



**Marketing Strategy**  
**Aparajita Saraf**  
**Dec 2018**

## About the Company and Product

The Fake News Detector is a browser extension (available in all major browsers Chrome, Safari and Firefox) and website that assigns a 'fakeness' score between 0 and 1 by looking at the variety of features of a given article that is being accessed by the user. For example, a score of 0 means that the article is a definite fake whereas a score of 0.7 indicates that the article is close to real but there are a few features that make it questionable.

The product also displays the features on which it rated an article as fake and provides detailed insights into the reasons behind tagging an article as fake.

The top few features that the extension looks at are described

- **Source Information**
  - Is it a well-known source?
  - Does the person or organization that produced the information have any editorial standards?
  - If an article is written by an accomplished journalist, it is highly likely to be a real.
- **Previous data on the credibility of the website**
  - Does a quick search for the name of the website raise any suspicions?
  - We check the domain names (and associated links on the webpage)
- **Style of the content**
  - Fake news articles tend to be flashy and clickbait
  - A well-edited information looks different from clickbait content.
  - eg: controversial headline coupled with excessive use of unnecessary punctuations are more likely to be fake
- **Fact Check**
  - Does the content claim to contain a 'secret' that "media" doesn't want you to know?
  - An extensive fact check is performed to look for any false information
  - This feature ignores obvious typos in content generation.
- **Sentiment of the content**
  - How strongly is the reader going to react to the content?
  - We gauge both the sentiment and its intensity associated with the content

- **Political Leaning of the article**
  - Is it right leaning or left leaning?
- **Easy sharing**
  - Is an article written as a satirical piece?
  - Is it meant to be a meme?
- **References in the article**
  - Are there any citations or external resources attached to the article?
  - And are these trustworthy?

## Goals

A SMART goal has to be Specific, Measurable, Achievable, Realistic and Time-bound.

### **Primary Goal: Increasing the number of downloads by 10% by creating brand awareness**

Specific: Building Brand awareness

Measurable: Increasing chrome extension installs by 10% (starting from 20,000 downloads)

Achievable: Yes.

Realistic: Compared the timeline of downloads from other competitors

Time Bound: In 3 months. The marketing plan would have to be in one-month beta-testing before we aggressively hit the 'building brand awareness' plan.

Other than the browser stores, the details of the extensions are provided on the webpage of the fakenewdetector.com. This is where a detailed plan of subscription and our methods are described.

Short-term effects of achieving the goal:

1. Increases the number of users
2. Increases the popularity of the extension
3. Overall increase the number of people using the subscription plan

Long-term effects of achieving the goal:

1. Establish FakeNewsDetector as a trustworthy brand and thus increase its market value
2. Build a strong loyal consumer base

## Key messages

### **1. Have a safe read!**

- a. You don't have to question the source or credibility of an article! We efficiently take care of that for you.
- b. The best part - you can judge for yourself if we are correct - we point you to the points that might be dubious!

### **2. Solidify your belief!**

- a. Opinions are either changed or solidified when they are exposed to multiple perspectives.
- b. Be vigilant of the kind of articles you are reading every day!
- c. Analyze your behavior on the kind of data you are being fed by your social media and news.

Other supplementary messages:

- 1. Were you agitated because of an article that you later found out to be fake?
- 2. Do you want to know which news article might be biased?
- 3. Do you want to know the political leanings of an article?

Worry no more! You have your own trustworthy personal FakeNewsDetector!

## Target audiences

Consumer Analysis: There are two major consumers who would benefit by using our product and we have developed two strategies

1. B2C : Individual Users
2. B2B : Corporate clientele

### **B2C: Business to consumer model**

We have identified major opportunity areas according to three different parameters

Category	Audience type	Opportunity Areas
Demographic segmentation	Divides customers based on aspects such as age, gender, education, religion, occupation, income, and marital status.	Main focus: The young working generation between 18 to 35 would be our targeted audience as they are trying to explore different aspects of the world.
Geographic segmentation	It allows companies to focus the products and services offered to different segments based on where they are located.	People in urban areas are more likely to help make our product viral
Psychographic segmentation	This approach groups customers based on personality, lifestyle, values and social class.	An avid reader would be more cognizant of what he/she is reading and thus would benefit from the product

## **B2B: Business to Business model**

We have identified major opportunity areas according to two different parameters

<b>Category</b>	<b>Audience type</b>	<b>Opportunity Areas</b>
Priori or firmographics segmentation	This is segmentation based on information related to customers that is publicly available, such as company size and industry.	A small business would rather use our product than to assign manpower to handle the content they are being fed.
Needs-based segmentation	This approach to segmentation groups customers based on validated needs for products or services.	A company that relies on content generation for their revenue would be a huge market for our product

## Include viable strategies for achieving the goal(s)

### **1. Social Media**

All of the major social media sites can be used for promoting an ad. Our focus would be on increasing the reach and impressions of our ad. To maximize our outreach to a targeted audience, we need to understand different terms pertaining to different social media platforms and the analytic tools that they provide.

Reach refers to the total number of people who have seen your ad or content. If 100 total people have seen your ad, that means your ad's reach is 100.

Impressions refer to the number of times your ad or content has been displayed on a screen. Let's say that your ad from the previous example popped up on those people's screens a total of 300 times. That means the number of impressions for that ad is 300.

#### **a. Facebook Analytics**

- i. Organic reach refers to the number of unique people who saw your content organically (for free) in the Facebook News Feed.
- ii. Paid reach is the number of people on Facebook who saw a piece of content that has been paid for, like an ad. It's often directly affected by factors like ad bids, budgets, and audience targeting.
- iii. Viral reach is the number of people who saw your content because one of their friends interacted with it.

#### **b. Twitter**

- i. Twitter defines an "impression" as any time a Twitter user sees one of your tweets—either in their feed, search results or as part of a conversation.

#### **c. Instagram**

- i. Instagram treats "reach" and "impressions" almost exactly the same way that Facebook does. Reach refers to the total number of



unique accounts that have seen your post or story. Impressions measure the total number of times users saw your post or story.

d. Google

- i. Google AdWords calculates two different kinds of reach: “cookie-based reach” and “unique reach.”
- ii. The first measures unique users the traditional way, using cookies.
- iii. Unique reach goes one step further by estimating and omitting duplicate views from the same user.
- iv. “Users” measures the number of people who have visited your site at least once during the relevant time range.
- v. “Page views” is the total number of pages viewed by all of your users.

## **2. Tech Summits**

a. At Universities

- i. Promotions at Universities and tech hubs can garner sufficient popularity because it is easier for the posts to viral amongst the younger tech-minded growing population.

b. At major tech conferences

- i. It is easier for the young generation to adapt to the new product. So, going to major tech conferences for promotion is important as this provides an exposure to the high-level corporates who might be otherwise unwilling to shift their way of working and adapt to a new product.

## Compelling message:

1. **“The media may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. “**

**This is why you need to know that your article has some weight before even letting it affect your opinion!**

2. **Your own personal FakeNewsDetector that allows you to read more into the article before reading the article itself!**

## Pricing model

The product works on the freemium business model i.e. the product is free for the public with limited functionality. With the free functionality, only the 'fakenss' score is provided whereas with the subscription plan - a list of detailed insights (like the ones mentioned before) are provided as to why the article was deemed fake.

### **Freemium: Free + Premium model**

1. Free with limited functionality
2. The premium/Subscription plan
  - a. The following charges decided by taking the mean of the most popular chrome extensions
  - b. Pricing:
    - i. Annual - 9.99/month
    - ii. Quarterly - 14.99/month
    - iii. Monthly - 19.99/month

The pricing decided by analyzing the multiple popular and highly rated apps and extension on chrome store.

# Present reasoning and research

## **1. Market Analysis**

- a. Opportunity: Growing Market
  - i. There is a growing apprehension amongst the public about the fake news. This product taps into this unexploited market by addressing the apprehensions of the reader by providing them a detailed reasoning for calling a source fake
- b. Challenge: Addressing the apprehension
  - i. Given the growing mistrust, it would be challenging to develop a trustworthy brand image of the product amongst the people.

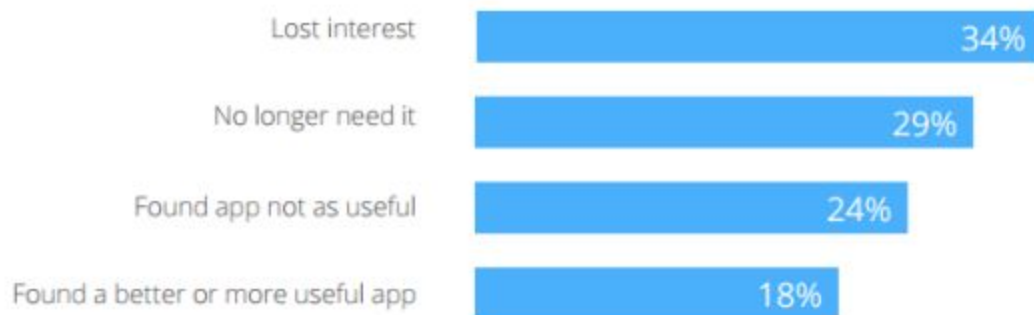
## **2. Competitors**

- a. There isn't a significant number of fake news detectors which are as robust and descriptive.
  - i. Eg: BS Detector, FiB
  - ii. Also, there have been cases where a couple of these extensions have been called biased and have lost the trust of the people.
- b. Fake News Detector websites
  - i. Eg: Mediabiasfactcheck, PolitiFact
  - ii. They have manual annotators and hence it is not a profitable business for them yet.
  - iii. Our product is mostly automated and this is one of the key features that set it apart from the other products in the market for the similar application.
- c. Position Analysis
  - i. Positive points
    - 1. There isn't an as handy product as our product which is being marketed as an extension
    - 2. The descriptiveness of the product allows the users to the power to check for themselves and in turn, help us improve by providing us a feedback
  - ii. Negative Points
    - 1. Nascent product and it hasn't tested the waters yet.

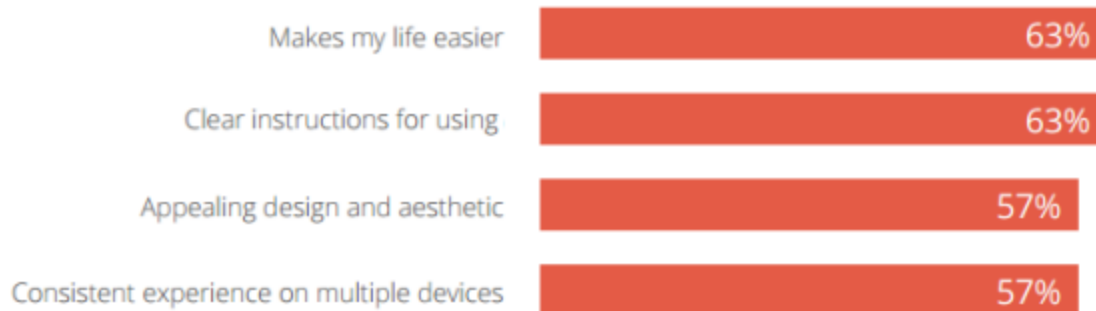
2. The other companies and products have a clientele and we have to be aggressive in presenting why we are better than others.

### 3. Engaged audience:

- a. It is important to keep the audience engaged. Looking at the statistics from google play store - People loose interest really soon and it is important to keep them engaged. This can be done by adding new features to the extension



- b. Why would a customer use the extension?



Our extension focuses on all the above 4 points and integrates them efficiently in the product.

#### 4. FAQs

- a. Why need this when you can look up any news information on Google?
  - i. Google search research are tailored according to your search history
  - ii. You need FakeNewsDetector to address confirmation bias
- b. You mention that you provide an extensive fact check product - Why not go to Wikipedia, it has so many sources and references already!
  - i. A study shows that since most of the content on Wikipedia can be edited by almost anyone by providing a source (which might be dubious)
  - ii. Also, there is a page on Wikipedia that says that Wikipedia is not a reliable [source](#)
- c. Ok. I get Wikipedia might be wrong, why not just go to traditional news sources?
  - i. Political affiliations and leanings!
  - ii. There are two ways a news source might report a political incident:
    - 1. Underplay the performance of the party they don't support
    - 2. Be over-enthusiastic about the party they support.
  - iii. We have an extensive check on the style and content of most liberal and conservative data of the past 50 years. So, it is easy for us to identify the affiliations of any article content.
- d. I am convinced, but won't all of this fact-checking take lot of time? Wouldn't it affect my internet surfing experience?
  - i. Not at all!
  - ii. We have used highly optimized algorithms that take less than a few seconds to bring you all the information you might ever need to judge the credibility of an article.
- e. Where can I report a false score displayed by the extension?
  - i. We welcome all suggestions and reviews on our score and these are public.
  - ii. This allows us to provide two viewpoints about every article:
    - 1. One that was curated by our algorithms
    - 2. And second, based on the public opinion around an article

## Include sample tactics and proposed budget

### # Strategy One: Launching the product as a game on social media

Instilling curiosity about fake news detection amongst the impressionable generation

This is an out-of-box idea for marketing a product which is capable of making the product go viral. The best way to attract and sustain the attention of the young generation is to keep them engaged and what better to do that but to let them play with the product?

The product can be launched as a game and let people identify various fake and real content data related to their topic of interest (politics, entertainment, sports etc)

**Key takeaway:** The idea is to ensure that people realize how prevalent fake news is and how difficult it is for us as humans to identify it.

#### **Budget:**

<b>Tactic</b>	<b>Description</b>	<b>Roles</b>	<b>Budget</b>
Launching the game	Host the game on the social media sites	Integrating the already developed product on the FB games	3000usd
Social Media Ads	Creating appealing content to promote the product and the game	Creative content developer	1000usd
Website reviews	Handling and reviewing the feedback received from different users	Reviewing the feedback on all aspects of the product	1000usd

## # Strategy Two: Prevalence of fake news articles!

Bringing attention to how frequently fake news articles pop up in a social media feed or any search by providing a comparative study of fake and real news articles and how easy it is for such articles to befool humans.

**Key takeaway:** Ensuring that people understand the need for addressing the problem

- Comparative study of fake vs real news
- Understanding the difference between different politically leaning content
- Understanding the style of the content

### Budget:

Tactic	Description	Roles	Budget
Content Outreach through ads	Comparative study of fake news and real news from recent past	Connecting this with social media ads	2000usd
Blogs and Tech Editorials	Creating blogs and getting featured on popular tech editorials in regards to the usability of the extension	Company representative reaching out to tech eds.	1000usd

### Extended Plans: Catering to the multi corporate clientele

Once we have established sufficient consumer base, we can approach multi-corporate companies who rely entirely/mostly on their media content for revenue.



## Describe how success will be tracked/measured

1. Online engagement with the target audience:
  - a. The increase in the number of extension downloads
  - b. Increase in the number of positive reviews on the website and browser stores
  - c. Increased number of hits on the product page on the browser stores and website.
2. Other possible ways (a validation metric out of our control):
  - a. Being listed as one of the top extensions
  - b. Featured in top editorials
  - c. Being contacted by bigger clients for contracts

## Timeline

The timeline for the first strategy is as follows:

<b>Timeline</b>	<b>Activity</b>
January 2019 - February 2019	-Frame the game content -Frame the social media ad content
February 2019 - March 2019	-Finalize and test in a small group of people -Take feedback on both game and ads (repeat at least thrice)
April 2019	-Launch full flown marketing campaign

## Executive Summary

This plan include one traditional and one out-of-the box strategy for increasing the number of downloads for the product - Fake News Detector with focus on reaching out to users through extensive social media ads and posts (this is because our product is most beneficial for people who have a very active online presence).