Search

Product: KHOJ

FPDM 401 – Product & Digital marketing (Go To Market) Capstone Project

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Problem Statement

- Bharat Online has re - launched the search engine product 'Khoj'
  to deliver the best search results in regional (as well as English) language.
- Bharat Online has strong brand loyalty from users across regions. The search
  engine Khoj uses natural language processing to understand search queries
  in the local language and delivers accurate results for the Indian audience.
- To capture market share quickly, Khoj wants to target mobile phone users in
  tier1,2 &3 cities and focus on delivering contextual content based on their
  search history.
- Khoj aims to acquire a 2% market share in 6 months. The search engine market share in India is
  dominated by Google with a clear monopoly of 98.30 % as of June 2020.

Objective

Target Segment: Young adults and working professionals in India between the ages of 18 and 40 make up the majority of Khoj target audience.

Key Message: Khoj is the best regional language search engine in India, providing precise and pertinent search results in your preferred language as well as contextual content based on your search history.

Why Is India Important? The Indian population is over 1.3 billion people. It is also a rapidly growing economy, with a GDP of over $2.9 trillion. This makes India a very important market for search engines.

Goal: Khoj strategic goal is to offer the best search experience to Indian mobile phone users who prefer to conduct their searches in local languages**.**

- Data privacy - No user data tracking
- Rewards every time for using Khoj - rewards redeemed for using VPN or other purposes.

Market Analysis

Market size and growth: From 2023 to 2030, India's search engine market is projected to expand at a CAGR of 17.6%.

Market share: With a market share of over 98%, Google dominates the Indian market for search engines. Bing, Yahoo, and DuckDuckGo are other significant market participants.

Opportunities: The following are the primary opportunities in the Indian search engine market:

- Internet usage is rising: Search engines are seeing new opportunities as internet usage rises in India.
- The rising acceptance of cellphones: Regional language search engines are seeing new prospects as a result of the rising usage of smartphones.

Here are some of the sources that I used for this market analysis:

- https://gs.statcounter.com/search-engine-market-share/all/india
- https://www.indianweb2.com/2023/02/search-engine-optimization-services.html

Competitor Analysis

Topics	Competitors		
Company name	Google	Bing	Bharat Online
Product	Google Search	Bing Search	Khoj
Unique Value Proposition	The most popular search engine in the world, with a market share of over 98% in India. Offers a wide range of features, including personalized search results, voice search, and Google Scholar.	The second most popular search engine in India, with a market share of around 1.6%. Offers a variety of features, including personalized search results, rewards program, and Bing Maps.	A regional language search engine that offers search results in Hindi, Marathi, and Tamil, Telugu. Offers a variety of features, including personalized search results, voice search, and Khoj Maps.
Limitations	Can be slow to update results, and can be biased towards English-language content.	Not as popular as Google Search, and can be slow to update results.	NA

SWOT Analysis

Strengths:

- focused heavily on the Indian market
- Provides search results in Tamil, Telugu, Malayalam, Hindi, and Marathi.
- Provides a range of features that are adapted to Indian users' needs.

Weaknesses:

- less well-known than Google Search

Opportunities:

- Internet usage & smart phones are increasing in India.

Threats:

- Google's hegemony over the Indian search engine market

Persona

Gayatri Varma

Age **Gender**
30   Female

Occupation
Data scientist

Location
Hyderabad

Browsing Habits:

Varma uses her smartphone to search for information online. She prefers to use regional language search engines like Khoj because she can find the information she needs in her preferred language. She is also interested in personalized search results, so she can find the information that is most relevant to her.

Tech Preferences:

Varma is a tech-savvy user. She uses the latest smartphones and gadgets. She is also interested in new technologies, such as artificial intelligence and machine learning. She believes that these technologies can be used to improve the search experience.

Goals and Aspirations:

Varma wants to use technology to make a difference in the world. She is interested in using search engines to help people find the information they need. She also wants to use technology to improve the lives of people in India.

GTM Strategy: Positioning Khoj

Messaging: **"Khoj: The search engine that's made for India."**

Positioning Statement: Khoj is the regional language search engine that delivers accurate and relevant results in Hindi, Marathi, Telugu, and Tamil for mobile phone users in India. It respects your privacy and does not track your search history. You also earn rewards every time you use Khoj, which can be redeemed for things like VPN services or other services.

- The emphasis on data privacy is important in India, where there is a growing awareness of the importance of protecting personal information.
- The rewards program is a way to incentivize users to use Khoj and to build loyalty.

Key Channels - Routes to Market

Paid Media

- Social media platforms like Linkedin, Facebook, Twitter
- YouTube promotions
- Pay-per click
- Display Ads like pop-ups, wallp aper ads, banners, video ads

Earned Media

- Media mentions like in newspapers or magazines or national TV channels
- Customer reviews
- Social media interaction with consumers
- SEO Shares (Blog/Article quality matters)
- Word of Mouth

Owned Media

- Website
- Partner websites - network service providers, distributors/retailers
- Owned Channels in social media platforms
- Owned Blog-posts
- Owned YouTube channel

Demand Generation

Leverage Brand Loyalty: Leverage the strong brand loyalty from the early dot-com days to re-engage previous users of 'Khoj'.
- Highlight the improvements and capabilities of the relaunched 'Khoj' to showcase its competitive advantage.
- Mobile-Friendly Design: mobile-friendly for a seamless UX
- UX: Positive UX leads to lower bounce rates

Localized User Experience: Focus on the regional language aspect, as it aligns well with the diversity of languages spoken in India.
- Offer search results in multiple languages to cater to a wider user base.

Contextual Content Delivery: Implement advanced algorithms to analyze search history and deliver personalized, contextual content.
- This approach will make users feel understood and enhance user engagement.

Branding and Value Proposition

Branding: Khoj should position itself as the regional language search engine that understands you. It should be the go-to search engine for mobile phone users in India who want to find accurate and relevant results in their preferred language. Khoj should also emphasize its commitment to data privacy and rewards.

Value Proposition: Khoj value proposition is that it is the regional language search engine that delivers accurate and relevant results in Hindi, Marathi, and Tamil for mobile phone users in India. It respects your privacy and does not track your search history. You also earn rewards every time you use Khoj, which can be redeemed for things like VPN services or other products and services.

Marketing Strategy: Launch a comprehensive marketing campaign highlighting the benefits of 'Khoj' for Indian users.
- Use social media, influencer collaborations, and partnerships to create buzz and attract attention

Social Media Strategy

Create engaging content: Khoj can create and share blog posts, infographics, videos, and other types of content that are relevant to its target audience.

Offer contests and giveaways: To draw new users and create interest for the product, Khoj might offer contests and giveaways.

- These competitions may offer complementary goods, gift cards, or other rewards.
- Khoj should hold gifts and contests that are consistent with its brand and appeal to its target market.

Participate in user conversations in the comments area: Khoj must interact in user conversations in the comments section of its social media posts.

- This is a fantastic way to interact with customers and gain their opinions on the merchandise.

Promote to a wider audience: Promote to a wider audience by sharing content on social media, running ads, and partnering with influencers.

Email Marketing Strategy

What: A digital marketing strategy that involves sending targeted messages and promotional content via email to engage and nurture relationships with a specific audience

How: Build an email subscriber list by offering valuable content or incentives in exchange for email address.

Goal: Send targeted email campaigns to nurture leads, promote the product, build awareness, user engagement, and drive user adoption.

Content: Briefly introduce Khoj as the innovative and personalized search engine & Highlight the value proposition of Khoj in delivering accurate results in local languages.

Audience Segmentation: Segment Audience based on demographics, user behavior, and language preferences.

Frequency: Weekly

Measure Performance: monitor open rate, click through rate, conversion rate, bounce rate, unsubscribe rate, revenue generated, engagement metrics and ROI.

Content Marketing Strategy

Goals:
- Build brand awareness for Khoj
- Position Khoj as a trusted search solution
- Drive user engagement and adoption

Audience:
- Indian internet users
- Language-diverse audience
- Professionals, students, enthusiasts
- Age:15 - 40 years

Content Themes:
- Educational Guides: Search tips, personalized results
- Privacy: How Khoj does not track you, compare with Google Chrome
- User Stories: Real success stories from users
- Localization: Benefits of local language search
- Product Updates: New features, enhancements

Content Marketing Strategy

Content Formats:
- Blog Posts: Informative articles
- Infographics: Visual explanations
- Videos: Tutorials, user testimonials
- Case Studies: In-depth user success stories
- Social Media: Snippets, teasers
- Influencer marketing: Show how various industry experts use Khoj instead of Google Chrome

Distribution Channels:
- Website blog
- Social media platforms
- Email newsletters
- Guest posts on relevant platforms
- Collaborations with influencers

Engagement and Interaction:
- Respond to user comments promptly
- Conduct polls, quizzes for interaction

SEO and keyword strategy

SEO and keywords:

- Identify relevant keywords
- Optimize content for search engines
- Localized keywords: keywords in various regional languages

Regional language keywords:

- Hindi: खोज, गूगल खोज, शीर्ष खोज इंजन
- Marathi: शोध, गूगल शोध, सर्वश्रेष्ठ शोध इंजिन
- Tamil: தேடல், கூகுள் தேடல், சிறந்த தேடல் இயந்திரம்
- Generic keywords:
  a. Search engine, regional language search engine, Hindi search engine, Marathi search engine, Tamil search engine
  b. Online search, internet search, web search
  c. Information, news, knowledge
  d. Products, services, businesses
  e. Education, jobs, travel

Thought leadership and backlink strategy

Thought Leadership:
- Content Creation: Produce in-depth articles, whitepapers, and research reports on topics related to search technology, localization, and the importance of regional language search
- Original Insights: Provide actionable advice for improving search efficiency and accuracy
- Guest Contributions:Collaborate with industry influencers, experts, and researchers to contribute guest posts
- Webinars and Talks
- Social Media Engagement

Backlink Strategy:
- Guest Posting: Contribute guest posts on authoritative blogs
- Collaborations and Partnerships: Collaborate with complementary businesses, associations, or institutions
- Influencer Engagement: establish relationships with industry influencers
- Press Releases: about Khoj's developments, partnerships, and achievements

Budgeting

Allocated budget: $800,000 for the first two quarters

Category	Allocation ($)
Market Research and Strategy	
- Research and Analysis	$20,000
- Strategy Development	$15,000
Product Development and Positioning	
- Product Enhancements	$40,000
- Packaging and Branding	$20,000
Digital Presence and Website	
- Website Development and Design	$50,000
- SEO Implementation	$10,000
Social Media Marketing	
- Content Creation	$35,000
- Social Media Advertising	$60,000
Influencer Partnerships and Content	
- Influencer Collaborations	$30,000
- Content Creation for Influencers	$15,000
Content Marketing	
- Blog Posts and Content Creation	$25,000
- Content Distribution	$10,000
Email Marketing	
- Email Platform and Tools	$5,000
- Email Campaign Creation	$15,000
Online Advertising	
- Google Ads	$40,000
- Social Media Ads	$50,000
Launch Events and Promotions	
- Virtual Launch Event	$20,000
- Promotions and Discounts	$20,000
Customer Engagement and Support	
- Customer Support Tools	$5,000
- Review Management	$5,000
Miscellaneous and Contingencies	
- Miscellaneous Expenses	$10,000
- Contingency Fund	$10,000
Total	$750,000

Pay Per Click and Media Plan

Category	Allocation ($)
Google Ads	$40,000
Social Media Ads	$50,000
Total Online Advertising Budget	$90,000

Google Ads Metrics	Estimated Value
Est. CPC (Cost Per Click)	$2.00
Ad Spend	$40,000
Clicks	20,000
Visits	10,000
Est. Conversion Rate	1%
Revenue per Conversion	$100
Estimated Revenue	$10,000
ROI (%)	25%

Advertising Category	Ad Spend ($)	CPC ($)	Reach	Visits	Conversion Rate (%)	Package Cost ($)	Conversion	Revenue ($)	ROI (%)
Digital Presence and Website	$50,000	$1.50	3,00,000	15,000	2.50%	$5,000	375	$37,500	75%
Social Media Marketing	$95,000	$3.80	8,00,000	25,000	1.80%	$10,000	450	$45,000	47.40%
Influencer Partnerships and Content	$45,000	N/A	2,00,000	8,000	1.20%	$2,500	96	$9,600	21.30%
Content Marketing	$35,000	N/A	1,50,000	10,000	1.50%	N/A	150	$15,000	42.90%
Email Marketing	$20,000	N/A	N/A	5,000	1%	N/A	50	$5,000	25%
Online Advertising	$90,000	$2.50	12,00,000	30,000	1.20%	N/A	360	$36,000	40%

Sales enablement plan

Product Training: Conduct comprehensive training sessions for the sales team to ensure a deep understanding of Khoj features, capabilities, and benefits.

- Highlight how Khoj local language support and personalized results cater to the needs of Indian users.

Competitive Analysis: Equip the sales team with information about Google's dominance and how Khoj differentiates itself with its regional language focus and personalized results.

Use Cases and Success Stories: Provide sales reps with documented use cases and success stories showcasing how Khoj solved specific search challenges for different industries and users.

Collaboration with Marketing: Work closely with the marketing team to align messaging and ensure consistent communication across all touchpoints.

Sales enablement plan

Performance Metrics and Reporting: Implement tracking mechanisms to measure the effectiveness of the sales enablement efforts.

- Regularly review sales performance, conversion rates, and feedback to make data-driven improvements.

Webinars and Workshops: Conduct regular webinars and workshops for the sales team to keep them updated on the latest product enhancements, industry trends, and effective selling techniques.

Success Metrics

1. **Search Volume:** Total number of searches on Khoj over time, or search volume
2. **Click-Through Rate (CTR):** Users that click on search results after conducting a search are said to have a high click-through rate (CTR).
3. **Time on Site:** Average amount of time visitors spend on the search engine
4. **App downloads:** The quantity of Khoj mobile app downloads and installations
5. **Return users:** The percentage of people that use Khoj again for additional queries
6. **Market share:** The percentage of the search engine market share captured by Khoj
7. **Personalization Effectiveness:** The precision with which Khoj provides customized search results based on user preferences
8. **Net Promoter Score (NPS):** user satisfaction and likelihood to recommend Khoj to others

Stakeholder Management

Stakeholder	Current Level of Engagement	Desired Level of Engagement	Priority	Action Points
Internal Teams				
- Product Development	Active participation in feature planning and testing	Collaborative involvement from ideation to launch	High	Regular cross-functional meetings, shared project management tools
- Marketing	Moderate communication on campaigns	Frequent updates on product developments and marketing plans	High	Weekly status meetings, shared content calendar
- Sales	Occasional product updates	Regular updates, training sessions, and alignment on messaging	High	Bi-weekly syncs, specialized sales training
- Customer Support	Reactive issue resolution	Proactive engagement, capturing user feedback	Medium	Dedicated feedback collection channels, monthly meetings
External Partners				
- Influencers/Bloggers	Occasional collaboration for promotions	Consistent collaboration for content creation and reviews	High	Monthly collaboration plan, timely compensation
- Local Organizations	Limited interaction for promotions	Collaborative efforts for awareness and community engagement	Medium	Regular partnership meetings, joint initiatives
Users				
- Existing Users	Minimal engagement beyond usage	Active feedback sharing and participation in user groups	High	Regular surveys, dedicated user feedback portal
- Potential Users	N/A	Engagement through marketing and communication efforts	High	Targeted campaigns, interactive website content
Regulatory Bodies				
- Government Agencies	Occasional regulatory compliance updates	Proactive communication and alignment on data privacy	Medium	Timely updates, adherence to regulations
Investors				
- Current Investors	Regular updates on milestones	In-depth quarterly reports and strategic discussions	Medium	Detailed quarterly reports, investor calls
- Potential Investors	N/A	Engage through presentations and roadshows	High	Roadshows, investor meetups

Thanks !