

Product Strategy Overview



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*Hypothetical Brand and Logo

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ABOUT BIRDEYE



Birdeye is a cloud-based local marketing platform that empowers businesses to manage their online presence, generate leads, and provide exceptional customer service. It offers a comprehensive suite of tools designed to help businesses thrive in the digital landscape.

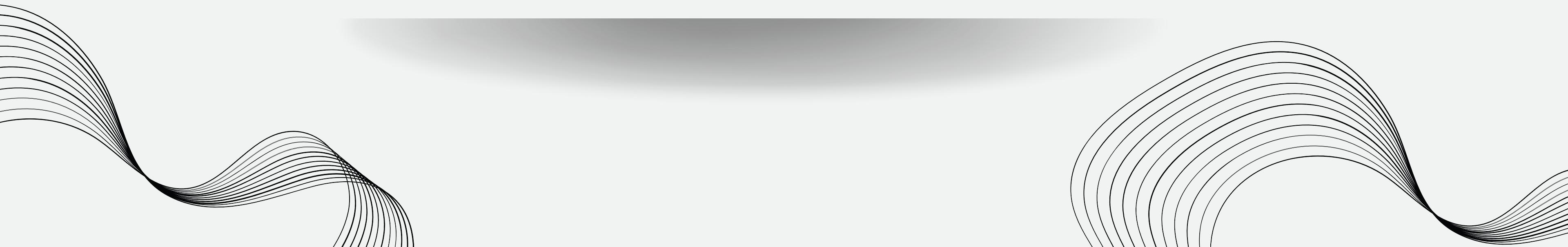
Key Features:

- Online Presence Management
- Lead Generation
- Customer Service
- Analytics and Reporting

Benefits:

- Increased Visibility
- Enhanced Customer Engagement
- Lead Generation and Conversion
- Data-Driven Decision Making

Birdeye is a powerful platform that assists businesses in managing their online presence, generating leads, and providing exceptional customer service. It empowers businesses to thrive in the digital age by offering a comprehensive suite of tools and features.



USER PERSONA

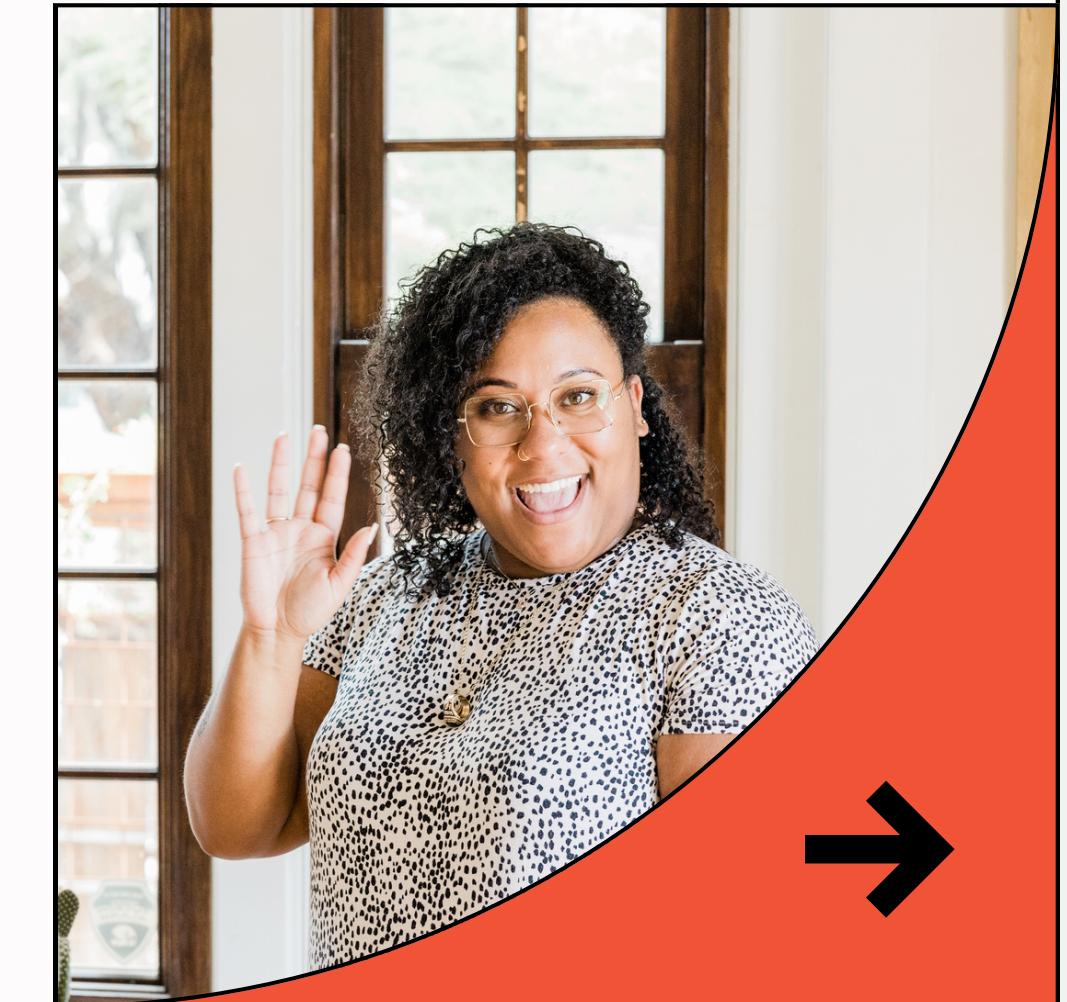
Name: Sarah
Age: 35 years old
Occupation: Entrepreneur and owner of a local boutique
Region: Suburban

Target Audience Characteristics:

1. Small and Medium-Sized Business Owners: Our target audience includes small and medium-sized business owners across various industries, such as retail, restaurants, healthcare, home services, and more.
2. Tech-Savvy Entrepreneurs: Our ideal buyers are entrepreneurs who recognize the significance of digital marketing and online reputation management for their local businesses.
3. Time-Strapped Professionals: Our target audience often wears multiple hats within their businesses and seeks efficient solutions to manage their online presence and attract local customers.

Key Factors Influencing Their Decisions:

1. Online Visibility: Local business owners like Sarah understand the importance of being visible to potential customers who search for products and services in their vicinity.
2. Reputation Management: Maintaining a positive online reputation through managing reviews and customer interactions is crucial for attracting new customers and retaining existing ones.
3. Lead Generation: The ability to generate leads from local customers and convert them into sales is a key consideration for our target audience.
4. Time Efficiency: Our buyers are looking for solutions that save them time by streamlining their online marketing efforts and providing actionable insights.



USER PERSONA

Name: David
Age: 40 years old
Occupation: Home Services Provider
Region: Suburban

Target Audience Characteristics:

1. Home Services Providers: Our platform appeals to professionals offering home maintenance, repair, and improvement services, including plumbers, electricians, landscapers, and contractors.
2. Local Experts: Our ideal buyers are individuals with deep knowledge of their local communities and seek to connect with nearby customers in need of their services.
3. Mobile-Driven Professionals: Our target audience relies on mobile devices for managing their businesses and prefers solutions that offer mobile-friendly interfaces and on-the-go accessibility.

Key Factors Influencing Their Decisions:

1. Local Customer Acquisition: Home services providers like David prioritize reaching local homeowners and property managers who require their expertise.
2. Reputation and Trust: Maintaining a positive online reputation is crucial for building trust with potential clients, as home services often require a high level of trust between the provider and the customer.
3. Mobile Accessibility: Our buyers value solutions that allow them to manage their online presence and customer interactions seamlessly from their mobile devices while on the job.



USER PERSONA

Name: Emily

Age: 30 years old

Occupation:

Restaurants

Region: Suburban

Target Audience Characteristics:

1. Hospitality and Food Industry Professionals: Our platform caters to individuals managing restaurants, cafes, bars, and other food establishments who are looking to enhance their local visibility and attract patrons.
2. Customer Experience Enthusiasts: Our ideal buyers prioritize providing outstanding customer experiences and seek tools to engage with potential diners in their local area.
3. Social Media-Savvy Managers: Our target audience understands the impact of social media and online reviews on their business and seeks solutions to effectively manage their digital presence.

Key Factors Influencing Their Decisions:

1. Local Foot Traffic: Restaurant managers like Emily are focused on attracting local diners and increasing foot traffic to their establishments.
2. Online Reviews and Reputation: Positive online reviews and reputation management are critical for enticing potential customers and standing out in a competitive dining landscape.
3. Social Media Integration: Our buyers seek platforms that integrate with social media channels to showcase their offerings and engage with local food enthusiasts online.



PAIN POINT

Stakeholders:	Service Providers	Consumers	Challenges in the Hyperlocal Services Market
Pain Point 1	Limited Local Visibility: Many service providers struggle to stand out in their local markets, making it challenging for them to reach potential customers who are actively seeking their services.	Difficulty Finding Reliable Local Services: Consumers often struggle to find trustworthy and reliable local service providers, leading to hesitation and uncertainty when selecting businesses for their needs.	Fragmented Online Presence: Service providers often struggle with maintaining accurate and consistent information across multiple online platforms, leading to a fragmented online presence and potential customer confusion.
Pain Point 2	Online Reputation Management: Service providers face difficulties in managing their online reputation, especially when dealing with negative reviews or inaccurate business information across various platforms.	Inconsistent Information: Consumers may encounter inconsistent or outdated business information across different online platforms, leading to confusion and potential mistrust in the businesses they consider.	Lack of Targeted Local Marketing: Many current solutions may fall short in providing targeted hyperlocal marketing tools that enable service providers to effectively reach potential customers within their immediate vicinity.
Pain Point 3	Lead Generation: Generating and converting local leads into customers can be a significant challenge for service providers, especially when competing with larger businesses or struggling to differentiate themselves.	Limited Access to Local Options: Some consumers may have difficulty discovering a wide range of local service providers, limiting their choices and potentially leading to a lack of diversity in the services they receive.	Limited Reputation Management Tools: Existing platforms may not offer comprehensive reputation management features, leaving service providers vulnerable to the impact of negative reviews and lacking the means to showcase their positive customer experiences.
Pain Point 4	Time-Intensive Marketing Tasks: Small and medium-sized service providers often lack the time and resources to effectively manage their digital marketing efforts, including online listings, customer interactions, and review responses.	Affordability	Indoor Activities and Consumer Trust and Confidence: Consumers may face challenges in discerning the reliability and quality of local service providers, leading to a lack of confidence in their choices and potentially hindering their overall satisfaction with the services they receive.

SOLUTION/VALUE PROPOSITION

SOLUTION AND VALUE PROPOSITION

Enhanced Local Visibility

- Our platform provides service providers with the tools to optimize their local online presence across multiple platforms, ensuring accurate and consistent business information. This enables them to stand out in their local markets and be easily discovered by potential customers seeking their services

Hyperlocal Lead Generation

- Our platform empowers service providers to target and attract local leads effectively. Through customizable lead generation tools and localized marketing strategies, they can connect with potential customers in their immediate vicinity, increasing the likelihood of conversion

Reputation Management Excellence

- We offer robust reputation management features, allowing service providers to effectively monitor and respond to customer reviews, showcase their positive experiences, and address any negative feedback. This helps build trust and credibility with consumers while mitigating the impact of unfavorable reviews

Time-Saving Marketing Automation

- We provide time-saving automation features that streamline digital marketing tasks, such as managing online listings, responding to customer inquiries, and tracking performance metrics. This allows service providers to focus on delivering exceptional services while maintaining a strong online presence

SOLUTION/VALUE PROPOSITION

UNIQUE AND COMPELLING OFFERING

Hyperlocal Focus

- Our platform's emphasis on hyperlocal marketing distinguishes it from broader digital marketing solutions, offering targeted tools specifically designed to address the unique needs of local service providers and consumers

Comprehensive Reputation Management

- By offering a comprehensive suite of reputation management tools, our platform goes beyond basic listing management to provide service providers with the means to actively shape and showcase their online reputation, fostering consumer trust and confidence

Localized Lead Generation

- Our platform's ability to facilitate localized lead generation sets it apart by enabling service providers to connect with nearby customers actively seeking their services, resulting in higher-quality leads and increased conversion rates

User-Friendly Interface

- We prioritize user-friendly interfaces and mobile accessibility, ensuring that service providers can easily navigate and utilize our platform while on the go, aligning with the dynamic nature of their businesses

MISSION

HR

"At Hypereach Connect, our mission is to empower local service providers and consumers by creating meaningful connections within their communities. We are dedicated to fostering trust, transparency, and convenience in the hyperlocal services marketplace. Through our innovative platform, we strive to elevate the visibility of local businesses, facilitate seamless interactions, and enrich the lives of consumers by connecting them with reliable and exceptional service providers. We are committed to making a positive impact on local economies and communities by bridging the gap between businesses and consumers, ultimately enhancing the fabric of neighborhoods and neighborhoods."



TARGET CUSTOMERS

01

Home Services Providers

- This segment encompasses professionals offering home maintenance, repair, and improvement services, such as plumbers, electricians, landscapers, and contractors. Market research indicates a growing demand for these services due to homeowners' increasing focus on property maintenance and improvement, as well as the trend towards outsourcing such tasks to skilled professionals

02

Hospitality and Food Industry Professionals

- This segment includes individuals managing restaurants, cafes, bars, and other food establishments. The potential for growth in this sector is driven by consumers' ongoing interest in dining out, ordering food for delivery, and seeking diverse culinary experiences. By targeting this segment, we aim to support local eateries and enhance their visibility in the competitive food service market

COMPETITIVE ANALYSIS



justdial.com

justdial provides local information on car rentals, pizzas, restaurants, hotels, doctors & more in us. justdial us local search services are available in new york, houston, chicago, los angeles, phoenix & other cities.

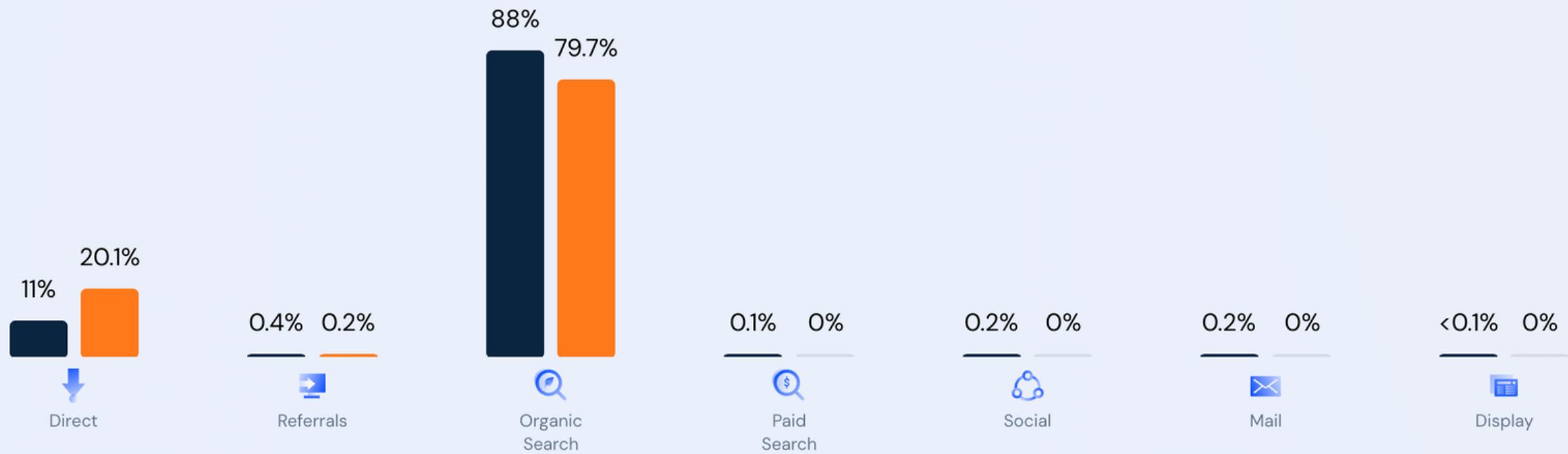


asklaila.com

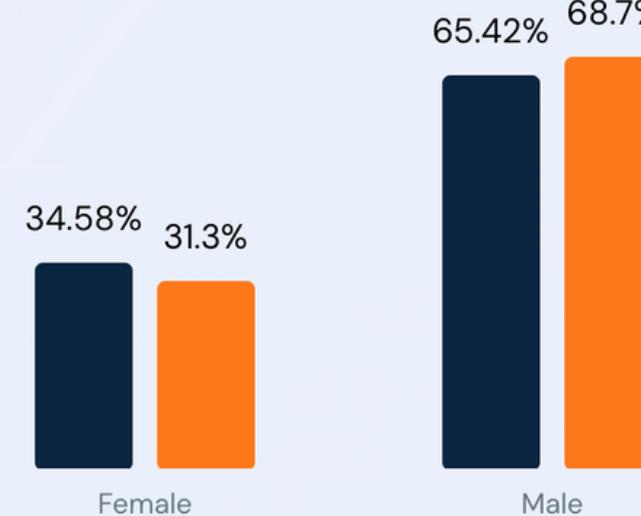
local information service. search for restaurants, shopping, nightlife, cinemas, entertainment, spa, salon, doctors, schools, coffee shops, movies, events and more - with user reviews and recommendation.

	justdial.com	asklaila.com
Total Visits ⓘ	75.8M	499.6K
Last Month Change ⓘ	▲ 5.38%	▲ 12.22%
Avg Visit Duration ⓘ	00:02:21	00:01:10
Pages per Visit ⓘ	2.75	2.09
Bounce Rate ⓘ	56.78%	71.97%

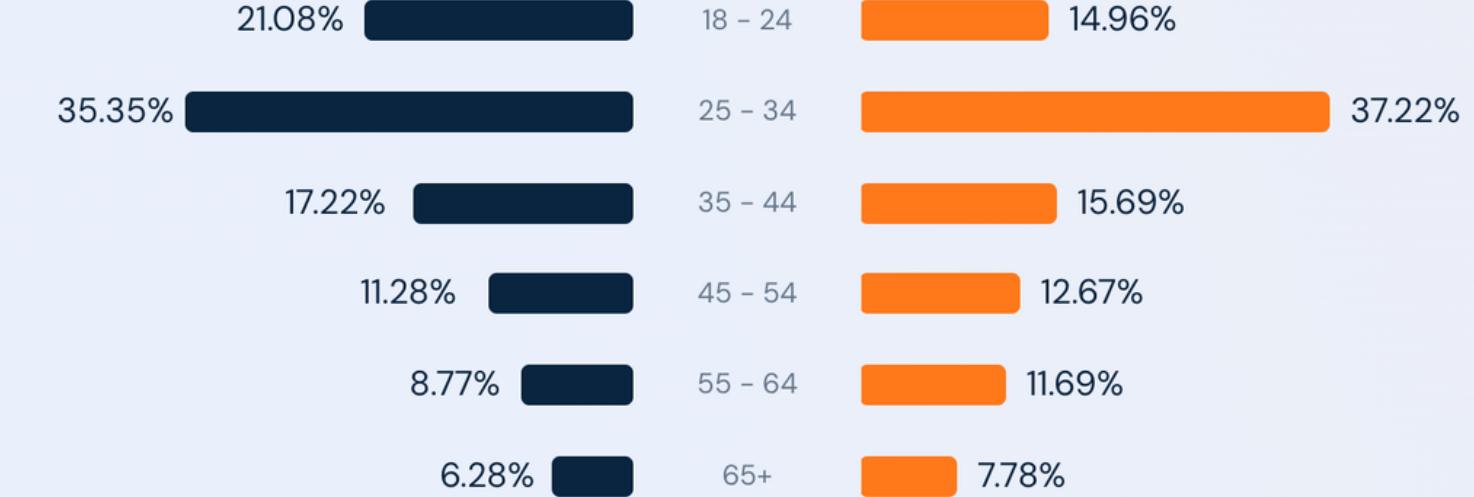
Marketing Channels Distribution



Gender Distribution ⓘ



Age Distribution ⓘ



SOURCE: SIMILARWEB

KEY METRICS

01

02

03

04

05

LOCAL VISIBILITY METRICS

- Local Search Rankings
- Online Listing Accuracy

REPUTATION MANAGEMENT METRICS

- Review Volume and Rating
- Review Response Rate

LEAD GENERATION AND CONVERSION METRICS

- Local Lead Acquisition
- Conversion Rate

USER ENGAGEMENT METRICS

- Platform Interaction
- Customer Retention Rate

BUSINESS GROWTH METRICS

- Service Provider Acquisition
- Revenue Generation

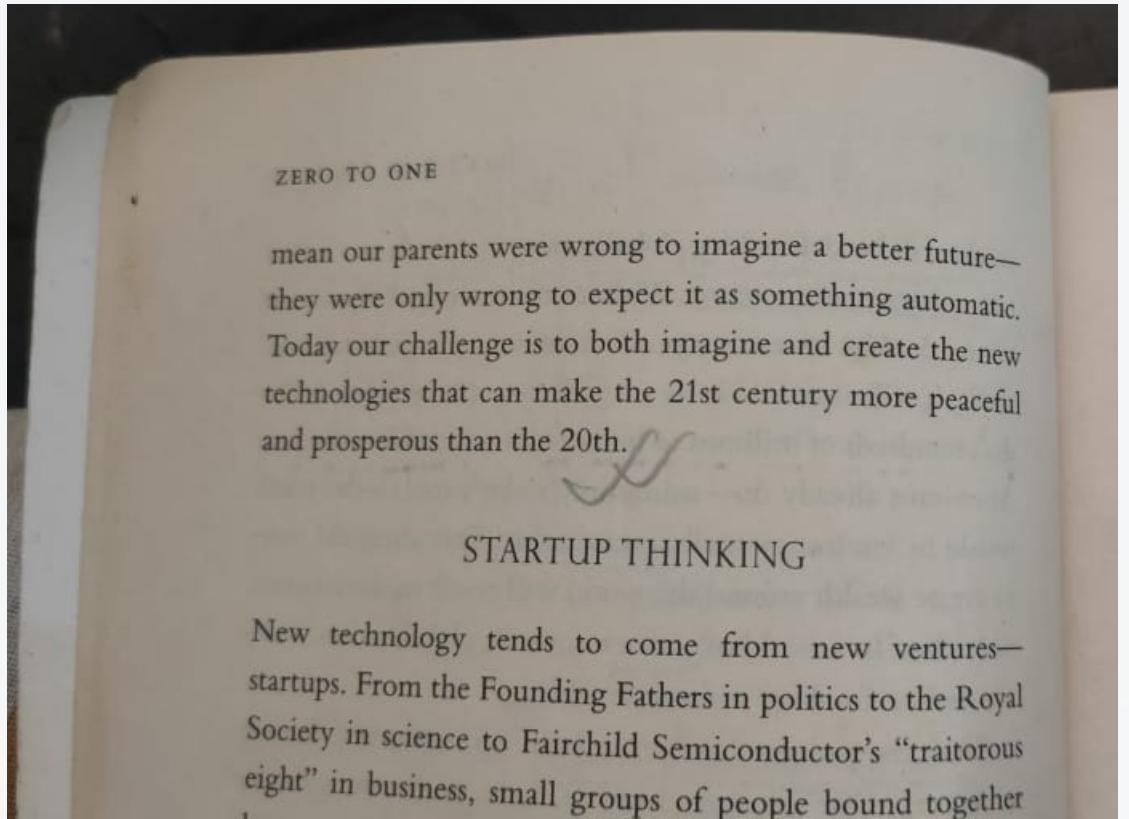
INNOVATION EXAMPLE

I haven't had a product management internship experience, to be honest. But I contributed to improving user engagement and store performance at Youngly Fashion. I showcased entrepreneurial skills and achieved notable milestones, securing the first customer order in the initial stages of the business. Additionally, I played a significant role in building and launching the e-commerce platform using Shopify, with over 800 sessions over 30 days. By analyzing key metrics and implementing targeted strategies, I was able to improve user engagement, conversions, and store performance. Furthermore, I developed multiple project management and teamwork skills by collaborating with stakeholders to gather and analyze data and insights.

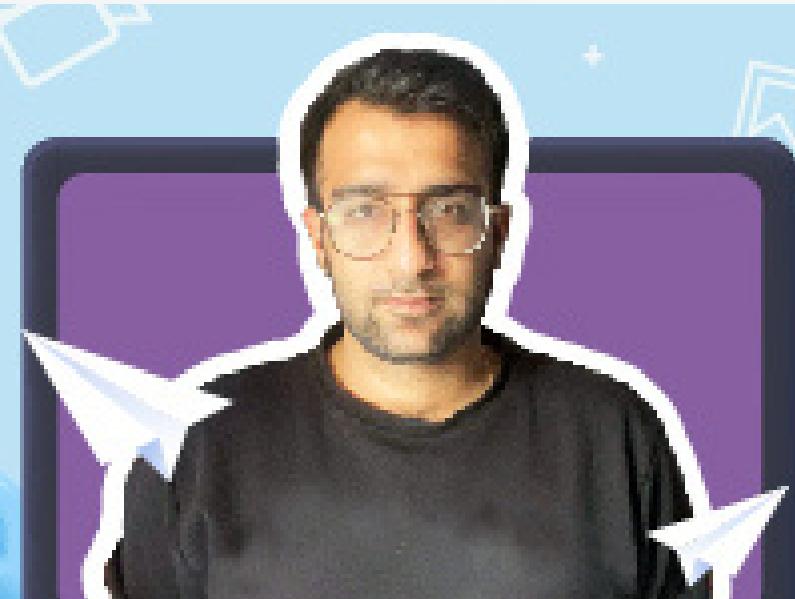


BOOKS OR PEOPLE OF INFLUENCE

A book that have influenced me the most in my product management journey is "Zero to One" by Peter Thiel.



The paragraph marked in the picture is what I'm trying to achieve. One of the best ways to do so is Product Management.



A person who has influenced me the most in my product management journey is Mr Shravan Tickoo.

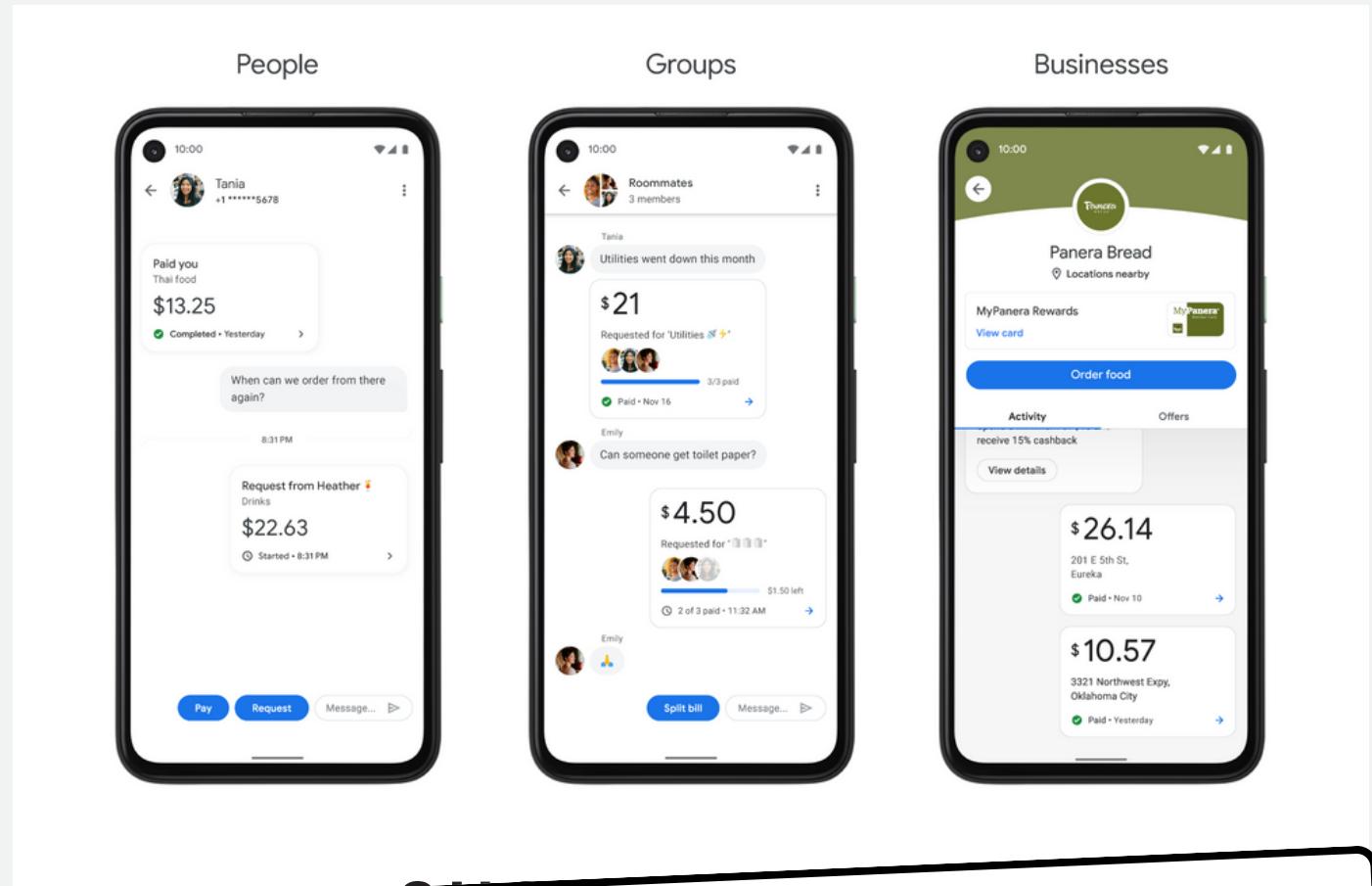
Shravan Tickoo is an Indian YouTuber, product management coach, content creator, and entrepreneur. He is the founder of the YouTube channel "The Swag Wala PM" where he shares videos on product management, personal development, entrepreneurship, and career advice.

His content on critical and first-principle thinking has inspired me the most. Additionally, his 1-hr long online session on Wireframing is, I believe, one of the best tutorial on the internet.

FAVORITE APP



Pay



Suggestion

A feature to copy from PhonePe

- While performing a transaction related to Bank-to-Bank money transfer, PhonePe automatically identifies the user's bank IFSC code and name with Account no. only.

FAVORITE FEATURES



- Gamified User Interface
Gamification often includes interactive elements, such as animations, sound effects, or personalized avatars. Google Pay has visually appealing and interactive features, it could create a more immersive and entertaining experience for me.



- Rewards
Google Pay often provides users with rewards, cashbacks for transactions. Unlike most of the other apps available, Google Pay rewards are more valuable to users as they are cash rewards most of the times. Other apps generally provide discount coupons, not providing value for me.



- Integration with Google Services
If Purushottam is already using other Google services, such as Gmail or Google Calendar, the seamless integration of Google Pay with these services might enhance his overall digital experience and make it a convenient choice for him.

THANK YOU

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