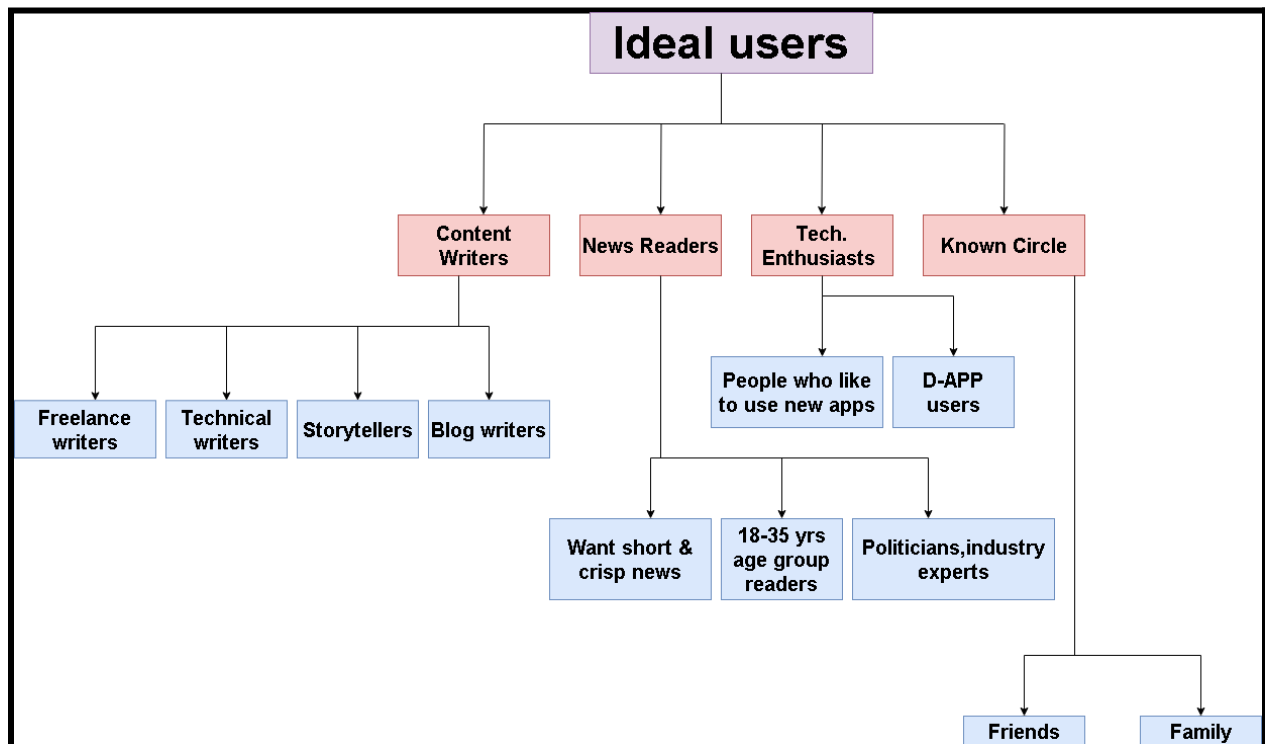


## Xcerpt Assignment Questions

### Problem 1) Who is the ideal user of Xcerpt?

Solution 1) Following are the ideal users of Xcerpt :

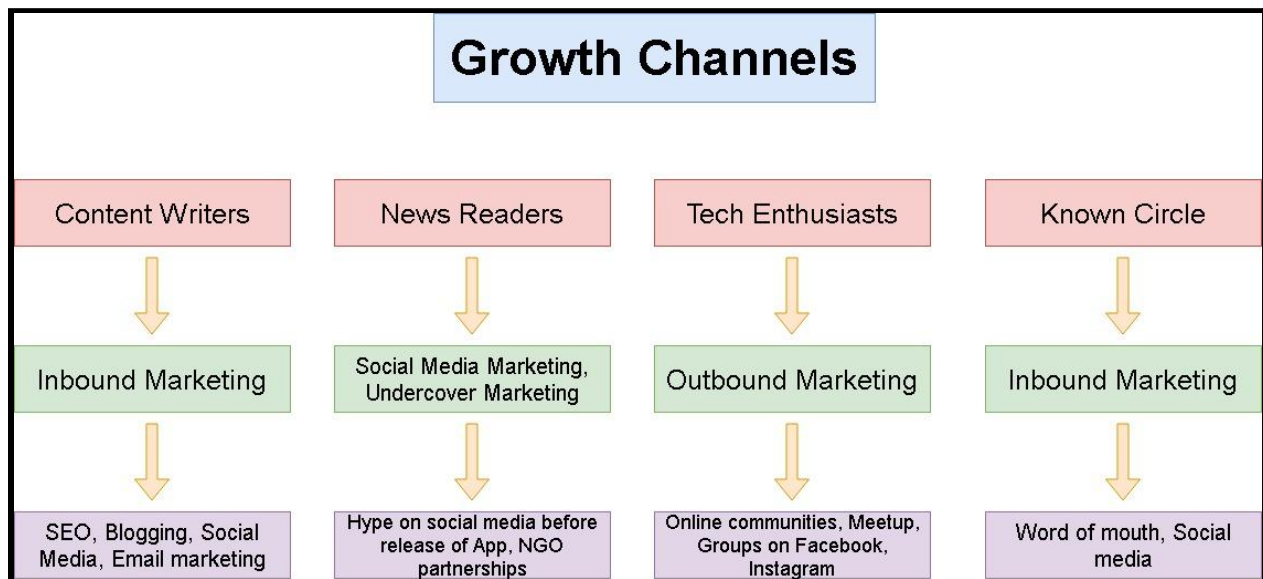
1. Content writers -- Content writers are the perfect users to target as they can curate articles and news posts and can earn an extra penny for doing so on the Xcerpt platform.
2. News Readers -- These are general users who digest daily news using digital platforms. They would be more than happy to upgrade themselves from the traditional way of reading digital news. Reading news on Xcerpt will help them to earn while reading news online.
3. Tech enthusiasts -- These are groups/communities of people who are eager to learn/use new technologies. These users will not only be active but can also provide quality feedback.
4. Known Circle -- Our friends and family are the best network circle where we can start promoting any product. Only a word of mouth with a few friends and family can help us build a strong network and these are perfect users for referral marketing.



## Problem 2) Where can we find such people online?

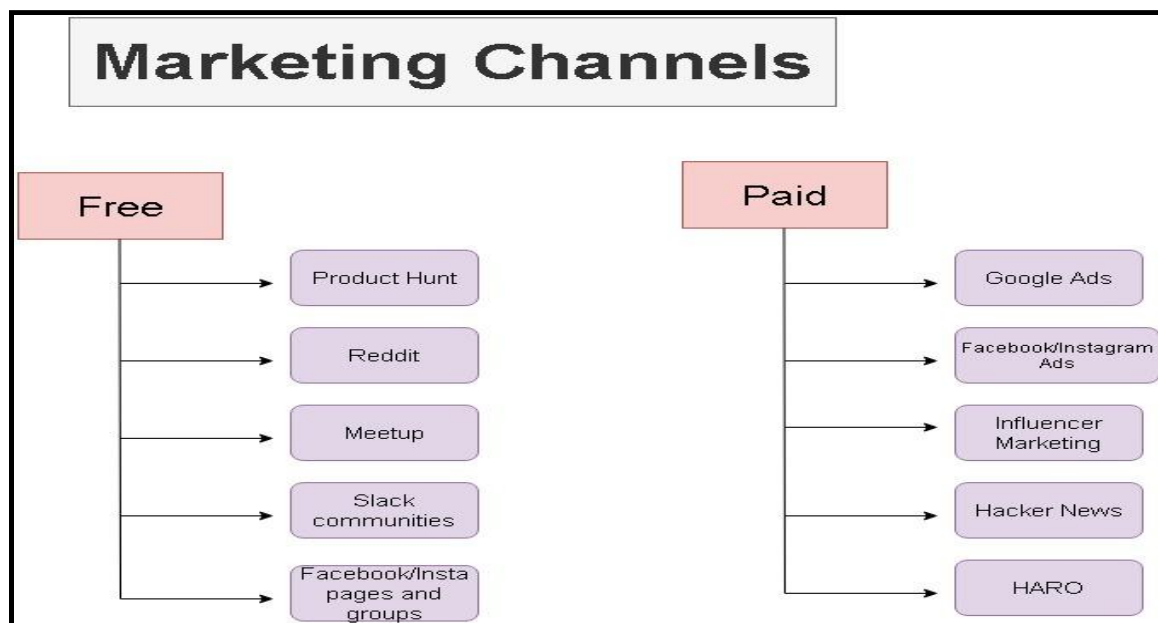
Solution 2) we can find these people on the following platforms :

1. Social media groups (Facebook/LinkedIn/Twitter)
2. Online community platforms like meetup



## Problem 3) How will you market Xcerpt to them and get 1000-2000 of them to use the App?

Solution 3)



We can market Xcerpt in the following ways:

**1. Free promotion :**

- a. [Product Hunt](#) -- Online community-based marketplace for product-loving enthusiasts to share and geek about the latest mobile apps, websites, tech creations, etc.
- b. [Reddit](#) -- is a community-determined aggregator of content. Based on personal interest one can join different communities.
- c. [Meetup](#) -- Online service to create groups and host free and paid events online. People can find groups and events of their interests, join them and interact with other fellow members.
- d. **Slack Communities** -- It is a messaging app that connects people to the information they need. One can find channels according to their interest and post in them the relevant things.
- e. **Facebook/Insta pages and groups** -- Join different social media groups, try to understand what users are posting, and post relevant content which can interest users and divert them to use our app.

**2. Paid promotion :**

- a. **Google Ads** -- An online auction system that comes into action when a user searches a keyword online.
- b. **Facebook/Instagram Ads** -- These ads are used to target users based on their location, demographics, etc.
- c. **Influencer marketing** -- It is social media marketing that includes paid promotion and product mentions from people who have high volumes of followers on their social media pages/accounts.
- d. [Hacker News](#) -- the most trusted news website that widely focuses on the latest hacking news, cyber attacks, computer security, etc.
- e. [Haro](#) -- It is a popular online service for journalists to gather feedback from the public.