A Deck By

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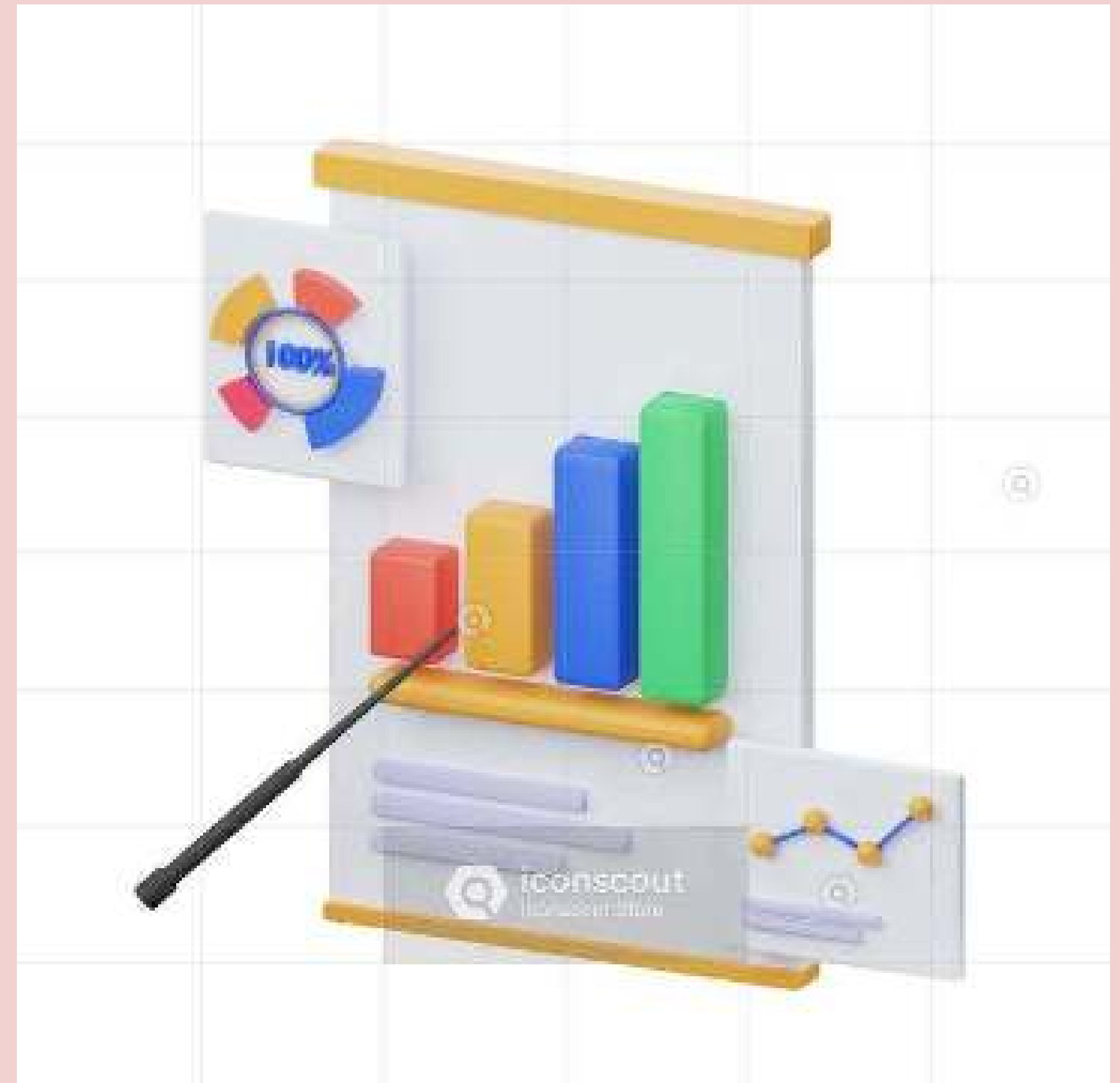
Problem Statement
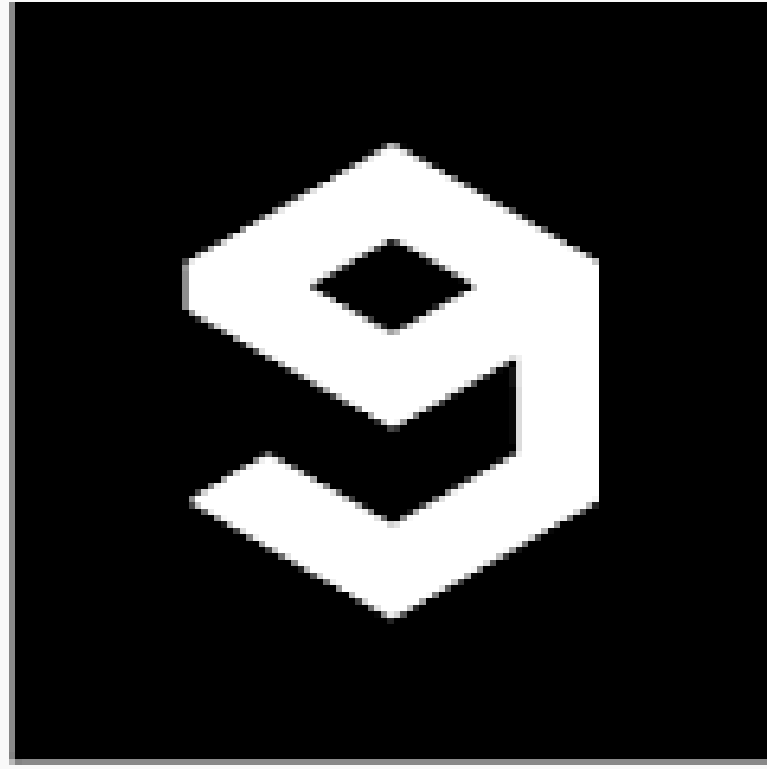
9GAG is an online platform and social media website based in Hong Kong, which allows its users to upload and share user-generated content or other content from external social media websites. With more than 330 million total users, and 40 million monthly active users, 9gag is the largest global cross-platform publisher in the world.

YOU ARE?
Head of Product at 9gag

Your revenue model heavily relies on advertisements, subscriptions of pro-membership to users, donations and selling merchandise on the platform. You feel these are basic revenue streams that almost every other platform has adopted.
You wish to introduce two new features that could open up additional revenue streams for 9GAG.

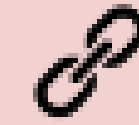Feel free to research what's happening around the world in the same space.
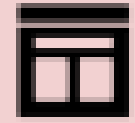
💡 Some ideas to get additional revenue

Meme Advertising

Contact link between Meme Makers and Companies

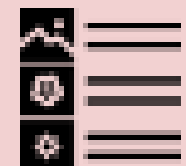Contact link between Artists and Companies

Selling templates in trend
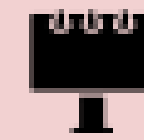
Selling 9GAG keyboard and stickers

Selling Merchandise based on Internet Trends

Increasing type of content available on website

Use of Instagram to generate users as well as revenue

Image instagrammed by (L) zomato (R) dananeer

📺 Meme Advertising

Here we have an example of an advertisement based on meme.
If a brand wants to leave an impression on the minds of the advertisements viewers than using memes is an amazing way to do this.

9GAG can organise competitions in collabration with a brand where meme makers have to make memes on brands and have to show them off on various platforms like instagram, facebook etc. This will help the brand to get attention by netizens.

🔗 Link in meme Makers and Brands

Some brands may not be comfortable about a lot of different type of content and meme getting posted base on their brand. They want to be precise about their advertisements. For such brands 9GAG can be a link with top mememakers on the internet. And after it both brand and the creator can discuss the further steps and create advertisements together.

🔗 Link in Artists, Art Lovers and Brands

As we know 9GAG already have a large audience for praising art and showing their art.

9GAG can add a feature in which 9GAG will act as a link between brands and artists, if brands want to get an artist for the role of "corporate artist". In addition to this 9GAG can become a platform to buy and sell art or creating art on demand as it already has large fanbase praising and posting art.

🖼 Selling templates and sound effects in trend

As we know nowadays trends change on internet overnight and there are a lot of creators who wants latest templates and sound effects without any issue of copyright.

9GAG can become the provider of such template packages and sound effects with proper rights.

As 9GAG already have fanbase for such content so it can be a good option to provide templates and sound effects.

😊 Selling 9GAG keyboards and stickers

Use of meme keyboards(eg memechat) and stickers are in great demand today.
9GAG can create its own meme keyboards and stickers and can sell it.

👕 Selling Merchandise based on Internet trends

9GAG can roll out a feature of selling trend t-shirts and other merchandise instead of just selling their own merchandise. There is huge demand for items based on internet trends.
For this they have to expand their business in which they can outsource the production part to the small scale companies which are quick and affordable.
9GAG can also organise polls to know on what trend users want the merchandise.
Or users can create a post in which they will propose a design for some product and other users can also pre order and like the post - if post get more than a certain amount of likes and orders than 9GAG can accept the proposal and produce and sell the item.
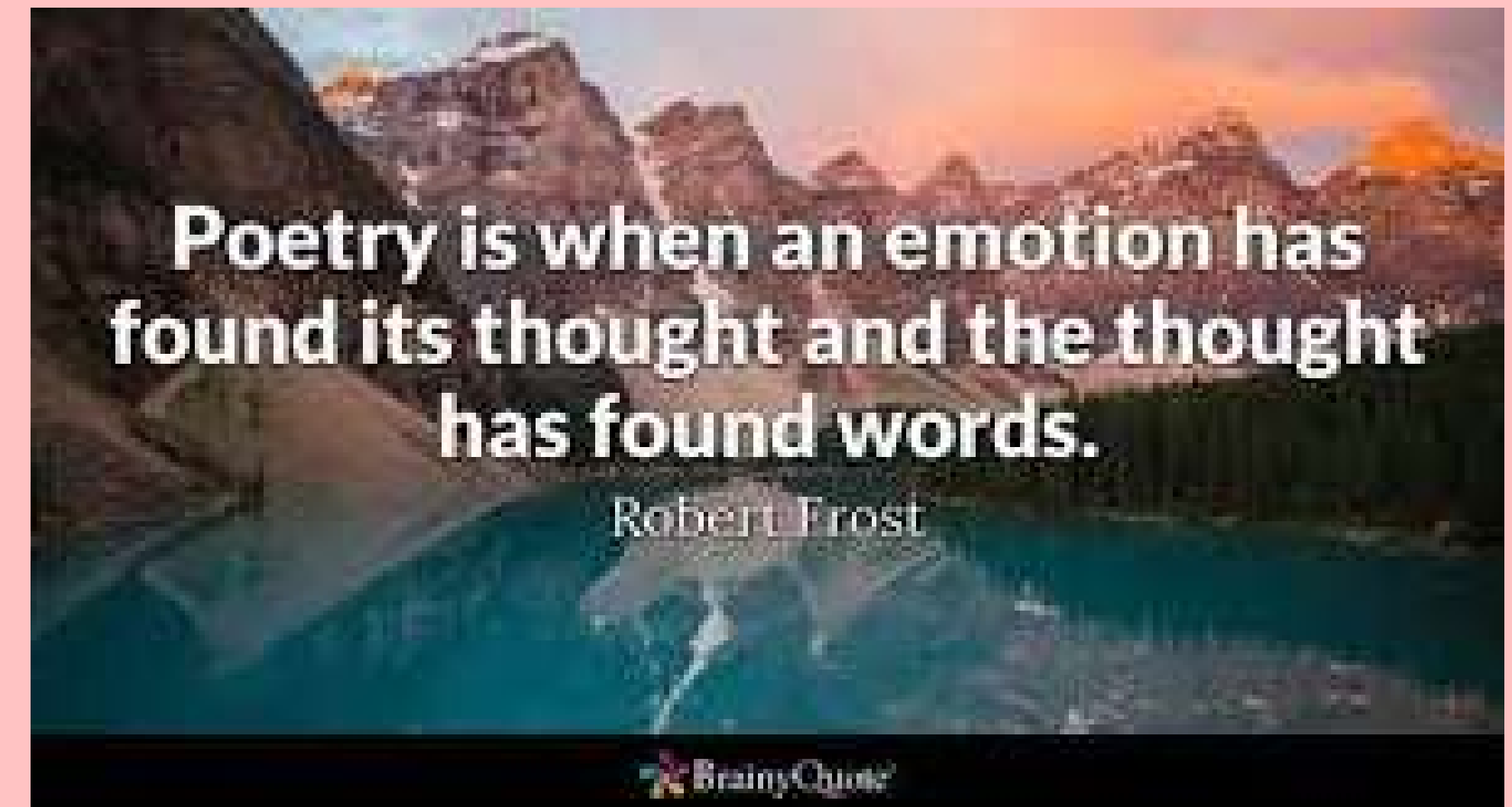
Widen the content range

In current situation content on 9GAG requires to widen its range as it is limited only to fun and art. It can be widen to various other type of content like poetry, motivational quotes, short stories and much more.
9GAG can make various sections on the website like fun, motivational quotes, poetry etc.
With this increased content lot of new users will come to the platform which will ultimately be helpful in increasing the revenue.

Poetry is when an emotion has found its thought and the thought has found words.
Robert Frost
BrainyQuote

Use of Instagram

9GAG already have an instagram page but it is not in proper use.
9GAG can make the intagram page more active and can gain a lot of users and than direct them towards the 9GAG website through particiption in competitions.
After getting a large followers on the Instagram 9GAG can get the revenue through advertisements on Instagram.
But mainly this step is to generate new users in long run.

Instagram

→ Final Features to be Rolled out

As these ideas solely are not features instead they are sub-features of features. All these ideas can be categorized mainly under two features and remaining ones will be the part of go-to-market strategy.

Competitions

- Meme Advertising through competitions.
- Link between top meme makers and brand, and these top meme makers will be found out by competitions.
- Link between top artists and brand, and these top meme makers will be found out by competitions.

Selling and production feature

- Providing platform for artists to sell their art works.
- Selling template packages and sound effects.
- Selling and introducing 9GAG keyboard and sticker packages.
- Selling merchandise based on internet trends.

Increasing content range and use of instagram will be parts of go-to-market strategy.

→ Priortization of sub-fearures

Order for introducing features is quite obvious, but for order of sub-features we will use "The Weighted Scoring Decision Matrix" Method.
For featrues we will firstly follow widing of content and use of instagram followed by competitions, followed bt selling and production.

→ Priortization of competition sub-features

Factors to consider with weightage → List of sub-features ↓	Business Value Wt. 5	Risk Wt.2	Cost Wt.3	Total Score
Meme Advertising	5	5	3	44 ← 1
Link Meme Makers and Brands	3	5	4	37 ← 3
Link Artists and Brands	4	5	3	39 ← 2

(Note: Low numeric number in costs and risks section means higher costs and risks, so we can reduce their scores as high risks and costs are not in our favour.)

→ Priortization of selling and production sub-features

Factors to consider with weightage / List of sub-features ↓	Business Value Wt. 5	Risk Wt.2	Cost Wt.3	Total Score	
Merchandise selling	5	3	1	34	← 2
Keyboards and Sticker Packages	3	3	4	33	← 3
Template Packages and Sound Effects	2	3	5	31	← 4
Platform for Selling Art	4	4	2	34	← 1

Go-to-Market Strategy

For 9GAG website we have to go for a long term Go-to-Market strategy for getting a long term stability and revenue. We will break our strategy into three parts.

→ Step 1: Getting more active users

For this we will use other social media platforms-mainly Instagram and Facebook. We will increase the content we post on these platforms taking conyent from 9GAG. It is quite possible that we have to use paid advertisements for achieving this but it will be a good investment in long run.
It will help us build new audience in long run and we can also get revenue by advertisements after getting a nice amount of followers.

During this period we can increase our range of content by introducing new sections on main website. Than we can create separate Instagram pages for this content to attract users interested in this new type of content.

After this we can direct these followers towards main website by attracting them through various competitions and events.

→ Step 2: Competitions

We will direct our users from other social media platforms by attracting them to take part or witness nice and fun regular competitions with prizes.

In this step we will roll out all three sub-features of the competition features in the order we decide under priortization.

→ Step 3: Selling and Production

After achieving first two steps we will go for the third step, which is production and selling meme keyboards, stickers etc. We will follow the order we decide in priortization.
In this step 9GAG is entering into new domains, so this step is quite crucial during implementation.
Sub-features under this step have to roll out without ant technical skills. Developing all small technical features like transaction, polls, etc will require a decent amount of time.
So we start technical work on this step after 75% completion of 2nd step.

<u>Monetizaton Strategy</u>

It will be differ for sub-features. Such Monetization Strategy for each sub-feature is as:

⟶ **Meme Advertising-** It is clear by its name, we will follow Advertisement Monetization Strategy.

⟶ **Link Meme-Makers/Artists and Brands-** In this sub-feature we will follow Commission Model of Monetization.

⟶ **Selling Merchandise based on trends-** We will follow Production model of monetization.

⟶ **Meme Keyboards, stickers , templates and sound effects-** For all these we will follow Licensing Model of monetization.

⟶ **Platform for Selling Art-** In this sub-feature we will follow E-commerce model of Monetization.

Success Metrics

We have to look at success metrics of all three steps of our go-to market strategy differently.

Step 1: For this step increasing number of folowers on instagram and ultimately increasing traffic on the website will be the success metrics.

Step 2: Increasing traffic during competitions , number of participants and revenue generated through sub-features will be the main success merics.

Step 3: For this step amount of revenue generation is the key success metrics.

Thank You

for reading my slides