

Product Marketing Documentation – Talk Beta

Document History

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1 Planning Basis

1.1 Business Information

Talk Beta will market its product using a digital-first, affordability-driven strategy designed to capture students, early professionals, and content creators who need communication coaching but are underserved by traditional, expensive options.

The strategy focuses on:

- Freemium to Paid Conversion → attract users with free trials, then convert to an affordable \$3/month subscription.
- Targeted Digital Campaigns → leverage TikTok, LinkedIn, YouTube Shorts, and Instagram to reach young, digitally active learners.
- Referral & Word-of-Mouth Growth → incentivize users to bring peers through free trial extensions and discounts.
- Partnerships for Distribution → collaborate with universities, training bootcamps, and enterprises for bundled adoption.
- Social Impact Alignment → position Talk Beta as a tool for affordable, scalable, and inclusive communication skill development, supporting UN SDGs (Education, Decent Work, Reduced Inequality).

At a high level, this strategy ensures rapid user acquisition, scalable growth, and a clear path to profitability within 24 months, while laying the foundation for enterprise and institutional adoption in later phases.

1.2 Marketing Goals

Goal	Specific Objective	Measurable KPI	Timeline	Owner
Approval & Execution	Secure approval of marketing plan; launch first digital campaigns (TikTok, LinkedIn, YouTube Shorts).	Plan approved; Campaign live	Month 1–2	Product & Marketing Lead
User Growth	Acquire early adopters and scale paying users.	1,000 paying users (Month 12); 3,500 paying users (Month 24).	12–24 Months	Growth & Marketing Team
Conversions	Convert free trial users to paid subscribers.	≥10% conversion rate		Marketing & Product

1.3 Competitive Analysis & SWOT

Competitors	Strengths	Weaknesses	Opportunities	Threats
Talk Beta	Affordable at \$3/month ; scalable AI speech feedback; inclusive (students + pros); focused on presentation & communication skills.	Early-stage; smaller brand awareness; trust still being built	Rapid adoption in underserved markets; align with UN SDGs; expansion to enterprises by Yr 3–4.	Larger competitors could replicate AI features or undercut pricing once Talk Beta grows.
ELSA Speak	Global brand in English pronunciation; strong adoption by non-native speakers.	Narrow focus on language learning, not professional communication.	Add communication coaching features to expand offering.	If they pivot into broader skills, they overlap directly with Talk Beta.
Duolingo	Massive user base (500M+); gamified learning; strong brand trust worldwide.	Focused mainly on language learning; limited personalized speech/presentation feedback.	Could integrate deeper speaking/communication modules.	With its scale, could easily invest in Talk Beta's niche and dominate.
Traditional Coaching	High-quality, human-driven training; enterprise credibility.	Expensive (\$200–\$1,000+); not scalable; accessibility limits.	Talk Beta can undercut with affordable, scalable AI coaching.	Enterprises may stick with human coaches for executive training.

1.4 Target Market

Segment	Demographics	Geography	Psychographics	Adoption Strategy
Students & Job Seekers	Age 18–24; graduates, undergraduates	Nigeria & Africa (initial); later emerging markets	Career-driven; want interview/presentation readiness; price-sensitiv	Core early adopters post-MVP; focus on affordability & measurable skill improvement
Early Professionals	Age 25–34; entry–mid level professionals	Nigeria & Africa → India, Southeast Asia, LATAM	Ambitious, want affordable self-improvement; motivated by confidence & clarity	\$3/month subscription positioned for this group
Content Creators	Age 18–34; digital creators, influencers	Global (mobile-first markets)	Desire clear delivery & audience engagement; tech-savvy	Secondary growth segment in early phase
Educational Institutions	Universities, bootcamps, training centers	Africa → Emerging markets	Need scalable, low-cost tools for large student bodies	Institutional adoption during growth phase (12–24 months)
Enterprises (Future)	Corporates, HR/L&D departments	Global (post-traction)	Focus on scalable employee training; value data analytics & reporting	Enterprise rollout in later years once strong user traction is proven

1.5 Buyer Cycle Talk Beta

Stage	Definition	How It Applies to Talk Beta	Key Actions (Talk Beta)
Awareness	Potential users first discover the product.	Students, job seekers, and young professionals see Talk Beta via TikTok, LinkedIn, campus partnerships, and word-of-mouth.	Run digital campaigns, referral incentives, student ambassador programs.
Consideration	Users evaluate Talk Beta vs. alternatives (Duolingo, Orai, Yoodli, traditional coaching)	They compare affordability, accessibility, and unique AI real-time feedback.	Highlight \$3/month pricing, showcase instant feedback demos, testimonials.
Intent	Users show interest in signing up or trialling.	Users try Talk Beta free tier / demo practice session.	Provide free trial recordings, emphasize measurable feedback dashboards.
Purchase	User commits to a subscription.	Users upgrade to \$3/month plan after free trial.	Smooth onboarding, easy mobile payment, one-click upgrade flow.

1.6 Unique Selling Proposition

Talk Beta delivers affordable, AI-powered communication coaching that provides instant, personalized speech feedback for just \$3/month making skills traditionally locked behind expensive, one-on-one coaching accessible to students, professionals, and creators in emerging markets..

1.7 Marketing Strategy and Tactics

Tactic	Description	Timeline
Campus Ambassadors	Recruit students as brand advocates to drive adoption on campuses.	MVP + first 12 months
Referral Program	Reward users (extra trial days/discounts) for bringing friends onboard.	
Short-Form Campaigns	Showcase real user practice + AI feedback on TikTok, LinkedIn, YouTube.	
Influencer Partnerships	Partner with micro-influencers (career, education, creators) to expand reach.	
Content Marketing	Blog posts, video explainers on job prep, public speaking, confidence.	

PR & Media Features	Leverage edtech/startup press to announce milestones (e.g., MVP, 1k users).	
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2.0 Marketing Plan

2.1 Brand Strategy

Talk Beta is an AI-powered, affordable communication coach designed to democratize access to speaking and presentation feedback. At **\$3/month**, it bridges the gap between expensive one-on-one coaching and generic language apps, focusing on students, job seekers, early professionals, and creators in emerging markets.

Pillar	Description	How It Shows Up
Affordability	Coaching priced at \$3/month makes skill-building accessible to everyone.	Pricing, referral offers, “coaching for all” messaging.
Accessibility	Mobile-first design for emerging markets with simple, instant AI feedback.	Lightweight app UX, short-form demo videos, student-focused marketing.
Empowerment	Encourages users to build confidence through practice and measurable progress	Testimonials, progress dashboards, motivational tone of voice.