

PM School Case Challenge



JIO CINEMA

Acquisition And Retention Strategy

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Objective

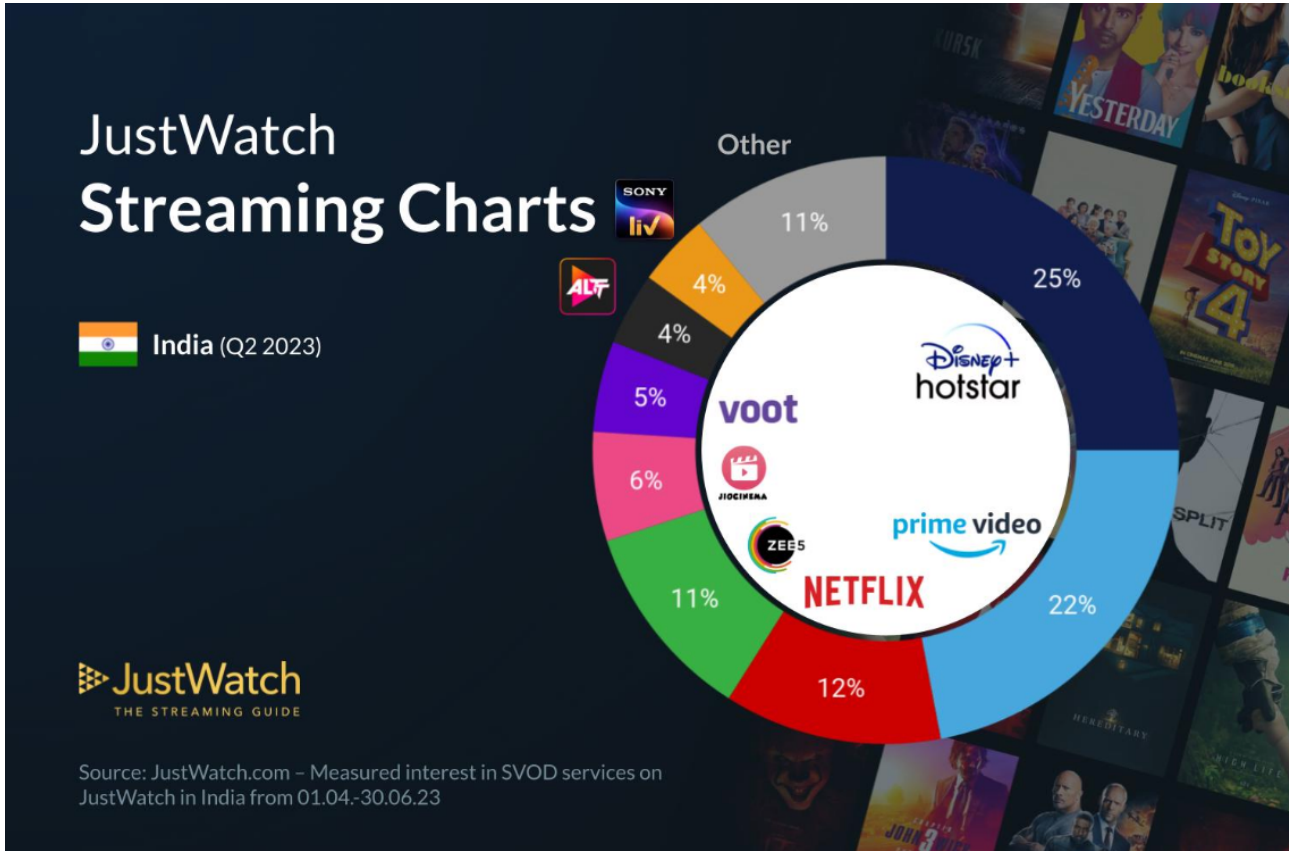
The primary objective of this document is to formulate comprehensive strategies aimed at improving both user acquisition and retention for Jio Cinema. By identifying key areas for enhancement, implementing targeted marketing initiatives, refining the user experience, and exploring innovative engagement tactics, the goal is to drive sustainable growth in subscriber numbers while fostering long-term loyalty among existing users. This document will provide actionable insights and recommendations to optimize Jio Cinema's approach, ensuring a more robust and competitive position in the dynamic digital streaming landscape.

About

JioCinema is an Indian over-the-top media streaming service owned by Viacom18, a joint venture of Reliance Industries and Paramount Global. It offers free advertising- and subscription-based video-on-demand and live-streaming content.

Viacom18 bagged the IPL's digital rights for Rs 23,758 crore and aired it for free on JioCinema. IPL is one of the most popular and lucrative professional Twenty20 cricket leagues in the world

Viacom18 has also secured exclusive media rights for international and domestic matches by the Board of Control for Cricket in India (BCCI) for a cumulative figure of Rs 5,963 crore for the next five years between September 2023 and March 2028. Viacom18 had won BCCI media rights for Rs 67.8 crore per match.



SWOT Analysis

Strengths	<div>1. Brand Recognition</div> <div>2. Integration with Jio Ecosystem</div> <div>3. Technology Infrastructure</div>
Weaknesses	<div>1. Limited original content</div> <div>2. User Interface</div>
Opportunities	<div>1. Content acquisition</div> <div>2. Global expansion</div> <div>3. Partnerships</div> <div>4. Innovations</div>
Threats	<div>1. Intense competition</div> <div>2. Piracy</div>

Feature Proposal

1. Data Rewards Referral Program

1.0 Objective

To leverage the power of referrals and encourage user acquisition, introduce the "Data Rewards Referral Program" within Jio Cinema. This program rewards users with additional mobile data based on successful referrals, fostering a sense of community and incentivizing users to share the Jio Cinema experience.

Integrate the "Data Rewards Referral Program" seamlessly into the Jio Cinema app, providing clear instructions, tracking mechanisms, and reward notifications. Implement robust security measures to prevent misuse of the referral program.

This feature aligns with the user-centric approach of Jio, providing a tangible and valuable incentive for users to actively promote and engage with the Jio Cinema platform.

1.1 Key Components

- **Referral Link Generation**

Provide unique referral links within the Jio Cinema app for all registered users.

- **Mobile Data Rewards**

Offer users a predetermined amount of additional mobile data for every successful referral. The reward can be directly credited to the user's Jio account.

- **Tiered Rewards System**

Implement a tiered system where users receive escalating data rewards for reaching specific referral milestones. For example, higher rewards for the first five successful referrals, followed by increased rewards for subsequent milestones.

- **In-App Tracking and Notifications:**

Enable users to track the status of their referrals within the app, providing real-time updates on successful referrals and credited data rewards.

- **Social Sharing Integration:**

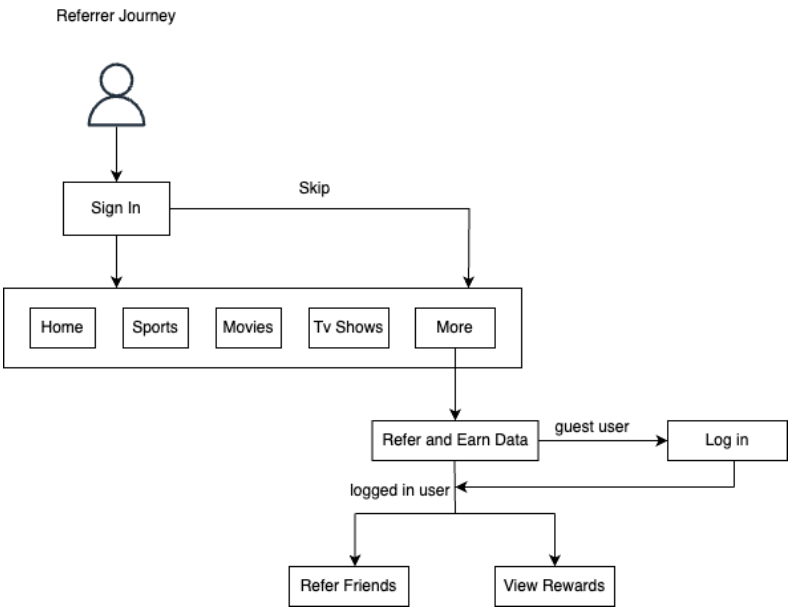
Integrate social sharing options within the app, allowing users to easily share their

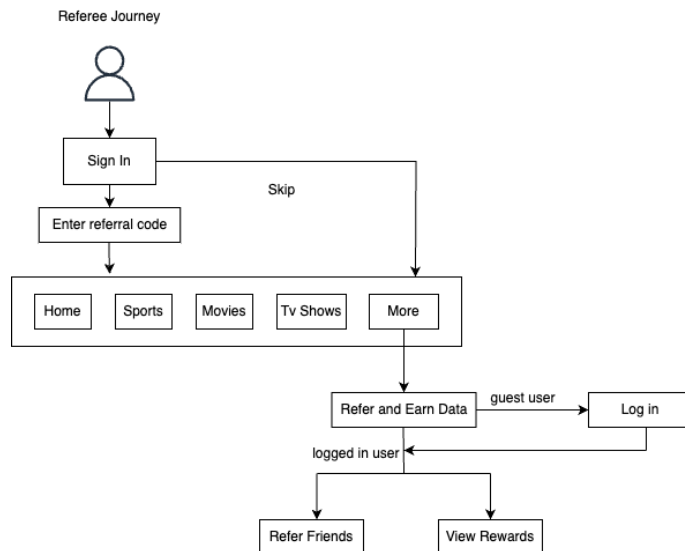
referral links on social media platforms, messaging apps, and email.

1.2 Benefits

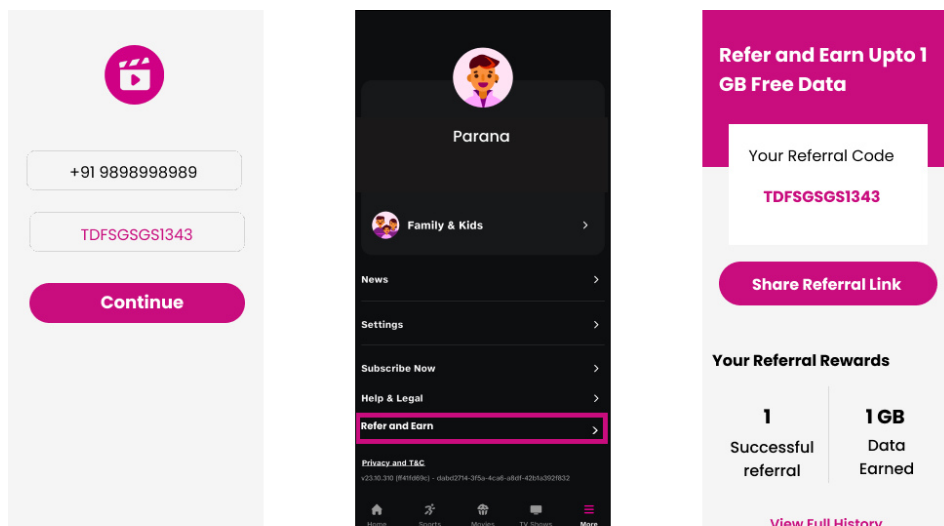
- **User Acquisition:**
Incentivizes existing users to refer friends and family, driving new user acquisition for Jio Cinema.
- **Community Building:**
Encourages a sense of community as users share their love for Jio Cinema and collectively benefit from the referral program.
- **Increased User Engagement:**
Boosts user engagement by providing a gamified element to the app, where users actively participate in referring and tracking their progress.
- **Brand Advocacy:**
Turns satisfied users into brand advocates, as they have a direct incentive to promote Jio Cinema to their network.
- **Data Monetization:**
Creates a mutually beneficial system where users are rewarded with additional mobile data, and Jio Cinema potentially gains increased user retention and usage.

1.3 User Journey





1.4 Wireframe



1.5 Key Metrics

Referral Sign-ups: Measure the number of new sign-ups attributed to the referral program. This indicates the program's ability to attract new users.

Referral Conversion Rate: Calculate the percentage of referred users who sign up for the program versus the total number of referrals. A high conversion rate signifies the effectiveness of the referral mechanism.

Referral Engagement: Analyze how engaged referred users are compared to the average user. Track metrics like session duration, content consumption, and frequency of use to gauge engagement levels.

Data Consumption Post-Referral: Assess if referred users consume more data on Jio Cinema after joining through the referral program. This indicates the program's impact on user behavior.

Referral Chain Length: Track the length of the referral chain (i.e., how many levels deep referrals go) to understand the program's virality and the depth of user engagement.

Cost Per Acquisition (CPA): Calculate the cost incurred to acquire a new user through the referral program. Compare this against the lifetime value of these users to assess program efficiency.

2. Content Completion Rewards Program

2.0 Objective

To further incentivize users to watch content on Jio Cinema, introduce a "Completion Rewards Program" that provides users with exclusive AJIO and Trends coupons upon completing a video/movie or spending more than 2 hours in live streaming on the platform.

2.1 Key Components:

- **Coupon Rewards for Completion:**

Offer users AJIO and Trends coupons as a reward for completing a full video, encouraging users to engage with content from start to finish.

- **Coupon Redemption Interface:**

Provide a seamless interface within the Jio Cinema app where users can view and redeem their earned AJIO and Trends coupons.

- **Personalized Coupon Offers:**

Use data analytics to personalize coupon offers based on user's viewing history and preferences, ensuring relevance and value.

- **Expiration Period for Coupons:**

Include an expiration period for the earned coupons to create a sense of urgency and prompt users to redeem them promptly.

- **Notification System:**

Implement a notification system to inform users about their earned coupons and remind them to explore the latest fashion offerings on AJIO and Trends.

- **Exclusive Collaborations:**

Explore exclusive collaborations with AJIO and Trends to provide users with unique and attractive coupon offers, enhancing the overall value proposition.

2.2 Benefits:

- **Extended Engagement**

Encourages users to watch content in its entirety, promoting extended engagement with Jio Cinema.

- **Enhanced User Satisfaction:**

Rewards users for their time and attention, contributing to a more satisfying viewing experience on the platform.

- **Cross-Promotion:**

Facilitates cross-promotion between Jio Cinema and AJIO/Trends, leveraging the strengths of each platform to enhance user experience.

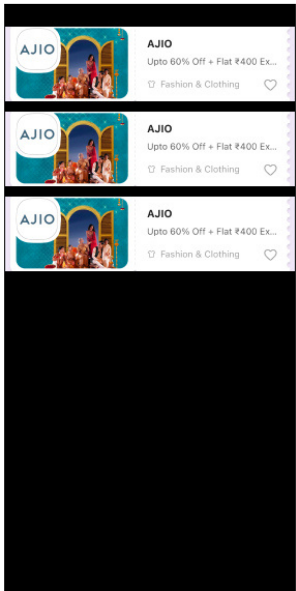
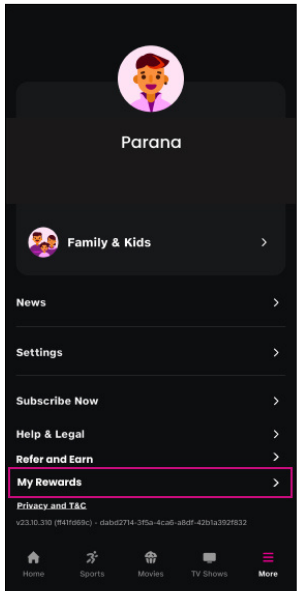
- **Data-Driven Personalization:**

Utilizes user data to tailor coupon offers, increasing the likelihood of users finding relevant and appealing products on AJIO and Trends.

- **Brand Synergy:**

Strengthens the synergy between Jio's digital entertainment and Reliance Retail's fashion platforms, creating a unified and comprehensive ecosystem.

2.3 Wireframe



2.4 Key Metrics

Completion Rate: Measure the percentage of users who successfully complete content milestones (e.g., finishing a set number of videos, reaching cumulative viewing durations). This indicates the program's effectiveness in encouraging content consumption.

User Engagement Metrics: Analyze user engagement post-program launch, including average session duration, frequency of visits, and content consumption patterns. Compare these metrics against pre-program levels to gauge any uplift.

Achievement Unlock Rate: Monitor the number of users unlocking various achievement tiers or milestones. A higher rate indicates effective gamification and incentivization.

Redemption Rate of Rewards: Track how many users redeem the rewards offered through the program. A high redemption rate indicates the attractiveness and perceived value of the rewards.

Go To Market Strategy

1. Define Target Audience:

Identify the primary audience segments that align with Jio Cinema's user base. This could include existing users, heavy content consumers, or individuals interested in seamless data access for streaming.

2. Program Messaging:

Craft compelling and concise messaging that highlights the program's benefits: earning extra data for referrals and seamless content streaming.

3. Collateral Creation:

Prepare marketing collateral, including:

- **Visual Assets:** Create eye-catching graphics or videos showcasing the referral program's ease and benefits.
- **Educational Content:** Develop FAQs, guides, or infographics explaining how the referral program works.

4. Promotional Channels:

Utilize multiple channels for maximum reach:

- **In-App Promotion:** Feature the referral program prominently within the Jio Cinema app.
- **Email Campaigns:** Reach out to existing users via targeted emails.
- **Social Media Campaigns:** Leverage Jio's social platforms to create buzz and encourage sharing.
- **Partnerships:** Collaborate with influencers or other brands to extend the program's visibility.

5. Launch Event:

Organize a launch event or campaign to announce the referral program. This could involve live streams, contests, or special offers to drive initial engagement.

6. Referral Incentives:

Consider offering special incentives during the launch phase, such as bonus data for early adopters or limited-time referral rewards.

7. Tracking and Analytics:

Implement robust tracking mechanisms to monitor the program's performance and gather insights. Analyze referral trends and user behaviors to refine strategies.

8. Feedback Loop:

Create a feedback mechanism for users to share their experiences. Use this feedback to iterate and improve the program continually.

9. Customer Support and Education:

Offer accessible customer support for users navigating the referral process. Provide clear and comprehensive program information to minimize confusion.

10. Ongoing Promotion:

Maintain visibility of the referral program through periodic reminders, updates on achieved milestones, or occasional bonus offers to sustain user interest.

11. Measure Success:

Evaluate the program's success based on predefined KPIs, such as the number of referrals, data consumption post-referral, and user retention rates.

12. Iterate and Improve:

Based on collected data and user feedback, iterate on the program, tweaking incentives, messaging, or referral mechanics to optimize performance.