

Thank you for providing me the opportunity.

THE MEDIA ANT | Search Channel, Media | Contact Us | UTKARSH SING | Your Bag

Here is your customised Radio plan

Location: **Varanasi**

Customize By

Recommend a Budget | **I have a Budget**

Campaign Objective

Awareness | **Consideration**

Ad specifications

Jingle Length

10 Sec | 15 Sec | **20 Sec** | 25 Sec | 30 Sec

No of days I want to run my Ads (1 - 90): 7

No of spots per day (1 - 40): 15

Radio stations

Red FM | **Radio Mirchi**

Radio City | **Vividh Bharati**

Red FM

No. of Days: 7 | Ads Played per day: 15 Times | Cost: ₹ 25.2K

Radio Mirchi

No. of Days: 7 | Ads Played per day: 15 Times | Cost: ₹ 23.1K

Estimated Budget for Varanasi Radio Plan

₹ 48.3K

Your pricing is 27% less than other people who grab this deal

Submit for an Expert Review

Reach: 124.6K (No of individuals who would listen to your Ad)

Frequency: 5 (Avg number of time an individual would listen to your Ad)

You will reach 65% of the radio listeners in Varanasi

The already existing plan is detailed and well-structured, with thoughtful consideration of user needs and market trends. Implementing these additional suggestions will further strengthen your product's value and user experience.

User/Product Onboarding

1. **Interactive Tutorial:** Can Create a brief, interactive tutorial that guides users through the tool's core features. This can help users quickly understand how to use the platform effectively.

2. **Personalized Welcome Message:** Display a personalized welcome message to new users, highlighting the benefits of using your tool and offering resources for getting started.
3. **Contextual Help:** Implement contextual help, providing users with relevant tips and guidance as they navigate through the platform.

Lead Capturing

1. **Contact Form Integration:** Add a contact form to the website, allowing potential leads to inquire about your services easily.
2. **Newsletter Sign-up:** Offer a newsletter sign-up option, allowing you to send regular updates, promotions, and helpful content to subscribers.
3. **Free Trial or Demo:** Provide a free trial or demo of your tool, allowing potential leads to experience its benefits first-hand.

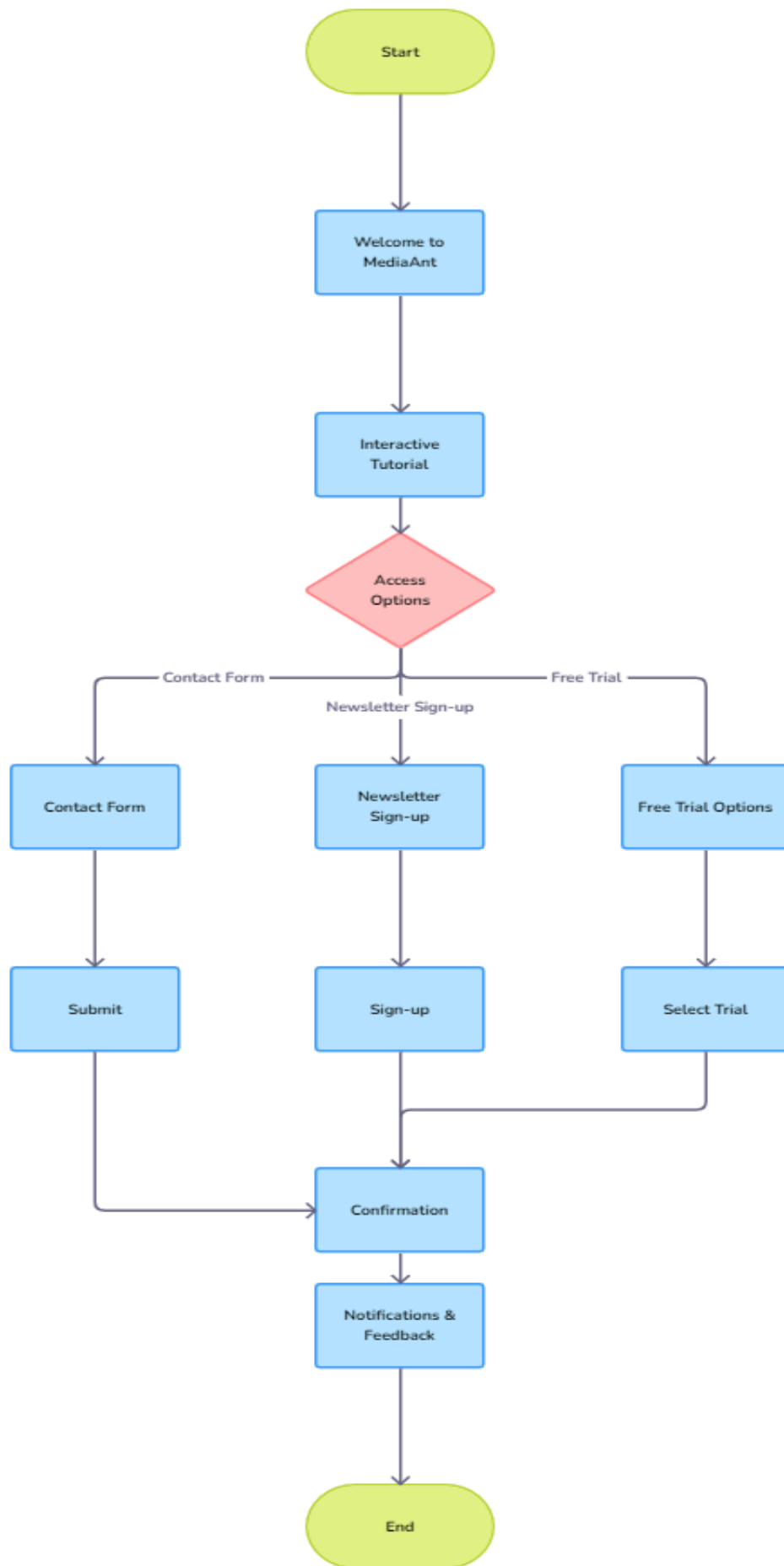
User Engagement

1. **Notifications and Updates:** Implement notifications and updates to keep users informed about their campaigns, new features, and relevant industry news.
2. **Feedback Mechanism:** Add a feedback mechanism, allowing users to share their thoughts, suggestions, and concerns about the platform.
3. **Integration with Other Platforms:** Explore integration with other media planning and advertising platforms to streamline the user experience and increase engagement.

User Flow

Here's a simple user flow for the suggested features:

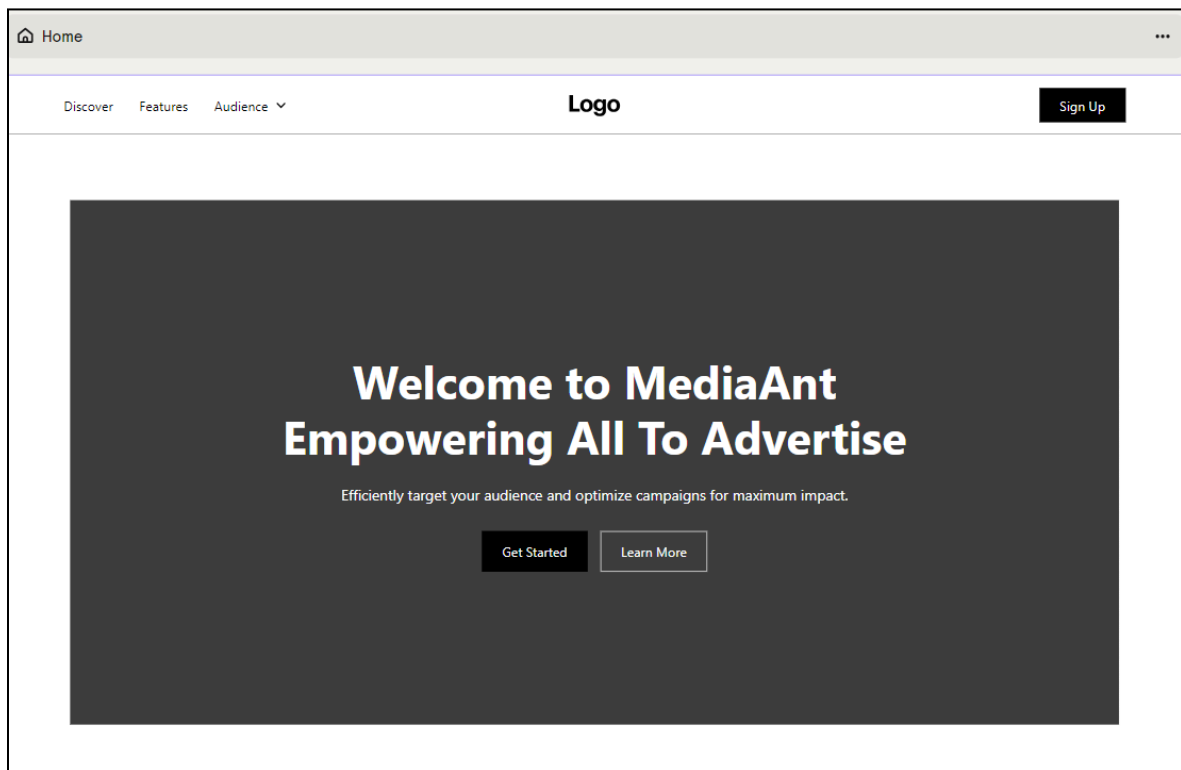
1. User visits the website and is greeted with a personalized welcome message.
2. User explores the platform and accesses the interactive tutorial for guidance.
3. User discovers the contact form, newsletter sign-up, and free trial options.
4. Users sign up for the newsletter and free trial, and start using the platform.
5. Users receive notifications and updates, and can provide feedback through the feedback mechanism.



Wireframe/Design (Lo-fi)

1. User Onboarding - Target Audience Selection Modification

- Screen already there about your target audience
- Three sections with dropdowns or radio buttons:
 - Age group (18-24, 25-34, 35-44, etc.)
 - Location (users can type in city/state or select from a pre-populated list)
 - Interests (multiple choice options like sports, music genres, news)
- A large "Next" button at the bottom of the screen



Target Your Audience with Precision and Efficiency

Our media planning tool allows you to easily select your target audience based on age, location, and interests.

Age

Choose the age range that best represents your target audience.

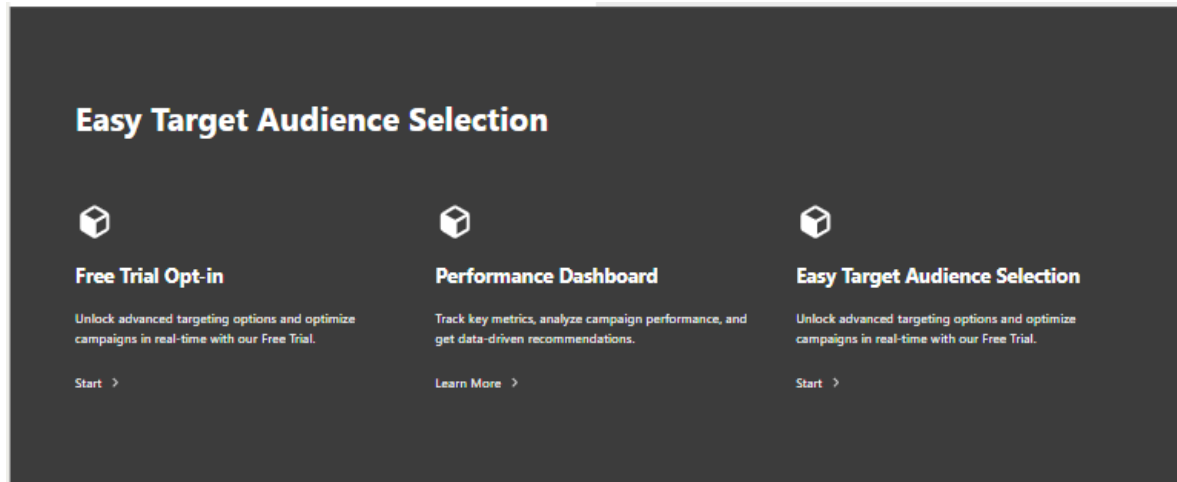
Location

Specify the location where you want your campaign to be targeted.



2. Lead Capture - Free Trial Opt-in

- A pop-up window appears after users complete a basic campaign plan.
- The headline reads "Get Started with a Free Trial!"
- A brief description highlights the benefits of the free trial (e.g., access to more features, limited time offer).
- A short form with two fields: email address and company name.
- A clear "Start Free Trial" button and a smaller "No Thanks, Continue Planning" link.



3. User Engagement - Performance Dashboard

- A central dashboard with key metrics displayed in large, easy-to-read numbers:
 - Impressions count
 - Reach (number of people)
 - Engagement rate (clicks, website visits)
- A bar graph shows campaign performance over time (daily/weekly).
- A section titled "Recommendations" offers data-driven suggestions for improvement (e.g., adjust airtime schedule, optimize ad creative).

MediaAnt

Powerful Targeting. Real Results.

Experience the ease of use and advanced targeting options.



Optimize Your Campaigns in Real-time

Unlock the power of real-time optimization for better results.

[Get Started >](#)



Track Your Performance with Ease

Monitor key metrics and make data-driven decisions.

[Learn More >](#)



MediaAnt

Unlock the Full Potential of Your Campaigns

Access advanced targeting options and optimize campaigns in real-time.

[Sign Up >](#)

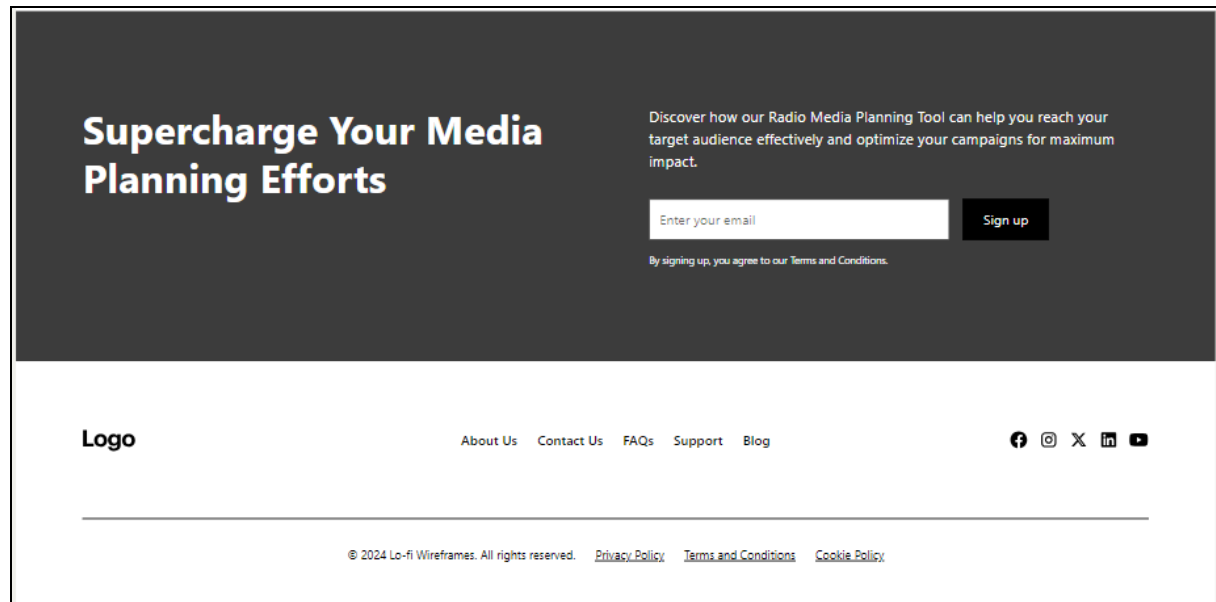


Our experience with the MediaAnt Radio Media Planning Tool has been exceptional. It has greatly improved our targeting capabilities and allowed us to optimize campaigns in real-time.



John Doe
Marketing Manager, XYZ Company





Product Features

1. Interactive Tutorial
2. Personalized Welcome Message
3. Contextual Help
4. Contact Form Integration
5. Newsletter Sign-up
6. Free Trial or Demo
7. Notifications and Updates
8. Feedback Mechanism
9. Integration with Other Platforms

Direct or Indirect Competitor Comparison

Media Plan HQ

- **Strengths:** Real-time collaboration, major platform integration, intuitive interface.
- **Weaknesses:** Overwhelming for small teams, higher cost.

ZeeMitra

- **Strengths:** Strong backing by Zee Entertainment, extensive reach in television, robust digital offerings.
- **Weaknesses:** May have higher costs associated with premium placements.

BluHorn

- **Strengths:** Affordable, user-friendly, multi-media support.
- **Weaknesses:** Limited advanced features, occasional glitches.

Nielsen Media Impact

- **Strengths:** High-quality data, media optimization, strong integration.
- **Weaknesses:** Expensive, complex setup.

MVP PRD

1. Introduction
2. Problem Statement
3. Solution Overview
4. Product Features
5. User Flow
6. Wireframes/Designs
7. Competitor Comparison
8. Success Metrics
9. Future Enhancements

Thank you,I hope these suggestions are helpful.

Myself,

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