MASTER 2 MANAGEMENT AND INTERNATIONAL BUSINESS

WEBMARKETING COURSE

DETAILED PROJECT 1 : DIGITAL INNOVATION POST-CRISIS BOOST

PROJECT : DIGITAL APPLICATION *"MINDS"*

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INTRODUCTION

A. Mapping the issue faced by our customers

The online platform sector plays a crucial role in facilitating communication, information sharing, and free expression in today's digital age. However, during times of crisis, such as wars or conflicts, this sector can be severely impacted by censorship, disinformation campaigns, and the spread of fake news. Some relevant statistics that highlight the significance of this sector include the fact that there are approximately 4.8 billion social media users worldwide, accounting for over 60% of the global population. The global social media market is expected to reach $226 billion by 2027, with an annual growth rate of 17.6%. Additionally, a study by the Massachusetts Institute of Technology (MIT) found that false news stories on Twitter are 70% more likely to be retweeted than true stories, and it takes true stories six times longer to reach 1,500 people compared to false stories.

B. Our missions and audience segmentation

Minds was founded with the mission to create an open, decentralized, and censorship-resistant social media platform that prioritizes user privacy, free expression, and access to reliable information. The company's vision is to empower individuals, journalists, and organizations to freely share and access information, especially during times of crisis or conflict, when traditional channels of communication are compromised or heavily censored.

C. Our goals

The campaign's goals include facilitating access to reliable information, increasing awareness, establishing trust and credibility, and acquiring new users.

I. ONLINE BUSINESS STRATEGY
A. Digital Innovation & Marketing Strategies
- <u>Workshop 1 :</u>

What to do?
Develop an innovative marketing initiative using the max of the strategies studied.

Minds Verified Resource Hub

We would develop a dedicated platform that serves as a central repository for trusted resources related to the crisis. To develop the platform, we would need to hire or allocate a team of developers, designers, and content specialists with expertise in web development, design, content management systems, and information architecture.

To ensure maximum reach and accessibility, the platform should be available through multiple channels, including both a web and a mobile application. A key feature would be allowing users to access the application by scanning a QR code. When scanned, the QR code would display relevant information about the user's specific area (for example, updates on the local situation), and the user could navigate through the app to access more general information. The QR codes could be distributed through various channels, such as public spaces, billboards, and shopping malls.

This feature would offer a more immersive and engaging experience for users by providing them with relevant and contextual information based on their location and surroundings. Additionally, the app could offer personalized recommendations for other resources or information relevant to the user's situation. The QR code feature would encourage users to explore the app and access more general information and resources.

We would also implement a crowdsourced mapping feature, allowing users to contribute real-time updates, reports, or observations about their local situation. A verification mechanism would be in place to ensure the reliability and accuracy of the crowdsourced information, which would be visualized on an interactive map, giving users a comprehensive view.

The platform's design would be intuitive and user-friendly, catering to a wide range of users. Different sections could be created for various types of resources, such as news updates, educational materials, safety guidelines, and relief resources, along with search and filtering capabilities to help users easily find what they need.

For content submission, we would develop a system or form for partners and trusted contributors to submit resources to the platform, with a team of experts and analysts responsible for evaluating and certifying the accuracy of the information.

To ensure scalability and reliability, we would select a strong and scalable technology stack, capable of handling high traffic and content volume, especially during crises. It would also need to support features like content management and integration with other systems or APIs, making the platform accessible on every device.

Minds Trusted Partners Network
We would build a network of trusted partner organizations, including non-governmental organizations (NGOs), media outlets, and experts. Since we are working with the government, it will be easier to network and collaborate with these entities. Various criteria would be considered for selecting trusted partners, including factors such as their reputation, expertise, and track record of providing reliable information.
We would develop a section within the platform specifically for trusted partners to contribute resources. Once resources submitted by trusted partners are posted, they would be assigned a distinct visual indicator, such as a badge, to enhance their visibility and credibility.

To succeed, we will need the following resources:

Internal Resources:

Development Team: A team of developers, designers, and content specialists with expertise in web development, design, content management systems, and information architecture to build the platform.

Content and Verification Team: A team of experts and analysts responsible for evaluating and certifying the accuracy and reliability of information submitted to the platform.

Technology and Infrastructure Team: A team to select and implement a strong and scalable technology stack, content management system (CMS), or web application framework that can handle high traffic and content volume during a crisis.

Marketing Team: A dedicated marketing team responsible for promoting the platform, raising awareness, and driving user acquisition through campaigns and social media strategies.

Security Team: Due to the potential for misinformation, a dedicated security team or ethical hackers would help identify and mitigate potential vulnerabilities, ensuring the platform's integrity and security.

External Resources:

Trusted Partner Organizations: A network of trusted organizations, including NGOs, media outlets, and subject matter experts. These partners would contribute resources and content to the platform, leveraging their reputation and expertise to provide reliable information.

Government Collaboration: Since we will be collaborating with the government, establishing partnerships with relevant government agencies will be beneficial for networking, accessing resources, and ensuring the platform's reach and credibility.

Content Contributors: Engaging local communities and individuals on the ground to provide valuable crowdsourced information and real-time updates that can be incorporated into the platform's resources.

Technology and Infrastructure Providers: External providers or vendors may be needed for hosting, cloud services, or specialized software solutions, depending on the technology stack and infrastructure requirements.

- Workshop 2 :

In order to relaunch the platform, we will use several marketing strategies and techniques:

App Store Optimization (ASO):
ASO refers to optimizing mobile apps to rank higher in app store search results. Similar to Search Engine Optimization (SEO) for websites, ASO enhances visibility and increases the number of downloads. ASO allows the app to improve its discoverability, making it more likely to appear at the top of search results when users search for specific keywords or

phrases related to its functionality or category. This can lead to more organic downloads, as users are more likely to explore and install apps that rank higher in search results.

Additionally, ASO improves the overall user experience by ensuring that the app's title, description, and visuals accurately reflect its features and benefits. This helps attract more qualified users who are genuinely interested in what the app has to offer, leading to higher engagement and retention rates.

Influencer Marketing:
Influencer marketing involves collaborating with individuals who have a significant online presence and influence to promote a brand, product, or service to their audience. These influencers typically have a large following on platforms such as Instagram, YouTube, TikTok, or blogs. Their recommendations can sway the purchasing decisions of their followers.

By using influencer marketing, we can incorporate user-generated content (UGC), which presents a more authentic and relatable image. Users may identify with the influencer, leading to organic connections and increased trust in the app.

Partnership Marketing:
Partnership marketing involves collaborating with other companies to promote products or services together. This strategy allows us to reach new audiences, share resources, and enhance brand credibility. For the app, this could include using affiliate links, securing reviews of the app, or sponsorships with journalists or TV news outlets. Additionally, offering a Google Chrome extension can improve the app's accessibility.

Retargeting Marketing:
Retargeting involves displaying targeted ads to users who have interacted with the app but have not yet completed a desired action (e.g., registration or download). Retargeting ads remind potential customers of the app and encourage them to return and convert, leading to higher conversion rates and improved brand recall. We will use email campaigns, display ads, and search ads to retarget users.

Social Media Marketing:
Social media marketing involves using platforms like Instagram, Facebook, Twitter, or LinkedIn to promote a brand, product, or service. The primary advantage of social media marketing lies in its ability to reach a large and targeted audience, engage directly with customers, and build brand awareness and loyalty through paid or organic content.

B. Digital Innovation & Marketing Strategies Using AI
- <u>Workshop 1:</u>

We can use a large variety of digital marketing campaigns in order to promote our application. The first one could be for example Educational Video Series. This would mean creating a series of short educational videos explaining the importance of privacy, freedom of expression, and the dangers of misinformation during times of crisis. We would use AI-generated content to personalize these videos based on user preferences and demographics.

Minds Educational Video Series:

This series of short explainer videos will delve into the importance of privacy, freedom of expression, and the dangers of misinformation, all crucial aspects for navigating the complexities of information during a crisis.

Personalization:

To maximize engagement and understanding, these videos will utilize AI to personalize the content based on user preferences and demographics. This can be achieved through:

- **Language:** The videos will automatically adjust to the user's preferred language.
- **Location:** Knowing the user's location, the videos can showcase real-world examples of privacy concerns, free expression challenges, and potential sources of misinformation relevant to their area.
- **Interests:** Based on user activity within the Minds app, the series can prioritize videos focusing on topics they find most relevant – for instance, a user interested in healthcare might see videos focused on debunking medical misinformation.

Video Topics:

1. Privacy Matters: Protecting Yourself Online

- This video will explore the importance of online privacy, especially during a crisis when information can be more sensitive.
- It will explain concepts like data collection, targeted advertising, and how to manage privacy settings on Minds and other platforms.
- The video will personalize the risks by showcasing potential scenarios where a lack of privacy could impact the user (e.g., location data being used to target them with misinformation).

2. Lies and Deception: Spotting Misinformation

- This video will delve into the dangers of misinformation, especially during a crisis when emotions run high.

- It will explain various types of misinformation (e.g., fake news, deepfakes) and common tactics used to spread it.
- The video will equip users with critical thinking skills to identify misinformation and provide tips for verifying information online.
- Personalization can come in the form of showcasing examples of misinformation relevant to the user's location or interests.

3. Building Trust: Verified Information on Minds

- This video will explain the innovative verification system on Minds, highlighting how it rewards users for sharing and verifying information.
- It will showcase how users can identify verified information on the platform and its importance during a crisis.
- This video can personalize the user experience by demonstrating how they can contribute to the verification process and earn rewards.

We would collaborate with influencers who are passionate about privacy rights, freedom of expression, and combating misinformation. AI algorithms can help identify influencers whose values align with Minds' mission. These influencers would be encouraged to share their experiences using Minds and advocate for its features through AI-generated content.

In response to the critical need for accurate information during crises, Minds could partner with influencers and key figures in various regions to combat misinformation and censorship. Through these collaborations, Minds would provide users with reliable, real-time updates tailored to their specific geolocation. This partnership ensures that users have access to verified information, enabling them to make informed decisions in chaotic situations.

For example, in conflict-affected areas where access to accurate news is limited, Minds could partner with local journalists and activists who have firsthand knowledge of the situation. These influencers would use the platform to disseminate verified reports, debunk false narratives, and amplify the voices that are often suppressed. By working with respected individuals, Minds strengthens its commitment to privacy, freedom of expression, and the protection of reliable information, creating a community that values the integrity of information exchange, even during crises.

Geo-Targeted Ads:
Minds' geolocation feature can be leveraged to deliver targeted advertisements to users based on their location. For instance, residents of a war-torn city could receive geo-targeted ads about nearby shelters or emergency medical services while navigating the platform. These ads would not only provide critical resources but also ensure that the information is accurate and verified, protecting users from the dangers of misinformation.

In times of natural disaster, geo-targeted ads could direct users to local relief efforts, donation centers, and volunteer opportunities, fostering a sense of community support and resilience.

Minds' commitment to user privacy ensures that these ads are delivered with respect for individual autonomy, allowing users to control their data and tailor their ad preferences.

By harnessing the power of geolocation technology, Minds would deliver relevant and timely information while fostering a sense of interconnectedness among its users.

One of the most influential digital marketing campaigns could involve Interactive Webinars and Workshops. These would attract a larger community by offering valuable, real-time engagement.

Webinar Series:

- Combatting Misinformation in Times of Crisis: This webinar series would aim to equip users with skills to identify and counter misinformation. Experts in journalism, digital literacy, and conflict reporting would lead discussions on how to distinguish credible sources, verify information, and spot misinformation. Interactive sessions would allow participants to engage in discussions and case studies, fostering a community of informed and vigilant information consumers.
- Digital Security and Privacy in Conflict Zones: In collaboration with cybersecurity specialists and human rights advocates, this webinar series would address the importance of safeguarding digital privacy in conflict-affected areas. Topics would include encryption tools, secure communication methods, and precautions against surveillance. Practical demonstrations and Q&A sessions would empower users to protect their online identities and communicate securely under heightened risks.

Workshop Sessions:

- Geolocation Journalism Workshop: This workshop would train users in responsible geolocation-based reporting, teaching them how to gather, verify, and share location-specific information ethically. Through hands-on exercises and case studies, participants would develop skills in utilizing geolocation tools and contributing to transparent, accurate information flow within their communities.
- Fact-Checking Bootcamp: Designed for both seasoned journalists and citizen reporters, this intensive workshop would provide comprehensive training in fact-checking methodologies. Participants would learn to identify common propaganda techniques, apply rigorous fact-checking protocols, and debunk false narratives through interactive simulations. This promotes a culture of truth-seeking and accountability.

Finally, we could use User-Generated Content Contests. In that case, to foster a community dedicated to upholding the principles of privacy, freedom of expression, and fact-checking, Minds employs User-Generated Content Contests as a cornerstone of its engagement strategy. These contests serve as dynamic platforms for users to channel their creativity, ingenuity, and commitment to truth in the face of misinformation. By organizing these contests, Minds empowers its user base to actively contribute to the collective effort of combating deception and fostering a culture of informed discourse.

Each contest is meticulously crafted to align with Minds core values, challenging participants to produce content that not only embodies the ideals of privacy and freedom of expression but also champions the crucial practice of fact-checking. Through these contests, users are encouraged to harness their unique perspectives and talents to create compelling narratives, visuals, or multimedia presentations that highlight the importance of discerning truth from falsehood in times of crisis.

For instance, one contest may task participants with crafting persuasive infographics or videos that debunk prevalent myths or disinformation circulating amidst a crisis situation such as war. Entrants could be prompted to conduct thorough research, verify sources, and present their findings in an engaging and accessible manner. Another contest might call upon users to produce thought-provoking blog posts or articles that explore the implications of censorship on individual liberties, drawing attention to the critical role of platforms like Minds in safeguarding free expression.

One such contest, titled "Truth Unveiled," prompts users to delve into the intricate web of information circulating during times of crisis, be it war or any other upheaval. Participants are encouraged to scrutinize and dissect the narratives prevalent in their respective geolocations, identifying instances of misinformation or distortion. Armed with the tools provided by the platform, users embark on a quest to unveil the truth, debunking fallacies and shedding light on obscured realities.

Another contest, aptly named "Spotlight on Authenticity," seeks to celebrate and amplify voices of authenticity amidst the cacophony of disinformation. Participants are invited to share personal anecdotes, eyewitness accounts, or corroborated reports that offer genuine insights into the crisis at hand. By shining a spotlight on these authentic narratives, Minds aims to counteract the prevalence of false information, providing users with a beacon of truth amidst the storm of uncertainty.

Furthermore, Minds advocates for collaborative efforts through contests like "Collective Verification." In this contest, users are tasked with verifying the authenticity of user-generated content circulating on the platform. By leveraging the collective expertise and diverse perspectives of its user base, Minds fosters a community-driven approach to fact-checking and verification, thereby enhancing the overall credibility of the information shared within the network.

These User-Generated Content Contests not only serve as catalysts for truth-seeking endeavors but also underscore the core values of Minds: privacy, freedom of expression, and mutual aid. By empowering users to actively engage in the process of discerning truth from falsehood, Minds fosters a culture of critical thinking and accountability within its community.

The submission process is designed to be inclusive and user-friendly, allowing individuals of all backgrounds and skill levels to participate. By showcasing these creations, Minds not only celebrates the talent and dedication of its community but also inspires others to join the movement for truth and transparency.

- Workshop 2:

We, as creators of the app, should totally opt for SEO Optimization, namely that we should optimize Minds' website and content for search engines to improve visibility and attract organic traffic. By focusing on relevant keywords related to privacy, censorship, decentralization, and social networking, we would ensure that Minds appears prominently in search results.

The proposed SEO strategy for Minds encompasses a multi-faceted approach, integrating both traditional SEO techniques and innovative methods tailored to its decentralized nature. One of Minds' key strategies to optimize search engine optimization (SEO) revolves around its unique geolocation principle. By structuring its social network around users' physical locations, Minds ensures that the information shared is relevant and tailored to their immediate surroundings. This geolocation-based approach not only enhances user engagement but also facilitates more accurate search results, as individuals seeking information about a specific location can easily access pertinent content with just one click.

Furthermore, Minds recognizes the importance of transparency and authenticity in combating misinformation. To this end, the platform employs advanced algorithms and community-driven moderation tools to identify and flag deceptive or false information. By fostering a culture of accountability and critical thinking, Minds not only elevates the quality of content on its platform but also bolsters its credibility in the eyes of search engines.

In addition to its geolocation-based strategy and robust content moderation mechanisms, Minds actively engages in SEO best practices, including keyword optimization, meta tag implementation, and responsive web design. By adhering to these principles and continuously refining its approach, Minds ensures that its platform remains easily discoverable and accessible to users seeking reliable information, particularly during times of crisis.

Last but not least, Minds could greatly benefit from partnerships with NGOs and Activist Groups. Forge partnerships with non-governmental organizations (NGOs) and activist groups that advocate for freedom of expression, human rights, and combating misinformation.

One example partnership is forged with Amnesty International, a renowned NGO dedicated to human rights advocacy. Through collaboration with Minds, Amnesty International gains access to a dynamic platform where they can disseminate accurate information swiftly and efficiently to populations affected by conflict. Minds' geolocation principle ensures that pertinent information reaches those in need, offering a lifeline amidst the chaos of war-torn regions. Moreover, Minds' emphasis on detecting and combating deception and misinformation aligns seamlessly with Amnesty International's mission to uphold truth and transparency, thus amplifying the impact of their advocacy efforts.

Another notable partnership could be established with the International Committee of the Red Cross (ICRC), an organization renowned for its humanitarian work in conflict zones. By leveraging the capabilities of Minds, the ICRC can enhance its communication channels with both affected populations and concerned global citizens. The platform's decentralized nature ensures that critical information bypasses censorship efforts, enabling the ICRC to provide real-time updates on humanitarian operations, safety protocols, and urgent appeals for assistance. Furthermore, Minds' commitment to user privacy safeguards sensitive communications, fostering trust between the ICRC and vulnerable communities.

Additionally, collaborating with grassroots activist groups such as Doctors Without Borders/Médecins Sans Frontières (MSF) can yield significant impact. Minds provides a space where these groups can share firsthand accounts of crises, medical emergencies, and resource shortages, fostering empathy and solidarity among users worldwide. Through strategic partnerships with Minds, MSF can leverage the platform to mobilize support, recruit volunteers, and raise awareness about pressing humanitarian issues, amplifying their reach and influence.

Finally, we could resort to referral programs. At the heart of Minds' belief system lies its innovative Referral Program, a cornerstone of its mission to combat misinformation and foster community-driven accountability. Through this program, users are empowered to become active participants in the battle against deceit by referring friends, family, and acquaintances to join the platform. This referral mechanism not only expands Minds' user base but also strengthens its ability to disseminate accurate information to a wider audience.

The referral program operates on a simple yet powerful principle: incentivizing users to promote truth and integrity within their social circles. By rewarding individuals for each successful referral, Minds encourages its community members to actively engage in spreading awareness about the platform's mission and values. In doing so, users become ambassadors of truth, championing the cause of information integrity in an era plagued by falsehoods.

Moreover, Minds' geolocation-based approach further enhances the effectiveness of its Referral Program. By focusing on information relevant to users' locations, the platform ensures that individuals receive timely and pertinent updates tailored to their specific contexts. This localized approach not only fosters a sense of community but also facilitates

the swift dissemination of accurate information during times of crisis, such as war or natural disasters.

From a broader perspective, Minds' Referral Program transcends mere marketing tactics; it embodies a paradigm shift in the way social networks operate. By harnessing the collective power of its user base, Minds challenges the centralized control and algorithmic biases that plague traditional platforms. Instead of being passive consumers of information, users become active agents of change, driving forward a new era of transparency and accountability in social media.

C. Comparison before and after using AI
- <u>Digital Innovation</u>

In the rapidly evolving landscape of digital marketing, the integration of artificial intelligence (AI) has emerged as a transformative force, revolutionizing the way brands connect with their audiences. Before the widespread adoption of AI technologies, digital marketers relied on strategies such as App Store Optimization (ASO), influencer marketing, user-generated content (UGC), and social media marketing to bolster brand visibility and engagement. However, with the advent of AI, a new era of digital innovation has dawned, marked by sophisticated algorithms and data-driven insights. This shift has ushered in a host of new strategies, including educational video series, AI-powered content personalization, and interactive social media campaigns, reshaping the landscape of digital marketing. This comparison explores the evolution from traditional methods to AI-driven approaches, highlighting the profound impact of digital innovation on marketing strategies.

- <u>Marketing strategies</u>

Targeting and Personalization:
Before AI: Targeting was based on general demographics and interests, with limited personalization.

After AI: AI enables advanced personalization by analyzing user data and behavior, resulting in more targeted and relevant content delivery.

Engagement and Interactivity:
- Before AI: Engagement relied on traditional methods such as influencer collaborations and UGC, which might have limited interactivity.
- After AI: Interactive elements in social media campaigns and personalized content foster higher engagement and interaction with the audience.

Efficiency and Automation:
- Before AI: Marketing efforts required significant manual effort in areas like ASO optimization and influencer outreach.

- After AI: AI-powered automation streamlines processes such as content personalization and data analysis, improving efficiency and scalability.

Content Strategy Evolution:
- Before AI: Content creation focused on generating buzz and visibility through influencers and UGC.
- After AI: Content strategy shifts towards educational content and personalized experiences, aiming to provide value and deepen customer relationships.

In summary, the adoption of AI in digital marketing has facilitated a shift towards more personalized, interactive, and efficient strategies, enabling brands to better engage with their audience and drive meaningful interactions.

II. PERFORMANCE METRICS
A. Overview of measurable selected marketing campaigns

Upon implementing these marketing campaigns, establishing a timeline including key milestones, launch dates, and follow-up activities keep our strategies on track. Setting up tracking mechanisms to monitor the performance of our campaign in real time is important. Hence, measuring the marketing campaigns is crucial to understand what works more than the other and what doesn't. It would help us allocate resources effectively, identify successful channels, and refine our strategies for better results. By analyzing potential data, we gain insights into customer behavior, allowing us to tailor our approach and drive higher engagement to yield a strong return on investment.

- How do we plan to measure the achievement of your goals?

To measure the achievements of our goals, effectively tracking and analyzing marketing efforts is pivotal for informed decision-making and campaign enhancement. This involves selecting relevant metrics aligned with campaign goals, utilizing diverse tracking tools like Google Analytics and social media analytics platforms.

Conversion tracking helps in reviewing actions pertinent to campaign objectives the most. We want to establish metrics pre-launch and monitor performance in real-time using tracking dashboards. Or the use of A/B testing, which facilitates comparison of campaign elements for optimization. We also need to check regular data analysis, which would reveal actionable insights for strategic decision-making. By measuring our performance, we can have a continuous improvement by refining campaigns to maximize ROI and achieve business objectives.

However, we are firstly focused on selecting a few important key performance metrics related to the most important marketing strategies adopted, to achieve our goals rapidly.

Upon launching our mobile application, we focus on awareness-building efforts by prioritizing the marketing campaigns and include all the metrics needed to attract the most customers possible. Amongst the most important ones, we can cite the App Store

Optimization because it directly impacts our app's visibility and discoverability on app stores. This is essential for maximizing organic app downloads, especially since our goal is to facilitate access and raise awareness to regain trust from customers. Running targeted advertising campaigns can effectively reach a broader audience and convey our app's value proposition. One of them also includes leveraging social media platforms, especially because our target audience is active on these platforms. They all help increase app downloads and foster community engagement. Maintaining communication and trust with our audience is necessary to retain customers, encourage app usage and personalize audience reach with new customers.

B. Performance metrics and KPIs

- What are our performance metrics to watch ?

To reach our goals, we used the SMART framework to identify our KPIs and provide long term projections.

Depending on dimensions, we would observe all types of metrics.

We have four business objectives to complete. First :

- **To facilitate access to reliable information for our customers, we need to :**

KPI : Increase the number of users accessing trusted information during crisis periods by 40% (measured through platform analytics).

a. Specific: It focuses on user access

b. Measurable: By enhancing tracking user engagement with verified or trusted content thanks to AI Geo-targeting for example

c. Attainable: Prioritize the propagation of verified information during crises and promote its accessibility through strategies to boost our funnel

d. Relevant: Provide reliable information aligning with our business objective

e. Time-bound: Should be monitored during specific crisis events

Hence we have to focus on :

- **Active Users for Engagement rate(likes, shares, comments):** Track the number of active users engaging with the app
- **Fact-Check Queries to improve conversion rate:** Measure the number of searches or fact-check requests made within the app
- **User Feedback to assess Keyword Rankings:** Collect feedback from users about the accessibility and usefulness of the information provided for keywords to our SEO campaigns.

- **Since we also want to increase awareness, we need to reach :**

KPI : Growth in the number of daily active users (DAU) in 2 months

a. Specific: We specifically focus on the increase in daily active users.

b. Measurable: We would use platform analytics tools that track the number of users on a daily basis.

c. Attainable: Through various digital marketing strategies aimed at increasing user engagement and retention.

d. Relevant: DAU indicates increased platform usage and engagement, expanding our user base.

e. Time-bound: It should be monitored regularly with targets set for specific time periods, such as monthly or quarterly.

KPI : Growth in social media mentions and shares of Minds content.

a. Specific: It focuses on the growth of social media mentions and shares.

b. Measurable: By tracking the number of mentions, shares, likes, and comments on social media platforms, websites for content related to Minds.

c. Attainable: By creating engaging and shareable content, actively participating in social media conversations through optimized partnership marketing or content personalization

d. Relevant : Increase heighten brand visibility and engagement

e. Time-bound: Should be monitored monthly or quarterly, to assess the effectiveness of social media marketing efforts.

We would then be able to focus on :

○ **App Store Rankings and Reviews:** Monitor ratings and reviews on app stores to understand user behavior

○ **Social Media Shares for our Conversion Rate from landing page visit to app download:** Track the number of shares of fact-checked information, videos, user-Generated content contests and events from the app or website to social media platforms.

○ **Press Mentions to increase our Click Through Rate :** Measure the frequency of mentions in press articles or blogs related to the app's fact-checking efforts, website traffic, social media mentions

○ **Partnerships:** Assess the number and quality of partnerships with organizations or influencers promoting credibility. It is to stimulate and improve our brand awareness.

○ **Download Referral Sources:** Analyze where the app downloads are coming from to identify our successful awareness campaigns or channels, these are the backlinks from other websites to app/web/app store. (influence marketing, websites, blogs or social media)

- **Establishing trust and credibility is challenging, we would need to make sure to:**

KPI : Increase in the average time spent on the app per session by + 3 minutes.

a. Specific : It targets the increase in average time spent per session.

b. Measurable : Measured using platform analytics tools to track the average session duration.

c. Attainable : Enhance user experience, offering valuable content, and implementing features that encourage prolonged engagement.

d. Relevant: Longer average session durations indicate higher user engagement and satisfaction, contributing to the overall goal of establishing trust and credibility.

e. Time-bound: Should be monitored monthly or quarterly.

In order to keep their attention we have to focus on :

- ○ **Accuracy Rate :** Measure the accuracy of fact-checks performed by the app to improve Local Search Rankings & In-App Location-Based Engagement
- ○ **Feedback on Fact-Checking to improve Customer Satisfaction Score (CSAT):** Collect feedback from users on the effectiveness and reliability of fact-checks provided by our app.
- ○ **Sessions per User & Time Spent on app :** Monitor how frequently users are accessing the app in a month for customer retention rate (website traffic and average session duration on app)

- **Acquiring new users is our ultimate goal, hence we need to :**

KPI : Increase the number of new user registrations

a. Specific : It focuses on the growth of new user registrations.

b. Measurable: Tracking the number of new accounts created within a specified time period.

c. Attainable : Through various marketing strategies aimed at attracting new users, such as advertising campaigns, referral programs, and partnerships.

d. Relevant : Essential for the growth and sustainability of the app

e. Time-bound : Should be monitored as weekly, monthly or quarterly.

KPI : Growth in the number of downloads

Organic App Installs: Measure the number of downloads/installations , and from which types of devices to broaden the dimensions

a. Specific : Targets the growth in app downloads.

b. Measurable : By tracking the number of downloads from app stores (e.g., Google Play Store, Apple App Store).

c. Attainable : By optimizing app store listings, retargeting ads, running app install ad campaigns, and improving the app's user experience to encourage downloads.

d. Relevant : Increasing app downloads expands the user base and engagement opportunities.

e. Time-bound: Should be monitored quarterly or annually.

KPI : Improvement in conversion rates from website visits or app visits to registrations by monitoring bounce rate.

We can increase it by monitoring the percentage of visitors who navigate away from the site or app after viewing only one page, indicating that they did not engage further with the content. Bounce rate is typically associated with the effectiveness of landing pages, user experience, and content relevance.

a. Specific : It targets the improvement in conversion rates by converting visitors into registered users and aims to reduce bounce rates as an indicator of improved conversion performance.

b. Measurable : By tracking the bounce rate of visitors who land on the website or app but do not proceed to register, we analyze data and assess the percentage of visitors who leave without taking further action, providing a clear metric for evaluating conversion efficiency.

c. Attainable : By optimizing the website's registration process and implementing A/B testing to identify and improve conversion bottlenecks. And eventually reducing bounce rates, which involves optimizing user experience, content relevance, and call-to-action effectiveness.

d. Relevant : Impacts user acquisition and the growth of the user base. Monitoring bounce rate provides valuable insights into user behavior and helps identify areas for improvement in the conversion funnel.

e. Time-bound: Should be monitored weekly, monthly, or quarterly.

To achieve these, we would need to monitor the performances about :

○ **Conversion Rate from retargeting ad click to app download or engagement :** Monitor the percentage of app users who perform desired actions, such as sharing fact-checked information or subscribing to premium features through retargeting ads plus interactive social media campaigns for example

○ **User Registrations from Click Through Rate:** Measure the number of new user registrations within the app from CTR.

CONCLUSION

The evolution from traditional digital marketing methodologies to AI-driven strategies signifies a paradigm shift in how brands like Minds connect with their audiences. Embracing AI technologies has empowered Minds to create more personalized and engaging experiences for their users, thereby fostering deeper connections and driving enhanced business outcomes. By leveraging educational video series, AI-powered content personalization, and interactive social media campaigns, Minds has not only expanded its reach but also elevated the quality of interactions with its audience.

In addition to KPIs, Minds could consider the following suggestions for further enhancing their AI-driven marketing strategy:

Continuous Optimization: Regularly analyze performance metrics and user feedback to identify areas for improvement and refine AI algorithms for better content personalization and audience targeting.

Experimentation and Innovation: Encourage a culture of experimentation within the marketing team to test new AI-driven features, formats, and channels, and explore innovative ways to deliver value to users.

Data Privacy and Ethics: Ensure compliance with data privacy regulations and prioritize ethical use of AI technologies by being transparent about data collection and usage practices, and implementing robust security measures to protect user data.

Cross-Functional Collaboration: Foster collaboration between marketing, data science, and product teams to leverage insights from user data and AI algorithms to inform product development decisions and enhance overall user experience.

By implementing these suggestions and staying agile in adapting to evolving consumer preferences and technological advancements, Minds can continue to lead the way in leveraging AI for digital marketing excellence.