expanding your customer base, increasing your marketing efforts, and improving your product based on customer feedback.

Step 5: Pivot or Persevere
Based on the feedback and data collected, decide whether to pivot (make changes to your hypothesis and MVP) or persevere (continue with your current approach).

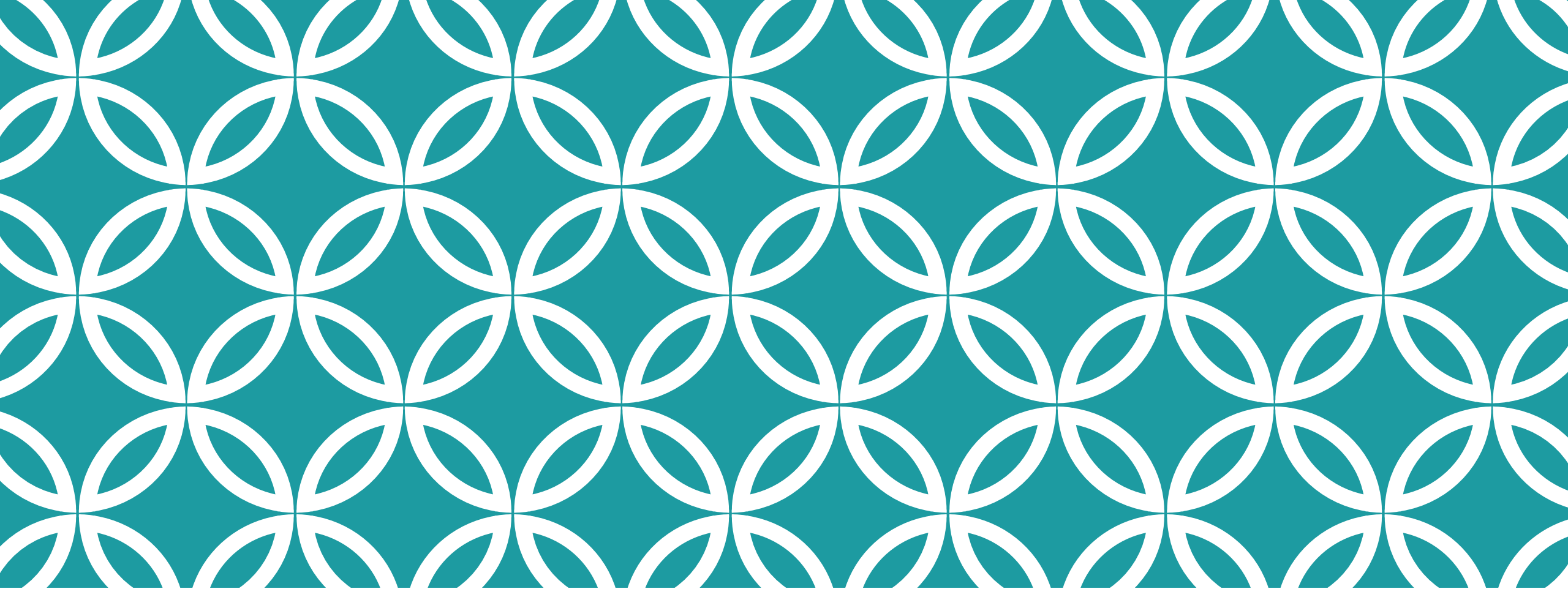


Step 4: Test Your MVP
Use the Build, Measure, Learn process to test your MVP with your target audience. Collect feedback and data to validate or invalidate your hypothesis.

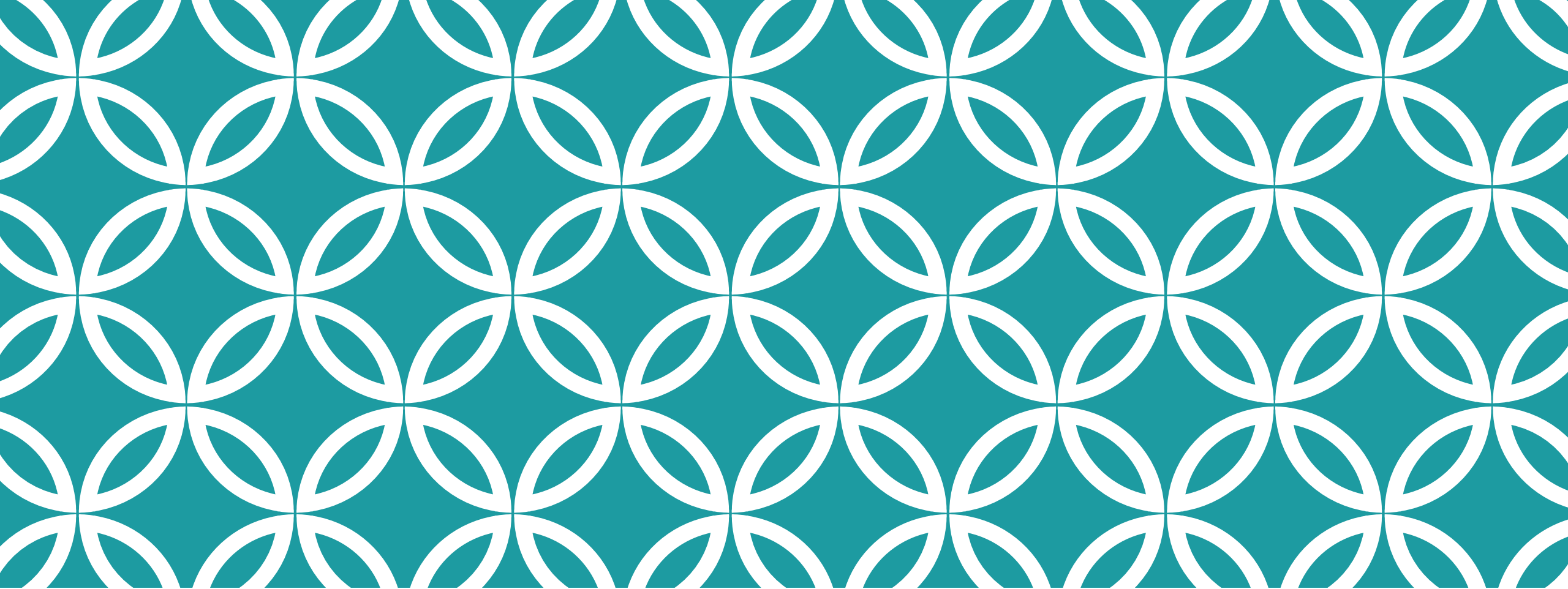
Step 1: Identify the Problem or Need
Start by identifying a problem or need in the market that your business or product can address. Use customer development techniques to validate this problem or need with your target audience.

Step 2: Develop a Hypothesis
Develop a hypothesis about how your business or product can solve the identified problem or need. This hypothesis should be based on your understanding of your target audience and their pain points.

Step 3: Create an MVP
Develop a Minimum Viable Product (MVP) that addresses the identified problem or need. The MVP should be a simple version of your product that you can use to test your hypothesis.



TO LAUNCH AND BEYOND |



LAUNCH IS A JOURNEY |

Our Customers / Journey Map



THE CUSTOMER JOURNEY



AWARENESS

CONSIDERATION

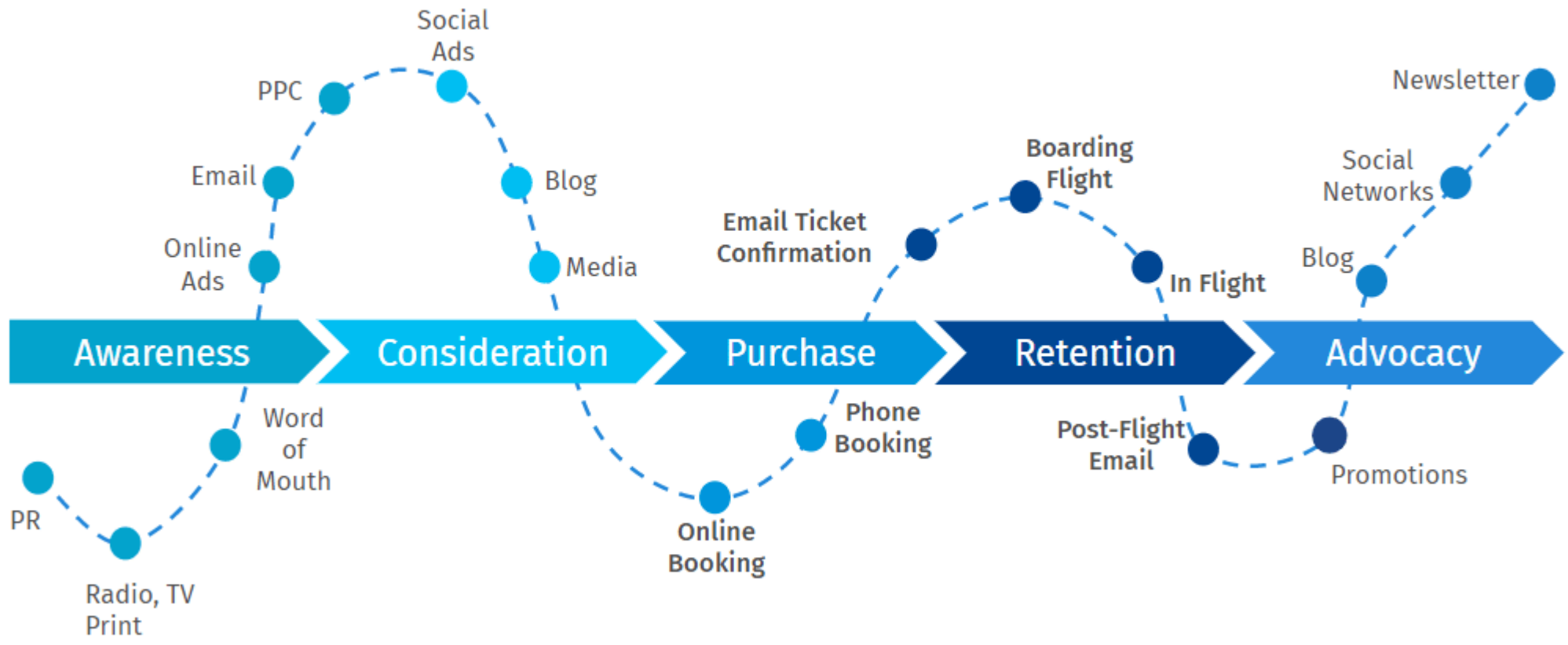
PURCHASE

RETENTION

ADVOCACY

THE CUSTOMER JOURNEY

Awareness	Consideration	Purchase	Retention	Advocacy
<p>This is when customers become aware of your business, product, service</p>	<p>Once they are aware, they do research to gather more information to help them decide</p>	<p>Once decided, they get into purchase mode. They will negotiate, arrange funding etc</p>	<p>Having got a customer to try your product, brands should ensure that they repurchase</p>	<p>People trust other people, so get customers to recommend the brand to others</p>
<p>I need to improve I need to start I need to solve I need to learn I need to improvement</p>	<p>What kind of products can solve my problem What are other people doing</p>	<p>What will it cost Where will I get the best deal Is it covered by insurance</p>	<p>What other features can I use Where can I get help</p>	<p>How can I share my views Who can I help with my knowledge</p>





WHY IT'S IMPORTANT

- “Maximising satisfaction with customer journeys has the potential not only to increase customer satisfaction by 20% but also **lift revenue up by 15%** while lowering the cost of serving customers by as much as 20%”
– **McKinsey, The Three Cs of Customer Satisfaction**

THE CUSTOMER JOURNEY

Awareness

This is when
customers
become aware
of your
business,
product, service

CREATE BUZZ

Building Anticipation and Generating Buzz: Create a Landing Page: This page acts as a teaser, providing a sneak peek of the product, its benefits, and capturing email addresses for updates.

Ex: **Slack**'s pre-launch landing page showcased a simple message "Be less busy" with an email signup to learn more, piquing user curiosity.

CONTENT MARKETING

Create informative blog posts, articles, or infographics related to the problem your product solves. This establishes you as an authority and educates potential users.

Ex: **Headspace**, a meditation app, launched with blog posts on the benefits of mindfulness and guided meditation techniques.

SEARCH

Optimise for problems that customers could be looking for solutions for.

Eg: How to get a GST registration

The screenshot shows a search engine results page for the query "how to get gst registration". At the top, there are two organic search results. The first is from the National Portal of India, titled "GST Registration", with a URL of https://services.india.gov.in. The second is from the GST Portal, titled "GST Registration - GST Portal", with a URL of https://services.gst.gov.in. Below these is a search bar with the query "how to get gst registration" and a "jle" logo on the left. The search results are primarily video-based. The first video is "GST Registration Process 2024 , New GST Number apply" by CA Guru Ji, dated 1 Mar 2024, with a thumbnail showing a woman and a play button. The second video is "Documents required| NO Fee| How to apply for a NEW GST ..." by Bharat Arora, dated 24 Feb 2024, with a thumbnail showing a man and a play button. The third video is "GST Registration New Process from 7 November 2023" by CA Guru Ji, dated 6 Nov 2023, with a thumbnail showing a woman and a play button. A "View all" button with a right arrow is located below the video results. At the bottom, there is another organic search result from ClearTax, titled "How to Register for GST India Online – Guide ...", with a URL of https://cleartax.in, dated 6 Jan 2023, and a snippet describing the steps to register for GST online.

National Portal of India
https://services.india.gov.in › service › detail › gst-registr...
GST Registration
GST registration is mandatory for all eCommerce Sellers Citizen can apply for New GST by Registering online without Visiting the Govt. office. Registration ...

GST Portal
https://services.gst.gov.in › services › quicklinks › registr...
GST Registration - GST Portal

how to get gst registration

GST Registration Process 2024 , New GST Number apply
YouTube · CA Guru Ji
1 Mar 2024

Documents required| NO Fee| How to apply for a NEW GST ...
YouTube · Bharat Arora
24 Feb 2024

GST Registration New Process from 7 November 2023
YouTube · CA Guru Ji
6 Nov 2023

View all →

ClearTax
https://cleartax.in › GST › GST-REGISTRATION
How to Register for GST India Online – Guide ...
6 Jan 2023 — Steps to fill up Part-A of **GST Registration** Application ... Step 1 – Go to GST portal. Click on Services. Then, click on the 'Registration' tab ...

The public cloud is defined as **computing services offered by third-party providers over the public Internet**, making them available to anyone who wants to use or purchase them. They may be free or sold on-demand, allowing customers to pay only per usage for the CPU cycles, storage, or bandwidth they consume.



Microsoft Azure
<https://azure.microsoft.com> › cloud-computing-dictionary

What is a Public Cloud - Definition | Microsoft Azure

what is public cloud



People also ask

What is meant by public cloud?



What is public cloud vs private cloud?



What are 5 examples of public cloud?



What is AWS public cloud?



Feedback



Google Cloud
<https://cloud.google.com> › learn › what-is-public-cloud

What Is a Public Cloud?

A public cloud is an IT model where public cloud service providers make computing services—including compute and storage, develop-and-deploy environments, and ...



Amazon Web Services
<https://aws.amazon.com> › ... › Compute

What is a Public Cloud?

A public cloud is a cloud computing model where IT infrastructure like servers, networking, and storage resources are offered as virtual resources ...

[What are the benefits of the...](#) · [What's the difference between...](#)



TechTarget
<https://www.techtarget.com> › definition › public-cloud

What Is Public Cloud? Everything You Need to Know

Public cloud is a computing model that enables enterprises to virtually host data and ...

Explore cloud service categories, benefits and security risks.

LEVERAGE INFLUENCER MARKETING

Partner with relevant influencers in your niche to promote your product. Choose influencers whose audience aligns with your target market and leverage their credibility to generate interest and drive downloads/signups.

- Example:
- **Headspace** partnered with popular yoga instructors to showcase the app's benefits within their niche.
- When **Swiggy**, expanded its services to new cities, it partnered with local influencers and food bloggers to promote its launch. By leveraging the credibility and reach of these influencers, Swiggy was able to generate awareness and drive adoption among local consumers.
- Plum Cosmetics








 jannatzubair29  • Follow ...


 jannatzubair29  The wait is finally over! Hold the ultra sleek delight in the palm of your hand, and experience a #DelightEveryMoment. The #vivoV20 sale starts tomorrow! @vivo_india

1d

 betsyaccnicely You are the queen of my heart!  

1d 232 likes Reply

— View replies (25)

 taher_shahin786 Wow

1d 235 likes Reply



Liked by janu_0911_ and 91...

1 DAY AGO



 yogabars.in  • Follow ...

 yogabars.in  @thearunsharma | Fitness Influencer "Inspire yourself first." Fitness influencer and entrepreneur, Arun Sharma's story is one of every fitness enthusiast's dream. He is the founder and owner of Antum Apparels, India's first ever premium fitness wear while juggling the role of being an influencer who has a 130k strong social media family. Fitness is a journey of my life. Being a North Indian, I was always a foodie. During my teens, I was extremely overweight. Then, I started my journey of fitness and gradually it became my life. I am constantly learning. I watch YouTube videos of entrepreneurs and their stories. Sometimes I see people who are below me and remind myself that I should be thankful to them.



257 likes

DECEMBER 8, 2018

 Add a comment...

Post

REFERRAL PROGRAMS






















Incentivise existing followers or **customers to spread the word** by offering discounts or rewards for referrals. This leverages social networks and can generate exponential reach.


- Example: Many brands use a referral program where users get some bonus for referring friends

The screenshot shows the Google Workspace referral program page. At the top, there are navigation links: "Google Workspace", "Compare Programs", "Referral Program" (highlighted), and "Affiliate Program". A "Join Referral" button is visible. The main heading is "Earn rewards by referring Google Workspace". Below this, it says "Recommend Gmail, Google Meet, and more to your friends, and we'll reward you for the new users you refer." There is a "Join Now" button. A diagram illustrates the referral process: a person icon is connected to icons for Google Drive, Google Meet, and Gmail. Below the diagram, the section "How it Works" is divided into three steps: 1. "Join" (represented by a clipboard icon) with the instruction "Sign-up by filling out [this form](#) with your name and email address." 2. "Refer" (represented by a star icon) with the instruction "Share your unique referral link and promotion codes with your network." 3. "Earn" (represented by a gift icon) with the instruction "Get a cash reward for the eligible users you refer."

The screenshot shows the Airbnb referral program page. At the top, there is the Airbnb logo, a search bar with "Where are you going?", and navigation links: "BROWSE", "SIGN UP", "LOG IN", "HELP", and "LIST YOUR SPACE". The main heading is "Invite Your Friends". Below this, there is a visual representation of the reward: a photo of a couple with the text "Friend Uses Airbnb" is shown next to an equals sign and a green "\$100 TRAVEL CREDIT" stamp. Below this, it says "You'll get \$25 when they take a trip & \$75 when they rent out their place." At the bottom, there is a "Get Started" button with two options: "INVITE FRIENDS WITH FACEBOOK" and "EMAIL YOUR FRIENDS".

Customer Journey Map - Music Sharing Experience

STAGE	Visit	Listen	Discover	Share	Discuss	Recieve	Respond
	Opens spotify on phone	Browses suggestions and "Discover Weekly" playlists Chooses a playlist	Listens to selected playlists Discovers a familiar song	Clicks on three dot Menu next to song Selects the Share option in the dropdown menu Copies a link and sends it to Grace through whatsapp	Asks Grace what she thought of the song	Recieves a text message Clicks on link and is redirected to a browser window Opens with Spotify Clicks on shuffle play	Opens whatsapp Responds with approval or disapproval
STEPS							
THOUGHTS	"I listen to music to get me through coding certain projects" "I listen to music all the time. I run to music, commute to music"	"I like the discover weekly playlist. Sometimes, I just don't want to keep searching for songs and this is perfect" "I usually go to the 'you might also like' section" "I would have liked to have a way to see what songs were popular at the moment"	"I like alternative rock and indie music, so I like to discover by genre generally"	"I share music with my friends by just sending them a link on whatsapp" "I like that it is pretty straightforward" "I like that I have share options in a vertical display"	"I would send a follow up to the text after I shared the link"	"Why do I HAVE to open it on Spotify. That's really annoying" "Why do I need to only use shuffle play? It's weird that I can't just hit play."	"I wouldn't respond unless it was a particularly nostalgic song" "I would have liked to just add like an emoticon or something to react to the song."
TOUCHPOINTS				 	  	 	
ACTORS				 	 		 


Stoked
To find a new artist



PRESS KIT & MEDIA OUTREACH

Prepare a press kit with information about your product, target market, and its unique value proposition. Reach out to journalists and bloggers to generate media coverage in media that users read/view.

Zerodha Leans on Itself to Thrive and Shine

The resilient business run by Zerodha, that defied all models and conventional wisdom, caught the jury's eye

Startup of the Year

And the award goes to
Zerodha
Nithin & Nikhil Kamath

Bengaluru-based Zerodha's choice as Startup of the Year is remarkable for several reasons. It took on contenders with millions of dollars in investor capital, and still emerged victorious. While Byju's and Postman were the other frontrunners, having had a fabulous year, it was the resilient business run by Zerodha that caught the jury's eye.

"It's bootstrapped and profitable. The company has defied all models and conventional wisdom that startups need venture capital money to scale big," said a juror while discussing the various nominees in the race.

The deliberations were intense, with some jury members arguing that Zerodha's potential to scale up and have a massive impact may not be as much as that of the other contenders. What tipped the scales in Zerodha's favour was the narrative of building a self-sustainable business over a decade. This was evident from its FY20 revenue of ₹60 crore and profit of ₹30 crore.

"In a way we have broken every single norm," said CEO Nithin Kamath, who founded Zerodha in 2010 along with brother Nikhil Kamath.

"We didn't raise any external funding,

For disrupting the online broking sector without raising any external capital, scaling the business and being profitable

STOCKTAKING:
Nikhil & Nithin Kamath, Founders, Zerodha

we are a Bengaluru-based stock broking firm and if you look, we don't have a lot of pedigree education among the senior management. It's a lot about building lean teams with the right attitude and focus." Kamath said as he reacted to news of the big win.

The company is the country's largest retail brokerage platform with more than 3 million users, beating ICICI Securities and HDFC Securities. Zerodha came this far after having taken on rivals backed by big lenders due to its technology backbone, focus on retail

customers, attractive pricing and positive word-of-mouth reviews.

"When we won Bootstrap Champ in 2016, I had said we would come back and win another award here," said Kamath. "This is a huge recognition for us as a company and a team. As the best startup in the country, we have a reputation to work towards now." The company has also started lending and selling mutual funds directly through its own platform, Coin. In addition, it also offers products such as trading in government bonds and treasury bills.

Zerodha also has its own enterprise fund called Rainmatter, currently incubating 12 startups in the wealth management segment.

"If there was one company in India that we've not invested in and would have loved to, it would be Zerodha," a jury member said. Delhivery cofounder and CEO Sahil Barua, another member, said, "Zerodha exemplifies resilience, a theme for the winners and nominees, and is an incredibly inspiring story of homegrown success." Delhivery was 2019's Startup of the Year.

>> Contenders

Byju's | Byju Raveendran & Divya Gokulnath



Byju's is among the world's largest education tech platforms, with over 57 million downloads and 3.5 million paid subscribers. Its valuation of \$10.5 billion makes it the second-highest valued startup in the country after Paytm. Byju's is now charting global expansion plans with recent acquisition of WhiteHat Jr for \$300 million

BigBasket | Hari Menon, V S Sudhakar, Vipul Parekh, Abhinav Choudhari & VS Ramesh



BigBasket operates an online grocery and B2B platform, started by second-time entrepreneurs who had earlier founded Fabmart. Its differentiation lies in its large selection, farm-to-fork supply chain integration and private brands. The company has also scaled morning subscription-based deliveries, vending machines, and on-demand grocery business

Nykaa | Falguni Nayar



Nykaa is an omni-channel, multi-brand beauty, wellness and lifestyle retailer that clocks around 1.5 million orders per month. Described as the Sephora of India, Nykaa is one of the rare Indian internet companies to have recorded EBITDA-level profitability. Apart from growing its offline network of stores, the company is also growing its presence in segments such as fashion and men's grooming to emerge as a diversified retailer

Postman | Abhinav Asthana, Ankit Sobti & Abhijit Kane



Postman is a collaboration platform for application programming interface (API) development. The company's tools allow developers to build, test, document and share APIs faster and are used by over 11 million developers in 500,000 organisations, including tech giants Microsoft, Twitter, Netflix and Cisco. The company recently raised \$150 million led by Insight Partners at a \$2 billion valuation

MASS MEDIA

If you have enough money, of course, then you can use print, radio, tv and so on to get quick visibility for the brand and build recognition and customer acquisition.

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LAUNCH EVENTS AND WEBINARS

Example: **Practo** organised launch events and webinars featuring industry experts and healthcare professionals to introduce its services to consumers. These events provided an opportunity to showcase Practo's features, demonstrate its value proposition, and engage with potential users.

Practo celebrates doctors' day with #PrescriptionForHappiness campaign

The company aims to demystify the hidden meaning behind doctors' prescription and shed light on the underlying messages they convey

Written by BrandWagon Online
June 30, 2023 12:16 IST



The campaign which is led by a short 90 second film titled 'Unhone yeh kya likha hai'

EMAIL MARKETING

If you have an existing email list, leverage it to nurture leads and build excitement. Offer exclusive pre-launch discounts or early access to generate interest.

Ex: **Canva** used targeted email campaigns to their design community, offering early access trials and exclusive templates for signing up.

WELCOME!



Thanks for joining me here! You'll get weekly updates on what's going on behind the scenes, new product announcements, and tips and tricks to help your biz thrive!

WHERE TO START

By far my favorite thing to do is design work! Learn about how working with me can help you take your biz to the next level.

I've worked with hundreds of brands!

[LEARN MORE](#)



THE CUSTOMER JOURNEY

Consideration

Once they are aware they do research to gather more information to help them decide

PRODUCT DEMOS & TUTORIALS

Create pre-recorded product demos or tutorials to showcase functionalities and educate users on how to get the most out of your product.

Ex: **Zoom** offered pre-launch webinars demonstrating the video conferencing platform's features and use cases.



LAUNCH PARTNERS

If you can manage to partner with somebody else in your industry who can promote your product launch it's a win-win situation for both

Fitbit (Fitness Tracker): Fitbit partnered with health insurance companies to offer discounts or rewards to users who met certain fitness goals. This partnership provided an incentive for people to buy a Fitbit and use it regularly, while also giving health insurance companies a way to encourage healthy habits among their members.

Adobe Creative Suite (Design Software): Adobe partnered with major computer manufacturers to pre-install trial versions of the Creative Suite on new computers. This gave designers and artists easy access to try out the software and potentially convert into paying customers.

PARTNERSHIPS



SEARCH ENGINE OPTIMISATION

Combine your web design with SEO.

Create a landing page for your application. **Optimise** it for the words your user is likely to use to attract organic traffic – internet users who might not have heard about your company before. This won't just increase your app awareness but will also boost your brand recognition.

Example: **UpGrad**, an online education platform, leveraged content marketing to drive awareness and attract users to its platform. By publishing high-quality educational content, optimising for relevant keywords, and sharing valuable insights, UpGrad was able to establish itself as a thought leader in the online education space and drive organic traffic to its website.



who are the public cloud providers



Spiceworks
<https://www.spiceworks.com> › Articles

Top 10 Public Cloud Hosting Service Providers in 2021

5 Aug 2022 — Top 10 **Public Cloud** Service **Providers** in 2021 · 1. Alibaba **Cloud** · 2. Amazon Web Services (AWS) · 3. DigitalOcean · 4. Google **Cloud** Platform · 5 ...



TechTarget
<https://www.techtarget.com> › searchcloudcomputing › tip

Top Public Cloud Providers of 2023: A Brief Comparison

13 Mar 2024 — Compare the top **public cloud providers** of the year, including AWS, Microsoft Azure and Google Cloud.



Revolgy
<https://www.revolgy.com> › insights › blog › the-top-10-...

The top 10 public cloud providers

25 Aug 2023 — The top 10 **public cloud providers** · 1. Amazon Web Services (AWS) · 2. Microsoft Azure · 3. Google Cloud Platform · 4. Alibaba Cloud · 5. IBM ...



TechTarget
<https://www.techtarget.com> › definition › public-cloud

What Is Public Cloud? Everything You Need to Know

Cloud providers now offer on-premises versions of their **public** cloud services. Examples include AWS Outposts, Azure Stack and Google Anthos, which bring ...



Google Cloud
<https://cloud.google.com> › learn › what-is-public-cloud

What Is a Public Cloud?

Public cloud is a type of **computing** where resources are offered by a third-party **provider** via the internet and shared by organizations and individuals who want ...



UNext Learning
<https://u-next.com> › blogs › cloud-computing › public-cl...

Top 20 Public Cloud Providers

22 Feb 2021 — **Cloud providers** like Amazon Web Services, Microsoft Azure, Google Cloud,



HOTELS IN GOA



All Maps Images Videos Shopping More

Tools

5 star

With swimming pool

Near Beach

Budget

Calangute Beach

Top rated

Luxury

With private beach

Rooms

About 5,43,00,000 results (0.98 seconds)

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26–27 Apr



Hilton Goa
Resort

₹12,095

Hilton Goa Re...

4.4 ★ (1.9T)



Fairfield by
Marriott Goa...

₹5,782

MakeMyTrip.com

4.1 ★ (2.9T)



The Menino
Regency

₹1,437

MakeMyTrip.com

3.4 ★ (577)



Castle House

₹2,403

MakeMyTrip.com

4.2 ★ (987)



Country Inn &
Suites by...

₹7,000

MakeMyTrip.com

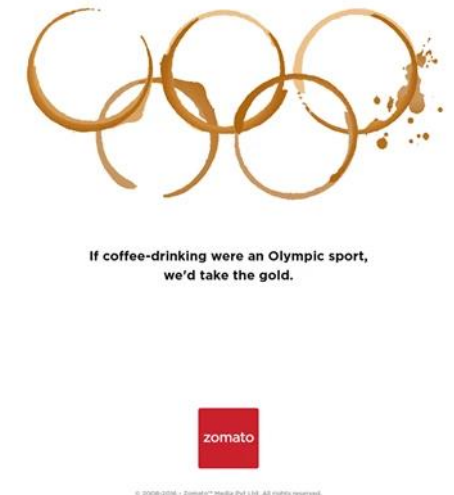
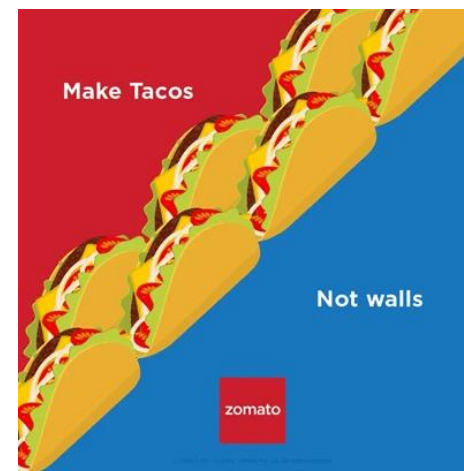
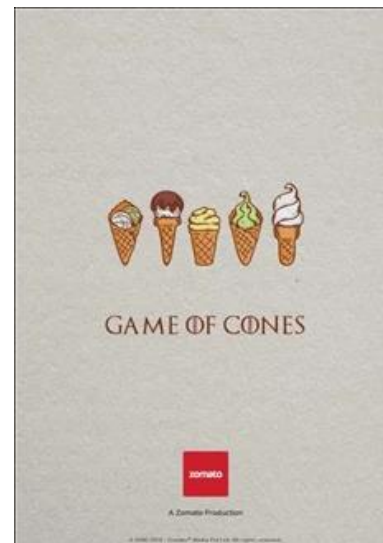
4.4 ★ (6.1T)



SOCIAL MEDIA MARKETING

Run targeted social media campaigns to generate interest. Use teasers, reveal bits of functionality, and engage followers with polls and Q&A sessions.

Ex: **Zomato** uses twitter and Instagram to great effect with humorous messages and visuals, connecting back to their core offering of food.



THE CUSTOMER JOURNEY

Purchase

Once decided
they get into
purchase mode.
They will
negotiate,
arrange
funding etc

STRATEGIC PRICING

Explore multiple pricing options and consider offering a freemium model with basic features and premium tiers with advanced functionalities. This allows users to try your product before committing and creates an upgrade path for engaged users.

- Example: **Spotify's** and **YouTube's** freemium model with limited skips and ads on the free tier effectively converts users to premium for an ad-free experience.

The New Airtel Xstream Bundle

	Rs 499	Rs 799	Rs 999	Rs 1499	Rs 3999
Speed	40 Mbps	100 Mbps	200 Mbps	300 Mbps	1 Gbps
Data	UNLIMITED				
Calls	UNLIMITED				
Airtel Xstream 4K TV Box	INCLUDED				
OTT Content on Airtel Xstream 4K TV Box	Airtel Xstream: 10,000+ movies, shows and original series from 7 OTT apps and 5 Studios		Airtel Xstream: 10,000+ movies, shows and original series from 7 OTT apps and 5 Studios & Disney+ Hotstar, Amazon Prime Video, ZEE5		

MVP: OPTIMISE FOR USER ACQUISITION AND CONVERSION

Minimum Viable Product (MVP): Don't wait for a perfect product. Launch with a Minimum Viable Product (MVP) that offers core functionalities and gather user feedback early. This allows for agile development and ensures you're building something users truly need.

- Example: **Dropbox** initially launched with just a simple video showcasing file sharing and syncing, validating the concept before expanding features.

LAUNCH DATE

Even if the sales curve of a particular type of product is quite flat among all the seasons of the year, it may still be prone to **variations on particular days**, such as holidays.

When planning how to launch a product check if you can leverage specific time windows.

For example the food delivery industry can look at public holidays and leverage that to introduce their product.

Second half of March is investment focus so a fin tech product could look at introducing their product in that time period.

The same situation might occur with your product. Perhaps, you should avoid holidays? Or maybe summer will be better than winter, or the other way around?

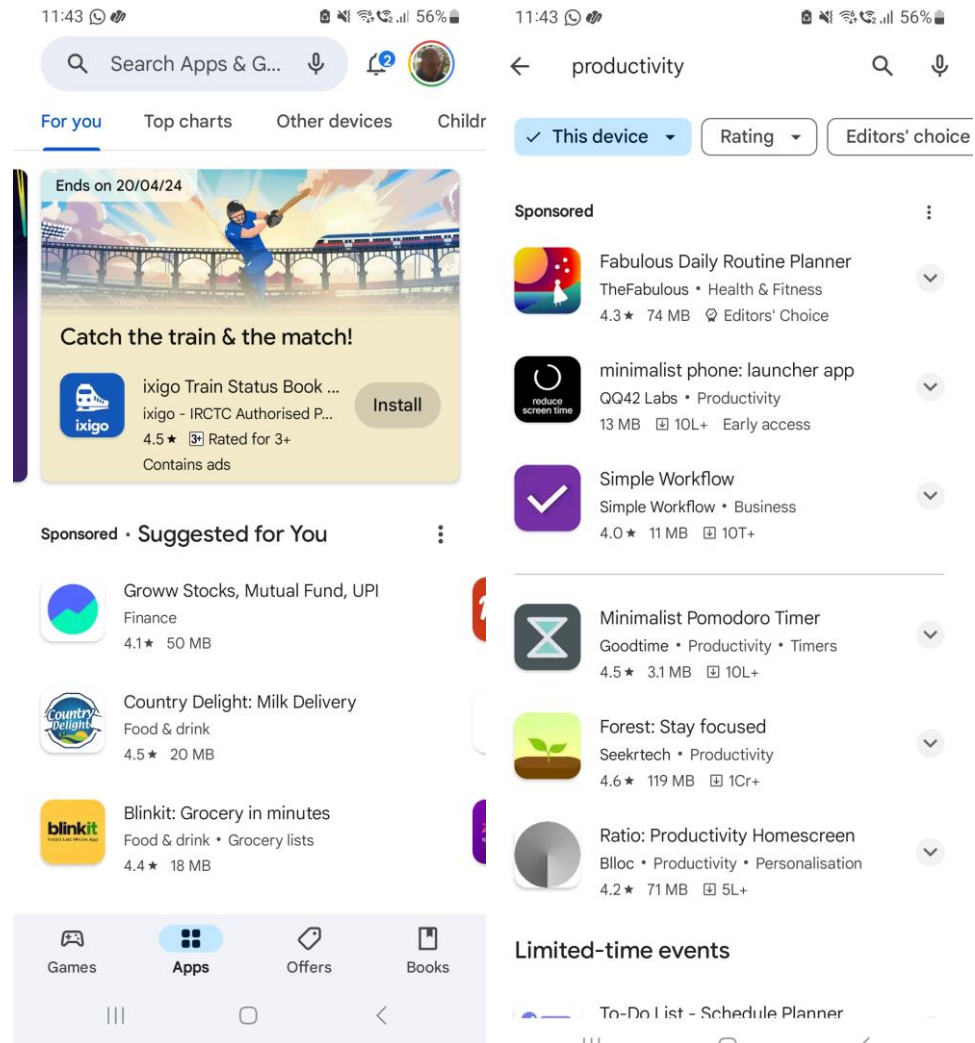
Analyse your industry and the data that you have to choose a time window that will boost your launch rather than hinder it.

Take advantage of something people are already prone to do when launching your product.

APP STORE OPTIMISATION

How do people find you on the app store?

What keywords should you optimise for?



LIMITED-TIME OFFERS AND PROMOTIONS

Example: When **Flipkart** launched its mobile app, it offered exclusive discounts and deals to users who downloaded and made purchases through the app. This limited-time promotion helped drive app downloads, incentivised early adoption, and encouraged users to engage with Flipkart's mobile platform.

THE CUSTOMER JOURNEY

Retention

Having got a customer to try your product, brands should ensure that they repurchase

WRITE A FAQ SECTION AND PREPARE VIDEO GUIDES

The more information you provide on your app/product, the more engaged your audience will be. Recording video guides and writing FAQ sections is an effective option. This will give your potential users a grasp of what the application will look like and how to navigate through it.

Make sure to include functions and use cases.

Try answering questions such as: 'Can I use the product to do X?' – it will give your potential users a clear overview of how they can benefit from using your product.


ENGAGE YOUR USERS

Engaging your users in discussions about your product will have three major benefits:

- You will build the product's hype.
- You will learn about user expectations.
- You will know more about your potential users.

Learning from user-driven discussions will give you the opportunity to adjust your product design and your marketing strategy better.

Build a community of loyal users and they will drive acquisition while continuing to engage with your brand

 **UserPilot** ★★★★★

[Product Information](#) [Reviews](#) [Pricing](#) [Features](#)

Anja G.
Mid-Market (51-1000 emp.)

✉️ 🔗 ...

Validated Reviewer ✓ Verified Current User ✓ Review source: Organic

★★★★★ Jun 01, 2023

"Unmatched Onboarding ease with New Features, Ease of Use, and Exceptional Support"


What do you like best about UserPilot?

I recently had the pleasure of using UserPilot, and I must say it exceeded all my expectations. As a product manager, I'm always on the lookout for tools that can enhance user onboarding and improve overall user experience. UserPilot not only delivered on these fronts but also went above and beyond with its impressive new features, unparalleled ease of use, and truly exceptional customer support.

what truly sets UserPilot apart is its outstanding customer support. Throughout my journey with UserPilot, the support team has been responsive, knowledgeable, and genuinely dedicated to helping me succeed. Whenever I had a question or encountered an issue, their support team was always there to assist promptly, going above and beyond to ensure my concerns were addressed effectively.

What do you dislike about UserPilot?


There's nothing that I dislike about UserPilot, it gives us exactly what we need.

 I really LOVE the new dashboard layout! I'm getting to everything that I need so much quicker now.

4

42 customer@example.com


example.com/user/dashboard 1 day ago

 Previously I could update my account balance right from the menu. Now I have to go to my profile, scroll down, select settings and then select payments. Please bring back the previous version!

1

42 customer@example.com

example.com/dashboard/settings/payment 2 days ago

 The onboarding was super smooth. One minor thing: would be nice if I can verify my email later and get direct access to the tool.

4

42 customer@example.com

example.com/dashboard 2 days ago

COMMUNITY ENGAGEMENT

- **Harley-Davidson:** They've fostered a strong community through the Harley Owners Group (HOG) which offers events, rides, and exclusive perks. This strengthens the brand by creating a sense of belonging and shared identity among Harley enthusiasts.
- **LEGO:** LEGO has a thriving online community of Adult Fans of LEGO (AFOLs) who share their creations and building techniques on platforms like Reddit and Instagram. LEGO even has a forum where fans can submit ideas for future LEGO sets – making them feel valued and involved in the brand's development.
- **Apple:** Apple fosters a loyal community through its online Apple Support Communities. Here, users can troubleshoot problems, share tips, and connect with other Apple enthusiasts. This not only empowers users but also strengthens brand loyalty by showcasing a supportive and knowledgeable brand image.

**Worldwide fan meetups
to celebrate 10 years of
The Tim Ferriss Show**

Join or host a meetup in your city.

[GETRIVER.IO/TIM](https://getriver.io/tim)



A purple banner for AWS Community Day Pune. The AWS logo is at the top center. Below it, the text 'COMMUNITY DAY' is written in large white letters, with 'PUNE' in yellow below it. At the bottom, it says 'Saturday 7 Oct 2023'. The hashtag '#ACDPUNE23' is in the top right corner. The background is decorated with various white icons related to AWS services and community events, such as a lambda function, a bucket, a cloud, and a person.



COMMUNITY ENGAGEMENT

<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/a-better-way-to-build-a-brand-the-community-flywheel>

THE CUSTOMER JOURNEY

Advocacy

People trust
other people,
so get
customers to
recommend the
brand to others






















LEVERAGE NEW USERS


Ask for reviews

Trouble shoot immediately

Ask them to recommend to others : Dropbox: More MB if you recommend a friend

Customer Journey Map - Music Sharing Experience

STAGE	Visit	Listen	Discover	Share	Discuss	Recieve	Respond
	Opens spotify on phone	Browses suggestions and "Discover Weekly" playlists Chooses a playlist	Listens to selected playlists Discovers a familiar song	Clicks on three dot Menu next to song Selects the Share option in the dropdown menu Copies a link and sends it to Grace through whatsapp	Asks Grace what she thought of the song	Recieves a text message Clicks on link and is redirected to a browser window Opens with Spotify Clicks on shuffle play	Opens whatsapp Responds with approval or disapproval
STEPS							
THOUGHTS	"I listen to music to get me through coding certain projects" "I listen to music all the time. I run to music, commute to music"	"I like the discover weekly playlist. Sometimes, I just don't want to keep searching for songs and this is perfect" "I usually go to the 'you might also like' section" "I would have liked to have a way to see what songs were popular at the moment"	"I like alternative rock and indie music, so I like to discover by genre generally"	"I share music with my friends by just sending them a link on whatsapp" "I like that it is pretty straightforward" "I like that I have share options in a vertical display"	"I would send a follow up to the text after I shared the link"	"Why do I HAVE to open it on Spotify. That's really annoying" "Why do I need to only use shuffle play? It's weird that I can't just hit play."	"I wouldn't respond unless it was a particularly nostalgic song" "I would have liked to just add like an emoticon or something to react to the song."
TOUCHPOINTS				 	  	 	
ACTORS				 	 		 


Stoked
To find a new artist





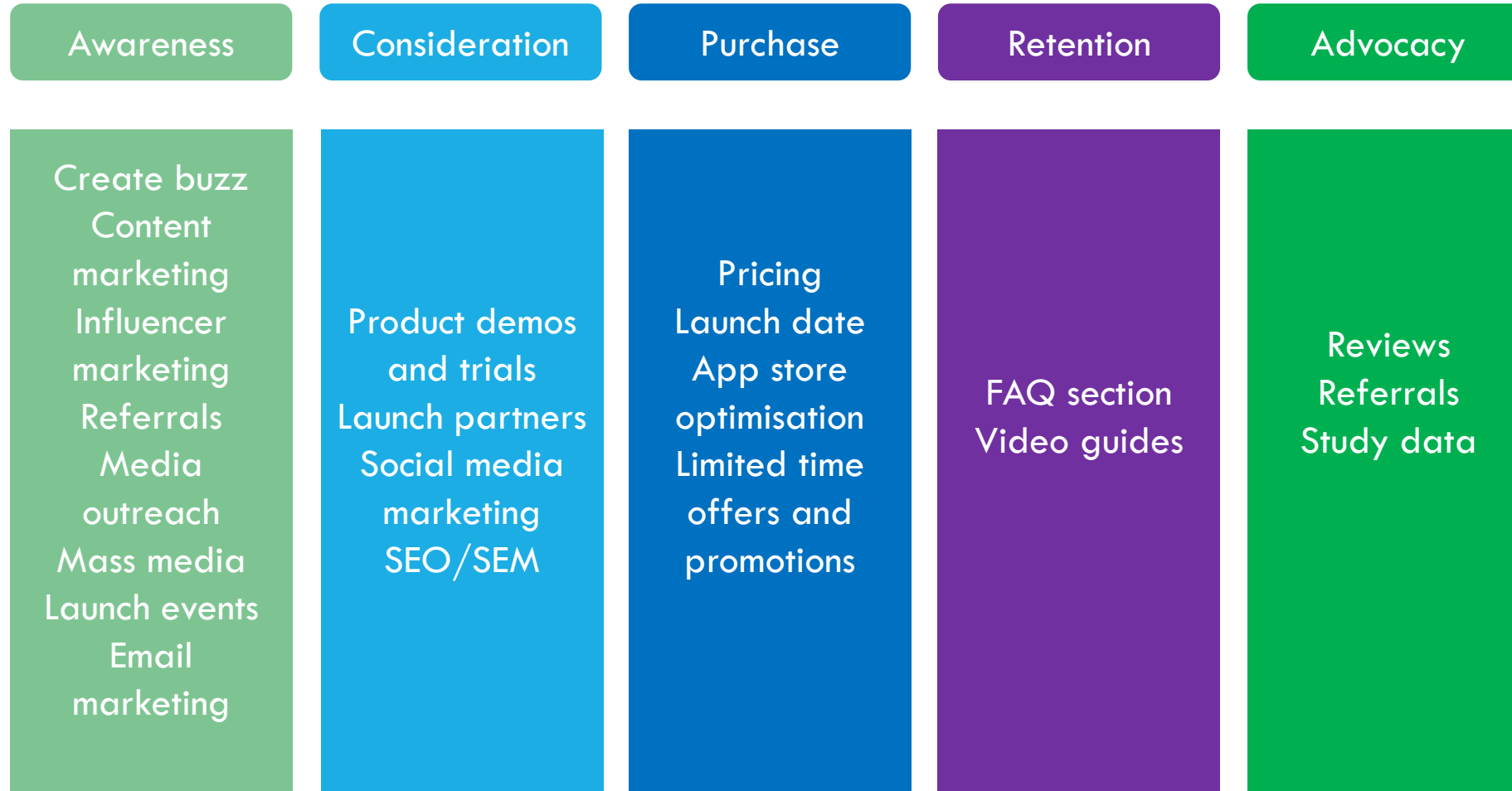
CONSTANTLY STUDY THE DATA TO LEARN MORE ABOUT WHAT'S WORKING

During your product's marketing campaign, you can constantly analyse and learn more about your target users. Who is using? How are they using? Where do they look like they are getting stuck? etc

THE CUSTOMER JOURNEY

Awareness	Consideration	Purchase	Retention	Advocacy
<p>This is when customers become aware of your business, product, service</p>	<p>Once they are aware they do research to gather more information to help them decide</p>	<p>Once decided they get into purchase mode. They will negotiate, arrange funding etc</p>	<p>Having got a customer to try your product, brands should ensure that they repurchase</p>	<p>People trust other people, so get customers to recommend the brand to others</p>
<p>I need to improve I need to start I need to solve I need to learn I need to improvement</p>	<p>What kind of products can solve my problem What are other people doing</p>	<p>What will it cost Where will I get the best deal Is it covered by insurance</p>	<p>What other features can I use Where can I get help</p>	<p>How can I share my views Who can I help with my knowledge</p>

THE CUSTOMER JOURNEY





EVALUATION CRITERIA

Cost/ROI

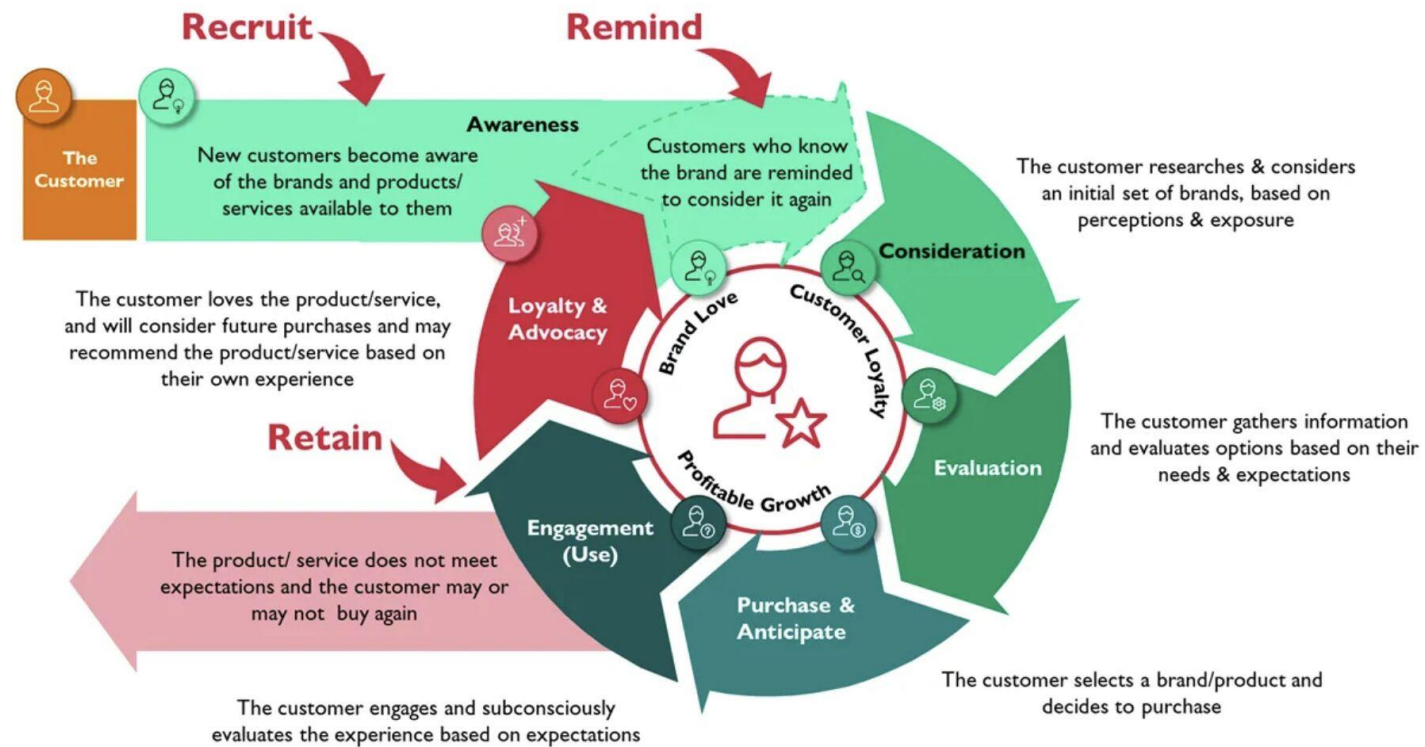
Complexity

Scalability

Conversations

Visits to app store

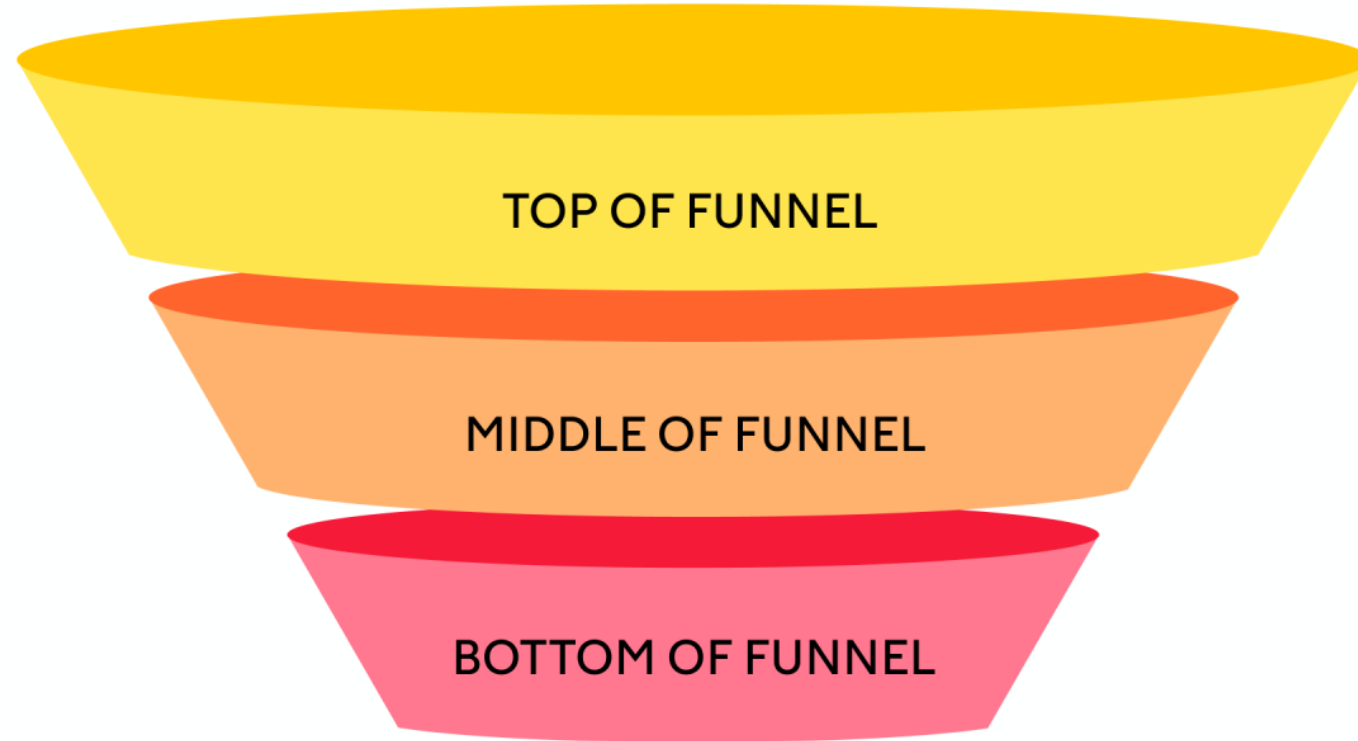
A CUSTOMER JOURNEY



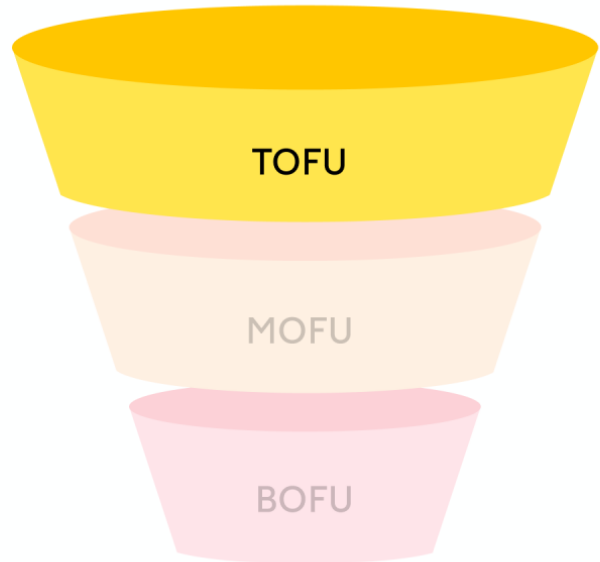
5 Customer Journey Stages



Simple Conversion Funnel



Top of Funnel



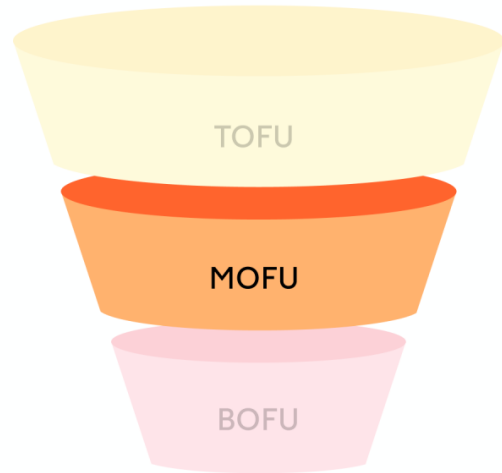
Goal

Generate interest, capture attention, and initiate the customer journey

Top of Funnel Metrics

- ✓ Unique visitors
- ✓ Click-through-rate on ToFu content
- ✓ Social media engagement
- ✓ Downloads
- ✓ Brand mentions & PR coverage

Middle of Funnel



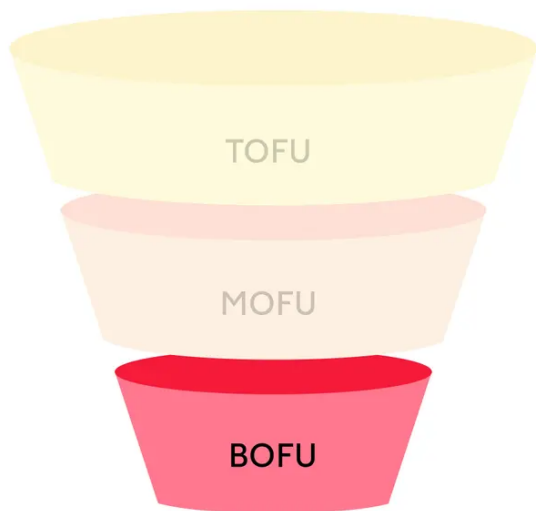
Goal

Nurture and guide leads toward becoming qualified customers

Middle of Funnel Metrics

- ✓ Email campaign engagement rates
- ✓ Landing page engagement metrics
- ✓ Click-through-rate on MoFu content
- ✓ Conversion rates for mid-funnel offers (Demos, trials, classes)

Bottom of Funnel



Goal

Convert potential customers into actual customers

Bottom of Funnel Metrics

- ✓ Purchase Conversions
- ✓ Customer Acquisition Cost
- ✓ Conversion-to-Lead Ratio
- ✓ Return on Ad Spend (ROAS)

ACQUISITION METRICS

Customer Acquisition Cost (CAC): The average cost of acquiring a new customer

Customer Lifetime Value (CLV): The total revenue a customer is expected to generate for a business throughout their relationship

Conversion Rate: The percentage of visitors to your website or app who take a desired action, like signing up for a free trial or making a purchase

Return on Ad Spend: Percentage of spend that is being converted into revenue

RETENTION METRICS

Churn Rate: The percentage of customers who stop using your product or service within a given period.

Customer Engagement: The level of interaction users have with your product. This can include frequency of use, time spent on the platform, and participation in various features.

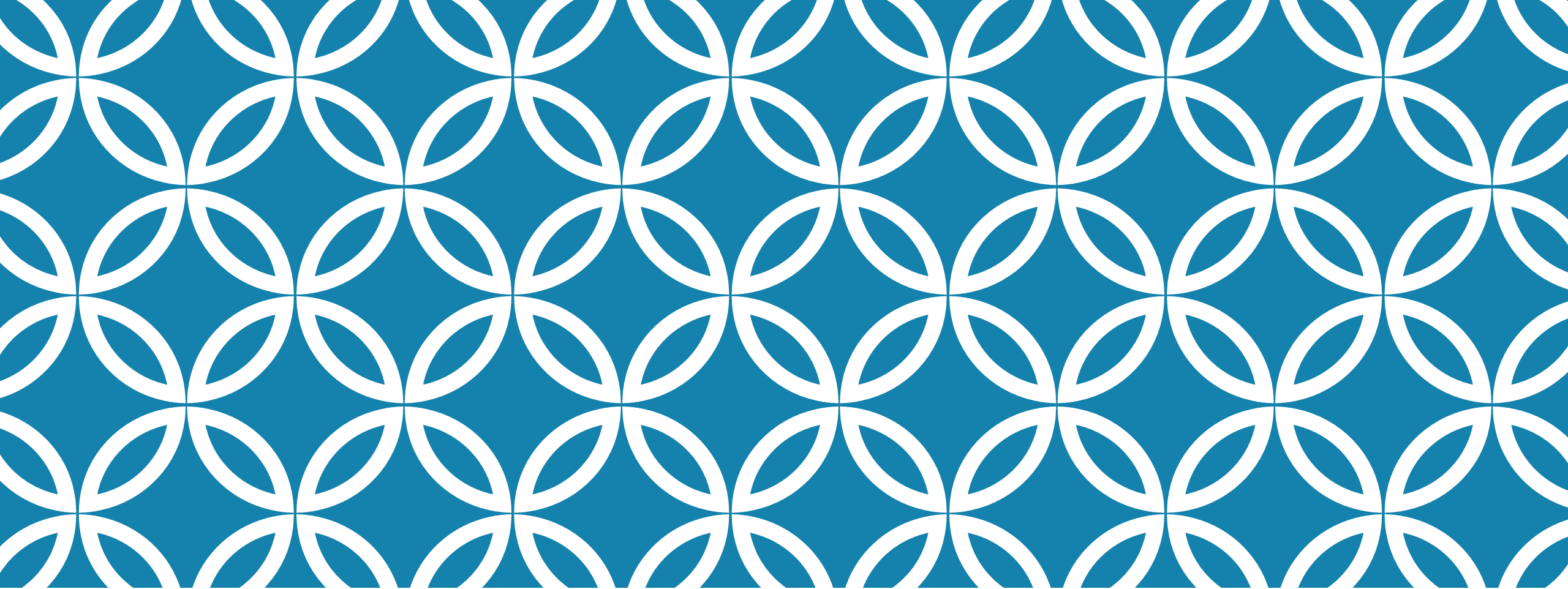
Net Promoter Score (NPS): A metric that measures customer loyalty and satisfaction.

CUSTOMER VALUE METRICS

Average Revenue Per User (ARPU): The average revenue generated by a customer within a given period.

RESOURCE

<https://www.youtube.com/watch?v=PjMHk89BvgE>



PRICING



IMPORTANCE OF PRICING

Price is one of the key decision-making factors for brands

High price= Expensive OR Premium

Low price = Cheap or Affordable

PRICING MECHANICS: PHYSICAL PRODUCTS



Fixed



Variable

TRADITIONAL PRICING STRATEGIES:

Typically 3 options

Cost based

Competition based

Value based

COST-PLUS PRICING

This is a straightforward approach where you add a markup to the cost of producing your digital product or service. This ensures profitability, but it might not reflect the perceived value for customers.

- Example: An e-book publisher factors in editing, design, and distribution costs, then adds a percentage to determine the final selling price.

COMPETITION-BASED PRICING:

Here, you research what your competitors charge for similar products and set your price accordingly. This can be effective for staying competitive, but it can lead to price wars and neglect the unique value your brand offers.

- Example: A streaming service analyses subscription costs of rivals like Netflix and Disney+ before deciding on their own monthly or annual plan pricing.

VALUE-BASED PRICING

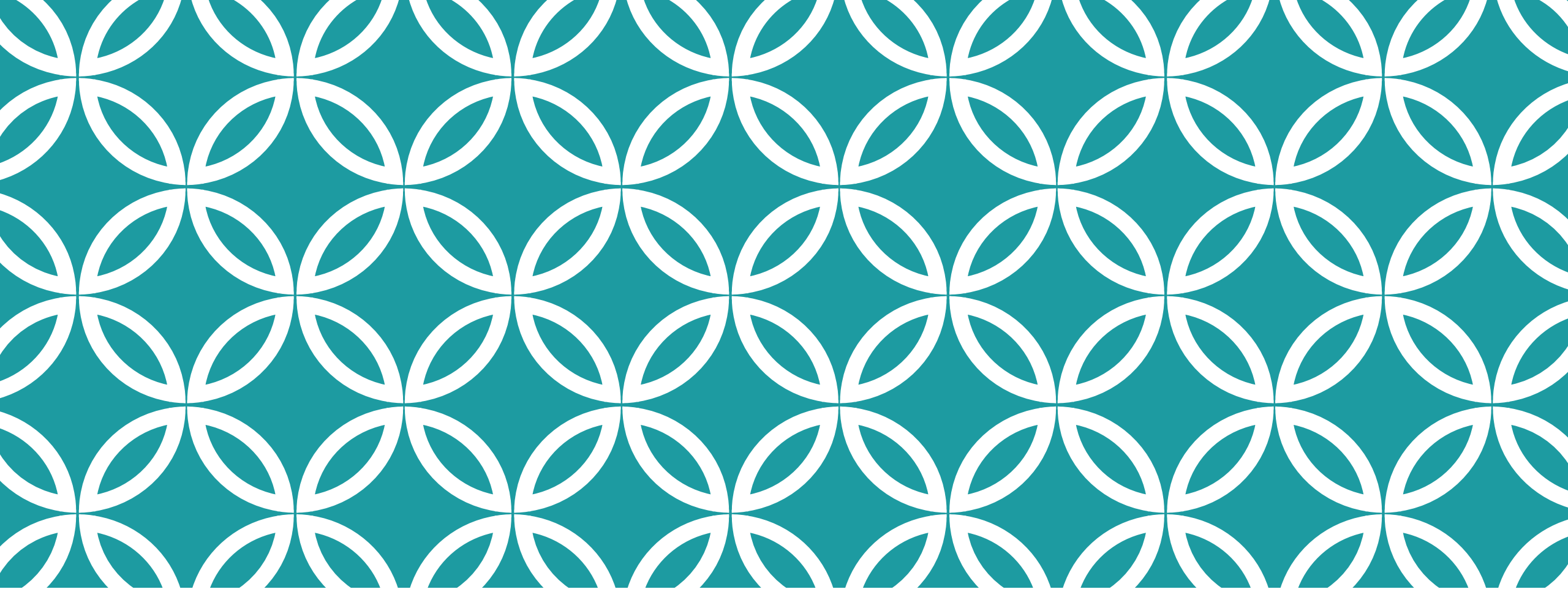
This strategy focuses on the perceived value your product or service delivers to the customer. It involves understanding how much a customer is willing to pay for the benefits they receive.

- Example: A project management software considers the time and cost savings it offers businesses, then sets a price that reflects that value proposition.

PRICING MECHANICS: DIGITAL



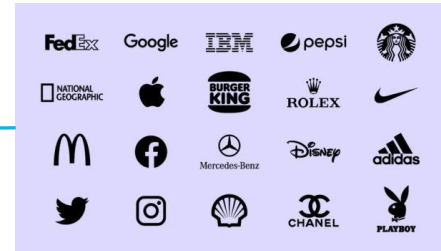
Fixed



**DIGITAL PRICING HAS MORE
OPTIONS** |

CREATING A PRICING STRATEGY

MOST IMPORTANT QUESTION: WHO PAYS



Who benefits the most?

FREE PRICING

Example: Social Media platforms like facebook, twitter and so on, don't charge users anything for using the platform.

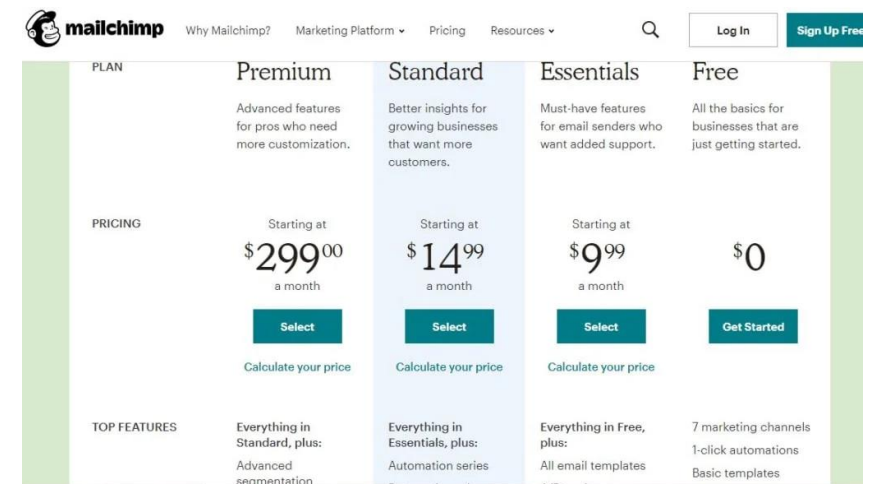
Decision Considerations: Giving away something for free is the quickest way to build an audience base. But then need to think about how revenues can be generated by charging some other beneficiaries.

FREEMIUM MODEL

Example: Dropbox offered a free version with limited storage space and functionality, while premium plans unlock additional features and storage. Spotify, YouTube, Canva etc are other examples of brands that use a freemium model.

Decision Considerations: Suitable for products with scalable features or services where users can upgrade for enhanced functionality. Ideal when aiming for broad user adoption and upselling premium features to engaged users.

One of the most common strategies used by software companies.



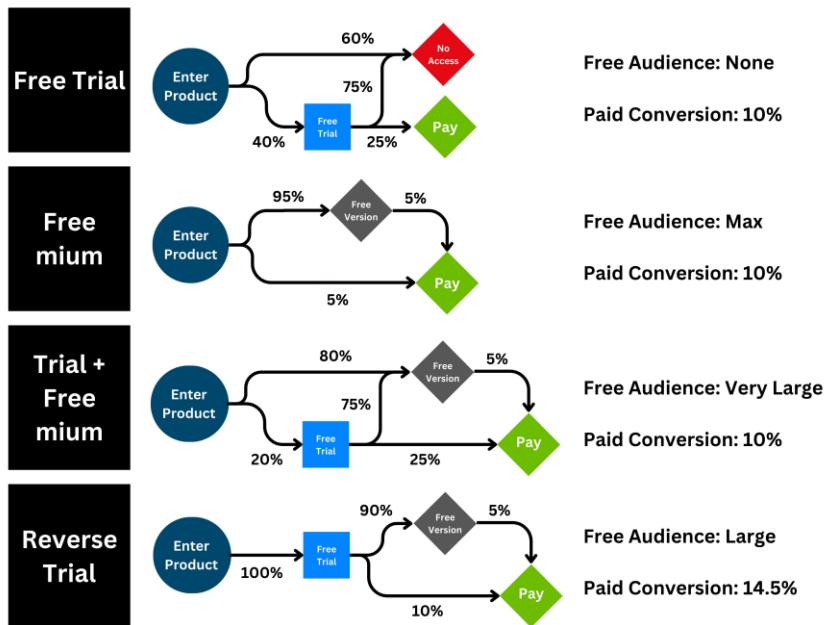
The screenshot shows the Mailchimp pricing page with four plans: Premium, Standard, Essentials, and Free. The Standard plan is highlighted in blue. The Premium plan starts at \$299.00/month, Standard at \$14.99/month, Essentials at \$9.99/month, and Free at \$0. Each plan has a 'Select' button, except for the Free plan which has a 'Get Started' button. The Premium plan also has a 'Calculate your price' link.

PLAN	Premium	Standard	Essentials	Free
	Advanced features for pros who need more customization.	Better insights for growing businesses that want more customers.	Must-have features for email senders who want added support.	All the basics for businesses that are just getting started.
PRICING	Starting at \$299⁰⁰ a month	Starting at \$14⁹⁹ a month	Starting at \$9⁹⁹ a month	\$0
	Select	Select	Select	Get Started
	Calculate your price	Calculate your price	Calculate your price	
TOP FEATURES	Everything in Standard, plus: Advanced segmentation	Everything in Essentials, plus: Automation series	Everything in Free, plus: All email templates	7 marketing channels 1-click automations Basic templates

SPOTIFY

It's not just free trial or freemium

The reverse trial is one of the most powerful methods for increasing paid conversion, while maintaining a large free base.



Percentages illustrative of mid point of publicly stated consumer software ranges | Sources: Company Releases | Not survey data

They implemented it as a reverse trial

- Users experience unlimited skips for their first 7 days, then hit the skip limit
- It was classic, "let them try them premium product first"

SUBSCRIPTION MODEL

Example: Netflix charges a monthly subscription fee for unlimited access to its streaming platform. Customers get nothing for free, unlike freemium model.

Amazon prime, Swiggy One, Zomato gold etc. are other such examples.

Decision Considerations: Effective for products with recurring value or ongoing services. Consider the frequency of usage and value proposition to justify a subscription fee. It provides predictable revenue and fosters long-term customer relationships.

PAY-PER-USE MODEL

Example: Amazon Web Services (AWS) charges customers based on actual usage of computing resources, storage, and other services. Uber, Swiggy etc have a pay per use model.

Decision Considerations: Suitable for products with variable usage patterns or where customers prefer flexibility. Ensure transparency in pricing and provide tools for customers to monitor and control usage.

TIERED PRICING

Example: Mailchimp, Google Drive and so on offer different pricing tiers based on the number of subscribers and features such as automation and advanced analytics..

Decision Considerations: Useful for products with varying levels of features or usage limits. Analyse customer needs and willingness to pay for different tiers. Ensure clear differentiation between tiers to justify price variations.

VALUE-BASED PRICING

Example: Adobe Creative Cloud offers different subscription plans tailored for individual users, teams, and enterprises, with pricing based on the value derived from the software.

Decision Considerations: Determine the perceived value of the product to different customer segments. Conduct market research and gather customer feedback to understand their willingness to pay based on the product's benefits and features.

Join Creative Cloud

The world's best tools, always up to date

- All of Adobe Creative Suite 6 and more
- Access to Adobe Edge Tools & Services *(new)*
- Exclusive features and product updates as soon as they are available

Sync, store, and share

- Get up to 100 GB of cloud storage
- Access and share your work wherever you are

Publish apps and websites

- Design and host websites
- Create for the iPad without writing code

[Learn more about what's included >](#)



Plans for Individuals Plans for Teams & Business Plans for Education

Get started
Free

- 30 day app trials
- 2 GB of cloud storage
- Limited access to services

Try for free

Single App
Rs. **1,000⁰⁰**/mo

- A full version of selected apps
- 20 GB of cloud storage
- Limited access to services

Join

Complete
Rs. **2,700⁰⁰**/mo

- Full versions of every app
- 20 GB of cloud storage
- Full access to services

Requires annual commitment

Join

EXISTING CS CUSTOMERS

Special Offers
Rs. **1,600⁰⁰**/mo

- Special pricing for existing customers
- CS3 and later get Complete for Rs.1,600.00
- CS6 customers get Complete for Rs.1,000.00
- CS3 and later get Single App for Rs.499.00
- All offers require annual commitment

Pick a Plan

DYNAMIC PRICING

Example: Airlines, cabs and hotel booking websites adjust prices based on factors like demand, time of booking, and customer segment. Uber is a great example of surge pricing. Some bars do this. Happy Hours is another example.

Decision Considerations: Effective for optimising revenue in dynamic markets. Utilise data analytics to determine pricing strategies and set rules for price adjustments. Be mindful of customer perception and potential backlash from price fluctuations.



BUSINESS



Wendy's planning Uber-style 'surge pricing' where burger prices fluctuate based on demand

By [Shannon Thaler](#)

Published Feb. 26, 2024, 11:04 a.m. ET



Alvin Santoni

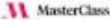




















































The level of
greed is so
out of
control...

IN SUM

PRICING	Individual	Tiered (no of users)	Value Based (type of users/uses)
Free/Ad based	Facebook/X/Instagram	NA	NA
Freemium	Spotify	Google Drive	Adobe
Subscription	Prime/Swiggy One	Netflix (no of users)	Dropbox/Trello
Pay per use	Amazon/ Swiggy		
Dynamic	Uber		

Consumer Software Pricing Models Landscape

Depending on your industry, different pricing models dominate
Subscriptions have grown rapidly, but aren't everything

	Education	Productivity	Physical Bridge	FinTech	Entertainment
Subscription	    	        	    	 	     
One-time Fees / Per Use			  		 
Ad-Supported/ Affiliate			 		  
Transaction-based			  	  	 
In-App purchases					  

Product Growth

You can find the whole spreadsheet at the end of the post.

No matter what industry of software you are in, subscription products have become

WHICH STRATEGY IS BEST?

Subscription is gold standard: Fixed revenue every month

However customers are reluctant to sign up without trying.

- 1. Pay per use: Amazon/Swiggy
- 2. Freemium: Spotify, Adobe, YouTube

Except if that is the norm, like streaming services.

THREE CRITERIA TO HELP DECIDE WHICH STRATEGY IS BEST

Value Proposition: Evaluate the unique value the product offers to customers. Does it solve a significant problem or provide substantial benefits? The pricing strategy should reflect this value proposition. Do you charge users or advertisers?

Customer Segmentation: Understand the different customer segments and their product usage preferences. Can more advanced features that will be consumed by fewer users get charged more? Tailor pricing strategies to resonate with each segment's needs and behaviors.

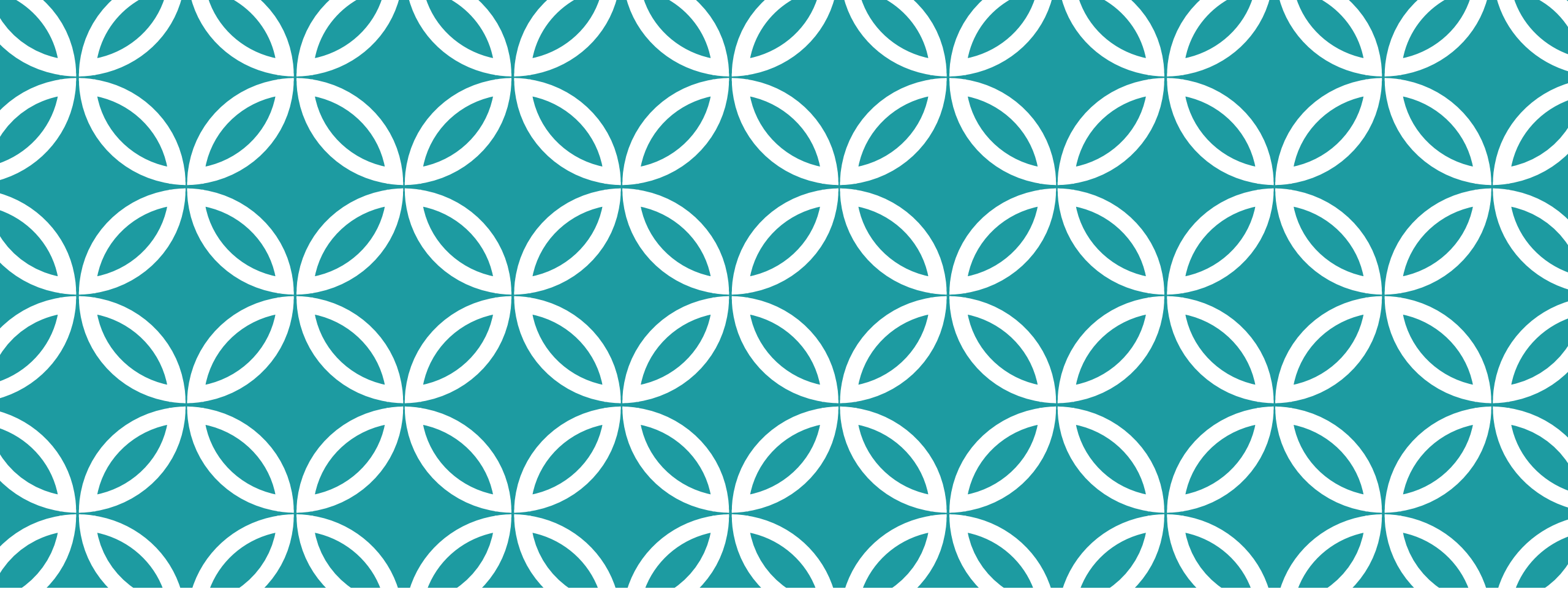
Competitive Landscape: Analyse competitors' pricing models. Determine how your pricing strategy can differentiate your product while remaining competitive in the market. Eg Jio Premium at Rs 29/month

CHALLENGE WITH SUBSCRIPTIONS

HBS CASE

With Subscription Fatigue Setting In,
Companies Need to Think Hard About
Fees

<https://hbswk.hbs.edu/item/with-subscription-fatigue-setting-in-companies-need-to-think-hard-about-fees>



THANK YOU

ANY QUESTIONS?