FROM BUSINESS TO BROWSERS
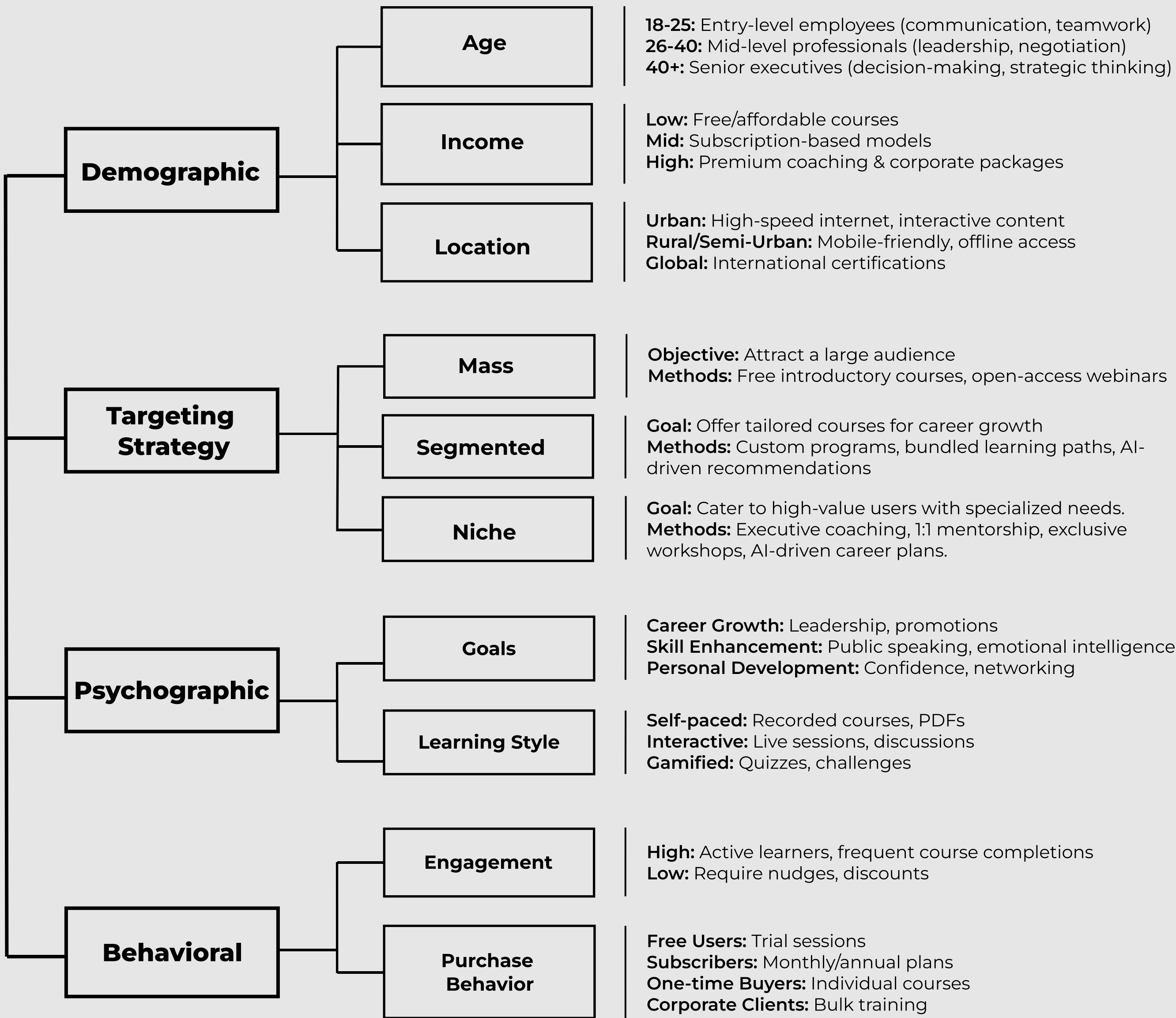
TEAM AGM1
NIT ROURKELA

TEAM MEMBERS
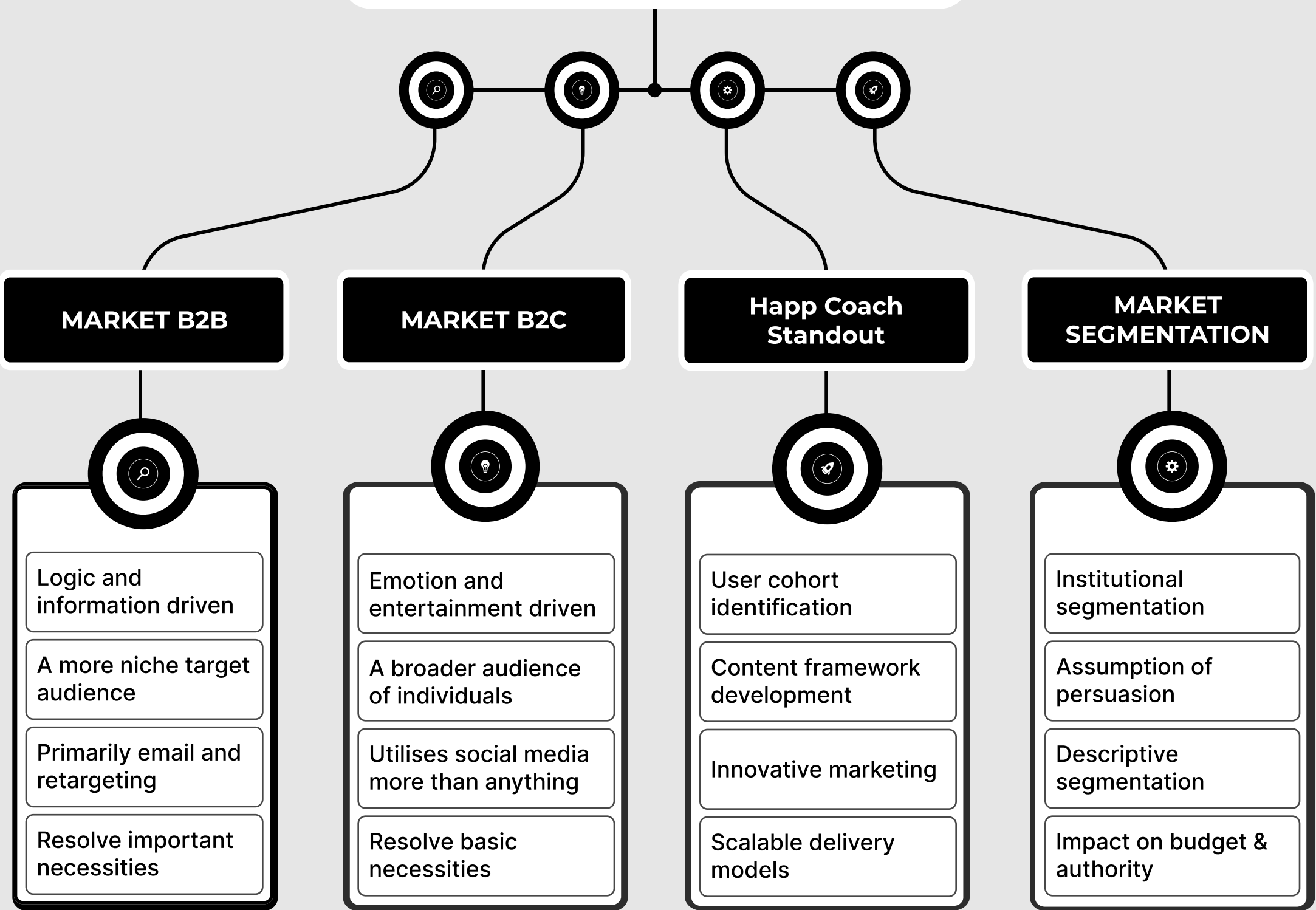HARSHITA UKANDE
SALONI KUMARI
SHIVAM KUMAR

Cohort Differentiation & Strategic Paradigm
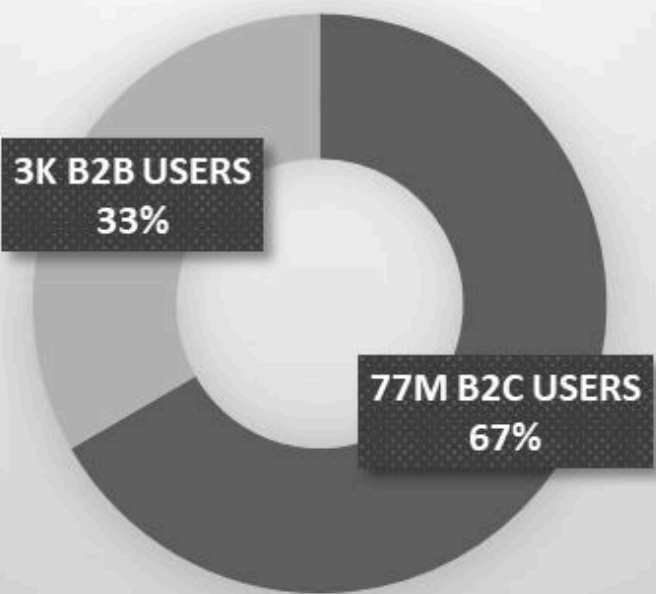
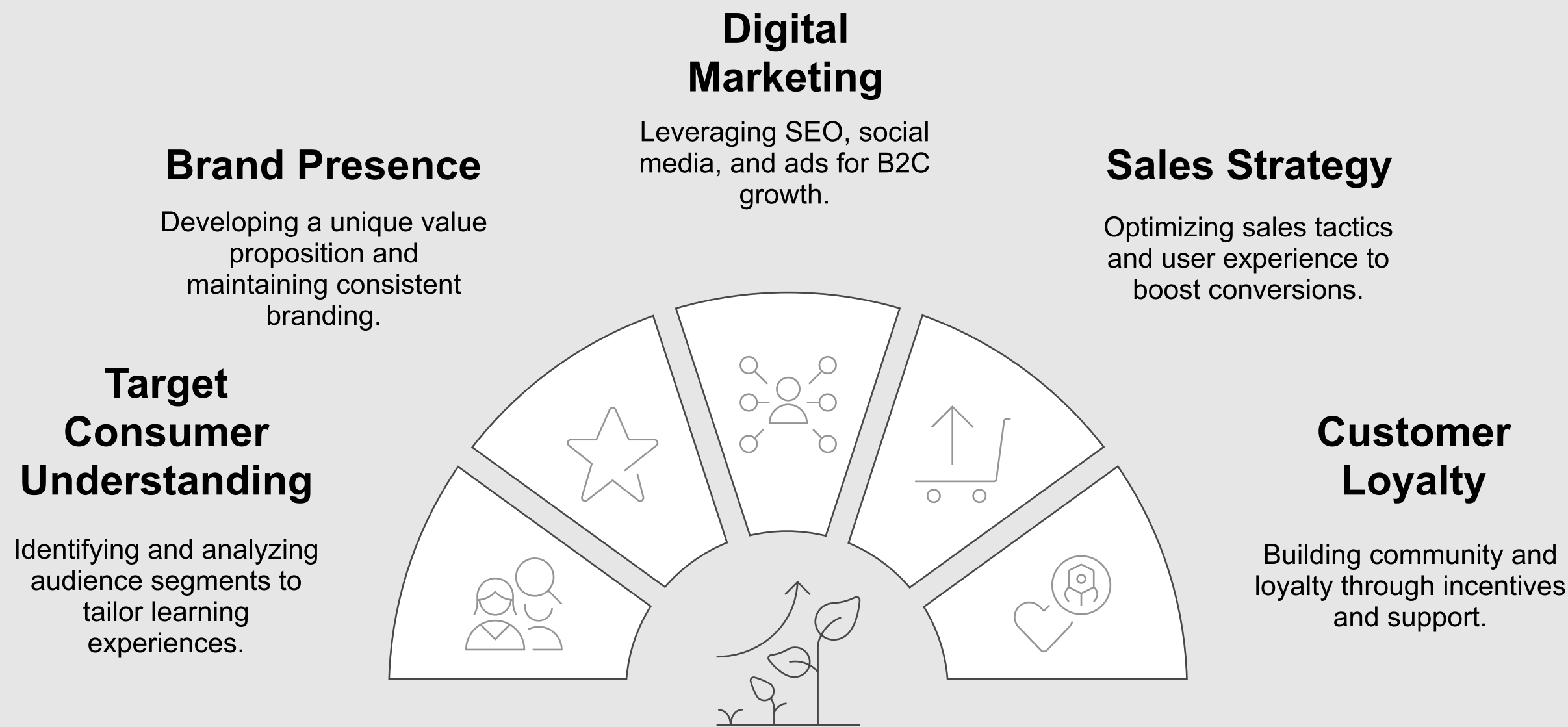## Market Segmentation for a B2C Soft Skills EdTech Platform

Demographic

Age
- **18-25:** Entry-level employees (communication, teamwork)
- **26-40:** Mid-level professionals (leadership, negotiation)
- **40+:** Senior executives (decision-making, strategic thinking)

Income
- **Low:** Free/affordable courses
- **Mid:** Subscription-based models
- **High:** Premium coaching & corporate packages

Location
- **Urban:** High-speed internet, interactive content
- **Rural/Semi-Urban:** Mobile-friendly, offline access
- **Global:** International certifications

Targeting Strategy

Mass
- **Objective:** Attract a large audience
- **Methods:** Free introductory courses, open-access webinars

Segmented
- **Goal:** Offer tailored courses for career growth
- **Methods:** Custom programs, bundled learning paths, AI-driven recommendations

Niche
- **Goal:** Cater to high-value users with specialized needs.
- **Methods:** Executive coaching, 1:1 mentorship, exclusive workshops, AI-driven career plans.

Psychographic

Goals
- **Career Growth:** Leadership, promotions
- **Skill Enhancement:** Public speaking, emotional intelligence
- **Personal Development:** Confidence, networking

Learning Style
- **Self-paced:** Recorded courses, PDFs
- **Interactive:** Live sessions, discussions
- **Gamified:** Quizzes, challenges

Behavioral

Engagement
- **High:** Active learners, frequent course completions
- **Low:** Require nudges, discounts

Purchase Behavior
- **Free Users:** Trial sessions
- **Subscribers:** Monthly/annual plans
- **One-time Buyers:** Individual courses
- **Corporate Clients:** Bulk training

Strategic Overview

MARKET B2B
- Logic and information driven
- A more niche target audience
- Primarily email and retargeting
- Resolve important necessities

MARKET B2C
- Emotion and entertainment driven
- A broader audience of individuals
- Utilises social media more than anything
- Resolve basic necessities

Happ Coach Standout
- User cohort identification
- Content framework development
- Innovative marketing
- Scalable delivery models

MARKET SEGMENTATION
- Institutional segmentation
- Assumption of persuasion
- Descriptive segmentation
- Impact on budget & authority

B2C vs. B2B Revenue Split

- **3K B2B USERS** 33%
- **77M B2C USERS** 67%

Profound Insights & Innovative Ideas

How to approach direct consumers?

Driving Strategic Growth Through Consumer Insight and Branding

Brand Presence
Developing a unique value proposition and maintaining consistent branding.

Digital Marketing
Leveraging SEO, social media, and ads for B2C growth.

Sales Strategy
Optimizing sales tactics and user experience to boost conversions.

Target Consumer Understanding
Identifying and analyzing audience segments to tailor learning experiences.

Customer Loyalty
Building community and loyalty through incentives and support.

Model	Description	Example
Freemium Model	Free basic courses, paid advanced content	Coursera, Udemy
Subscription Model	Monthly/yearly access to all courses	MasterClass, LinkedIn Learning
One-Time Purchase	Buy individual courses/ certifications	Dometika, Udemy
Gamified Learning	Earn points, badges, reward for progress	Duolingo, Skillshare
Live & Cohort-Based Learning	Interactive classes with mentorship	Maven, Growth School

Innovative Ideas for Happ Coach Academy's B2C Expansion

☐ AI-Powered Personalized Learning Path
☐ "Learn & Earn" Gamification Model
☐ Metaverse & VR-Based Soft Skills Training
☐ AI-Powered Career Coach Chatbot
☐ Subscription-Based "Netflix for Soft Skills" Model
☐ AI-Generated Digital Certification with Blockchain Security
☐ Community-Driven Learning & Social Challenges

Key Takeaways

Understanding your audience helps tailor learning solutions.

A strong brand and digital presence drive visibility and trust.

Targeted marketing and optimized sales improve conversions.

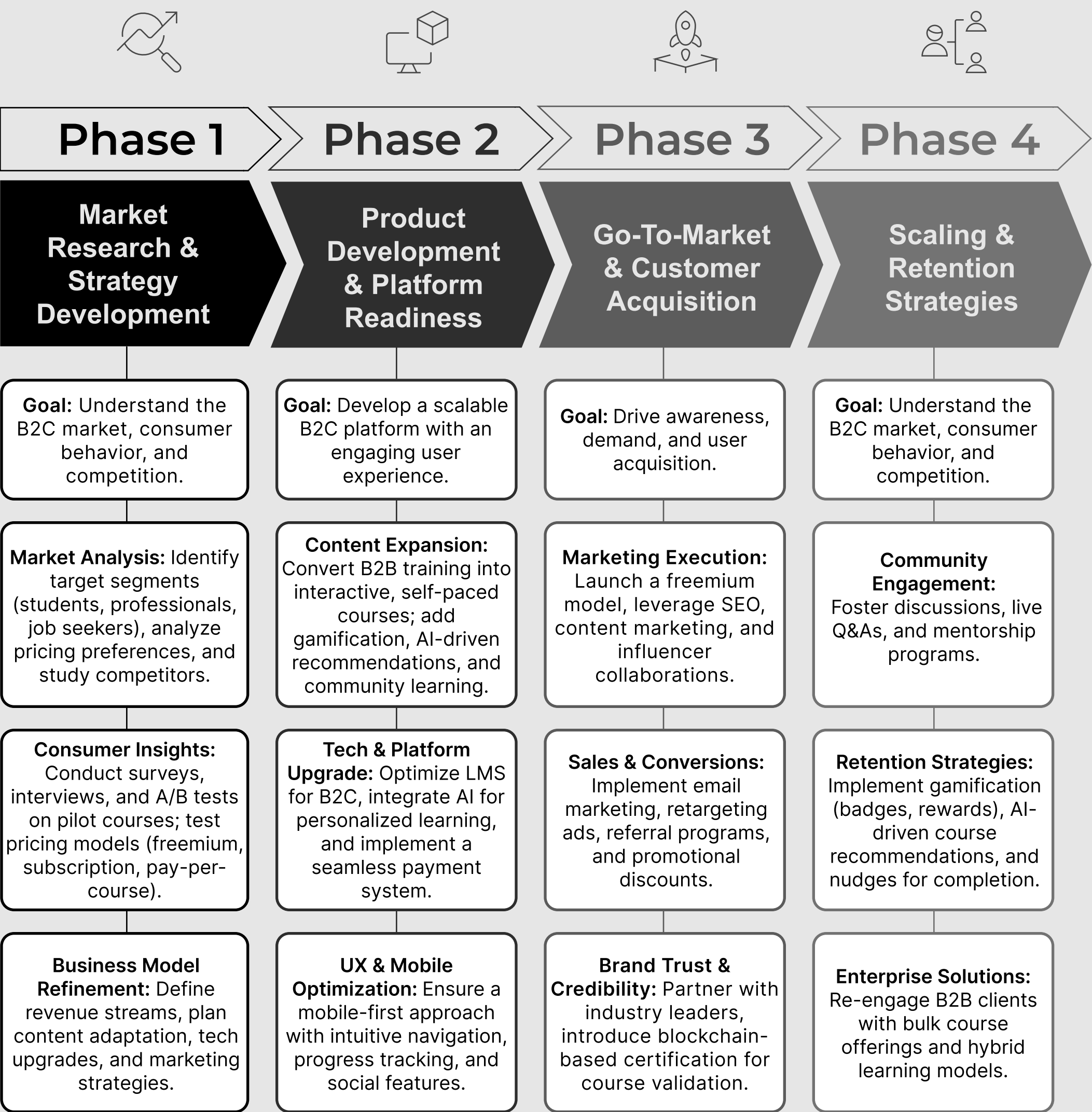Engaging communities and loyalty programs enhance retention.

Systematic Plan for Implementation

Transition from B2B to B2C in EdTech

Phase 1	Phase 2	Phase 3	Phase 4
Market Research & Strategy Development	**Product Development & Platform Readiness**	**Go-To-Market & Customer Acquisition**	**Scaling & Retention Strategies**
Goal: Understand the B2C market, consumer behavior, and competition.	**Goal:** Develop a scalable B2C platform with an engaging user experience.	**Goal:** Drive awareness, demand, and user acquisition.	**Goal:** Understand the B2C market, consumer behavior, and competition.
Market Analysis: Identify target segments (students, professionals, job seekers), analyze pricing preferences, and study competitors.	**Content Expansion:** Convert B2B training into interactive, self-paced courses; add gamification, AI-driven recommendations, and community learning.	**Marketing Execution:** Launch a freemium model, leverage SEO, content marketing, and influencer collaborations.	**Community Engagement:** Foster discussions, live Q&As, and mentorship programs.
Consumer Insights: Conduct surveys, interviews, and A/B tests on pilot courses; test pricing models (freemium, subscription, pay-per-course).	**Tech & Platform Upgrade:** Optimize LMS for B2C, integrate AI for personalized learning, and implement a seamless payment system.	**Sales & Conversions:** Implement email marketing, retargeting ads, referral programs, and promotional discounts.	**Retention Strategies:** Implement gamification (badges, rewards), AI-driven course recommendations, and nudges for completion.
Business Model Refinement: Define revenue streams, plan content adaptation, tech upgrades, and marketing strategies.	**UX & Mobile Optimization:** Ensure a mobile-first approach with intuitive navigation, progress tracking, and social features.	**Brand Trust & Credibility:** Partner with industry leaders, introduce blockchain-based certification for course validation.	**Enterprise Solutions:** Re-engage B2B clients with bulk course offerings and hybrid learning models.

Execution and Performance Measurement

Current Focus & Future Plans
- Marketing tracking is minimal due to limited outbound efforts.
- Plans to enhance measurement strategies for future success.

Current Metrics Used
- Revenue vs. spending (LTV/CAC ratio)
- Lead generations & conversion rates
- Customer satisfaction (NPS)

Limited Investment in Paid Marketing
- No spending on paid online ads; ROI is not a focus.
- Marketing expenses primarily include salaries and conference fees.

Success Criteria for Inbound Marketing
- Success is defined by increased sales within budget, regardless of specific metrics.

Revenue as a Performance Metric
- Marketing productivity is measured by revenue generation.
- Revenue tracking helps assess high-impact marketing activities.

Sales & Marketing Collaboration
- Strong emphasis on alignment and shared KPIs between teams.
- Encourages synergy and mutual understanding.

High Expectations for Inbound Marketing
- Non-marketing staff have high hopes for inbound strategies.
- Concerns exist over potentially unrealistic expectations.

THANK YOU