FPDM401 - PRODUCT & DIGITAL MARKETING (GO-TO-MARKET)

BYOP: Edflix (Work Title – CourseQuest)

A similar platform like Netflix for lifelong learning (For product, designers, marketers etc)

By Anirudh Marella

User Research

We did an online survey using **Google forms** to observe any pattern and similarity in what the potential users may want. A total of **19+** people responded which helped us to get better insights and pain points of users.

Following are some insights identified.

- People do not usually complete courses which they select. Often they learn the course alone by logging on a platform.
- Users prefer shorter courses less than 2 hours. They want to complete the course in usually one go. Lengthy courses are resulting in lack of interest and motivation.
- Not being able to apply the learnings as needed.
- They want job notification related to course chosen
- They want customized options instead of a generic curriculum.
- They want to learn with other learners/friends while using the platform

USER PERSONAS

Recent Graduate

Rajesh is 23 yrs old and has recently graduated from college as a Designer. He feels the need to earn an advanced degree so he can develop his skills and continue building his career.

Goals

- Build a strong Resume.
- Get a higher salary package.
- Get job opportunities in High Profile Product Companies.

Gaps Identified

- Many courses lack hands-on training.
- Want to grow my knowledge and skills.
- Be job ready in a Reputed Organization.

Working Professional

Sonali is a 33-year-old product manager at IZiel. She is seeking a job change with a higher position because she believes her current role isn't a suitable fit. She believes that she needs to improve her skills in order to accomplish this.

Goals

- Competitive edge to our other professionals.
- Learn even with a busy schedule.
- Upskill at their own pace and their availability.

Gaps Identified

- Can not commit to long term courses (Busy schedule).
- Want to up skill to advanced PM modules.
- Lack of community of fellow learners.

College Student

Jayesh, is 20 year old college student. He feels that he needs to develop his skills to make a successful career.

Goals

- Establish professional credibility.
- Improve the selection chances in job interviews.
- Get Hands-on knowledge from industry experts.

Gaps Identified

- The need and want for budget friendly courses.
- Can not find good courses at the beginners level.
- Need credibility and certification from courses.

Pain Points identified

- They want their videos organized - As it would be easier for them to watch it one by one
- They want job notification- As no other platform in Edtech usually provides job notification after completion of course.
- They want to binge watch videos with other learners/friends - As it would be convenient for them to discuss points related to video and also help each other.
- Users prefer shorter courses less than 2 hours- Sometimes it is hard for them to sit straight for more than 2 hours. They cannot complete the course when they leave it midway. They want to complete the course in usually one go.
- People do not usually complete courses which they have selected - because the course is lengthy and user lose interest and patience while learning it.

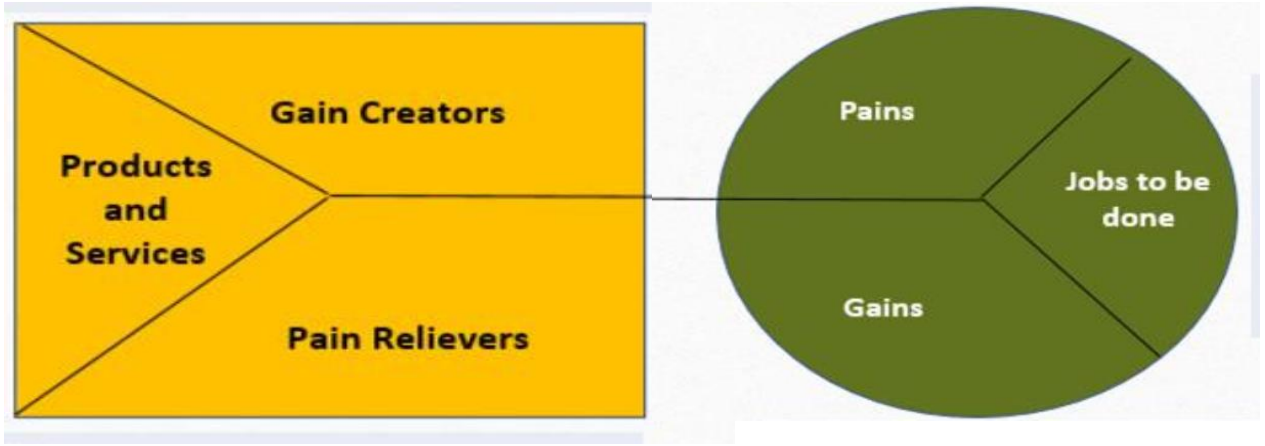
VALUE PROPOSITION CANVAS

Solutions:

- Immersive/interactive website or app with engaging UX/UI features which give the user the complete autonomy on learning, to ensure the gains
- Customisation of learning- Linear (organised step by step, predetermined start and stop-like general curriculum); Inquisitive (Random start which helps in building upon knowledge by asking questions- like connecting the dots. Assume, Assimilate, Connect and understand); Accelerated (Prioritise focussed playlist like- 30-90 mins sprints)
- Integrated 3rd Party job application source for notifications
- Incentivise streaks of learning to create competitive environment.

Gain Creators

- Customisation option provisioning users with curated content
- Filter and sorting options based on length, topic, difficulty, watch later
- Learn together feature providing live interactions similar to youtube for group learning
- Upload your own video which serves as proof of work for real case studies & hence resulting in better career opportunities



Pain Relievers

- Choose your span of attention and focus
- Use integrated pomodoro technique - prompt for taking a break
- Prompts include relaxation techniques (have some water, take a walk, meditation, use distraction for advantage- like casual mobile game for 5 mins)
- Nudges/Notifications similar to Zomato/Swiggy

Pains:

- Time management & Distractions
- Unable to apply concepts
- Fear of failure

Gains:

- Sense of accomplishment (personal growth, career shift)
- Future growth aspect (Career enhancement)

Functional:

- Dedicate learning duration and suitable time
- Complete required learning objectives
- Apply learnings

Emotional:

- Staying motivated

Social:

- Discuss doubts openly
- Disagree & Commit
- Network with co-learners to enhance interpersonal skills
- Mentor others and continue learning

STP for our EdTech Platform (CourseQuest/Edflix)

Segmentation

Our Ed-Tech platform's users are:

Demographic: Students and Professionals in India aged between 18 – 40.

Psychographic: Students and Professionals who are career focused.

Behavioral: Students, Professionals and Educators who are continuously looking for better job opportunities along with transition from existing roles.

Targeting

Our Ed-Tech platform target audience are:

Students, Professionals who are looking for upskilling themselves for better career transitions and job opportunities.

Looking for education content as per their preference based on a platform with better UX/UI capabilities giving them more control over how their content is customized, compared to existing platforms

Positioning

Some unique value propositions of our Ed-Tech platform:

Immersive/Interactive UI which gives our users complete autonomy on how they want to use the platform.

Filter, Sorting options based on length , category, difficulty

Learn together/ Binge learn similar to a classroom method with live interaction as in youtube.

Upload your own video, which serves as a proof of work, serving for better career opportunities.

Competitor Analysis:

To understand the need of the user we performed Market Analysis and Competitive analysis of other Edtech platforms using surveys and secondary research.

We found 4 top Etech website which will be competition for us and leading the market:

- LinkedIn Learning
- Coursera
- Udemy
- SkillShare

LinkedIn Learning

-User cannot access content free until they have not taken subscription.

-Get only 7 day free trial after subscribing

-Does not have any feature to watch video with other learners/friends

Coursera

-Have long length courses

-User does not get job notification

-Does not have any feature to watch video with other learners/friends

Udemy

-Udemy doesn’t provide any subscription based course

-Does not have any assessment course

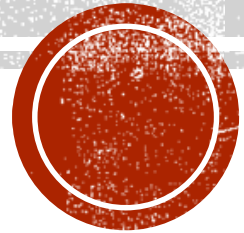
-Does not have any feature to watch video with other learners/friends

Skill Share

- It is a general platform that does not specialize in any type of courses
- There is no accountability of the user in terms of assessments

GTM & RTM STRATEGY

How to reach our first 1000 customers



Competitive Landscape

Competitors Marketing Focus

- Avg 20% Are Spent on Paid Advertising
- 70% + have invested in building organic/Search traffic
- Rest are being spent on Social

Top Platform Advertising Choice (By Spend Priority)

- Google Search Ads
- Display (Remarketing)
- LinkedIN Spotlight Ads
- Facebook
- Quora

Top Competitors in Ads/Organic:

Course by	Fees (INR)	Course Type
ISB	148,680	Full Course
Northwestern / Kellog	2,70,000	Full Course
Simplilearn	154875	Full Course
Upgrad	194700	Full Course
Linkedin (Multiple small courses)	1600/month.	Subscription Service
Udemy	800 to 1500	Pay for each course
Coursera	4 to 6,000/month	Multiple Specilization by International universities

Our Marketing Strategy

Value Proposition

- A Self-paced, Subscription-based, Community Driven EdTech Platform for learners

Our Ad Spend Constraints

- Bootstrapped Startup
- Time Constrained by 30 days to acquire customers.
- Lack of technical backend team to work on product development

Our Core Marketing Highlights for First 30 Days

1. **Low/No Cost Methods**

- Product Marketers Community Outreach on LinkedIn, Reddit, Facebook
- Launch on Product Exploration Platforms like ProductHunt, PitchGround, App Sumo
- Tie up with Influencers to Run Giveaway of 50 Free Subscriptions (Instagram, Bloggers, Youtubers Who Cover Coding/Software/PM as career.
- Leverage Mentors Credibility to write high quality answers on Quora

2. **Outreach** to Organization and universities wanting to upskill their employees/students with Product Management Advanced Learning.

Media Plan for Spend:

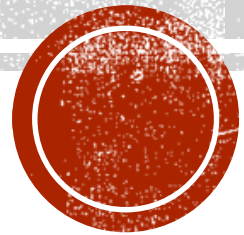
- Est. Customer Acquisition - 300+
- Outreach/Influencers/Communities/barter Deals Expectation – 600 - 800+ Paid Customers
- Total Customer Acquisition estimated about 900 - 1100 users

30-day Media Plan									
CourseQuest									
Objectives	**Channel**	**Campaign Typ**	**Monthly Spend (INR)**	**Est. Impression**	**Est. Clicks**	**Est. CTR (%)**	**Avg. CPC INR**	**Est. VTR (%)**	
Awareness	LinkedIn	Spotlight Ads	15,000	25,000	13	0.05%	-	-	
	LinkedIn	Video Views	25,000	40,000	160	0.4	156.25	41	
Considerations and Conversions									
	Channel	**Campaign Typ**	**Monthly Spend (INR)**	**Est. Impression**	**Historical CP**	**Clicks**	**Est. Conv. Rate**	**Est. Conversion**	**Est CPA(INR)**
	Google	Search	30,000	18000	80	450	15%	67.5	444.4444444
	Google	Display	5,000	1,20,000	1	5000	0.85%	42.5	117.6470588
Remarketing and Conversions									
	Google Ads	Display Ads	15,000	1,80,000	2	3500	6.10%	213.5	70.25761124
Total			**50,000**	**318000**	**83**	**8950**	**22%**	**323.5**	

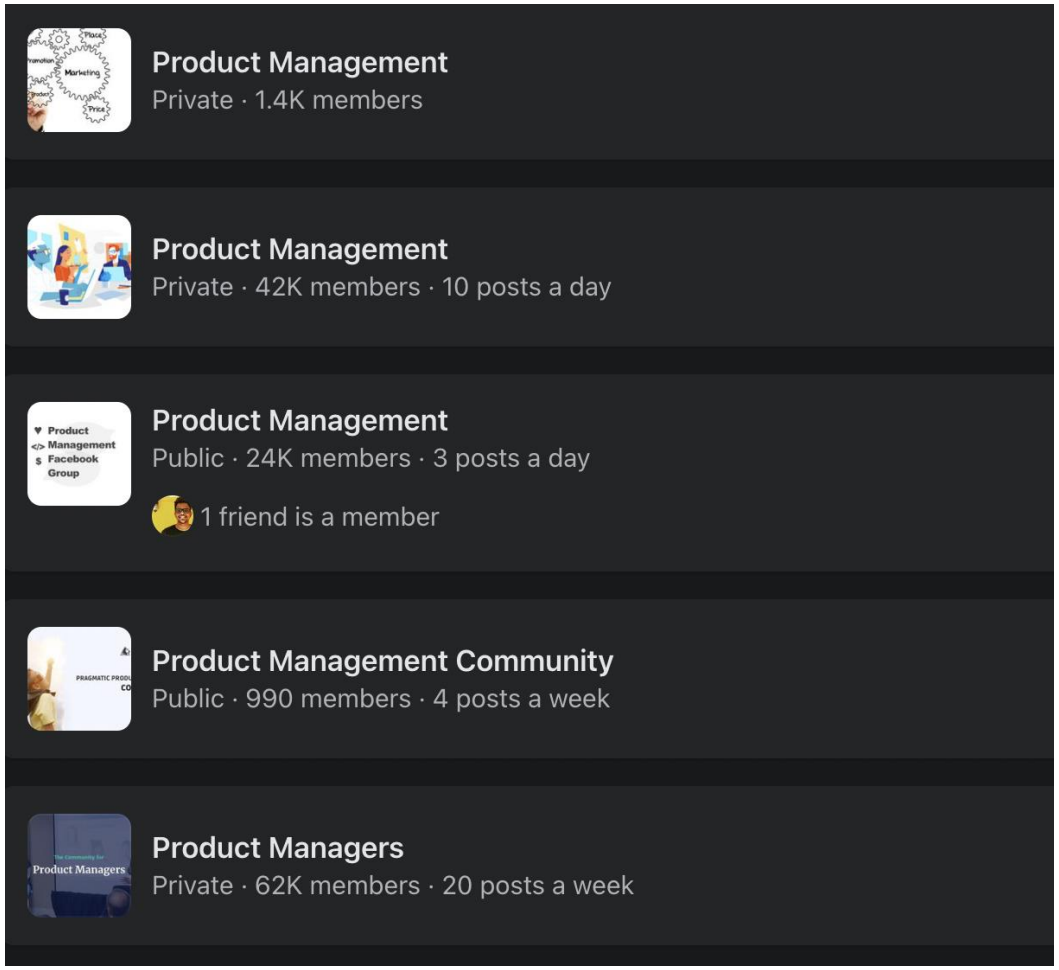
Key Metrics to track marketing campaign:

Click – Through Rate (CTR) , Cost per acquisition (CPA), Conversion Rate

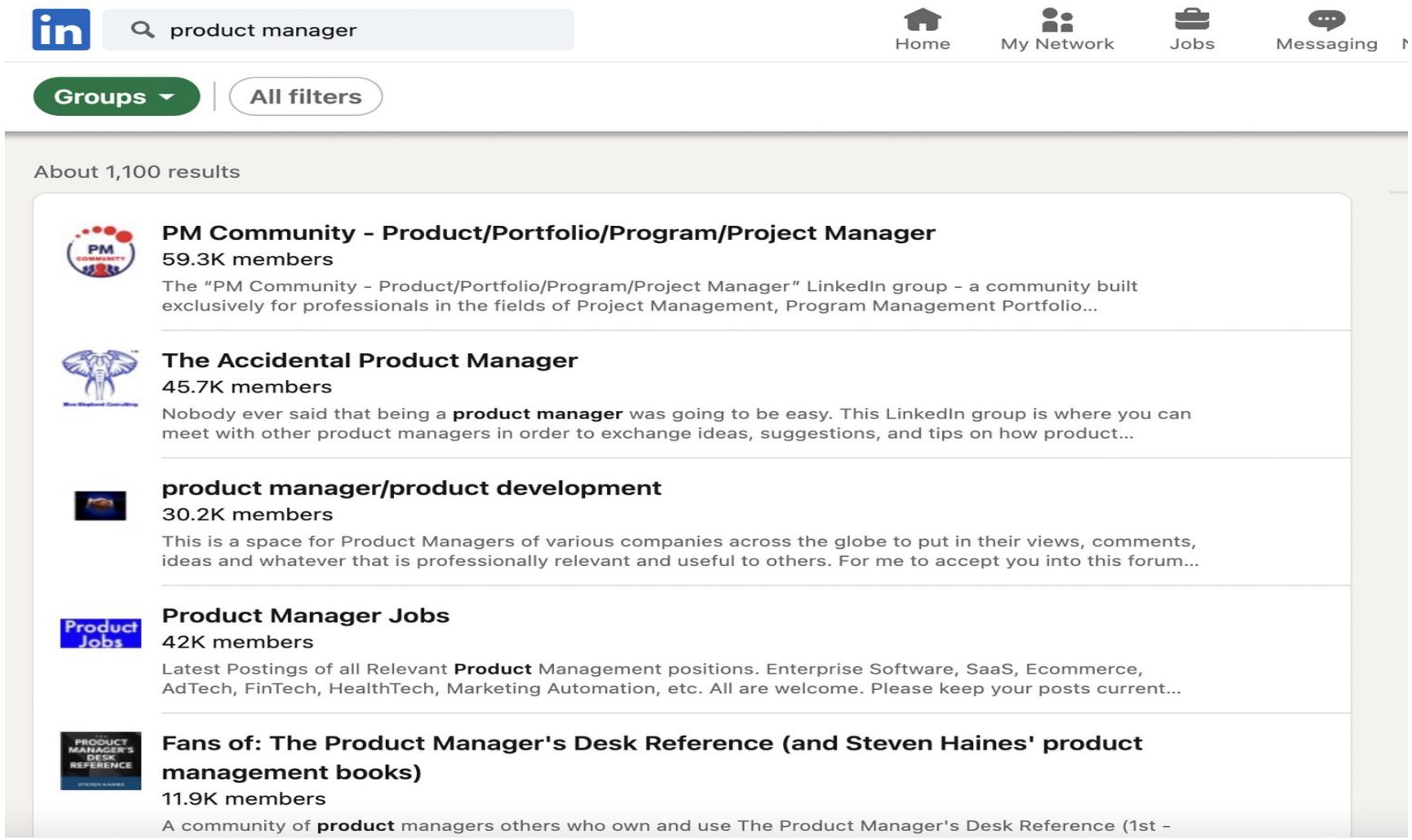
FREE METHODS OF CUSTOMER ACQUISITION



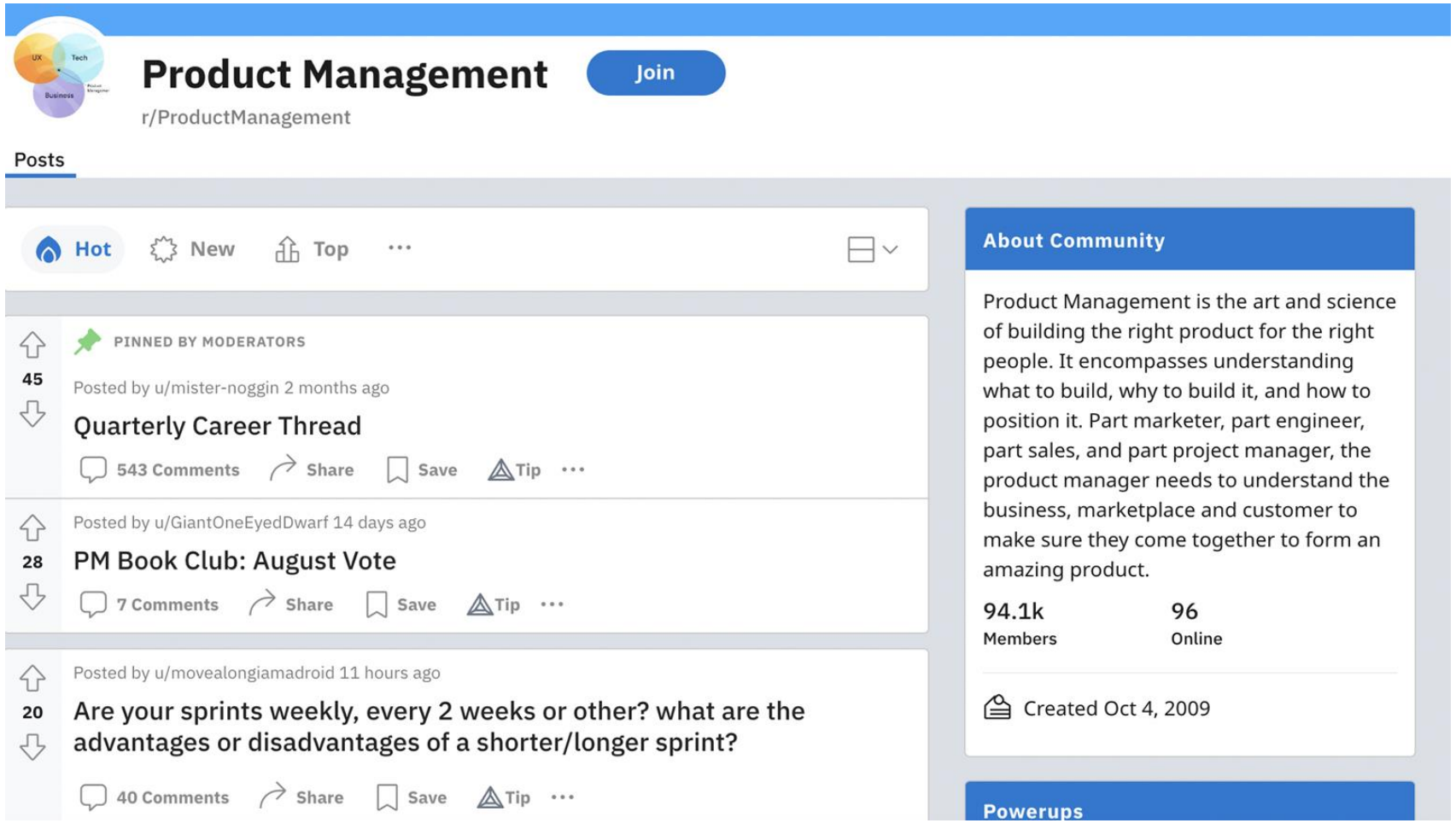
NICHE COMMUNITIES ON FACEBOOK



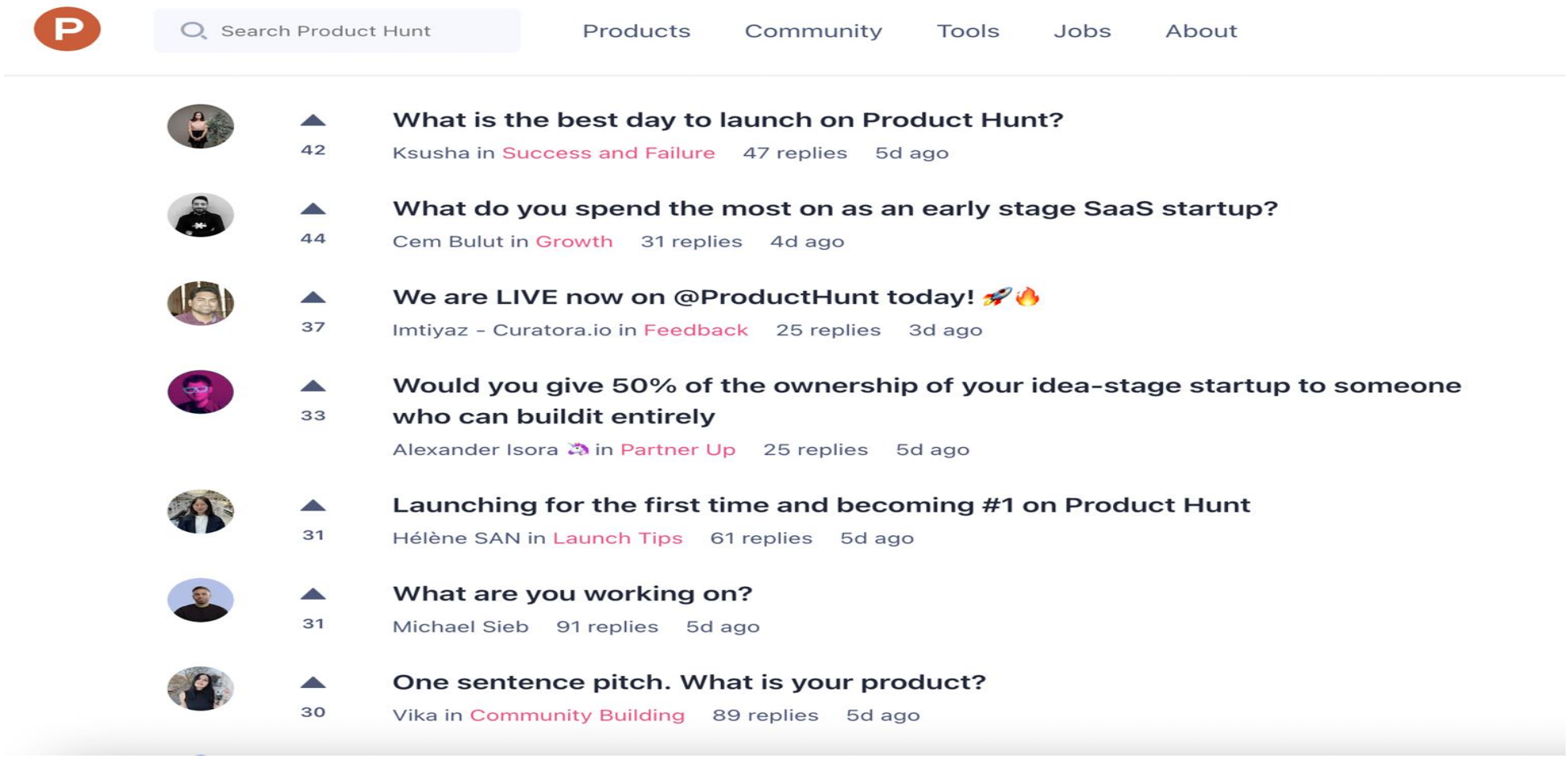
LINKEDIN GROUPS



SUBREDDITS ON PRODUCT MANAGEMENT



PRODUCT HUNT FORUMS



PITCH GROUND

PITCH GROUND

Grow from 0 - 5000 Customer in less than 6 months 🔥

P.S. We onboard a limited number of curated products per month.

Get global customers. Start Selling Your SaaS on PitchGround and onboard your first 5000 customers.

Fill out this form to get started 👇

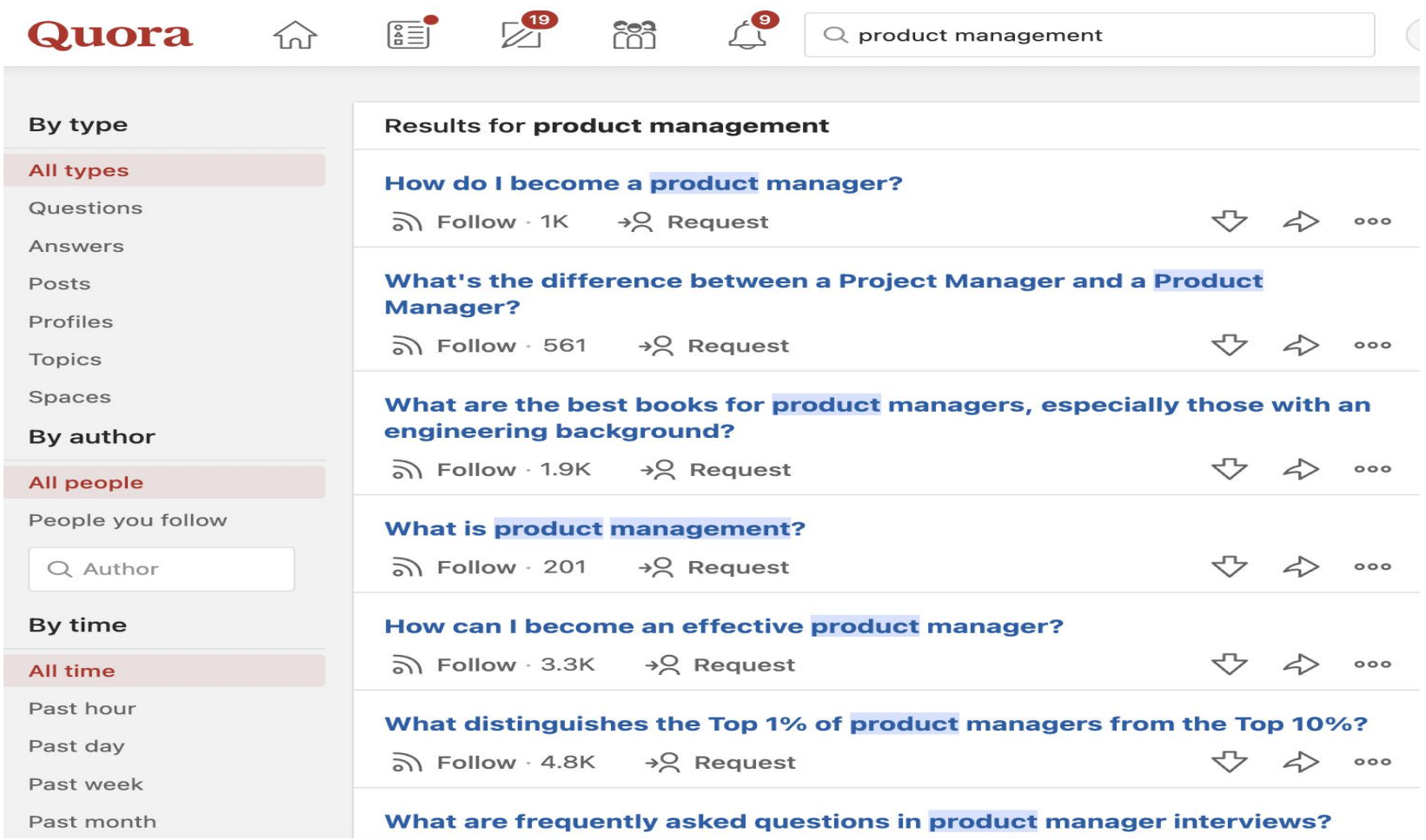
To begin with, tell us about yourself:

First Name:*

Last Name:*

Email Address*

ANSWER QUESTIONS ON QUORA



OUTREACH BUSINESSES WHO WANT TO UPSKILL THEIR EMPLOYEES:

- In our survey, we noted that about half our participants had access to company funding for their course purchases.
- We could target top companies to work for and contact their HR or Learning and Development teams on LinkedIn or cold-email them.
- Surveys such as https://www.greatplacetowork.in/great/100-best-companies.php will also help us narrow down on the list of companies to reach out to, as they will also have the budget to purchase our course subscription.

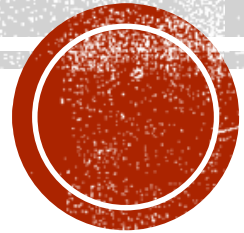
BARTER DEALS (EXAMPLES)

Influencers / Bloggers

- Web Designers, Product Managers, UX/UI developers, SDEs on Instagram, LinkedIn, Twitter, YouTube
- No-code software developers, programming, career related channels on YouTube, Instagram, other social media channels

PAID METHODS

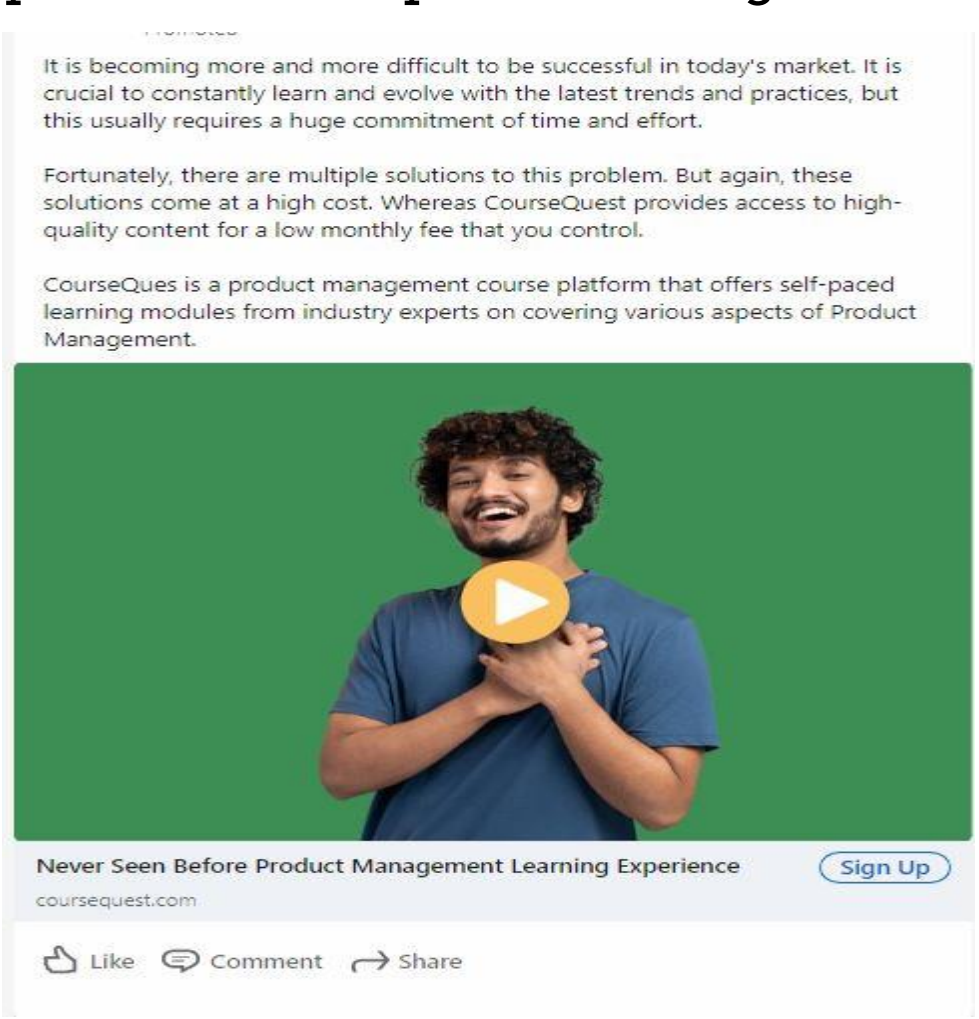
LINKEDIN ADS FUNNEL

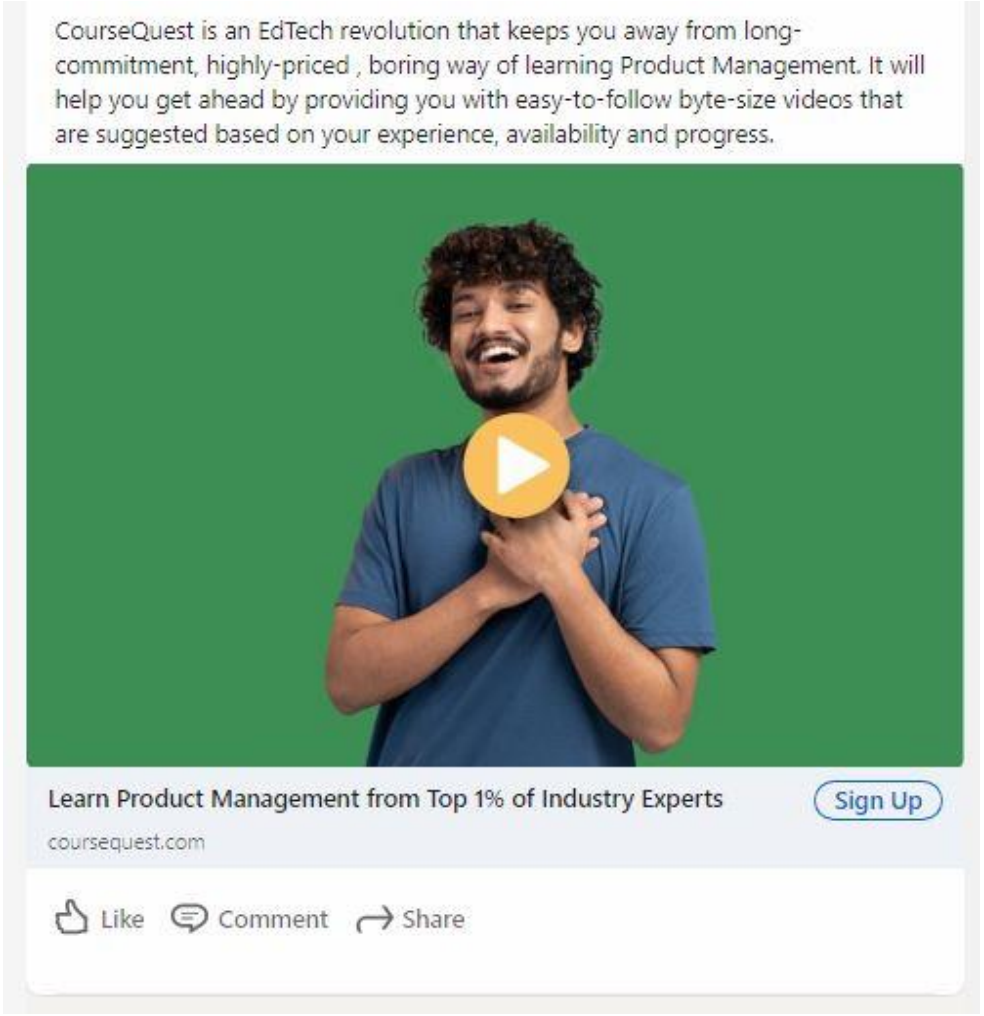


TOP OF FUNNEL

LinkedIn Awareness / Spotlight Ads/ Video Views

Demographics of Potential buyers - Age between 18 and 45, Students, Graduates or working professionals in product management related careers.





MIDDLE OF FUNNEL

Potential buyers who have shown interest in similar or alternative courses, books, followed communities

- Facebook and Instagram ads to lookalike audiences

CourseQuest

PRODUCT MANAGEMENT ON STEROIDS

Self-paced | AI-driven course feed | Top 1% educators

Start for Free Now

CourseQuest

PRODUCT MANAGEMENT ON STEROIDS

- Self-paced
- AI-driven course feed
- Top 1% educators

Start for Free Now

CourseQuest

THE DEMAND FOR PRODUCT MANAGERS IS SKYROCKETING

- 200+ Modules
- 4 New Courses/Modules Added Monthly
- Learn from Industry Experts
- No Long term commitments

Start Your Journey as a PM Today

CourseQuest

THE DEMAND FOR PRODUCT MANAGERS IS SKYROCKETING

Learn from Industry Experts | No Long term commitments

Start your Journey as a PM Today

CourseQuest

DEMAND FOR PRODUCT MANAGERS IS SKYROCKETING

- Certified Self-paced Learning
- Expert Mentors from Netflix, Google
- No more long term commitment

Sign Up For Free Today!

BOTTOM OF FUNNEL

Buyers who already knows us and competitors, and are still confused to make a purchase.

- Retargeting Ads with incentives like discounts or bonuses

CourseQuest

DON’T SPEND LAKHS ON PM COURSES

- Subscription based curated platform
- Industry Mentors from Netflix, Google.
- Access to Exclusive Community

Starts at Just Rs.2000/ per Month.

CourseQuest

DON’T SPEND LAKHS ON PM COURSES

Industry Mentors from MAANG | Access to Exclusive Community

Starts at Just Rs.2000/ per Month.

GOOGLE SEARCH ADS

SEO Keyword Analysis for Designing Landing Page and Targeted Ads

Keyword	Volume
1. Product management	49,500
2. Agile product management	2,400
3. Product management tools	1,300
4. Product management certification	1,000
5. Product management software	880
6. Product management training	720
7. Product management courses	590
8. Product management framework	480
9. Product management books	390
10. Product management skills	320

Keywords	Volume
1. Online short courses	9,900
2. Customized learning	2,900
3. Edtech platform	2,400
4. Short online courses	1,900
5. Personalized learning	1,300
6. Online learning platform	1,300
7. Customizable courses	720
8. Short courses online	590
9. Adaptive learning	390
10. Learning management system	320

Become a Product Manager | Taught by top 1% of educators | Self-paced course

Ad https://www.custream.com/f563621c-2488-11ed-b255-f6a731581dc7/

Industry mentors from Netflix, Google, Apple. Amazon, Meta and other top product companies
Learn from Industry Experts

Don’t Spend Lakhs on PM Courses | Industry mentors from MAANG | Access to Exclusive Community

Ad https://www.custream.com/f563621c-2488-11ed-b255-f6a731581dc7/

200+ Modules | 4 New Modules Added Monthly Binge-watch with friends

Product Management Courses | No long term commitment | Starts at Just Rs. 2000/month

Ad https://www.custream.com/f563621c-2488-11ed-b255-f6a731581dc7/

Short courses that will help you up-skill as a Product Manager Make up-skilling a part of your busy schedule

Landing Page:

https://bit.ly/3UcoqqB

Sales Enablement: (Non-personnel initially)

We preferred going with non-personnel involved sales enablement during the initial phase owing to the limited resources.

FAQs on Landing Page and Targeted Ads:

The description and headlines/taglunes on Ads provide a brief overview of the platform's unique features and benefits, key selling points, and objections to address.

Use customer testimonials and success stories (Voice of Customer)

Sales reps and Customer Support teams leverage customer testimonials and success stories to build credibility and demonstrate the platform's effectiveness. These can be incorporated into sales collateral, presentations, and other sales materials.

Social Media Influencers and Reviews:

Leverage social media platforms and existing customer base to increase reach and engagement for increased visibility.

Key Metrics for further product development:

Our KPIs for further product development were:

- *User Retention*
- *User Feedback*
- *Time Spent on platform/course*
- *User Activities across different features of platform*
- *Monthly Average Users (MAU)*
- *Daily User Acquisition (DAU)*

Demand generation:

Our Value Proposition has inbuilt demand generation capabilities such as:

- ***Referral Marketing:*** While starting binge learn feature, an option to share the course with others will automatically result in a trial initially and the user can opt in for paid subscription later. This is sort of a indirect referral feature, while we also may have a direct referral marketing options in tandem.

- **Proof of Work feature:** When a student/professional/educator submits their proof work video and makes an interactive lesion, the social media features will be leveraged for further demand generation.

- ***Partnership Marketing:*** Collaboration with Linked-In job search functionalities will increase more credibility and help both the parties involved in demand generation vis-à-vis business advancement,

- ***Live Events:*** Events hosted on the platform or previous events available on the platform can create buzz especially if they are done by popular professionals from start ups or relatable backgrounds to learners.

Stakeholder Management

Stakeholders	Current Level Engagement	Desired Level Engagement	Priority	Action Points
Partners & Management	Supportive	Leading	High	Work together with SaaS partners for smooth onboarding and begin customer acquisition for taking the product to market and maintain product roadmap starting with MVP
Investors	Supportive	Neutral	High	Investors to be sought after for product development
Sales & Customer Support	Supportive	Leading	Medium	Continue to advocate Value proposition in acquiring new users and existing user retention
Marketing	Neutral	Supportive	Medium	Monitor Marketing Goals, KPIs. Intervene as needed to be more aggressive or change plan to ensure product roadmap is in place and product development continues

Conclusion:

We were successful in ideating, creating value proposition, marketing strategy, landing page and a mock up home page using no-code tool.

https://bit.ly/4119nlP

However, due to lack of technical team and resources, we couldn't take off the product further.

Having said that, the unique and ideal MVP we intended to create includes:

- *Features mentioned as part of Value Proposition Canvas*
- *Website/App have more interactive elements for an immersive experience owing to the feature list*