

IMPROVE USER ACQUISITION FOR RAGHNALL

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You have joined Ragnall as the Product Head



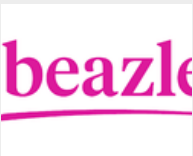
ABOUT RAGHNALL

Ragnall, an Insurtech firm, has launched Business Cyber Shield, a cyber security solution for businesses. The solution includes cyber insurance, security protocols, and compliance adherence. It aims to mitigate potential threats before they occur. This is a ground-breaking approach in the Indian market, as it not only delivers cyber insurance, but also enables the enhancement of security protocols and compliance adherence through an end-to-end risk management solution.

Problem Statement

Despite implementing various user acquisition strategies, the Business Cyber Shield page is failing to generate significant traffic and acquire new users.

COMPETITORS





STAGE	GOAL	PAIN POINTS	HOW RAGHNALL CAN IMPROVE
Awareness	Understand the need for cyber security and learn about different solutions.	Not aware of the need for cyber security. Not sure what type of solution is right for their business.	Create more educational content about cyber security. Make it easier for users to understand the need for cyber security and to learn about the different types of solutions available.
Consideration	Compare different cyber security solutions and find the right one for their business.	Overwhelmed by the number of different cyber security solutions available. Confused about the features and benefits of each solution.	Simplify the comparison of different cyber security solutions. Make it easier for users to compare different providers and to find the solution that is right for their business.
Decision	Choose a cyber security solution and purchase it.	Not sure which cyber security solution is right for their business. Concerned about the cost of the solution.	Provide more information about the features and benefits of each solution. Offer a free trial or demo so that users can try the product before they buy it.
Use	Use the cyber security solution to protect their business from cyber threats.	Not sure how to use the cyber security solution. Experience problems with the product.	Provide more user documentation and support. Make it easier for users to get help if they experience problems with the product.
Support	Get help from Ragnall if they have a question or problem with the product	Can't get the support they need from Ragnall. Have to wait a long time for a response. Can't get their question answered.	Provide more responsive support. Make it easier for users to get help if they have a question or problem.



User Persona 1

Name: A Bhattacharya

Title: IT Manager

Company: Small business

Goals: Protect the company's data and systems from cyber threats.

Pain Points: Not sure which cyber security solution is right for the company. Concerned about the cost of the solution.

Improvements: Ragnall could improve the user journey by providing more information about the features and benefits of each solution. Ragnall could also offer a free trial or demo so that he can try the product before he buys it.



User Persona 2

Name: Sagar Sen

Title: CEO

Company: Medium-sized business

Goals: Protect the company's reputation and financial data from cyber threats.

Pain Points: Overwhelmed by the number of different cyber security solutions available. Confused about the features and benefits of each solution.

Improvements: Ragnall could improve the user journey by simplifying the comparison of different cyber security solutions. Ragnall could also create more educational content about cyber security to help Jane understand the need for cyber security and the different types of solutions available.



User Persona 3

Name: Susan Jones

Title: IT Director

Company: Large enterprise

Goals: Protect the company's sensitive data from cyber threats.

Pain Points: Not sure how to use the cyber security solution. Experience problems with the product.

Improvements: Ragnall could improve the user journey by providing more user documentation and support. Ragnall could also offer live chat support so that Susan can get help if she experiences problems with the product.



Improvement	Description
Add a clear call to action	The current page does a good job of explaining the benefits of Business Cyber Shield, but it doesn't have a clear call to action. I would suggest adding a button or link that says something like "Get Started Now" or "Learn More." This would make it clear to visitors what they need to do next if they're interested in learning more about Business Cyber Shield.
Use more social proof	Social proof is a powerful way to convince visitors to take action. I would suggest adding some social proof to the Business Cyber Shield page, such as testimonials from satisfied customers or case studies. This would help to build trust with visitors and make them more likely to sign up for Business Cyber Shield.
Offer a free trial of Business Cyber Shield.	<div>This would allow visitors to try the service before they commit to purchasing it</div> <div><p>24/7 support, dedicated account manager, access to the Ragnall knowledge base, discounts on other Ragnall products and services for those who availed the free trial.</p><p>For example, a 20% discount could be offered to users who purchase the product after taking advantage of the free trial. <u>This would incentivize users to try the product, and during that time, they would be able to learn about the features and benefits of the product and the importance of cyber security.</u></p></div>



CHAT BOT

Engagement: This chatbot could answer questions about cybersecurity, provide tips on how to protect businesses from cyberattacks, and connect businesses with Ragnall's experts. So, this will attract user not just for product enquiry but also to acquire knowledge and awareness which in turn will indirectly lead to growth in sales

24/7 availability: Chatbots can be available 24/7, while the chat option is only available during business hours. This means that customers can get help with their questions or problems at any time, even late at night or on weekends.

Efficiency: Chatbots can be programmed to answer specific questions, which can save time for both customers and customer service representatives. This can free up customer service representatives to focus on more complex issues or to handle more customers.

Scalability: Chatbots can be scaled to handle more traffic, which can be helpful as the company grows. This means that the company does not have to hire more customer service representatives as it grows, which can save money.

Personalization: Chatbots can be programmed to remember customer preferences, which can make the customer experience more personalized. This can help to improve customer satisfaction and loyalty.

Cost-effectiveness: Chatbots are a cost-effective way to provide customer support. They do not require the hiring of additional customer service representatives, and they can be used to handle a large volume of customer inquiries.

Overall, chatbots offer a number of benefits over the existing chat option on the Ragnall website. They can provide 24/7 support, improve efficiency, scale with the company, personalize the customer experience, and save money.



Further improvement in the CHAT BOT

NLP-powered chatbots can be programmed to detect when a user is interested in buying a product. This can be done by analyzing the user's chat history, looking for keywords and phrases that indicate interest in the product. For example, if the user asks questions about the product's features or pricing, or if they express a desire to buy the product, the chatbot can be programmed to connect the user to a live agent.

A CYBERSECURITY NEWS AND EVENTS SECTION

Content: The cybersecurity news and events section could include a variety of content, such as:

News articles: Articles about the latest cybersecurity threats and trends, as well as interviews with cybersecurity experts.

Event listings: Listings of upcoming cybersecurity events and conferences, both online and offline.

Newsletter: A monthly newsletter that summarizes the latest cybersecurity news and events.

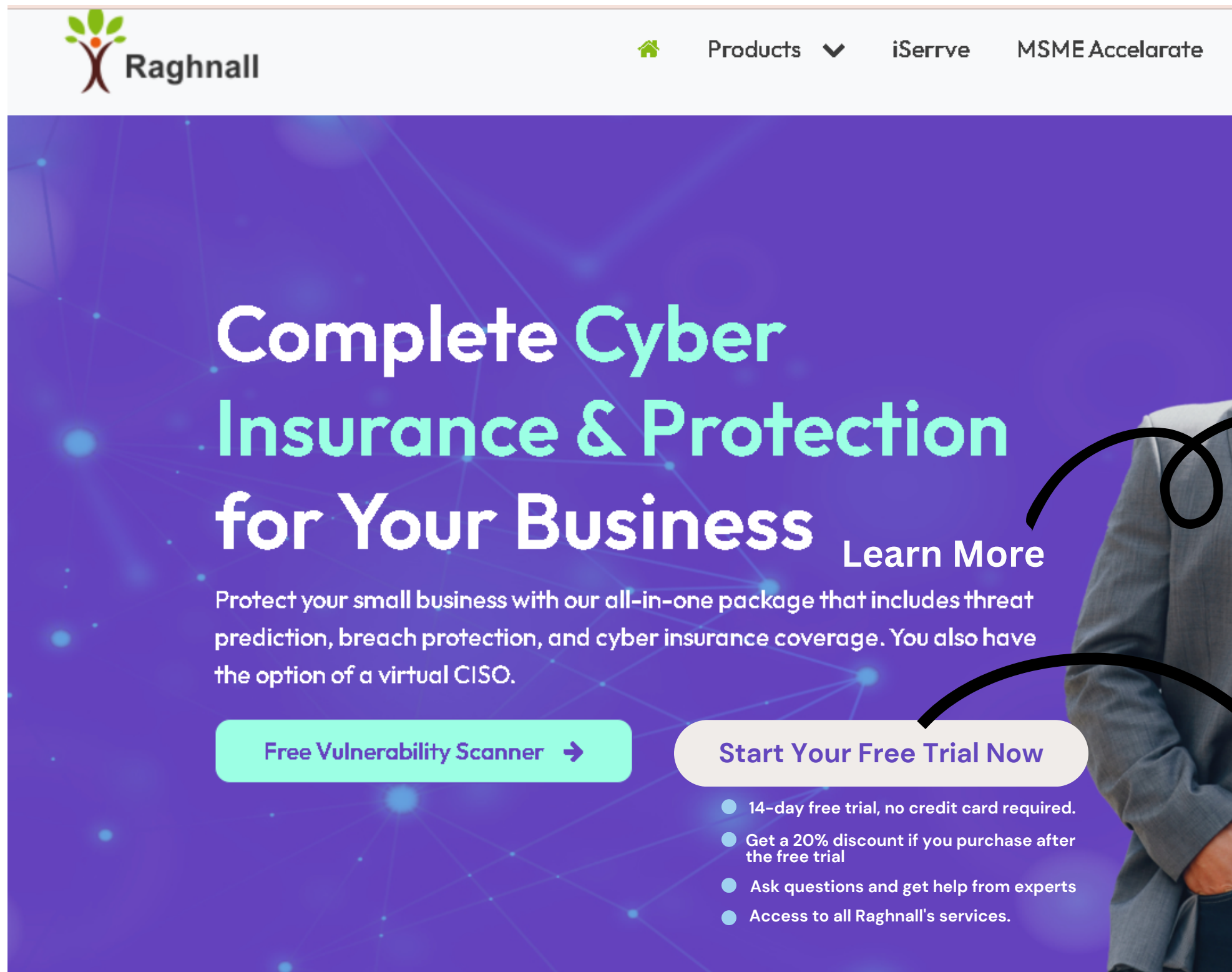
Promotions: The cybersecurity news and events section could be promoted through social media, email marketing, and other channels. This would help to raise awareness of the section and attract new visitors to the landing page.

Here are some reasons why adding a cybersecurity news and events section to the landing page could effectively increase user acquisition:

Educate potential customers: The section could educate potential customers about cybersecurity threats and trends, and how Ragnall can help them protect their businesses. This could lead to more leads and sales.

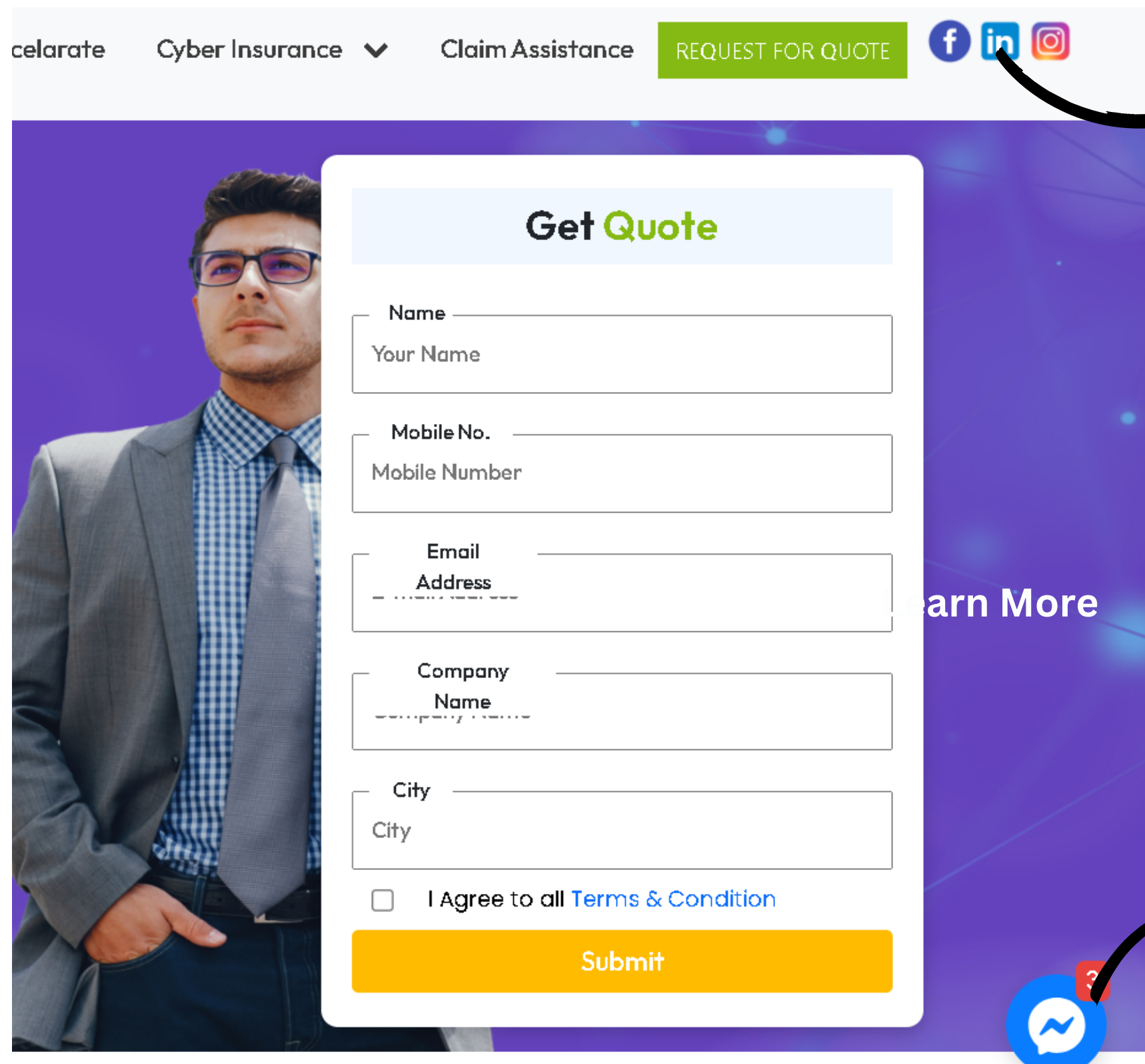
Build trust: The section could help to build trust with potential customers by demonstrating Ragnall's expertise in cybersecurity. This could make potential customers more likely to choose Ragnall for their cybersecurity needs.

Attract new visitors: The section could attract new visitors to the landing page who are interested in cybersecurity news and events. This could lead to more leads and sales.



To address the user's hesitation in immediately utilizing the vulnerability scanner and free trial, we strategically position the "Learn More" option before the vulnerability scanner and sign-up buttons. This deliberate arrangement fosters a sense of trust, demonstrating our commitment to transparency and providing comprehensive information. By prioritizing their understanding and offering full disclosure, we establish a solid foundation for building trust with the user.

Once the user becomes aware of the vulnerability of their business, the strategic placement of the "Sign up for a free trial" option after the vulnerability scanner results entices the user to take action. By utilizing the vulnerability scanner and realizing the potential threats to their website, the user is tempted to explore the benefits of the free trial. Moreover, upon discovering that the free trial also offers a 20% discount, the user is undeniably enticed to seize this opportunity.



Rather than featuring social media icons, we can replace them with a dedicated "Resources" section, equipped with a dropdown menu offering valuable content such as events, news, and more. This intentional placement creates the impression that the company's website landing page is not solely focused on sales, but genuinely driven to provide assistance and knowledge to users. By prominently showcasing a resource tab at the outset, we convey a strong commitment to helping and educating users, establishing a trustworthy and helpful image for the company.

The chatbot feature can be added in place of this



General Success Metrics

Number of visitors: The number of visitors to the landing page is a good measure of its overall visibility and reach.

Conversion rate: The conversion rate is the percentage of visitors who sign up for the free trial or purchase Ragnall's services. This is a key metric for measuring the effectiveness of the landing page.

Average time on page: The average time on page is a measure of how long visitors spend on the landing page. This metric can give you insights into how engaging and informative the landing page is.

Bounce rate: The bounce rate is the percentage of visitors who leave the landing page after viewing only one page. A high bounce rate can indicate that the landing page is not engaging or informative enough.

Leads generated: The number of leads generated from the landing page is a measure of its effectiveness in generating new business.

Sales generated: The amount of sales generated from the landing page is a measure of its effectiveness in generating revenue.

Feature Specific Success Metrics

Feature 1: Call to action button

- **Click-through rate (CTR):** The CTR is the percentage of visitors who click on the call to action button. This metric can give you insights into how effective the button is at encouraging visitors to take action.
- **Conversion rate:** The conversion rate is the percentage of visitors who click on the call to action button and then sign up for the free trial or purchase Ragnall's services. This metric is a measure of the overall effectiveness of the landing page.

Feature 2: Start free trial

- **CTR:** The CTR is the percentage of visitors who click on the "Start free trial" button. This metric can give you insights into how effective the button is at encouraging visitors to start a free trial.
- **Conversion rate:** The conversion rate is the percentage of visitors who click on the "Start free trial" button and then become paying customers. This metric is a measure of the overall effectiveness of the landing page.



Feature Specific Success Metrics

Feature 3: Chatbot

- **Chats initiated:** The number of chats initiated by visitors is a measure of the chatbot's popularity.
- **Chats resolved:** The number of chats that are resolved by the chatbot is a measure of the chatbot's effectiveness.
- **Satisfaction score:** The satisfaction score is a measure of how satisfied visitors are with the chatbot's assistance.

Feature Specific Success Metrics

Feature 4: Events and news forum

- **Page views:** The number of page views is a measure of the forum's popularity.
- **New threads:** The number of new threads is a measure of the forum's activity.
- **Active users:** The number of active users is a measure of the forum's community.



We're done!

Thank you