



## PROBLEM STATEMENT - 2

The challenge is to increase organic traffic to the platform, thereby reducing the dependency on paid channels and lowering the CAC

# GOAL

Increase organic traffic to the platform by SEO optimization, Content Marketing, User Retention and Social Media Presence.

# TARGET AUDIENCE

- College Students
- Fresh graduates
- Young professionals (0-5 years of experience)

# WHAT IS ORGANIC TRAFFIC?

Organic traffic means attracting new users to your website or platform through unpaid search engine results. It can be increased by SEO , Content Marketing, User Retention (personalized user experience, engaging programs, quality content) and Social Media Presence.





# SEARCH ENGINE OPTIMIZATION

## Keywords

Integrate relevant keywords throughout the content while maintaining readability.

## Technical SEO

Ensure the website is mobile-friendly and optimized for Google's mobile-first indexing approach.

Implement structured data markup to help search engines crawl and understand your website's content more effectively.

Prioritize website loading speed through image compression, code minification, and efficient caching mechanisms.

## On-Page Optimization

Structure your content to capture featured snippets for top search results.

Include relevant keywords in image alt tags and video descriptions to improve search discoverability.



# MERCHANDISE MARKETING

## Unstop Coins

By attending virtual events or attempting quizzes, users can increase their rating and earn Unstop Coins.

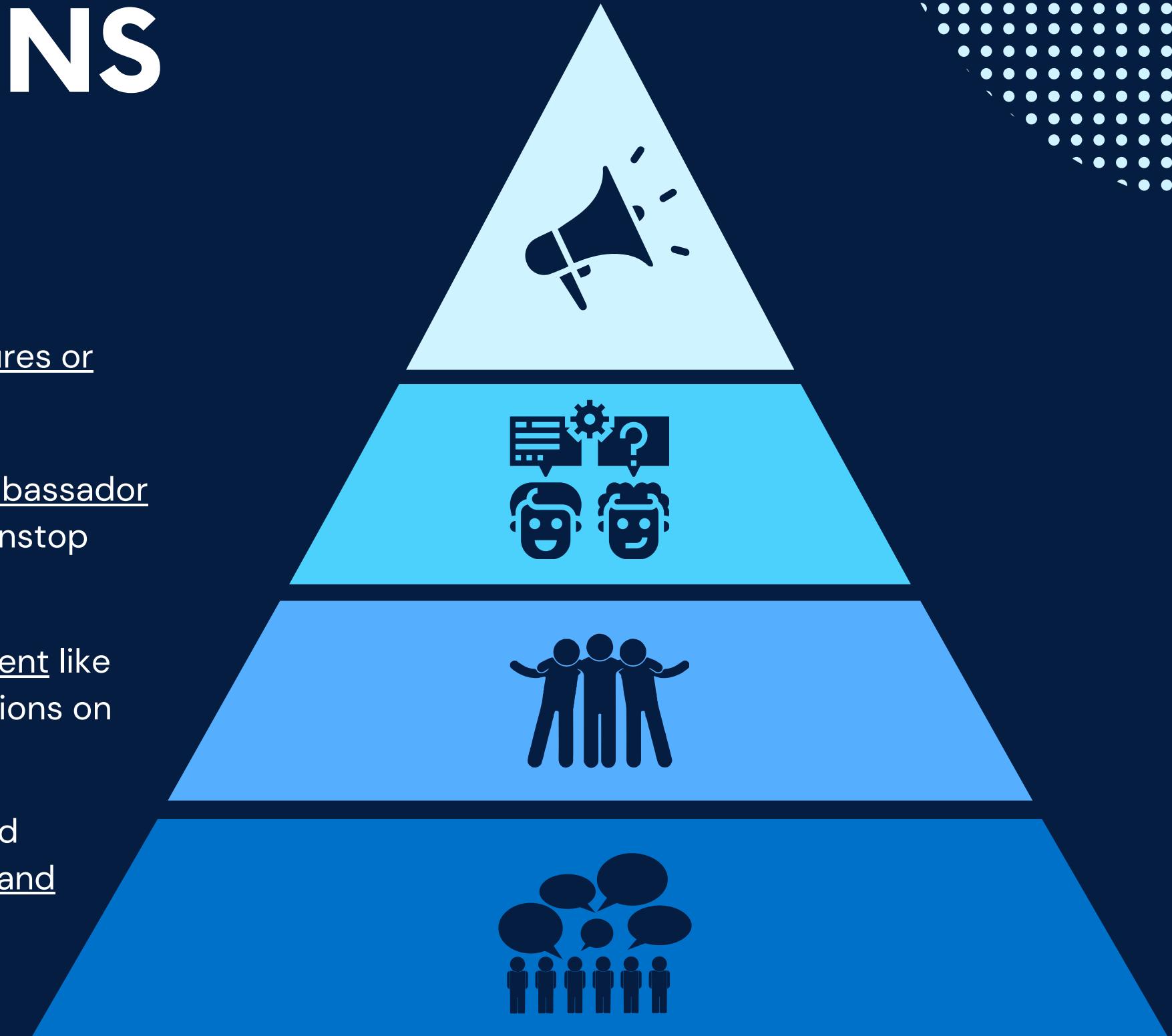
## Goodies

Unstop coins can be claimed to purchase unstop goodies like stickers, keychains, pens, notepads, T-shirts, etc



# COLLABORATIONS

- 01** Unstop representatives can conduct guest lectures or workshops in universities and companies.
- 02** Partner with universities to establish student ambassador programs. Student ambassadors can promote Unstop within their peers.
- 03** Partner with influencers to create engaging content like video tutorials, interview series, or live Q&A sessions on career development topics.
- 04** Collaborate with companies, university clubs, and societies to organize their events, competitions and recruitment process.





# CONTENT MARKETING AND GAMIFICATION

## High-quality Content

Create high-quality interactive content formats like blog posts, infographics, videos, mentorship programs, and interactive quizzes.

## Introduce Gamification

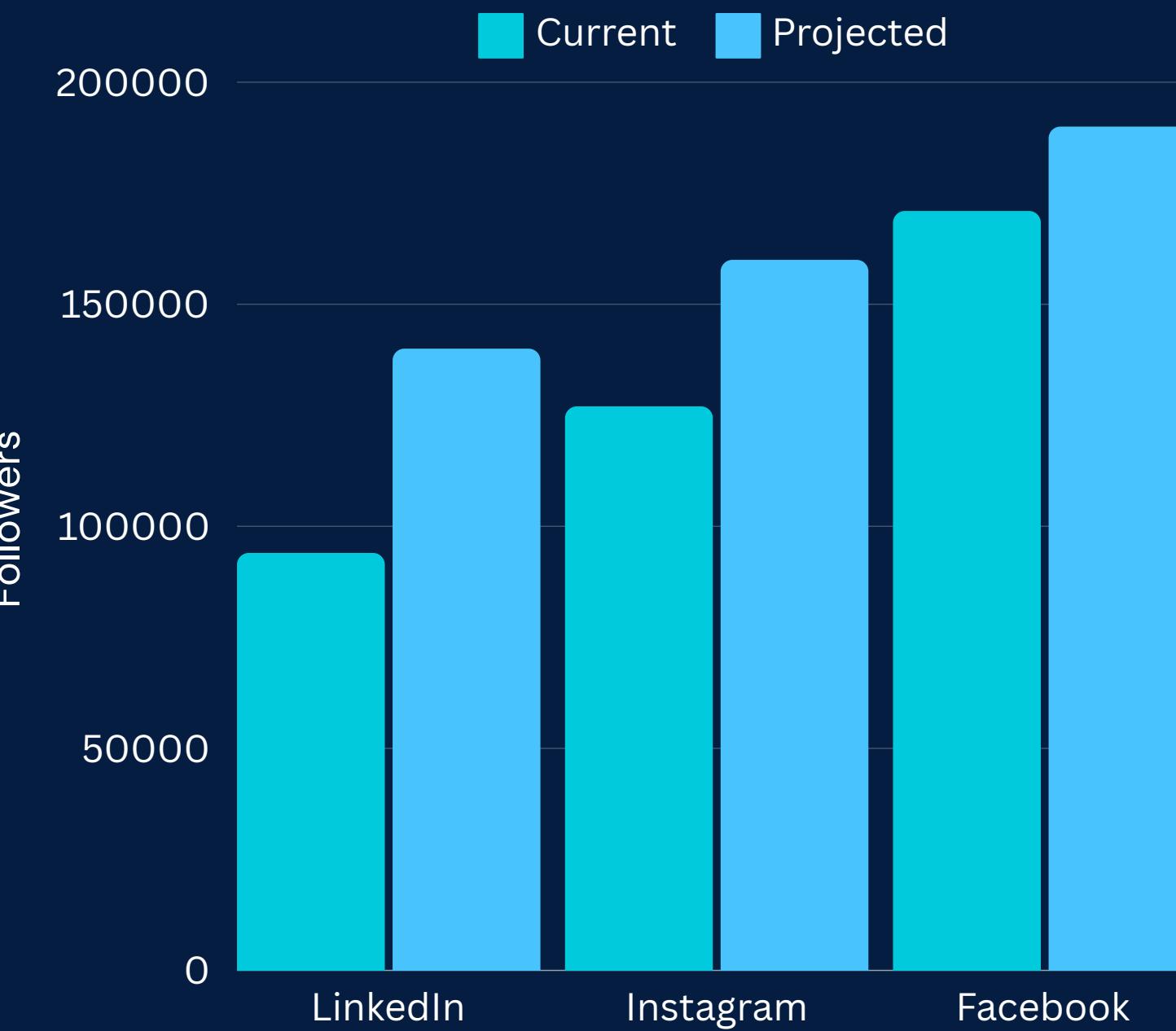
Boost user engagement by incorporating quizzes, spin the wheel and polls in the content. Implement gamification elements like badges, rating, and leaderboards.

## Notifications and Mails

Send timely personalized mails, newsletters, event notifications and job alerts.

# SOCIAL MEDIA MARKETING

- Promote content across social media platforms most relevant to the target audience ( LinkedIn, Instagram, Facebook, Twitter)
- Create a content calendar that includes engaging visuals and interactive polls.
- Use eye catching posters, jingles, relatable reels and trending hashtags.
- Collaboration with influencers.



# PERSONALIZED USER EXPERIENCE



## JOB RECOMMENDATIONS

Use AI and ML to match users with job openings by analyzing their skills, experience, and career goals, ensuring highly personalized recommendations.



## CAREER ROADMAPS

Create dynamic career roadmaps that update based on user progress, rating and changes in the job market. Gather user feedback to improve the recommendation algorithm.



## LEARNING RESOURCES

Recommend personalized resources based on the user's past performance, identified areas for improvement and current market demands. Gather user feedback to improve the algorithm.

# MENTORSHIP & INTERNSHIP PROGRAMS

## Curated Programs

Handpicked programs from highly respected companies. Listings can be filtered and they show overview, description, benefits, and deadlines.

## Registration Links

Quick access to the official program registration pages directly from Unstop.

## Eligibility Criteria

Program's requirements, eligibility criteria like academic background, work experience etc. will be mentioned.

## Resources

Resources like Unstop preparation material, sample questions, previous year questions and tips for each program is included.

## FAQs

This section will feature frequently asked questions about the programs,

# Thanks For Watching

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