



Go To Market Plan

IPL Batch: 2018A



Team: Rays of Sun

- Sandeep Ranganath
- Asit Piri
- Manjunath Sanjeev
- Manas Lekha
- Saravanan V A



UAssess

- UAssess is an Online Assessment Tool
- Helps to assess tech and leadership Skills
- Identify strength & Gaps
- Provide custom learning plans designed for High Impact

Competitors

#	Competitors	Advantage
1	TalView	Provide Online aptitude test and results
2	MeritTrac	Analyze Skill Gaps, Leadership Skills, Recruitment Assessment
3	Skeeled	Aptitude Testing, Candidate Comparison

Persona



Name
Arjun

Age
Above 40 years

Highest Level of Education
Bachelor's degree and Above

Social Networks



Industry
Technology

Organization Size
251 and Above

Reports to

Vice President HR

Job Responsibilities

Training & Development, Employee Assessment

Preferred Method of Communication

- Email
- Phone
- LinkedIn
-

They Gain Information By

Discussion, Interview, Feedback from Managers

Tools They Need to Do Their Job

- HRMS

Their Job Is Measured By

Right Fitment, Low Attrition Rate, Improvement in Productivity

Goals or Objectives

Minimize Skills Gaps
Build Skilled Leaders
Build Skilled Employees

Biggest Challenges

- Problem Solving & Decision Making
- Employee Morale
- Leadership Skills
- Technical Competency

Positioning



For Companies
Who need to assess Technical or leadership skills of its employees.
The UAssess is a online Talent Assessments tool
That has in-Depth assessments help advance companies tech and leadership skills
unlike <Talview>
which does only Aptitude tests and has no improvement plan suggested

Sales Pipeline Design

Awareness

**LinkedIn, Facebook,
BillBoards**

Consideration

Email Campaign, Events,
Blogs

Conversion

Trial runs, Demo, 50%
Corporate Discount

Loyalty

Tailor made assessments

Advocacy

Testimonials

Demand Generation



- Content & Thought Leadership
- Landing Page
- Advertizing/Billboards/
- Battle Card
- Sales promotion

Marketing Campaign To Generate Leads

	Owned Media (Using every touch point with a customer to reach them)	Earned Media (Using others to promote your business on your behalf)	Bought Media (Using media to purchase to share your messages)
Digital	Landing Page Website Email	LinkedIn SEO	Paid Search Banner Ads Social Media Marketing
Print	Content & Boucher	Thought Leadership Battle Card	Magazine/News Paper Bill Board
Video	Explainer Video Animated Graphics	Online Video	TV Ads YouTube Ads
Retail	Point of Sale	Packaging	Promotional Material
Events	Webcast	Media Interviews	Conferences

Marketing Funnel

Awareness

How many people did you reach and How often
(100000)

Interest & Customer Engagement

How efficiently you used Google analytics
(1000)

Activate

How many leads your Social Media Campaigns generated
(500)

Conversion

How many leads converted to your customer
(10% = 50)

Loyalty

How you engage with customer to get upsell,
cross sell and referral
(50)

Defining SMART KPIs

Each and every goals must be Specific, Simple, Precise and Clear.

Website KPIs

Unique vs returning visitor
Page Views
Downloads
Contact Information (Landing Page)

Social Media KPIs

Followers
Shared Information
Click Through Rate (CTR) to social media

Search KPIs

Page Rank
Viewers

Email KPIs

Click Through Rates (CTR) unsubsubscriber
Shared Content

SMART KPIs Evaluation

SMART KPIs Dashboard

1. What we will measure
2. When we will measure
3. How we will measure
4. Benchmark data we will use
 - a. Company Data
 - b. Industry Data

SMART KPIs Measurement and Evaluation

1. Increase from 500 to 600 website visits in each quarter.
2. Increase the number of website downloads by 5% each month.
3. Increase followers in LinkedIn by 100 by next quarter.
4. Increase opt-ins to Email marketing by 2 leads per month.
5. Obtain an average email open rate of 45%.

Communication Design & tools

- Content Marketing
- Explainer Video
- Landing Pages
- Email Campaign
- Bill Board





Looking for Right Fitment



eMail Campaign



Hello L&D

How is your Management team doing?

- Do you have a Program to Assess their Leadership skill?
- Do you have a Program to Upskill them?
- Is their Competency skills Up to Industry Standard?

Do You plan to up-skill them?

UAssess



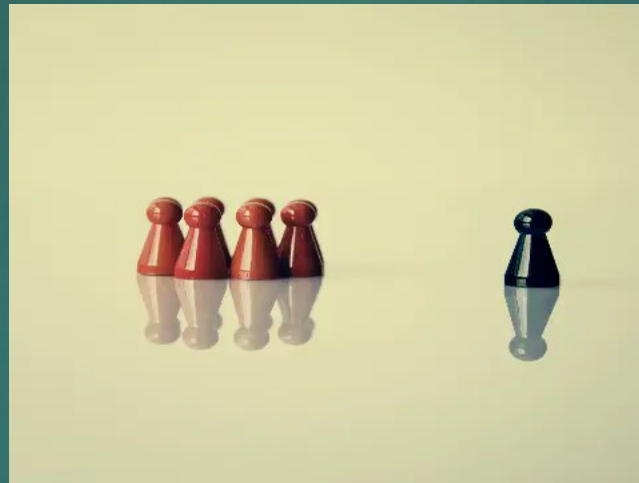
Introducing UAssess, an Online Assessment Tool.

UAssess is in-depth assessments help advance your **company's tech** and **leadership skills**. Our platform helps to identify **strengths** and **gaps** that guide custom learning plans designed for **high impact**.

- Benchmark your workforce's **technical** and **leadership competencies** against industry standards
- Assess the **skills of potential hires** to speed up your talent search and hire the right person for the role.
- Gain a holistic view into your **employee's current capabilities** of functional, technical, soft and leadership skills
- Data Driven **Score Reports**
- Assess **Anytime, Anywhere**

Landing Page & Explainer Video

<https://asitpiri7.wixsite.com/uassess1>



Product / Market Fit	Mar-19		Apr-19		May-19		Budget	Actual	Amount Left
Paid research	100.00	100.00	100.00	100.00	100.00	100.00	300.00	300.00	0.00
Competitive analysis	100.00	100.00	100.00	100.00	250.00	300.00	450.00	500.00	(50.00)
Focus groups	500.00	450.00	500.00	450.00	500.00	650.00	1,500.00	1,550.00	(50.00)
PRODUCT TESTING									
User testing sessions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Testing software	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PRODUCT RELEASES									
Product management/release software	200.00	250.00	200.00	100.00	350.00	250.00	750.00	600.00	150.00
Launch event	750.00	850.00	0.00	0.00	850.00	800.00	1,600.00	1,650.00	(50.00)
Paid advertising	1,000.00	1,100.00	1,000.00	950.00	1,250.00	1,350.00	3,250.00	3,400.00	(150.00)
PR	300.00	200.00	150.00	100.00	100.00	100.00	550.00	400.00	150.00
CONTENT									
White papers	100.00	100.00	100.00	100.00	0.00	0.00	200.00	200.00	0.00
Case studies	100.00	0.00	100.00	100.00	200.00	200.00	400.00	300.00	100.00
Product demo videos	100.00	100.00	100.00	100.00	200.00	200.00	400.00	400.00	0.00
TOTAL	€ 3,250.00	€ 3,250.00	€ 2,350.00	€ 2,100.00	€ 3,800.00	€ 3,950.00	€ 9,400.00	€ 9,300.00	€ 100.00

Artifacts

Artifacts



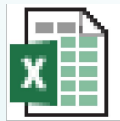
Sales Deck



UAssess Audit



UAssess Flyer - A4.png



Budgeting



BillBoard



ThoughtLeadership
p-Content



**Thank
You**