



Integrated Marketing Communications Plan

Integrated Marketing Strategies

CSPR1030

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GLOSSARY OF TERMINOLOGY

AI-powered advertising platform	A platform that utilises artificial intelligence algorithms and machine learning capabilities to optimise and personalise advertisements for various digital channels.
Audience segmentation	The process of dividing a target audience into smaller, more homogeneous groups based on demographics, behaviours, interests, or other characteristics.
Automated A/B testing	A method of comparing two versions of a webpage or ad to determine which one performs better, with the testing process automated using software tools.
Compound annual growth rate (CAGR)	The rate of return required for an investment to grow from its initial investment value to its ending investment value, assuming the investment has been compounding over time.
Cross-channel campaign management	The coordination and management of marketing campaigns across multiple channels, such as social media, search engines, and display networks, to ensure consistency and effectiveness.
Customer Acquisition	The process of attracting and converting new customers to a product or service, often through marketing and advertising efforts.
Market positioning	The process of defining how a brand or product is perceived relative to competitors in the market, based on factors such as price, quality, and differentiation.
Pay-per-click (PPC) advertising	An advertising model where advertisers pay a fee each time their ad is clicked, commonly used in online advertising platforms like Google Ads and Facebook Ads.

Performance analytics	The measurement and analysis of key performance indicators (KPIs) to evaluate the effectiveness of advertising campaigns and inform decision-making.
Product Differentiation	The process of distinguishing a product or service from competitors through unique features, branding, or value propositions.
Revenue Streams	Sources of income generated by a product or service, such as subscription-based pricing models or pay-per-click advertising.
SMEs (Small and Medium-sized Enterprises)	Businesses that maintain relatively small revenue and employee numbers compared to large corporations.
Subscription-based pricing models	Pricing models where customers pay a recurring fee at regular intervals (e.g., monthly, or annually) in exchange for access to a product or service.
Total addressable market (TAM)	The total market demand for a product or service, representing the maximum revenue opportunity available to a company.

EXECUTIVE SUMMARY

Critical Issues:

Canva, a leading online design and visual communication platform, aims to expand its market reach and revenue streams by introducing **Canva SmartAds**, an AI-powered advertising platform. Despite Canva's strong brand recognition and user base, several critical issues need to be addressed:

1. Market Competition: The advertising technology industry is highly competitive, with established players like Google Ads and Facebook Ads dominating the market. Canva SmartAds must differentiate itself and offer unique value propositions to attract advertisers.
2. Technical Complexity: Implementing AI algorithms and machine learning capabilities into the platform requires significant technical expertise and resources. Canva needs to ensure seamless integration and user-friendly interfaces to accommodate users of all skill levels.
3. Data Privacy and Security: As Canva SmartAds collects and analyses user data for ad targeting and optimization, ensuring data privacy and security is paramount. Compliance with data protection regulations, such as GDPR and COPPA, is essential to maintain user trust and credibility.

Product Description and Market:

Canva SmartAds is an innovative AI-powered graphic designing platform designed to cater to and empower businesses of all sizes to create highly effective and personalised ads across multiple channels, including social media, search engines, and display networks. The platform offers a range of dynamic ad templates, AI-powered content suggestions, automated A/B testing, audience segmentation and targeting, performance analytics, and collaborative workspace features.

The target market for Canva SmartAds includes *businesses across various industries seeking to enhance their digital advertising efforts and maximise ROI*. This includes *small and medium-sized enterprises (SMEs), marketing agencies, e-commerce businesses, and large corporations looking to scale their advertising campaigns efficiently*.

Market Size: The total addressable market (TAM) for digital advertising is projected to reach \$455.30 billion by 2026, with a compound annual growth rate (CAGR) of 10.9% from 2021 to 2026. Within

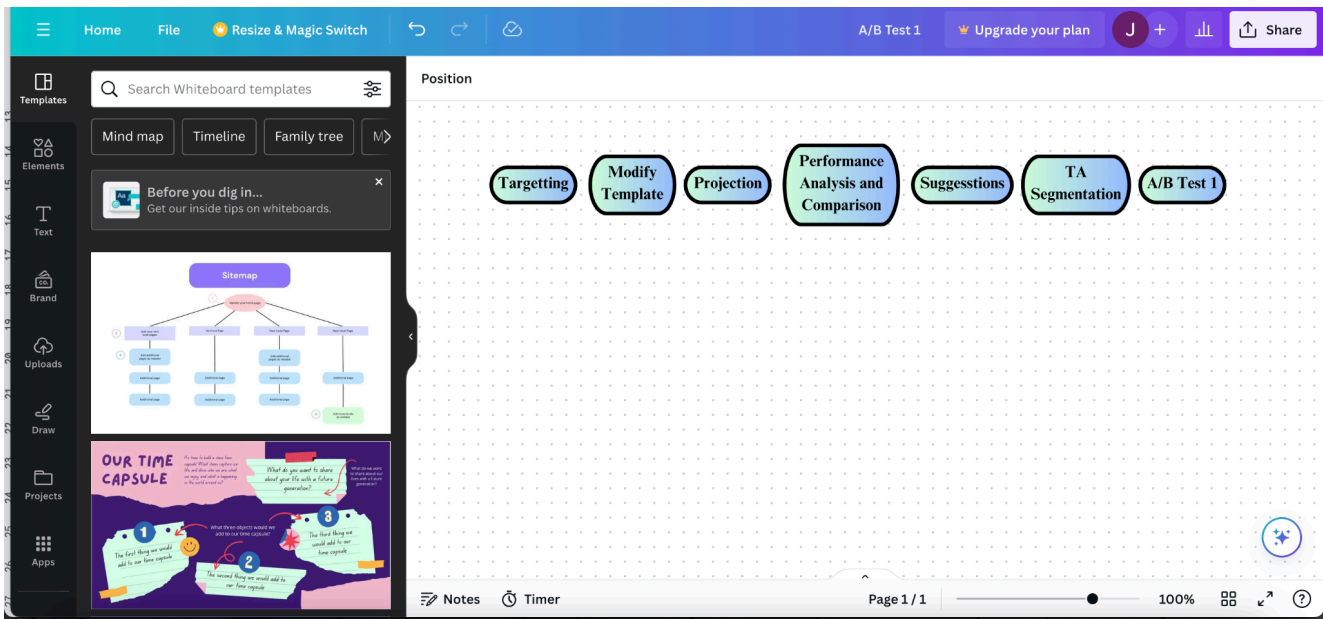
this market, Canva SmartAds aims to capture a significant share by offering a user-friendly and cost-effective advertising solution accessible to businesses of all sizes.

Financial Highlights: Despite the initial investment required for research and development, Canva SmartAds presents substantial revenue potential through subscription-based pricing models and premium features. With an attractive pricing structure and a focus on customer acquisition and retention, Canva SmartAds is poised to generate substantial recurring revenue streams and drive overall profitability for Canva.

Canva SmartAds represents a strategic opportunity for Canva to diversify its product offerings, penetrate new markets, and capitalise on the growing demand for AI-powered advertising solutions. By addressing critical issues, defining clear market positioning, and leveraging its existing user base, Canva SmartAds has the potential to become a market leader in the graphic designing and digital advertising landscape.

INTRODUCTION

Canva, a pioneering force in online design and visual communication, is poised to revolutionise the advertising industry with the introduction of Canva SmartAds, an AI-powered graphic designing platform for various advertising needs. This innovative product offering is tailored to serve businesses of all sizes seeking to enhance their digital advertising efforts and maximise ROI.



Canva SmartAds leverages cutting-edge artificial intelligence (AI) algorithms and machine learning capabilities to *empower advertisers to create highly effective and personalised ads for multiple channels, including social media platforms, search engines, and display networks*. With a comprehensive suite of features, including dynamic ad templates, AI-powered content suggestions, automated A/B testing, audience segmentation and targeting, and collaborative workspace functionalities, Canva SmartAds offers a solution for advertisers to streamline their ad creation process and optimise campaign performance through effective graphics.

The proposed product line caters to a diverse market encompassing small and medium-sized enterprises (SMEs), marketing agencies, e-commerce businesses, and large corporations looking to amplify their digital advertising presence. By providing a user-friendly interface, intuitive design tools, and advanced graphic advertising capabilities, Canva SmartAds democratises AI-powered advertising technology and makes it accessible to businesses of all skill levels and industries. It uses previous data and continuously evolves according to the market's need in any and every industry that is to be marketed by the customer..

Historically, Canva has demonstrated a track record of innovation and disruption in the digital design space, empowering millions of users worldwide to design anything and publish anywhere. With Canva SmartAds, the company continues its mission to democratise design and empower businesses to achieve their advertising goals effectively and efficiently. This introduction sets the stage for a comprehensive exploration of Canva SmartAds and its potential to redefine the power of visuals and designing in the landscape of digital advertising.

ORGANISATION'S MISSION

Canva was made so that everyone can be creative and easily make their thoughts come to life. Our goal is to democratise design so that anybody, anywhere in the globe, can express themselves graphically & visually, regardless of their design experience or resources.

We serve a wide range of consumers, including entrepreneurs, marketers, educators, and non-profits. Whether you're a freelancer working from a coffee shop or a big organisation with offices all over the world, Canva is here to serve users. Our platform covers the globe, serving people from all corners of the planet and overcoming geographical barriers.

Our platform is global in scope, reaching users from all over the world. From busy metropolises to rural communities, Canva is available to anybody with an internet connection, democratising design on a global scale.

At Canva, we provide our customers with an ample number of benefits. Users may quickly and simply bring their ideas to life thanks to our easy interface and extensive template library. With advanced editing tools and collaboration features, teams can collaborate smoothly from anywhere in the world. Canva inspires creativity, saves time, and boosts productivity, allowing our customers to focus on what's most important, making their vision a reality. Join us in exploring the unlimited possibilities of design and creating a brighter, more colourful future for all.

ORGANISATION'S CORPORATE VALUES

Canva's organisational values define all we do, influencing our activities, choices, and interactions both internally and outside. At the core, we stand for:

- Creativity: We value and encourage all forms of creativity, understanding that it is the driving force behind innovation and advancement. We think that everyone has the ability to be creative, and we encourage people to express themselves authentically via design.
- Accessibility: We think that design should be accessible to everyone, regardless of their background, skill level, or resources. Our platform is developed with inclusivity in mind, removing barriers and providing chances for individuals to engage in the creative process.
- Empowerment: We help individuals and teams reach their full potential by giving them the tools, resources, and support they need to succeed. We believe in creating an empowered atmosphere in which everyone feels respected, inspired, and encouraged to take risks and push the boundaries.
- Collaboration: We believe in the power of collaboration and the strength that comes with working together to achieve a common objective. We promote open communication, respect for different points of view, and a culture of collaboration that allows us to do more together than we could individually.
- Integrity: We adhere to the greatest levels of integrity, honesty, and transparency in everything we do. We believe in doing the right thing, even if it is tough, and we hold ourselves responsible for our actions and decisions.
- Continuous Improvement: We are dedicated to continual learning, growth, and innovation, constantly seeking to improve ourselves, our goods, and our processes. We embrace change as a chance for growth and adaptation, and we are never content with the status quo.

These values are more than simply words on a page; they are the guiding concepts that build our culture, inform our actions, and motivate us to have a positive impact on the world.

CORPORATE GOALS

Canva's corporate goals contain our overarching hopes and ambitions as a business, which are based on our key capabilities and strengths:

- **Foster Global Creativity:** Increase our global reach and influence by enabling individuals and businesses of all sizes to express their creativity through our platform.
- **Drive Innovation in Design Technology:** Constantly push the boundaries of design technology, leveraging our experience and resources to create cutting-edge tools and features that inspire and encourage innovation.
- **Promote Inclusivity and Accessibility:** Take the lead in making design accessible to all by championing inclusivity and diversity in our products, services, and business culture.
- **Cultivate Strategic Partnerships:** Form strategic alliances and collaborations with like-minded companies and industry leaders to improve our services, engage new audiences, and achieve mutual success.
- **Prioritise User Experience Excellence:** Keep a relentless emphasis on providing outstanding user experiences across all touchpoints, ensuring that our platform is intuitive, user-friendly, and always growing to meet our customers' changing needs and expectations.
- **Sustain Organisational Excellence:** Create a culture of continuous improvement, creativity, and responsibility throughout our business, recruiting and retaining top talent while sustaining operational excellence to drive long-term sustainability and growth.

These corporate goals encapsulate our organisation's overarching vision and aspirations, influencing our strategic direction and guiding our activities as we strive to realise our mission and have a positive influence on the world.

MACRO ENVIRONMENT ANALYSIS

PESTEL Analysis:

- **Political:**
 - Canva's business operations and market entry strategies may be impacted by laws and regulations from the government that regulates data privacy, advertising, and technology use.
 - International relations and political stability may have an impact on the company's ability to forge

strategic partnerships or penetrate new markets.

- **Economic:**

- Economic factors such as GDP growth, inflation, and consumer spending influence advertising expenditures and demand for the company. Currency changes can also have an impact on profitability and international operations.

- **Social:**

- Cultural customs, consumer preferences, and demographic trends influence the types of commercials that resonate with target populations as well as their effectiveness.
- Canva's adoption and success among diverse demographic groups are influenced by social media usage trends, online behaviour, and levels of digital competence.

- **Technological:**

- Technological advancements are the driving force behind innovation in digital advertising platforms like Canva. Quick technical progress might make continual enhancements and modifications necessary to stay competitive and meet evolving client demands.

- **Environmental:**

- Customer views toward advertising content and brand environmental efforts may be influenced by increasing awareness of environmental issues and sustainability concerns.
- Advertising strategy and messaging can be influenced by environmental legislation and efforts to align with sustainability goals.

- **Legal:**

- Canva's operations are reliant upon commitment to legal statutes and guidelines concerning intellectual property, data security, consumer rights, and fair competition. The company's reputation, financial performance, and location in the market can all be impacted by legal concerns. Litigation and regulatory inquiries are among them.

Other Critical Issues:

- Market Competition: To get market traction and increase revenue, Canva must be differentiated from other products and carefully placed.

- Technical Complexity: Overcoming difficulties to implementing AI algorithms and machine learning capabilities by assuring seamless integration and user-friendly interfaces.

- Data Security and Privacy: Ensuring adherence to data protection laws and implementing effective protections to protect user data collected for ad targeting and optimization.

COMPETITOR ANALYSIS

1. Pixlr:

Famous online photo editor Pixlr is unique in that it offers a wide range of tools and features specifically designed for creating and manipulating images. Its competitive edge comes from offering a wide variety of editing tools and effects to customers, along with an intuitive interface suitable for users of all experience levels. Furthermore, Pixlr's cloud-based platform makes it simple to access and edit from any device with an internet connection. On the other hand, Canva SmartAds sets itself apart with its emphasis on AI-powered features and design tools just for advertising, providing a comprehensive solution for producing incredibly engaging and customised advertisements for a variety of platforms.

2. Snappa:

Snappa is an expert at creating visual content for blogs, social networking sites, and other platforms. Its competitive edge is that it provides a large library of fonts, graphics, and themes, as well as an easy-to-use drag-and-drop editor for quick customization. Snappa is an affordable and user-friendly application for individuals and organisations seeking to quickly generate professional-looking photographs. Canva SmartAds, on the other hand, distinguishes itself by focusing solely on AI-powered advertising solutions and offering cutting-edge tools for generating, targeting, and optimising ads across various media. Canva SmartAds is an excellent choice for businesses seeking efficient digital advertising tools due to its emphasis on teamwork and all-inclusive campaign management.

3. Adobe Advertising Cloud:

Adobe Advertising Cloud, offers a complete advertising platform that supports a wide range of digital platforms, including end-to-end campaign management, targeting, and optimization capabilities. Its competitive edge stems from its integration with Adobe's marketing product line, which allows for seamless workflow integration, robust analytics, and audience segmentation using Adobe Sensei AI. Canva SmartAds, on the other hand, distinguishes itself by appealing to a broader audience, including small and medium-sized businesses, with its user-friendly design interface and low-cost pricing structure. Furthermore, it employs AI technology for ad personalization and optimization, positioning itself as an approachable yet intelligent solution for advertisers seeking efficient digital advertising methods.

Canva SmartAds distinguishes itself from competitors like Pixlr, Snappa, and Adobe Advertising Cloud by offering a wide range of ad templates and customising choices. This appeals to marketers who value creative freedom and visual impact over standard B2B advertising formats. Canva

SmartAds is easier to use than its competitors because of its basic design tools and user-friendly interface, making it appropriate for users of all skill levels. Canva SmartAds' emphasis on innovative design and collaborative workplace abilities makes it the top pick for organisations looking to create eye-catching ads without spending a lot of money on design. Furthermore, Canva SmartAds is specifically created to create images for digital marketing, using AI-powered tools. It includes specific features like tools, elements, and tests designed to improve graphics for the user's chosen target audience. Canva SmartAds is primarily a visual design tool, and it remains such even as it specialises in digital marketing, making it adaptable to a wide range of user needs.

MARKET ANALYSIS

Market Size Considerations:

Canva SmartAds have a large market opportunity as the total addressable market (TAM) for digital advertising is expected to grow to \$455.30 billion by 2026.

Greater Consumer or Greater Organisational Markets: Canva SmartAds focuses on small and medium-sized businesses (SMEs), marketing firms, e-commerce companies, and major organisations, among other consumer and organisational markets.

Geographic Segmentation: Since digital advertising is not restricted by physical borders, organisations worldwide can make use of Canva SmartAds.

Demographic Segmentation: Regardless of age, gender, or income, target consumers include companies of all sizes and in a variety of industries.

Clusters of Demographic Similarities: Based on industry, business size, and advertising needs, the customer base can be divided into various client kinds.

Consumer market psychographic segmentation: companies looking for cutting-edge and approachable digital advertising solutions.

Consumer market behavioural segmentation: Companies trying to improve their online presence and increase return on investment.

Requirements for Operation Organisational market segmentation: Businesses looking for effective and efficient solutions to handle digital advertising campaigns.

Organisational market segmentation: Businesses that favour subscription-based pricing structures for advertising solutions. Purchasing approaches (procurement).

Organisational market segmentation based on attitude: Businesses that take the initiative to implement cutting-edge digital advertising technology.

Target Market Feasibility:

Primary target market: SMEs

Small and medium-sized businesses (SMEs), marketing agencies, and e-commerce companies looking for cost-effective and user-friendly digital advertising solutions. Market size: Moderate to large.

Secondary Target Market: Whole

Large organisations looking to effectively grow their advertising campaigns and maximise their digital advertising efforts. Market size: large.

Tertiary Target Market: Niche

If applicable, tertiary target markets could include niche markets or advertising needs, such as regions or business verticals. Market size would change based on specialisation.

All things considered, Canva SmartAds serves a broad range of businesses across all sizes and sectors, giving special attention to SMEs, marketing agencies, and e-commerce enterprises. These target markets offer significant growth potential and complement the features and value proposition of Canva SmartAds in the digital advertising market.

INTERNAL ORGANIZATION ANALYSIS

Identification of Major Strengths:

1. Brand Recognition: Canva is a well-established brand known for its user-friendly design tools, boasting over 60 million monthly active users worldwide.
2. Innovative Technology: Canva has a dedicated team of over 200 engineers and data scientists focused on developing cutting-edge AI algorithms and machine learning capabilities for Canva SmartAds.
3. Global Reach: Canva's platform covers a wide range of users, from individuals to large enterprises, offering accessibility to anyone with an internet connection.

Identification of Major Weaknesses/Obstacles:

1. Market Competition: Canva SmartAds faces competition from emerging AI-powered advertising platforms targeting niche markets and industry-specific solutions.
2. Technical Complexity: Integrating AI algorithms into the platform requires ongoing investment in research and development, as well as talent acquisition to ensure technical expertise.

3. Customer Education: Educating potential customers about the benefits and capabilities of Canva SmartAds may pose a challenge, especially among traditional advertisers accustomed to conventional advertising methods.

MARKET CONSTRAINTS

Market Positioning Statement:

Canva SmartAds aims to position itself as the go-to solution for businesses seeking a user-friendly and cost-effective AI-powered advertising platform. By leveraging advanced technology and intuitive design tools, Canva SmartAds empowers businesses of all sizes to create highly effective and personalised ads tailored to their target audience.

Marketing Objectives:

1. Increase market share in the AI-powered advertising segment by 20% within the first year of launch, capturing a significant share of the niche market.
2. Achieve a customer satisfaction rating of 90% through effective onboarding and support strategies, resulting in positive word-of-mouth referrals and customer advocacy.
3. Generate \$30 million in revenue from Canva SmartAds subscriptions within the first three years of launch, with a focus on recurring revenue streams and customer retention.

Product-Mix

Description of Product Offering:

Canva SmartAds offers an AI-powered advertising platform that enables businesses to create highly effective and personalised ads across multiple channels, including social media, search engines, and display networks. Key features include dynamic ad templates, AI-powered content suggestions, automated A/B testing, audience segmentation, and performance analytics.

Core Benefits to Consumers:

- Streamlines ad creation process, saving time and resources.
- Improves ad performance and ROI through AI optimization.
- Enhances brand visibility and engagement across online channels.

New-Product Development Requirements:

- Investment of \$3 million in AI research and development over the next two years.
- Talent acquisition to support ongoing product innovation and development.

Product Liability, Safety, and Social Responsibility Considerations:

- Compliance with data protection regulations to safeguard user privacy.
- Transparent policies regarding data usage and user consent.

Placement-Mix

Objectives:

1. Increase market exposure through strategic partnerships and digital marketing efforts targeting niche industries and market segments.
2. Ensure seamless distribution and customer support processes to enhance customer experience and satisfaction.

Type of Channels:

- Direct sales channels targeting small and medium-sized businesses through the Canva website and mobile app.
 - Indirect sales channels through partnerships with industry-specific platforms and marketing agencies.
- To effectively market Canva SmartAds, a comprehensive digital marketing strategy leveraging various channels and tactics would be essential. Here's how Canva could approach it:

1. Search Engine Marketing (SEM) and Pay-Per-Click (PPC) Advertising:

- Utilise Google Ads and Bing Ads to target users searching for advertising solutions, AI-powered design tools, and related keywords.
- Implement PPC campaigns focusing on specific features and benefits of Canva SmartAds, directing users to dedicated landing pages for conversion.

2. Social Media Advertising:

- Launch targeted advertising campaigns on platforms like Facebook, Instagram, LinkedIn, and Twitter to reach businesses and marketers.
- Utilise advanced targeting options to segment audiences based on demographics, interests, and behaviour, ensuring ads are shown to the most relevant prospects.
- Showcase product demos, customer testimonials, and case studies to highlight the effectiveness and benefits of Canva SmartAds.

3. Content Marketing:

- Develop high-quality blog posts, articles, and guides addressing topics related to digital advertising, graphic design, and AI technology.
- Create informative and engaging content that educates readers about the importance of AI-powered advertising and how Canva SmartAds can streamline their campaigns.
- Distribute content through owned channels like the Canva blog, email newsletters, and social media, as well as external platforms and industry publications.

4. Email Marketing:

- Build segmented email lists of existing Canva users, leads, and subscribers interested in digital marketing and design.
- Send targeted email campaigns highlighting the features, benefits, and success stories of Canva SmartAds, with clear calls-to-action to drive sign-ups and conversions.
- Implement automated email sequences to nurture leads, onboard new users, and encourage engagement with the platform.

5. Influencer Marketing:

- Collaborate with influencers, industry experts, and thought leaders in the digital marketing and advertising space to promote Canva SmartAds.
- Sponsorship deals, product reviews, and endorsements from trusted influencers can help increase brand awareness and credibility among target audiences.

6. Webinars and Online Events:

- Host webinars, workshops, and virtual events to demonstrate the capabilities of Canva SmartAds and provide hands-on training to users.
- Partner with industry associations, marketing communities, and event platforms to reach a wider audience and attract potential customers.

7. Search Engine Optimization (SEO):

- Optimise website content, landing pages, and blog posts for relevant keywords related to AI advertising, graphic design, and digital marketing.
- Build backlinks from authoritative websites in the advertising and technology sectors to improve organic search visibility and drive traffic to Canva's website.

8. Remarketing Campaigns:

- Implement remarketing campaigns to re-engage website visitors who have shown interest in Canva SmartAds but haven't converted yet.
- Display targeted ads across various channels to remind prospects of Canva's value proposition and encourage them to take action.

Coordination Needed in Channel:

- Integration of channel partners to ensure efficient distribution and support processes.
- Investment in transportation, inventory, and storage facilities to meet customer demand.

Promotion-Mix

Total Promotion-Mix Budget:

- Allocate \$3 million for integrated marketing communications, including advertising, personal selling, sales promotions, and relationship building.

Major Message Themes:

- Position Canva SmartAds as the leading AI-powered advertising platform tailored to businesses of all sizes.
- Highlight the ease of use and cost-effectiveness of Canva SmartAds compared to traditional advertising methods.

Mix of Advertising:

- Invest in targeted digital advertising campaigns across niche industry publications and online platforms.
- Leverage social media advertising and influencer partnerships to reach target audiences effectively.

Personal Selling:

- Deploy a team of 10 sales representatives to engage with potential customers and provide product demonstrations.
- Offer personalised consultations to understand customer needs and tailor solutions accordingly.

Sales Promotions:

- Launch promotional offers such as free trials and discounts for early adopters to incentivize adoption and trial usage.
- Provide referral incentives for existing customers to refer new business to Canva SmartAds.

Relationship Building:

- Establish strategic partnerships with industry associations and trade organisations to expand market reach and credibility.
- Host webinars and workshops targeting niche industries to educate potential customers about the benefits of Canva SmartAds.

Brand and Image Building:

- Develop a compelling brand narrative highlighting the value proposition and unique selling points of Canva SmartAds.
- Collaborate with industry influencers and thought leaders to endorse Canva SmartAds and build brand credibility.

Form of Payment on Sales:

- Offer flexible payment options including monthly subscriptions and annual plans to accommodate varying customer preferences.
- Ensure secure payment processing and transparent billing practices to instil trust and confidence in customers.

Website Development:

- Invest in website optimization to ensure fast load times and seamless user experience across devices.
- Implement interactive features and educational resources to engage visitors and facilitate lead generation.

Price-Mix**Price Structure:**

- Basic Plan: \$29.99/month for up to 5 ad campaigns and basic features.
- Standard Plan: \$59.99/month for up to 15 ad campaigns and advanced features.
- Premium Plan: \$99.99/month for unlimited ad campaigns and premium support.

Cost of Goods Production:

- Estimate cost of goods sold (COGS) to be 25% of subscription revenue, including hosting, maintenance, and customer support expenses.

Adjustments to List Price:

- Offer introductory discounts of 20% for the first three months to encourage adoption and trial usage.
- Provide loyalty discounts for long-term subscribers and annual plan holders.

Privacy Policy:

- Clearly communicate privacy policy and data usage practices to customers, ensuring compliance with regulations such as GDPR and CCPA.
- Implement robust data security measures to protect user information and prevent unauthorised access or breaches.

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