Product Roadmap: MagicBookWriter

Last updated: 12/12/2022

**Goal #1: Reach 15,000 monthly subscribers in the first year of launch**

**Goal #2: Increase customer loyalty in the first 3 months of product launch**

| Our approach is to *reach 15,000 monthly subscribers in the first year of launch* through   * Paid Ads on social media * Display Ads on Google | Our approach is to *increase customer loyalty in the first 3 months of product launch* through   * Referral program rewards * Customer engagement on social media * Customer data storage |
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## High-Level Product Overview:

|  | **Q1 2021** | **Q2 2021** | **Q3 2021** | **Q4 2021** |
| --- | --- | --- | --- | --- |
| **Key Milestones** | **Soft launch of product main functionalities** | **Product Feedback Review** | **Full launch of products main functionalities with new offerings** | **Product Backlog sweep** |
| **Marketing** | **Complete competitor analysis**  Research new/emerging markets  ⇒ **Complete product testing** -- user feedback surveys for product offerings | **Get sign-off on Market Strategy** for product offerings  Refine marketing strategy  ⇒ **Research paid traffic**  ⇒ Test display ads strategy | **Review paid and display ads results and make a Go/No-Go decision** | **Optimize PR strategy**  **Targeted PR Push**  ⇒ Paid Ads  ⇒ Display ads  ⇒ Social media posts |
| **Product & Engineering** | **Dev complete**  ⇒ Main functionalities working  ⇒ Final bug fixes and complete QA testing  **App launch** | **Complete sign-off and testing for UX changes**  **Develop brand to employ repetitive characters across all searches** | **Upgrade system performance** | **Upgrade system performance** |

**Relevant Links:**

[MagicBookWriter Product Marketing Roadmap](https://docs.google.com/spreadsheets/d/1ilMmHn2ZysURVMsRARRyPynSBENOfG3n7klwpdWLoH4/edit?resourcekey=0-jrOwmlxJdCfocLFmQF39Hg#gid=1672256879)

**Monetization Plan:**

Subscription to the ‘Growth Plan’ offering additional value costs $2 monthly

Revenue Goal = Active monthly subscribers x cost of growth plan x 12

= 15000 x $2 x 12 Months

= $360,000

**Futuristic:**

**-Users can download stories created by other writers on a higher subscription**

**-Writers' story highlights can be promoted on the landing page on a higher subscription**

**User Generation Infographic**

[Magic book User generation infographic.pdf](https://drive.google.com/file/d/1lPcrwK9E8xa-CVPKo-icJHPEE-CH98qc/view)