



Product Idea Workbook

By [Goutam Bharadwaj Mukku]

About the course.

In this course, students choose a familiar customer problem space for their course project. This space becomes the basis for developing their skills with applying fundamental, customer-centric product management concepts. Students identify the customers, define a worthwhile problem to solve, conceive and define a product solution, and design a value proposition that is compelling for customers to buy and use it.

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Product Narrative

Executive Summary:

CineEngage stands as a transformative solution for Movie Marketing Managers, a critical nexus between new releases and audience engagement. Operating within the multifaceted film industry, this platform caters to Major Studios, Independent Studio Managers, and Digital Streaming Managers. It is their beacon in a fog of budget constraints and segmented data, guiding them towards enhanced trailer engagement and ticket sales maximization.

The Who: Customer Overview

The effectiveness of a movie's marketing strategy, especially its trailers, can make or break its box office success. Marketing Managers strive to maximize engagement with trailers, generate buzz, and ultimately drive ticket sales. However, they face challenges like budget constraints and insufficient data for targeted marketing, leading to underwhelming trailer engagement and loss of potential revenue.

CineEngage makes its debut as a cutting-edge solution aimed at overcoming prevalent marketing challenges within the movie industry. It introduces an interactive toolkit designed to foster audience engagement, allows for the crafting of marketing campaigns that target specific audience segments, and provides comprehensive analytics across multiple platforms to track performance and facilitate content upload. This platform grants Marketing Managers the tools needed to grab and hold the attention of their target audience more effectively, enabling them to utilize their marketing budgets more efficiently for heightened impact.

The Market: Customer Segment, TAM and Overview

Within the US Competitive landscape, three primary market segments are identified for CineEngage. Major Studio Managers are the powerhouse clients with a broad reach, requiring sophisticated, multi-channel marketing tools. Independent Studio Managers demand cost-effective solutions for targeted, creative campaigns. Digital Streaming Managers require direct-to-consumer promotion strategies on OTT platforms. With the market's growth projected at 6%, the demand for such a tool is on the rise.

CineEngage aims to target the robust market of movie marketing managers in the US, a number that currently stands at 14,852. This market is poised for expansion with an expected growth rate of 6% over a 10-year period. The innovative features of CineEngage, including its interactive engagement toolkit, targeted campaign creator, and cross-platform performance

tracker, are designed to appeal to this growing market segment, particularly those tasked with the promotion of both major studio and independent releases, as well as streaming platform content. The only market entry barrier would be brand loyalty to other competitors of our product, which makes it challenging for new entrants to gain their trust.

After analyzing the market segmentation and comparing CineEngage's positioning criteria against its competitors, we have identified collaboration as a significant, untapped opportunity that CineEngage is uniquely poised to exploit. This analysis has revealed that while there are several players in the market, there is a distinct lack of platforms that effectively facilitate collaboration between movie marketing teams and other stakeholders. CineEngage, with its innovative features, stands ready to fill this gap, offering a solution that enhances teamwork and cooperation across the board, thereby setting a new standard in the movie marketing domain.

Calculating the TAM involves a multi-faceted approach, taking into consideration the market size, the projected growth, and the average price per user. With an assumed average price of \$80, factoring in both standard and premium service tiers, the TAM is calculated as follows:

TAM Calculation = Market Size X Average Price X 12 months
= 14,852 users X \$80/user/month X 12 months
= \$14.25 Million per year

Over a ten-year horizon, factoring in the growth rate and the incremental increase in market size, the TAM is projected to increase, reaching approximately \$15.11 Million.

The projected TAM underlines the significant opportunity for CineEngage, positioning it as a highly valuable tool for marketing professionals within the film industry. With its pricing model, tiered to cater to a diverse range of needs, CineEngage stands to capture a considerable market share, translating the innovative features into tangible revenue and ensuring a competitive stance in the movie marketing landscape.

The Problem:

Movie previews frequently experience a lack of viewer engagement, leading to a significant gap between the number of views and actual ticket purchases. This gap often results in a considerable loss in potential revenue, averaging around \$100,000 per movie. The primary factors contributing to this issue include content that fails to capture the audience's interest, insufficient understanding of audience demographics and preferences, and a marketing strategy that does not align well with the tastes and expectations of potential viewers. These challenges highlight the need for a more engaging, insightful, and tailored approach to movie trailer marketing to effectively convert interest into sales.

The Solution:

CineEngage, presented as an advanced cloud-based web application, offers an extensive array of features specifically designed to mitigate common challenges faced by Movie Marketing Managers. This platform facilitates effortless content distribution across multiple platforms, enables the creation of targeted marketing campaigns that cater to specific audience segments and provides valuable, actionable insights through detailed engagement heatmaps. All these functionalities are accessible through an intuitive interface, ensuring that Marketing Managers can easily navigate the platform to enhance their campaign's effectiveness, streamline their workflow, and significantly improve the engagement levels of their movie trailers. In addition to this, the user can create cross-platform campaigns engage in multiple platforms, and able to track the engagement metrics in this application.

The Value Proposition: Benefits, Differentiated Value, Price

The selected pricing strategy is differentiated and tiered, reflecting the diverse range of features offered to different segments within the movie marketing industry. This strategy allows for a customized approach, aligning the platform's benefits with the specific needs of movie marketing managers. A standard version of the service is priced at \$60, offering a comprehensive suite of tools for marketing professionals, while the premium version, priced at \$100, provides advanced features for a more enhanced marketing experience. This pricing model was developed with a keen eye on competitor pricing strategies, ensuring competitive positioning in the market.

CineEngage stands out for its comprehensive benefits tailored to amplify movie marketing strategies. The platform significantly broadens the reach of marketing campaigns across various social media channels, ensuring that promotional content is seen by a wider audience. It also sharpens the focus of marketing initiatives, allowing for campaigns that are finely tuned to the preferences and behaviors of specific demographic groups. Through in-depth analysis of how audiences interact with content, CineEngage delivers valuable insights that can dramatically increase the effectiveness of trailer promotions and drive-up ticket sales. Its flexible pricing structure, which includes options for both large-scale studios and independent filmmakers, ensures that CineEngage provides exceptional value, making it a cost-effective solution that promises a strong return on investment for its users.

The Conclusion:

CineEngage represents a significant advancement in the realm of movie marketing. It's more than merely a platform; it embodies the future of how films are promoted, offering unmatched insights and managerial capabilities to professionals in the field. This innovation ensures that movie trailers are not just seen but experienced in a way that captivates audiences, paving the way for them to become irresistible introductions that lead audiences straight to the cinema. Through CineEngage, every movie trailer has the potential to be a powerful catalyst for blockbuster success.

1. Customer Problem Space

Customer Actor

- a. Movie Marketing Manager

Job to be Done

- b. Promote a new movie

Use Cases

- c. Trailer Launch
- d. Streaming Platform Promotions
- e. Post-Release engagement

Use Case focus on Trailer launch.

Outcomes

Desired Outcomes	Actual Outcomes	Measurement
Good revenue due to high trailer engagement (\$750,000 Revenue)	Low revenue due to low engagement with trailers (\$650,000 Revenue)	Total Engagement Revenue
High box-office sales ^[2] (>100 million)	Mediocre sales of tickets (<50 million)	Average Ticket Sales Revenue
Enhanced public interest and excitement	Mediocre Social media buzz	Audience Excitement Rating

Measurement Metric:

- 1) Total Engagement Revenue: Measured in dollars.
 - a. The difference between revenue generated with high trailer engagement with revenue generated with low engagement with trailers is expressed in Dollars.
Source: (<https://youtubemoneycalculator.com>)
- 2) Average Ticket Sales Revenue: Measure in dollars
 - a. The total number of tickets sold * Average ticket price expressed in dollars.
- 3) Audience Excitement Rating: Measured on a scale of 1-5.
 - a. Tracks the excitement levels in the audience about the movie upon marketing the movie release.

Problem

The problem I will be focusing on is the Trailer Engagement

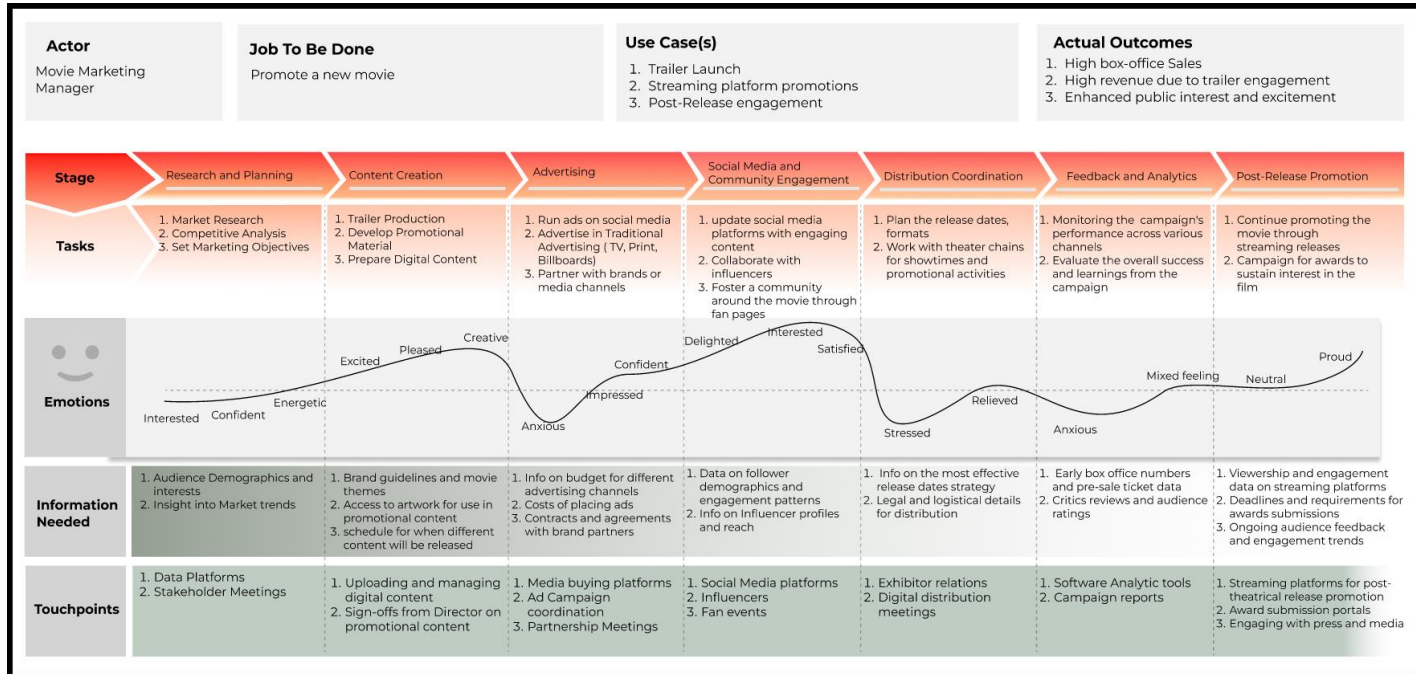
The desired outcome was high revenue with high engagement with the trailer, quantified as over \$750,000. The actual outcome achieved was \$650,000 with a shortfall of \$100,000.

Cause

Using the “5 Why’s” Technique

- 1) Why is the Total Engagement Rate \$100,000 less than the desired engagement?
➔ The trailer may not have been engaging enough to retain and captivate the audience's attention.
- 2) Why is the content not engaging for the audience?
➔ It could be due to a lack of innovative storytelling, or appealing visuals that resonate with the target audience's expectations.
- 3) Why did the trailer lack innovative storytelling or appealing visuals?
➔ The creative team might have missed incorporating key elements that make trailers go viral.
- 4) Why is there a misunderstanding of what appeals to the audience?
➔ Possibly due to inadequate market research and researching the target audience, leading to a mismatch between the trailer content and audience expectations.
- 5) Why was the market and audience research inadequate?
➔ It is possible due to budget constraints or lack of relevant data.

Customer Journey Map



Problem Size

Per Instance:

The estimate per instance is \$100,000 of the difference in outcome for one Movie Marketing Manager.

Annualized per Actor:

A movie marketing manager works on promotions of about 1-2 films per year. So, \$100,000 - \$200,000 range in engagement revenue per actor per year.

Annualized for all Actors:

As per the research on LinkedIn, there are 5700 Movie Marketing Managers in Hollywood from multiple production companies (estimation for only North America) resulting in a range of \$540,000,000 - \$1,080,000,000 (\$570 Million - \$1.14 Billion)

Annual Growth Rate:

The number of actors is expected to grow by 6% from 2022 to 2032^[4].

$$\Rightarrow 5700 * (0.06) + 5700 = 6042$$

The total impact change results as \$604.2Million - \$1.2Billion

Problem Category

I'm solving a Movie Trailer Revenue Optimization Problem

Problem Statement

We are solving a **Movie Trailer Revenue Optimization Problem**. The goal is to elevate revenue from low engagement with movie trailers from the current \$650,000 to the desired \$750,000. This represents a significant revenue shortfall of \$100,000 per movie marketing manager, per movie promotion.

The current shortfall is suspected to stem from budget limitations or a lack of precise, actionable data which hinders effective promotion strategies. With a rough estimate of 5700 movie marketing managers working in North America, the annualized industry-wide revenue gap ranges between \$540 million to \$1.08 billion. This gap could widen as the number of professionals in the field is projected to grow by 6% over the next decade, further amplifying the financial impact to as much as \$1.2 billion annually.

2. Market Space

Market

Movie marketing managers in the USA (14,852) (Source: <https://datausa.io/profile/soc/marketing-managers#industry>)

Market Segment

Market	14,852 Movie marketing managers in the USA region (Movie marketing managers market)		
Segment	Segment-1	Segment-2	Segment-3
Segment Name	Major Studio Managers	Independent Studio Managers	Digital Streaming Managers
Company Size	Large	Medium	Small
Marketing Budget Size	High budget	Average budget	Low budget
Type of Distribution Channel	Wide distribution channel	Select theatre advertisements, film festivals	Direct-to-consumer (OTT)
Segment Size	10,846	3,081	925
Segment Growth Rate	6% $10,846 \times (1.06) \rightarrow 11,496.76$	6% $3,081 \times (1.06) \rightarrow 3,265.8$	6% $925 \times (1.06) \rightarrow 980.5$

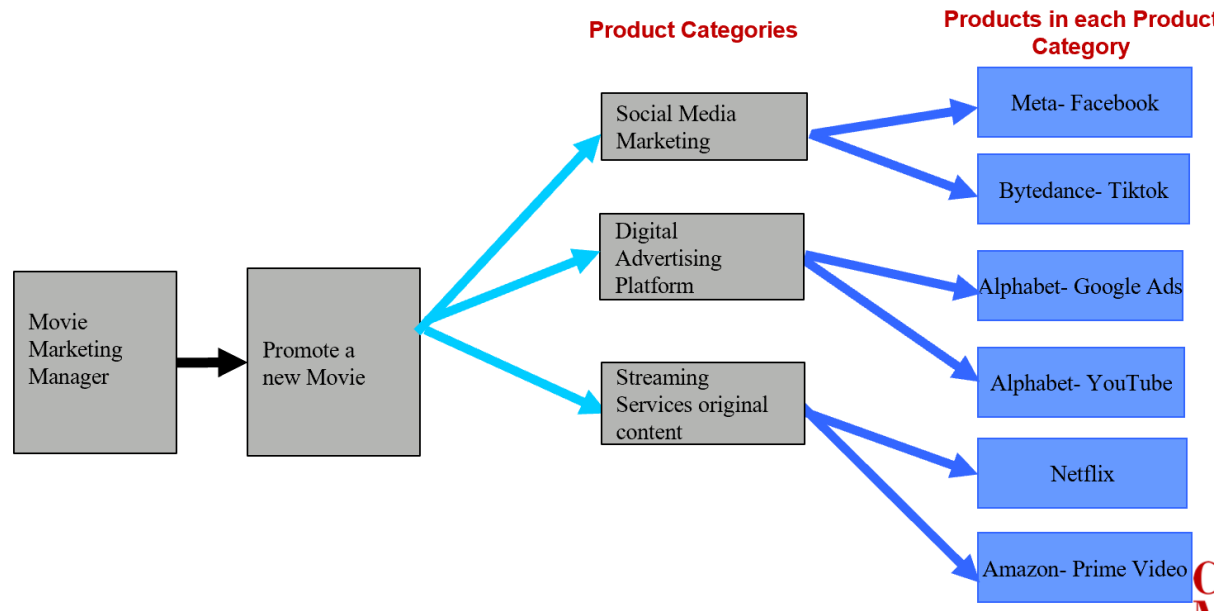
Reasoning:

Major Studio Managers handle big-budget films with wide distribution, requiring robust marketing campaigns across multiple channels.

Independent Studio Managers work with smaller budgets and niche markets, focusing on creative and cost-effective promotion strategies.

Digital Streaming Managers are pivotal in the era of digital consumption, focusing on promoting films directly on streaming platforms to capture the growing audience that prefers digital media over traditional cinema.

Competition



Product Categories

- 1) Social Media Marketing
- 2) Digital Advertising Platform
- 3) Streaming Services original content

Products in Social Media Marketing:

- 1) Brand Name of the product: Facebook

Name of the company: Meta

Brand competitive positioning and USPs:

- a. Facebook's competitive positioning hinges on its unparalleled user base, and comprehensive demographic data. It claims unique differentiators such as extensive reach, deep audience insights, and robust ad customization capabilities. These features allow marketers to tailor their messages with precision, reaching specific audience segments effectively, which is especially beneficial for targeted marketing campaigns.

- 2) Brand Name of the product: TikTok

Name of the company: Bytedance

Brand competitive positioning and USPs:

- a. TikTok's competitive positioning is centered around its unique algorithm that personalizes the user experience, making it highly engaging for a younger audience. Its distinctive differentiators include a focus on short-form video content, a content creation interface that encourages user participation, and virality potential. TikTok provides a platform where content has the chance to gain rapid, wide-reaching visibility regardless of the creator's follower count.

Positioning Analysis

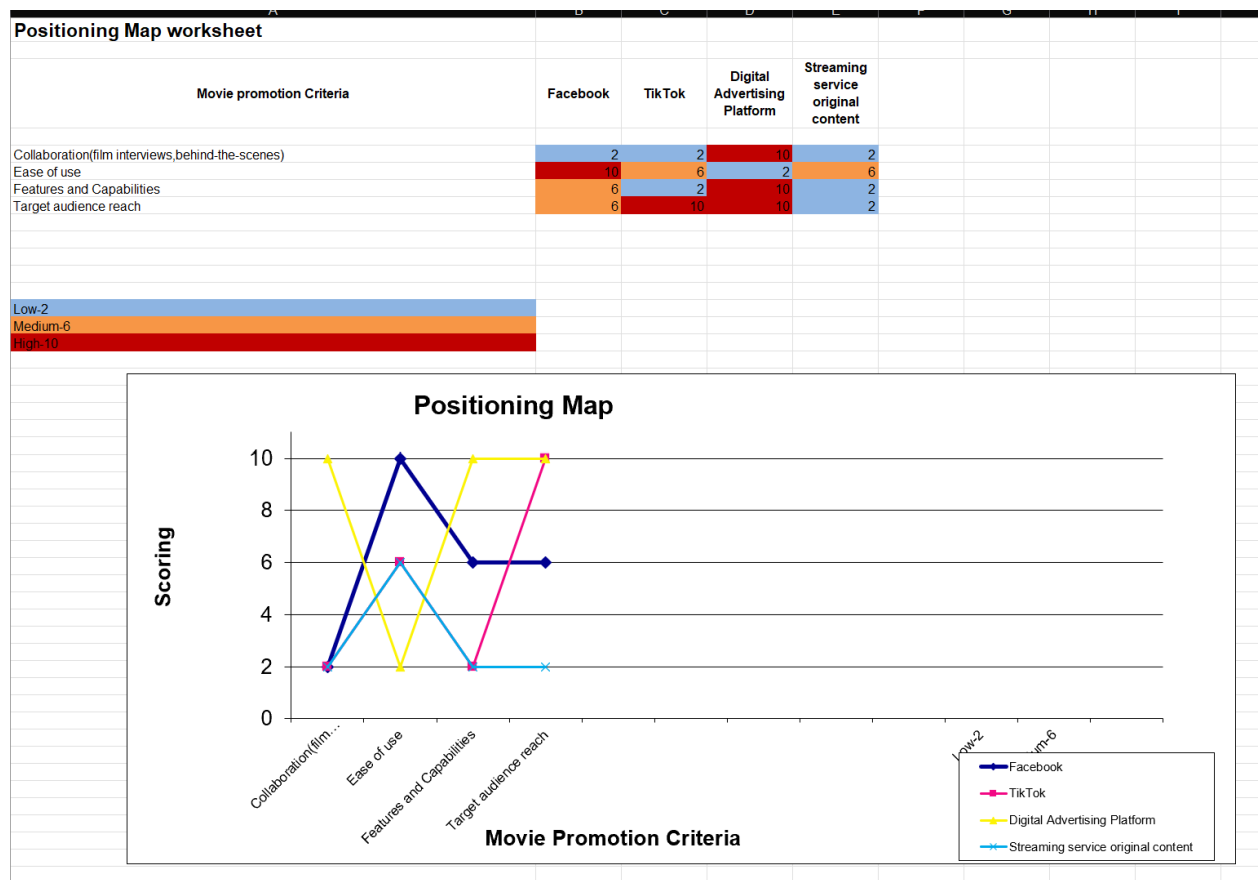
Criteria:

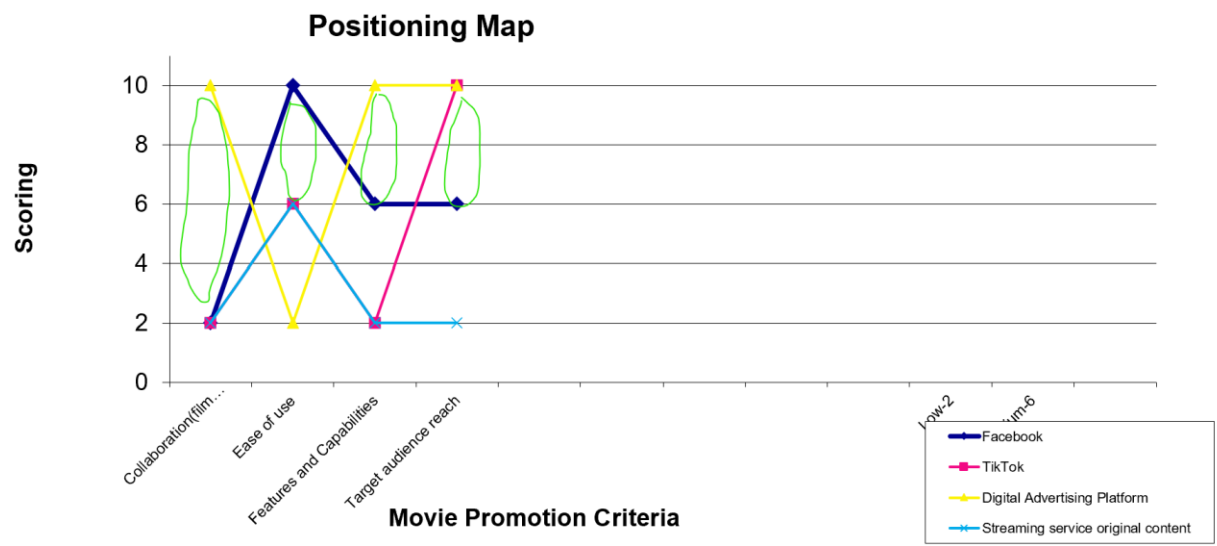
Collaboration: This includes audience engagement with behind-the-scenes, bloopers, and film interviews which the movie marketing manager considers using the platform.

Ease of use: This criteria states ease of accessing the platforms to engage with the trailers and promotional content of the movie which the movie marketing manager considers in choosing the platform.

Features and Capabilities: The features include the ability to watch full-length trailers, film interviews, audio launches, and fan engagement which some platforms may not provide due to limited video time views on Instagram and TikTok.

Target audience reach: The target audience reach is the major criteria considered as to get more views, comments, likes and fan mutual engagement.





Market Focus

1) Problem to solve first:

Trailer Engagement problem

2) Target Market segment:

I'm **considering the Major studio Marketing managers as my target segment** as the entry barriers are few relative to the other segments.

Market Attraction:

- 1) The market size is relatively higher when compared to other segments, which is an attractive criterion to consider.
- 2) Distribution channels will be a market attraction as the Major movie marketing managers have a wider network that our product can leverage.

Competitive Landscape:

- 1) Also, there are not a lot of competitors in this segment. Facebook & TikTok along with YouTube are the only significant players hence it makes it easier to enter and compete in this market with the unique features that we bring to the market with our product.

Importance of problem to customers:

- 1) As a movie marketing manager, it is vital to engage the audience with trailers and teasers. This product will address this problem resulting in a high engagement.

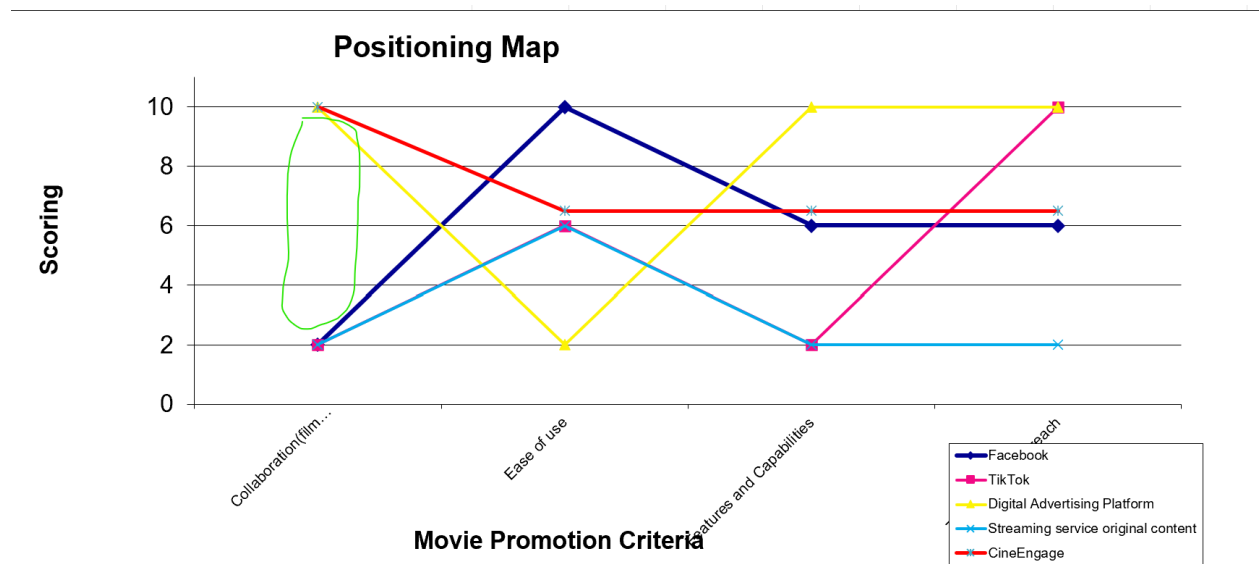
Market Entry Barrier (Minor Demerit):

The market entry barrier would be brand loyalty to other competitors of our product, which makes it challenging for new entrants to gain their trust.

Upon considering the merits and demerits of the segments, opting for the major movie marketing manager will be feasible with a limited market entry barrier and more market-attractive features.

3) Market position to own first:

The market position I'm targeting to own is Collaboration as it's going to be my unique selling feature where the movie marketing manager can upload bloopers, and behind-the-scenes videos before the trailer launch to create excitement, and the user persona can also launch polls with rewards attached to it, and gamify the engagement with trailers, the user persona can utilize the product to organize merchandise contests and distribution too.



Total Addressable Market (TAM)

Calculation Method:

- 1) Initial Market Size → 14,852 movie marketing managers in the US Region
- 2) Growth Rate: Assumed to be 6% over 10-year period
- 3) Average Price per user: Assumed to be \$80 when considered the average of Standard and Premium tier.
- 4) TAM Calculation: Market Size X Average Price X 12 months → $(14,852) \times (80) \times 12$ → \$14.25 Million per year

Year	TAM (\$)
2024	\$14,257,920
2034	\$15,113,395

3. Solution Space

Product Category

Social Media Marketing

Product Idea Description

1) Product Name:

CineEngage

2) Purpose:

To promote a new movie through trailers and promotional content.

3) Main Attributes:

- 1) Interactive Engagement Toolkit: Ability to **gather and analyze** the audience feedback and display a heatmap of engaging parts in the trailer.
- 2) Targeted Campaign Creator: Allows managers to **select a target audience** to launch trailers.
- 3) Cross-Platform Performance Tracker: Ability to **compare the performance of trailers** on other platforms.

4) Properties:

Cloud-based Web application

5) Key Technology:

- 1) User Interface: A user-friendly interface to interact with the dashboards and create user-friendly polls and interviews to create engaging content.
- 2) API Development: Develop efficient web application with relevant business logic using REST API.
- 3) Data Analytics and Visualization: Sentimental analysis and machine learning algorithms like sentimental analysis to analyze the audience engagement behavior and visualization of the processed data.
- 4) Data Storage: secure data cloud storage to ensure security and real-time data retrieval.

6) Operating Requirements:

- 1) Web browser
- 2) Stable internet connection

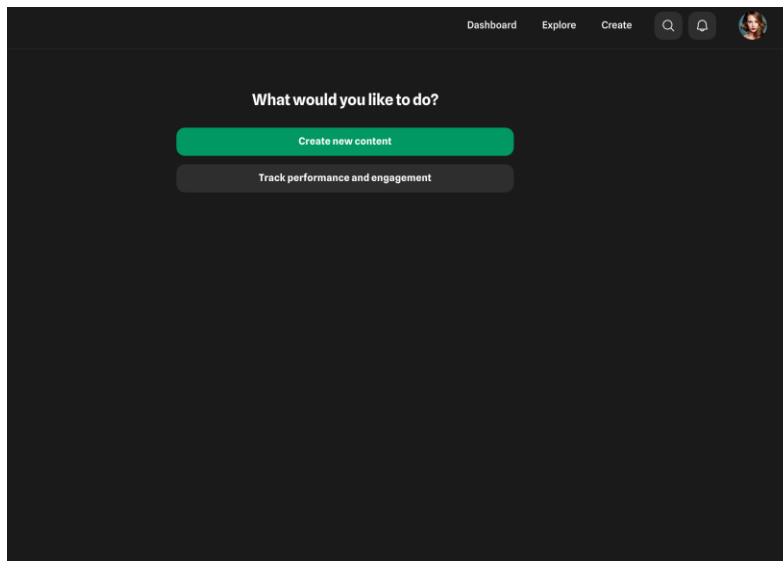
7) How it works:

- **Upload or Analyze:** Our actors in this scenario proceed to the web application, they'll have the option to either upload content or analyze the content.
- **If Upload:** If the user selects to upload content, then they'll be provided with a dropdown to select the type of content to upload (teaser, bloopers, behind-the-scenes) and then proceed to upload.
- **Select Market focus:** The user gets to select the segment of people to focus their engagement with (Age [13-20,20-40], Region [Asia, Europe, Americas])
- **Select the Platform to upload:** The user gets to select multiple options to upload his content (YouTube, Instagram, Facebook, TikTok)
- **If Analyze:** If the user selects to analyze the uploaded content, then they'll be redirected to the dashboard with contents of segment focus, a heatmap of the content engagement with the audience.
- **Audience segment:** The user will be provided with a visualization of the engagement of promotional content among different age groups.
- **Region-wise engagement:** The user will be provided with a statistic of the region-wise engagement with the promotional content.

User View

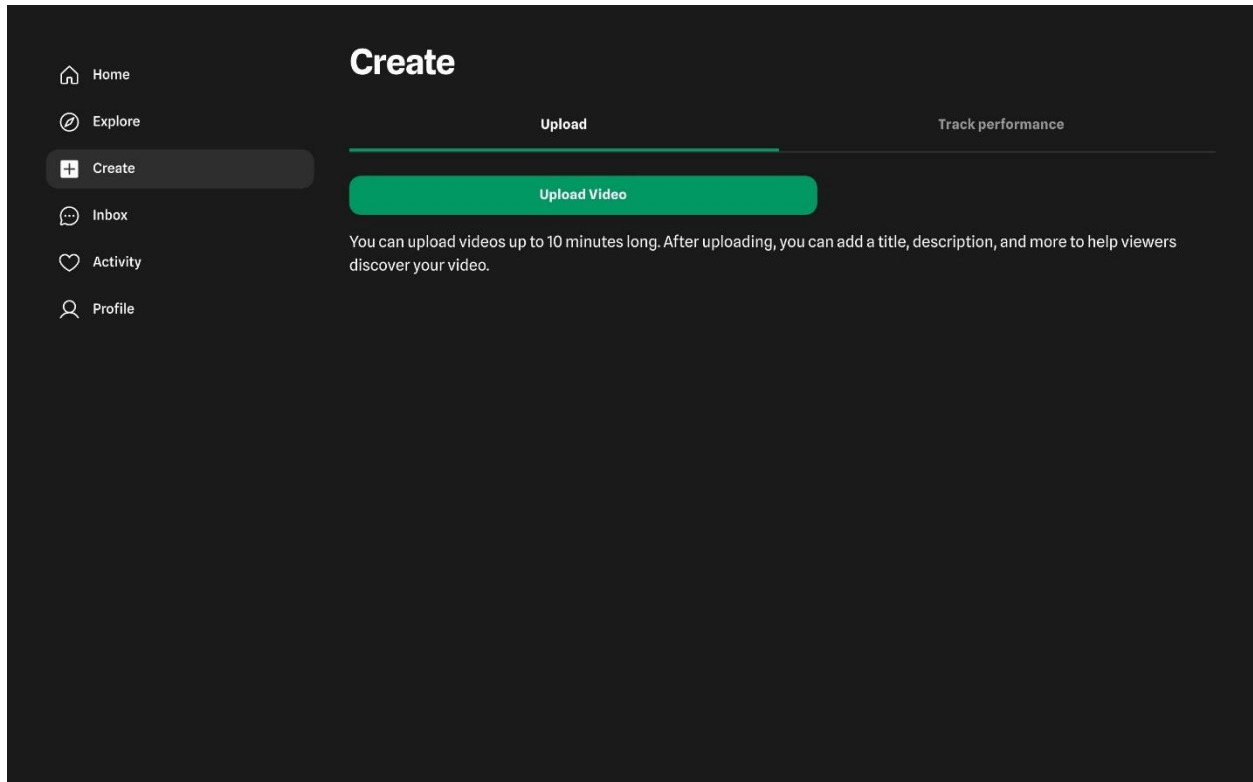
Main Landing page:

The user will be asked to either create new content or track the performance of the uploaded content.



Create/Upload Video:


If the user chooses to upload content, they'll be asked to upload a video.



Create a new campaign:

When the user selects to upload a video, the page navigates to the page that describes the type of video content to upload (Teaser, Trailer, Bloopers, etc..)

Videoly

DashboardLibraryCampaignsReportsInfluencersNew Campaign

Create a new campaign

Trailer

Target Audience

Age

1865

Select Platforms

☒ YouTube

☒ Instagram

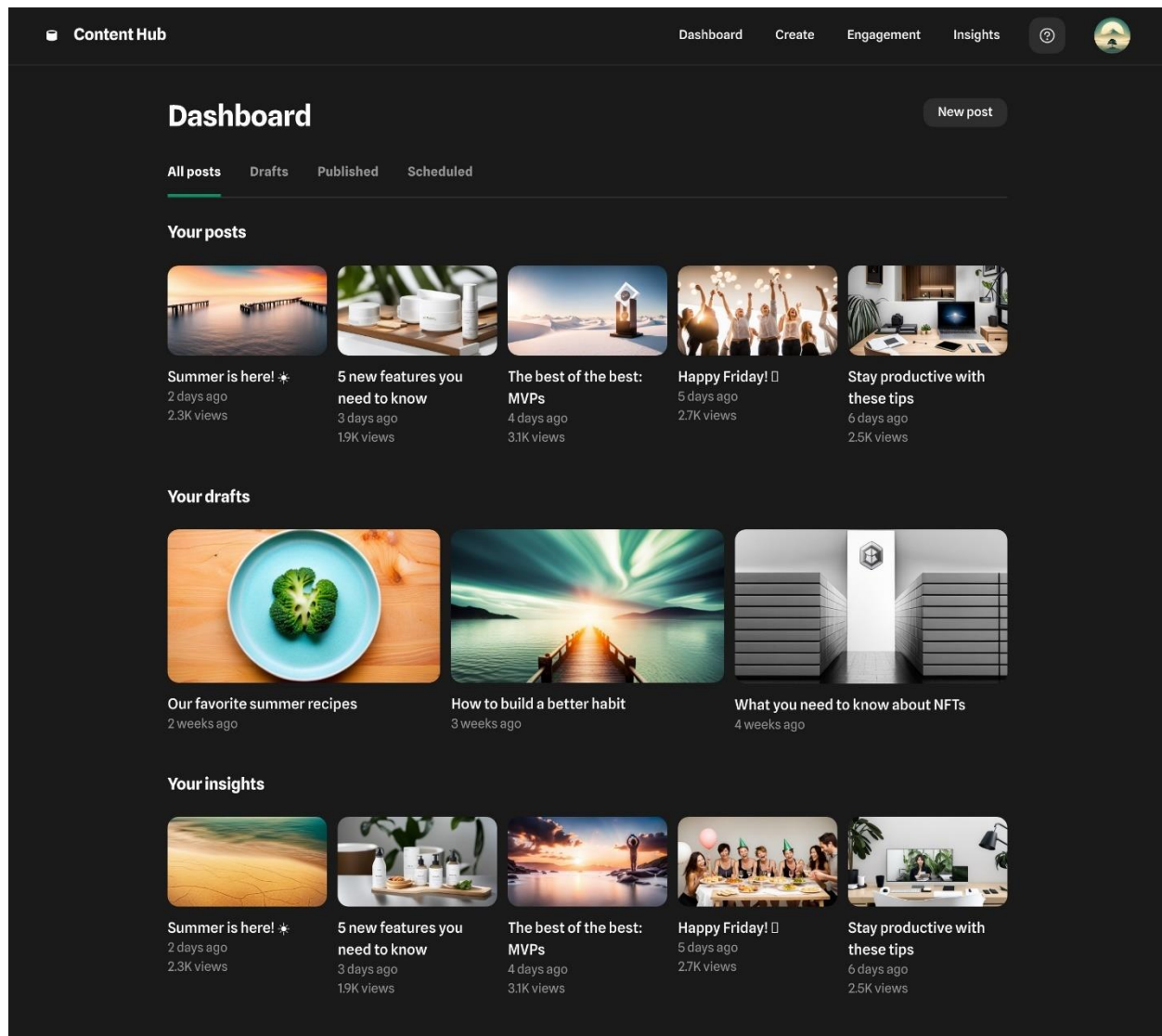
☒ Facebook

☒ TikTok

Next

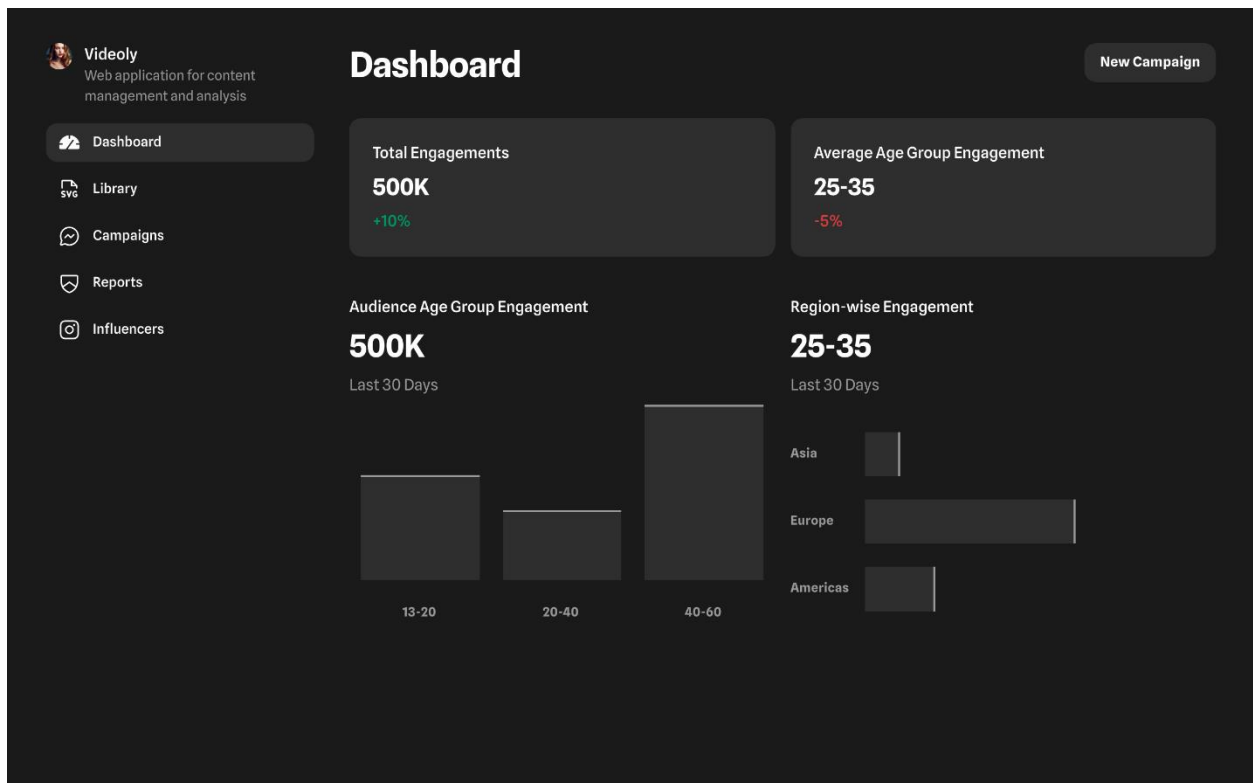
Track performance engagement:

This is the sample dashboard when the user selects to track performance.



Dashboard with the analytics:

If the user selects a particular content to track, they'll be able to navigate to a dashboard that contains the analytics of audience engagement with that content.



Functional and Non-Functional Requirements

ID	Type	Features: Functional and Non-Functional Requirements
1	Feature	Feature: Main Landing Page
1.1	Functional	As a movie marketing manager, I want to create new content so that I can launch content to the audience
1.2	Functional	As a movie marketing manager, I need to be able to track the performance of my content so that I can improve my marketing campaign
1.3	Non-Functional (Performance-Response Time)	As a movie marketing manager, I want the response time for main landing page load time to be within 5 seconds so that I can continue to upload video content quickly.
1.4	Non-Functional (Usability)	As a movie marketing manager, I want the user interface to be user-friendly, minimizing the learning curve for marketing managers and maximizing productivity.

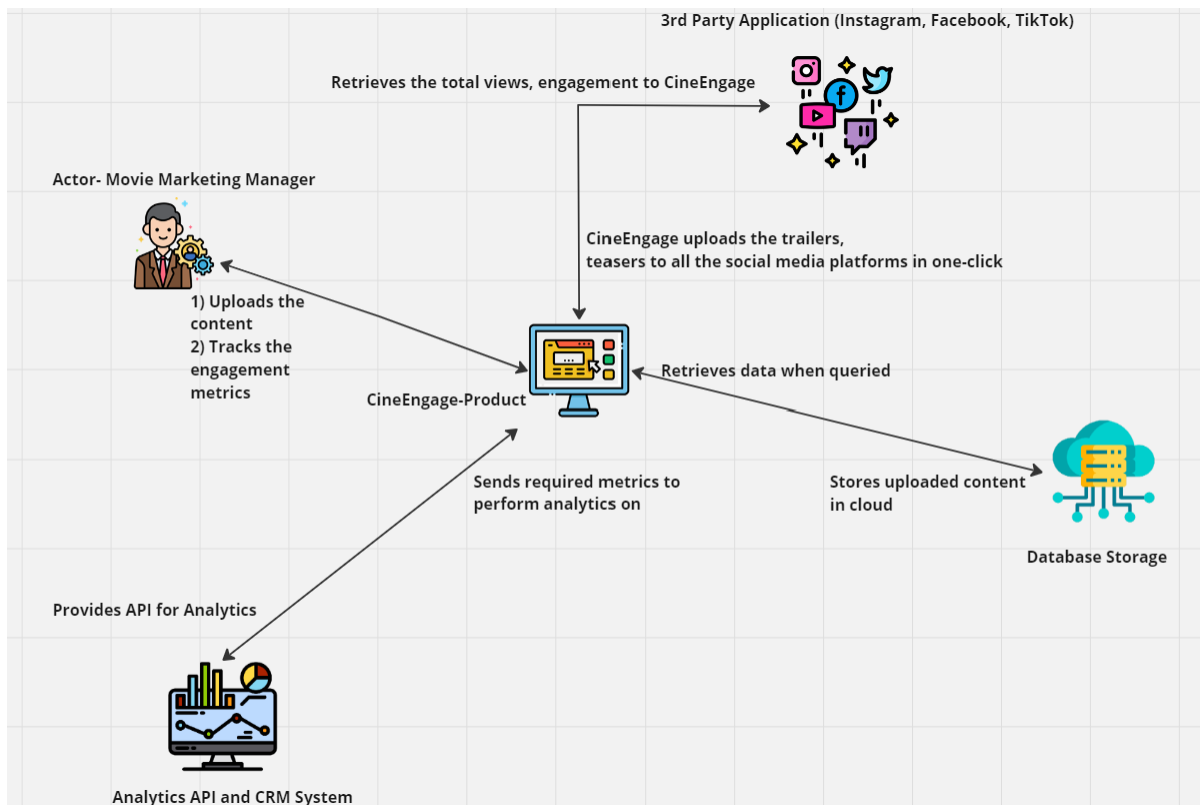
2	Type	Feature: Create/Upload Video
2.1	Functional	As a movie marketing manager, I want to upload a video so that I can start the marketing of the movie.
2.2	Non-Functional (Performance - Load)	The product must support simultaneous uploads for at least 25,000 users, so that it can scale for major movie release events.
2.3	Non-Functional (Scalability)	The product should be designed to efficiently scale up resources during peak loads, such as major movie release events, without degradation in performance

3	Type	Feature: Create a new campaign
3.1	Functional	As a movie marketing manager, I need to select the type of content I want to publish so that I can target the type of engagement.
3.2	Functional	As a movie marketing manager, I need to select the target audience, so that I can engage with that market segment.
3.3	Functional	As a movie marketing manager, I need to select the platforms so that I can publish the content on those platforms in a single click.
3.4	Non-Functional (Compatibility)	The product must be compatible with major social media platforms (Instagram, YouTube, TikTok) for seamless trailer uploads in one-click.

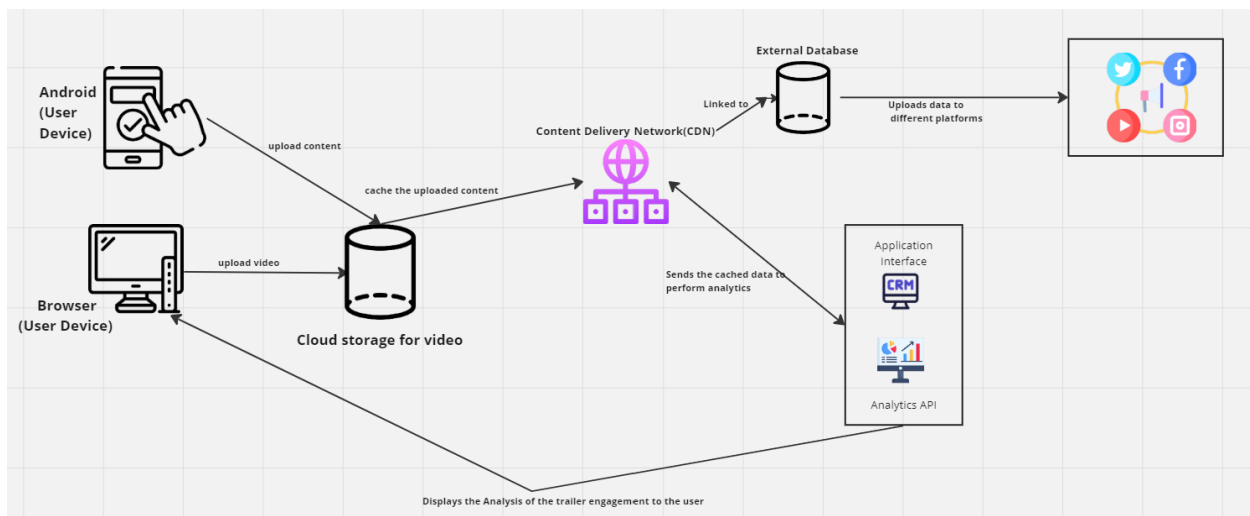
4	Type	Feature: Track performance engagement
4.1	Functional	As a movie marketing manager, I need to be able to access the catalog of uploaded content, so that I can track the performance of the promotional content.
4.2	Non-Functional (Availability)	The product must guarantee 99.9% uptime to ensure real-time analysis of movie trailer performance for movie marketing managers, considering the critical nature of marketing timelines
4.3	Non-Functional (Interoperability)	The trailer performance tracking be compatible with major Content Delivery Networks to ensure fast and reliable content distribution and streaming across geographically dispersed locations in the USA.

5	Type	Feature: Dashboard with the analytics
5.1	Functional	As a movie marketing manager, I want to access the dashboard of the content I uploaded, so that I can focus on improving my marketing efforts.
5.2	Functional	As a movie marketing manager, I want to view the region-wise engagement, so that I can focus marketing on high-yield regions.
5.3	Functional	As a movie marketing manager, I want to view the audience age group engagement, so that I can target marketing efforts on those age groups.
5.4	Non-Functional (Interoperability)	The product should provide APIs for integration with external analytics tools and CRM systems, facilitating data exchange and operational efficiency.

Context View



Deployment View



4. Customer Value Space

Product Features - Benefits

Feature	Benefits	Customer Benefit Type
Cross-Platform content upload	<ul style="list-style-type: none">Increases content reach by allowing uploads to multiple social media platforms in a single click with an improvement in time by 6 minutes.	Functional (Productivity)
Manage Engagement and Collaboration	<ul style="list-style-type: none">Enhances campaign effectiveness by targeting audience based on demographics.	Functional (Efficiency)
Marketing Campaign Creator	<ul style="list-style-type: none">Improve in revenue by 13.3% w.r.t high ticket sales.	Economic (Revenue)
Provide Analytics Dashboard Visualization	<ul style="list-style-type: none">Delivers detailed engagement data, enabling better decision-making for targeted marketing strategies and reducing costs.	Economic (Cost)
Effective Movie Marketing Budgeting	<ul style="list-style-type: none">Improved efficiency in budget tracking	Economic (Cost)

Pricing:

Price Setting Strategy:

Pricing will be non-uniform: **segmented**. We will offer 2 tiers based on the volume of videos the user wants to publish monthly.

Tier-1(Standard): The first tier caters to those that require limited features like managing the dashboard, creating marketing campaigns, and improving collaboration and engagement. This tier would address the Independent and Online Streaming studio managers.

Tier-2(Premium): The premium tier caters to the major studio managers who resort to cross-platform upload and engagement, tracking and managing marketing budget in addition to the functionalities that Standard offers.

Pricing Metric:

Pricing will be per video. This allows the user to choose the right tier for the type of content video they want to market for. For example, if the independent studio manager wants to start a campaign for their promotional video, they may opt for the lowest tier if they only need to create a marketing campaign for the uploaded video and analytics to track their content engagement. However, if the same user may

want to promote their content on more than one platform and track their marketing budget, they can opt for the premium version.

Payment Structure:

Item	<ul style="list-style-type: none"> • Tier-1 (Standard) • Tier-2 (Premium)
Frequency	Monthly Billing
Timing of payment	Charged Monthly
Source of payment	In most cases, the organization may pay for the subscription. Payments will be received through monthly autopay via credit card, debit card or PayPal.

A monthly cycle is optimal because users can upload any amount of video content published each month, which resets with their billing cycle.

Price:

The value-based pricing technique is used to determine pricing.

Feature	Benefits	Value
Provide Analytics Dashboard	Improve making decisions for content-focused elements in the video based on demographics ^[9] In this case, we've considered the pricing of one of the competitors as a reference price of \$200. Assumed 1/4 th of that price leading to \$50	\$50
Manage Engagement and Collaboration	Improve digital marketing reach resulting in reaching a wider audience ^[10] , We consider a lower scale of this → \$199/month 20% value of this results in → \$40	\$40
Cross-platform upload	Improve upload time for all the platforms by 6minutes = (6/60) *\$25/hr = \$2.5per video per	\$10

	platform (YouTube, TikTok, Facebook, Instagram) ^[5] → 2.5 X 4	
<ul style="list-style-type: none"> • Manage Marketing Budgeting • Create a Marketing campaign 	Improved efficiency in budget tracking ^[11] = \$1500/month and a 20% value of this results in → \$300/month	\$300

Tier-1 (Standard):

- 1) Provide Analytics Dashboard → \$50
 - 2) Manage Marketing Budgeting → \$150
 - 3) Manage Engagement and Collaboration → \$40
- Total Value → \$240

Tier-2 (Premium):

- 1) Provide Analytics Dashboard → \$50
 - 2) Manage Marketing Budgeting → \$150
 - 3) Manage Engagement and Collaboration → \$40
 - 4) Create Marketing Campaign → \$150
 - 5) Cross-platform upload → \$10
- Total Value → \$400

Based on rule of thumb, users are typically willing to pay 1/4th of the perceived value:

Tier-1 (Standard): \$240/4 → \$60

Tier-2 (Premium): \$400/4 → \$100

Standard (Tier-1) \$60/month per user	Premium (Tier-2) \$100/month per user
<ul style="list-style-type: none"> ➤ Provide Analytics Dashboard ➤ Effective Movie Marketing Budgeting ➤ Manage Engagement and Collaboration 	<ul style="list-style-type: none"> ➤ Provide Analytics Dashboard ➤ Effective Movie Marketing Budgeting ➤ Manage Engagement and Collaboration ➤ Create Marketing Campaign ➤ Cross-platform upload and engagement

Customer Justification:

Cost-Benefit Analysis:

Identifying Customer Costs:

- Maintenance Cost incurred by the customer as the web applications need a downtime to perform the maintenance.
- Support Cost incurred by the customer when there is a support call with the customer support.
- Initial Purchase Cost

Benefits	Costs
Provide Analytics Dashboard Effective Movie Marketing Budgeting Manage Engagement and Collaboration Create Marketing Campaign Cross-platform upload	Maintenance cost ^[12] Support Cost Initial Purchase Cost (Product)
Total Value: \$400 per month	Total Value: \$80 per month
Value Ratio: 5:1	

Customer Compelling Matrix:

CineEngage: Customer Compelling Matrix					
Impact	Very Small	Small	Medium	Large ✓	Very Large
Preference	Very Small	Small	Medium ✓	Large	Very Large
Timing	Very Long-Term	Long-Term	Short-Term	Near-Term ✓	Immediate
Probability	Very Low	Low	Medium	High ✓	Very High

1) Impact (Value Proposition): Large

The impact is deemed large because the product offers multiple types of engagement tools, and the ability to budget for marketing campaigns.

The value ratio comes to be 5:1 w.r.t the benefits and the cost.

2) Preference (Differentiated Value): Medium

The web application presents a unique value proposition in terms of cross-platform upload and engagement, and the ability to create a new marketing campaign and manage marketing budget.

3) Timing: Near-term

The advantages offered become usable in the short term, enabling cross-platform collaboration and high engagement with the video.

4) Probability: High

The probability of customers opting for CineEngage is high due to its differentiating factors of cross-platform collaboration and marketing campaign creation and management.

5. Appendix

[1]<https://youtubemoneycalculator.com>

[2]<https://www.hollywoodreporter.com/movies/movie-news/how-predictive-are-youtube-trailer-views-box-office-openings-1251422/>

[3]<https://www.statista.com/statistics/554148/movie-teaser-trailer-view>

[4]<https://www.bing.com/search?q=Expected+growth+rate+of+marketing+managers+over+the+years&q=n&form=QBRE&sp=-1&lq=0&pq=expected+growth+rate+of+marketing+managers+over+the+years&sc=0-57&sk=&cvid=F5CC8A48874C46B783F55A135B5A1B96&ghsh=0&ghacc=0&ghpl=>

[5] Video upload time on YouTube:

<https://offeo.com/learn/how-long-does-it-take-to-upload-a-video-to-youtube>

[6] User View:

<https://www.usegalileo.ai/create/25b27e3f-9238-4585-9673-3460ce6629e3>

[7] Context View:

https://miro.com/app/board/uXjVNo6b_gs=/

[8] Deployment View:

<https://miro.com/app/board/uXjVNo6dA9g=/>

[9] Analytics Dashboard pricing:

<https://www.tableau.com/product-and-pricing-selector>

[10] Marketing Tools SEO:

<https://sproutsocial.com/pricing/>

[11] Budget management tool:

<https://www.cubesoftware.com/pricing>

[12] Web Application Maintenance Cost:

<https://www.webfx.com/web-development/pricing/website-maintenance/>