**MARKETING/GROWTH STRATEGY FOR STORYAI**

StoryAi is a product that allows story creators to illustrate their stories. Hence, the target audience for this product are story creators.

Where can this target audience be found:

According to my research they are more found on Facebook. Although some of this audience are on other social platforms too but their presence on Facebook can't be compared to none.

This set of people have quite a number of communities on Facebook where they communicate.

**How do we then target this audience?**

1. **Community building on Facebook**: Lots of story creators seek to join communities where they can share their journey with other creators. They look for communities where someone can relate to whatever challenge they have.

We can organize webinars to help story creators improve on their skills at intervals and ask them to sign up to use the product at the end. This will also be an opportunity for them ifo invite their friends to join the community too.

**What will this cost?**

This will cost us to hire a community manager who will be in charge of the community.

This could cost between $500-$1000 per month.

1. **Search Engine Optimization:** Targeting keywords that users search for on Google when searching for a solution related to the product will be a good way to market the product.

Content marketing will be used here for SEO.

Although this doesn't give immediate result but when it does it can offer us long term Google ranking which is a one for the product.

**What will this cost?**

This will cost us within $2500 - $10,000 per month to hire a SEO professional to help with this.

1. **Search Engine Marketing:** SEM works quite well for product that are sold directly to target customers. It targets people who are actively searching for solutions. Hence it will be a good marketing strategy for this product since it's targeting the direct customers.

Investing in SEM will also positively impact the SEO efforts

However, SEM is more expensive for more competitive keywords, so we will need to limit to keywords with profitable conversion rates.

With this we can target smaller blogs that our prospective customers read.

And aside from marketing, we can use SEM to get early customer data in a controlled and predictable way.

**What will this cost?**

This will cost us within

This will cost us within $2500 - $10,000 per month to run a paid Ad.

1. **Social Ads on Facebook:** Facebook Ad will be a great one too if when targeted.