

# **Market Research and Social Media Campaign for Know-it-all**

**A comprehensive analysis and  
strategic plan**

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# Company Overview

## Know-it-all

- **Vision:** Providing curated journals, theses, market research surveys, and articles on technology trends to tech enthusiasts.

### Services:

- **The Daily Bird:** Access to a repository with a subscription package.
- **The Learner Package:** Pay-per-content access to specific reports and surveys.



# Market Research Overview

**Objective:** Analyze the market size, identify competitors, and compare strategies to inform Know-it-all's social media campaign.

# Market Size

## Definition:

- Market: Tech enthusiasts seeking curated tech content.
- Scope: Journals, theses, market surveys, and trend reports.

## Market Segmentation:

- By Content Type
- By User Demographics

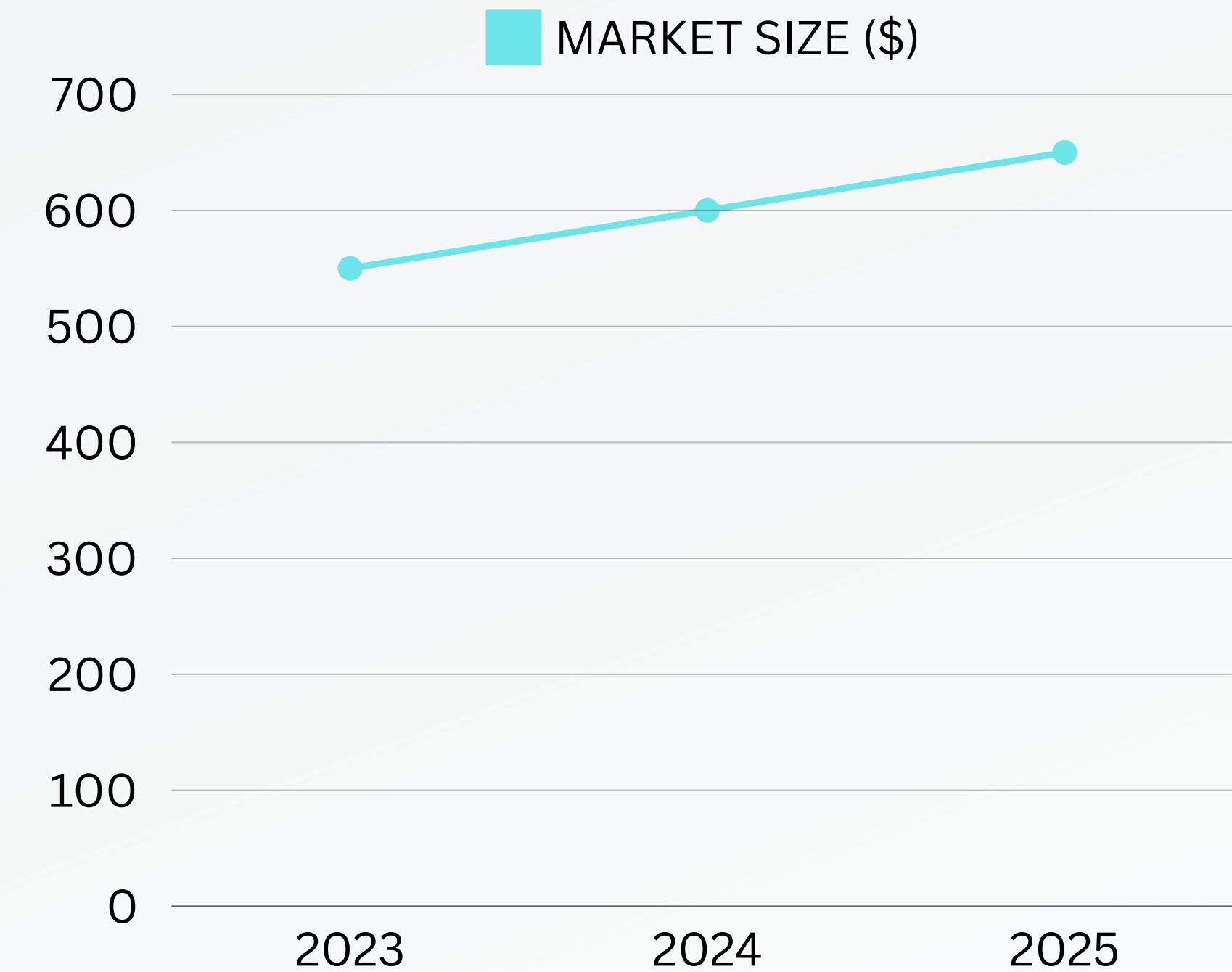


# Market Size - Estimation and Growth

- Current Market Size: \$500 million

## Projected Growth:

- 2023: \$550 million
- 2024: \$600 million
- 2025: \$650 million



# Closest Competitors

- Competitor A: Tech Insights
- Competitor B: Research Hub
- Competitor C: Data Dive
- Competitor D: Trend Tracker
- Competitor E: Info Nexus

# Competitor Analysis - Service Offerings

Competitor	Services Offered	Pricing Model
Tech Insights	Journals, Trend Reports	Subscription: \$25/month
Research Hub	Surveys, Theses	Subscription: \$30/month
Data Dive	Articles, Reports	Pay-per-content: \$10/item
Trend Tracker	Market Analysis, White Papers	Subscription: \$20/month
Info Nexus	Data Sets, Industry Insights	Subscription: \$35/month

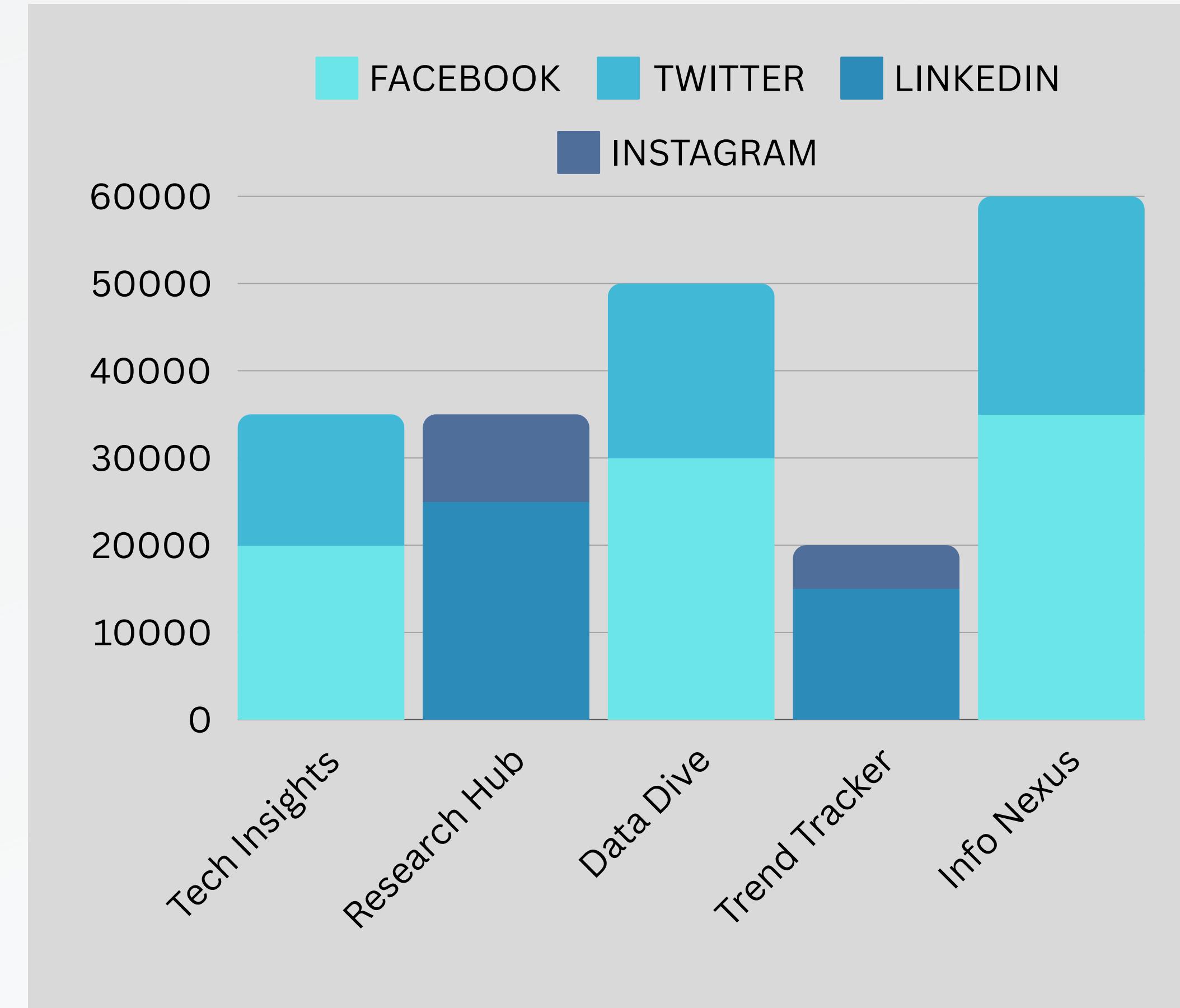
# Competitor Analysis - Social Media Presence

## Platforms Analyzed:

- Facebook
- Twitter
- LinkedIn
- Instagram

## Metrics:

- Followers
- Engagement Rate
- Content Type

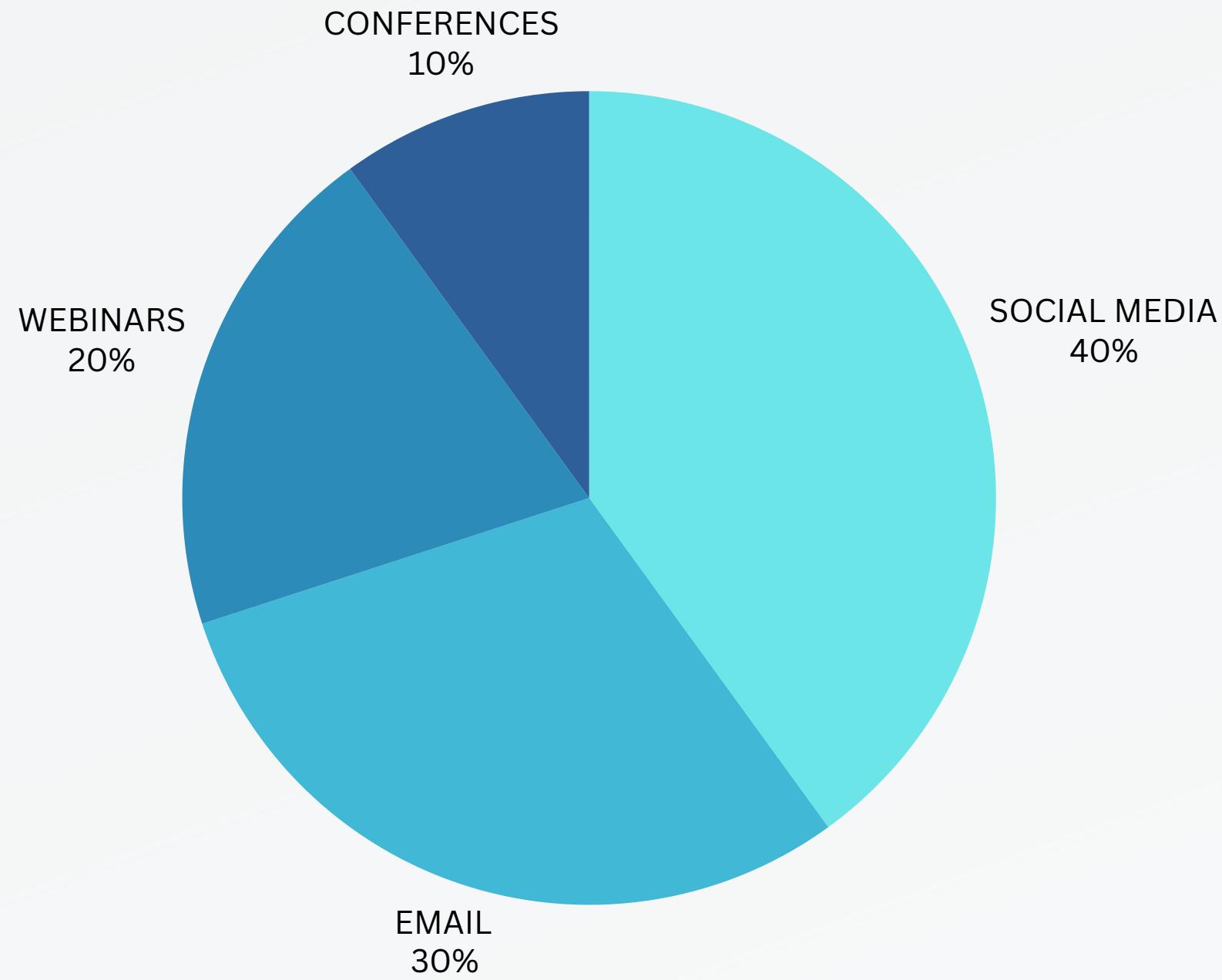


# SWOT Analysis - Competitors

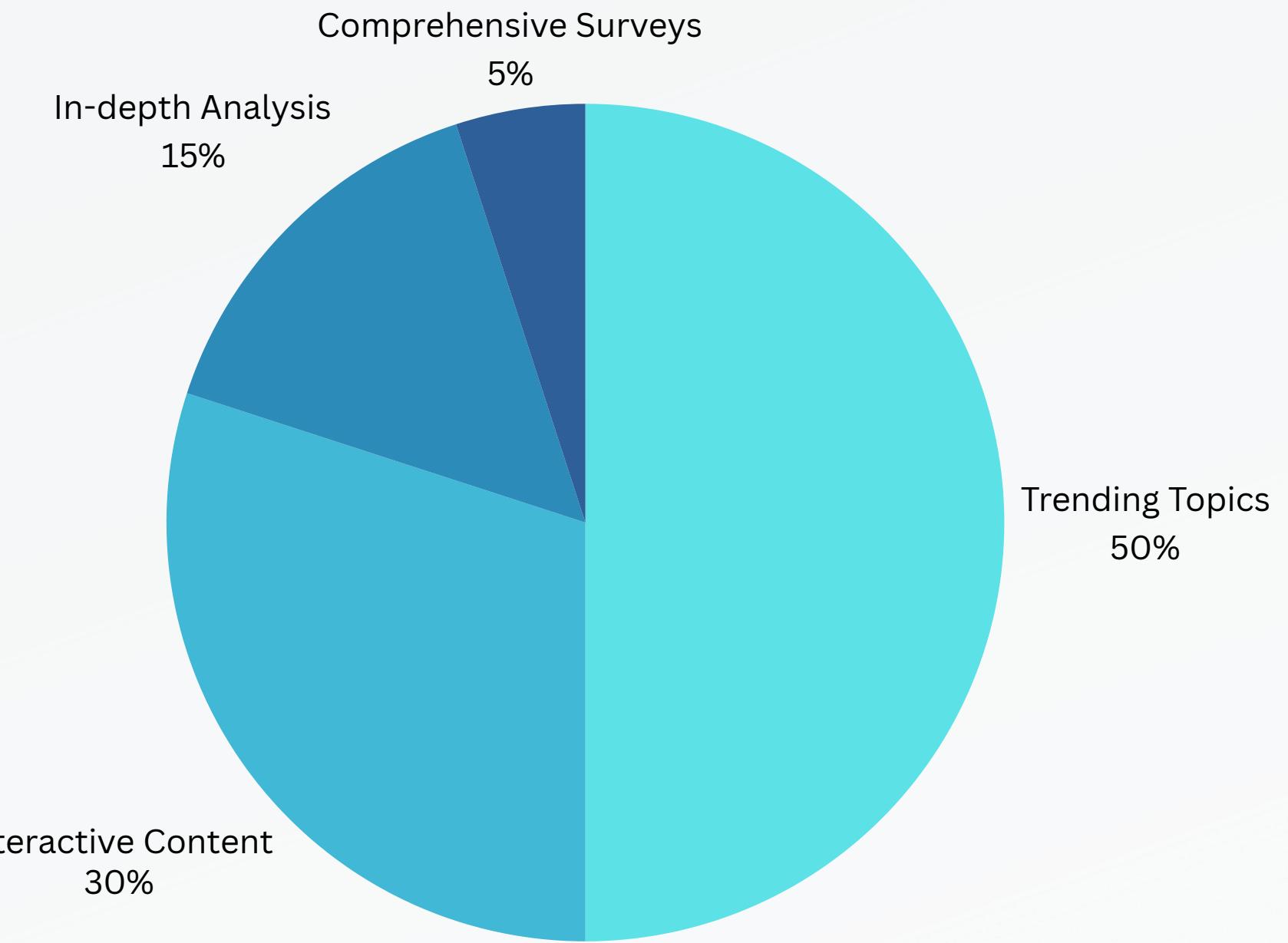
COMPETITOR	STRENGTHS	WEAKNESS	OPPORTUNITIES	THREATS
Tech Insights	Extensive repository	High subscription cost	Growing interest in tech	New entrants
Research Hub	High-quality research	Limited marketing efforts	Expanding digital presence	Competitive pricing pressure
Data Dive	Comprehensive reports	User interface needs update	Partnerships with academics	Industry volatility
Trend Tracker	Detailed market analysis	Smaller content library	Increase in tech startups	Substitute services
Info Nexus	Broad industry insights	Expensive for small businesses	Customizable offerings	High competition

# Comparative Analysis of Strategies

## Marketing Strategies:



## Content Strategies:



# Recommendations for Know-it-all



## **Market Entry Strategies:**

- Leverage unique selling points (e.g., curated high-quality content)
- Target specific user demographics identified in market research

## **Marketing Campaign:**

- Social Media Platforms: Focus on LinkedIn and Twitter
- Content Strategy: Emphasize trend reports and market surveys
- Engagement Tactics: Utilize webinars, interactive posts, and regular updates



# Conclusion

## **Summary of Findings:**

- Market size is growing, with significant potential for tech content.
- Key competitors have strong social media presence and diverse offerings.
- SWOT analysis reveals opportunities for differentiation.

## **Next Steps:**

- Implement recommended strategies.
- Monitor and adjust the campaign based on performance metrics.



# **QUESTIONS AND DISCUSSION**

*Open floor for questions and feedback.*

