

A blue-tinted photograph of a modern city skyline featuring several skyscrapers with reflective glass facades. The perspective is from a low angle, looking up at the buildings against a clear, light blue sky.

**SOCIAL  
REACH**

# OVERVIEW

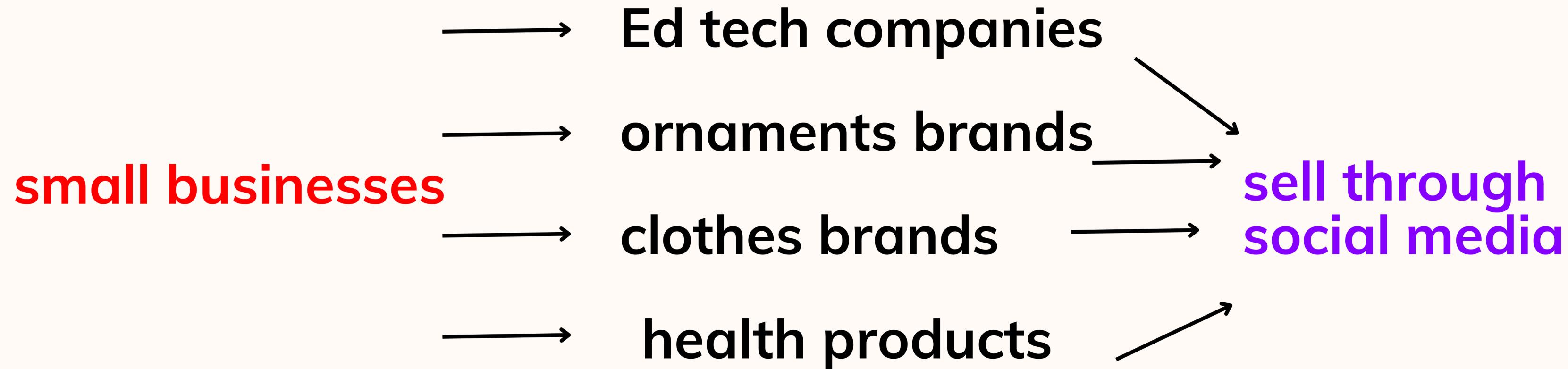
mission

develop a comprehensive digital growth platform tailored specifically to the needs of startups, providing them with the tools, guidance, and support necessary to succeed online

product goal

aim is to empower startups to build and optimize their online presence, increase visibility, attract and engage customers, and ultimately drive sustainable growth

# CUSTOMER SEGMENT



## PAIN POINTS

I want to see what people search on the internet, categorized by age, and trends in the market

I want features that create ads and automate ads for my products

I want to analyze competitors to understand what they do for high-engagement posts

I want to know which social media channel is more helpful for me to generate more leads

# PRIOTIZATION

I want to see what people search on the internet, categorized by age, and trends in the market

90% majority of new startups face this issue

it helps to save money on ad campaigns

helps companies understand user requirements

# SOLUTION

i want to see what people search on internet & trend in market

**Build a feature that shows trending keywords with search volume while also indicating why people like competitor posts**

**Develop a feature that utilizes AI to generate posts/videos based on users' products/services, aimed at boosting customer engagement**

**Introduce Peak Bits to display how your audience active/ uses social media, segmented by region**

# solution prioritization

| feature   | effort | impact | Urgency |
|---|--------|--------|---------|
| trending keywords with search volume                | medium | high   | high    |
| AI-powered post/reels creation                      | medium | high   | medium  |
| audinece use social media this time per region wise | medium | medium | low     |

# SUCESS metrics

increase in traffic after implementing the features.

time spent on the platform / which feature mostly used

new signups or paid subscriptions daily / weekly / monthly

Trending Keywords with Search Volume:  
improvement in search ranking

Content Creation:  
Conduct surveys to assess the quality of AI-generated post / videos.

Peak Bits with Audience  
Social Media Usage:  
improvement in their content likes, shares, comments