

ASSIGNMENT

BY

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● Market Research —

Key Trends Influencing Customer Decisions :

1. **AI-Powered Website Building & Automation:** Customers seek effortless, automated solutions that allow them to create, optimize, and manage their websites with minimal manual input.
2. **Mobile-First & Social Commerce Integration:** With a significant increase in mobile-driven website traffic, businesses prioritize mobile-friendly designs and seamless integration with social media platforms for selling products and services.

My Recommendations for Websites.co.in:

- **AI-Enhanced Website Optimization:** Introduce AI-driven design suggestions, auto-generated SEO enhancements.
- **Social Media Integration & One-Click E-commerce Setup:** Allow users to easily connect their websites with Instagram, Facebook, and WhatsApp, along with a frictionless checkout experience.

• COMPETITIVE ANALYSIS —

COMPANY	USP	STRATEGY
WIZ	AI-powered website creation with drag-and-drop customization.	Allows third-party integrations for additional functionalities like e-commerce, chatbots, and booking systems.
Squarespace	High-quality, design-centric templates tailored for creatives and small businesses.	Includes built-in e-commerce, email marketing, and SEO tools.
Shopify	Best-in-class e-commerce platform with seamless payment and inventory management.	Allows users to sell via social media, online marketplaces, and brick-and-mortar stores.

- **Low-Hanging Fruit Opportunities:**

That could be applied within 30 days to increase user engagement and reduce churn

Initiative: Personalized Onboarding Emails & Guided Tutorials

Implementation:

- Within **30 days**, Websites.co.in can set up an **automated email sequence** for new users with personalized guidance based on their progress.
- Introduce **short, interactive video tutorials** (1-2 mins each) embedded within emails and the dashboard, showing how to complete key actions (e.g., publishing a site, adding products, SEO tips).
- Provide **personalized nudges** via in-app pop-ups and emails, such as:
 - **“Hey , you’re 70% done! Just one step left to publish your site.”**
 - **“Need help? Schedule a free 10-minute support call.”**



- **Communication Plan:**

New Message

To

Cc Bcc

Subject

Your Website is Almost Ready – Unlock More Features Now!

Hi Ritika ,

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Great job on starting your website with Websites.co.in! You're just a few steps away from launching a professional online presence. Upgrade now to unlock premium features like custom domain names, advanced SEO, and priority support.

Exclusive Offer:

Upgrade within the next 48 hours and get your hands on advanced SEO features and many more.

Click below to take your website live today!

Need assistance? Our team is here to help.

Best wishes from,

The Websites.co.in Team

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