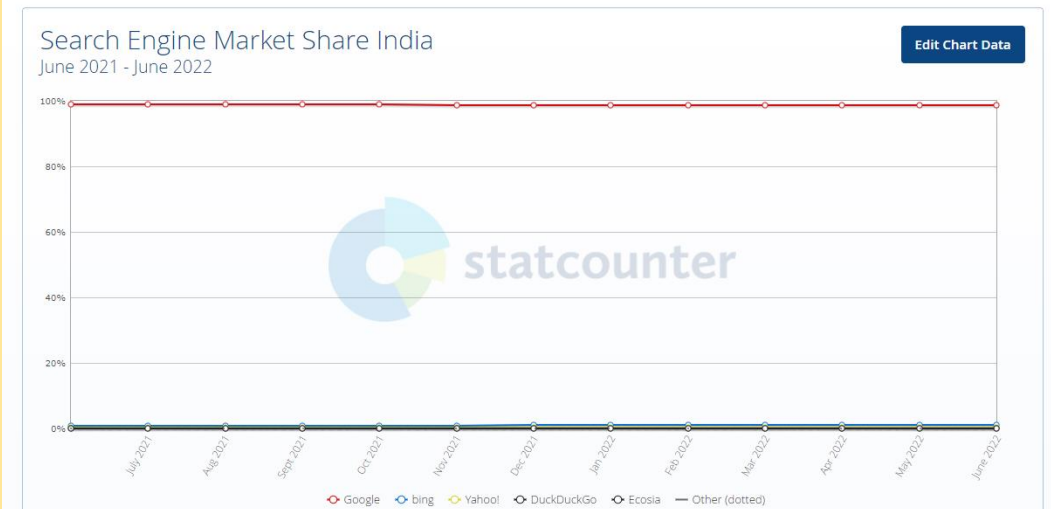# Product Marketing & Digital Marketing Capstone Project

Khoj – The Indian Search engine

Introducing 'Khoj' indias one of the best and the fastest search engine that has the potential to deliver best search results in regional languages and English for the users across India.

Market Analysis

- 'Google' accounts for 98.59% of search traffic in India followed by 'Bing' and 'yahoo' .

- India Contributes 4.42% of the worlds

- Google Dominates indias cellular web search with stake of 99.6%

- 72% of the internet users in India prefer to use a language other than English and voice help assistance to bridge the gap.

Google	bing	Yahoo!	DuckDuckGo	Ecosia	YANDEX
98.59%	1.04%	0.28%	0.06%	0.01%	0.01%

Search Engine Market Share in India - June 2022

Search Engine Market Share India
June 2021 - June 2022

Edit Chart Data

Traffic share by country ⓘ
Apr 2022 - Jun 2022   Desktop

	Country (169)	↓ Traffic Share	Change	Country rank	Visit Duration	Pages / Visit	Bounce Rate
1	United States	26.88%	↓ 4.44%	#1	00:18:30	14.07	21.81%
2	India	4.42%	↓ 3.87%	#1	00:17:08	11.18	23.49%
3	Brazil	4.38%	↓ 4.06%	#1	00:18:03	11.76	24.50%
4	United Kingdom	3.96%	↓ 7.12%	#1	00:18:13	12.79	24.48%
5	Japan	3.77%	↓ 5.42%	#1	00:17:57	15.13	23.66%

Market Analysis

- ## <u>Barriers to entry</u>

Attract new users and gain competitive advantage in the market place over the monopoly (google) and other competitive search engine.

Concern about privacy of the user and specificity of the content

- ## <u>Potential customers</u>

Students(rural and urban) , Government office staffs, business owners, professionals

Competitive analysis

Existing Competitors

Google, Bing, Yahoo, DuckDuckGo Yandex

Business

search, display advertisements,
affiliate marketing

Features

exact search, response design, private search
multi language support, fast response,
better crawling and indexing capabilities

Metrics

clicks , impressions, traffic acquisition

Customer Acquisition

local search for business and advertisements,
constantly testing and improving the algorithms
and AI

Competitor Profiling
technology company,
internet services and support company,
Cloud providers,
100k - 25k employees

Competitive Analysis (SWOT)

Strengths

Local search engine
Regional language support
Extensive local search speed and accuracy
Backed by government of India
Adequate funding for the operation
Reliable technology platform

Weaknesses

Not so popular brand in Tier 1 and Tier 2 cities.

Opportunities

Collaborate with smart phones and personal computer manufacturers to make this search engine pre installed.
partner with government office and educational institutions to drive traffic to search engine
advertising in social media and internet has been important product marketing strategy .
Known brand and Indian search engine

Threats

Number of competitors are increasing due to innovation in internet space .
Data security and privacy
research and development capabilities in near future
Brand loyalty to the competitors

Customer Segmentation

Geography	Demographics	Behavioral	Psychographics
India	Age - 10-50 year old	Gain information, to make purchase decission, Learning , trusted source of information,videos	Values Data,Interested in technology,
	Gender - Male/Female	less knowledge , get detailed information	information seakers,Educational content,accomplish task
	Occupation - Education : class 4 to masters	self learning, free content, high usage,paid trainings	
	Occupation - Professionals	search for latest and accurate contents	
	Occupation - Business Owners	Business promotion/advertisements, potential customer engagements	acquire customers, Improve sales

Persona

Krishna Prasad

Creative   **Logical**   **Ambitious**

Goals
- Accomplish technical tasks from his work (syntax search), implementation examples
- Get accurate and relevant information based on the keyword, phrase
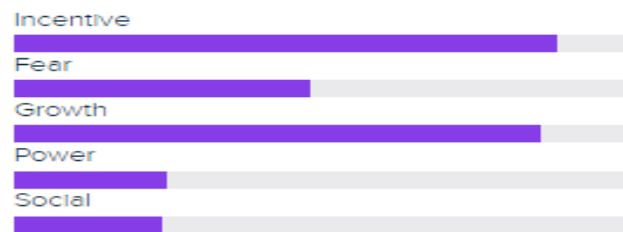- Research and read reviews on the product before buying them.

Frustrations
- search history and items are tracked , which leads to advertisements appearing on the content page.

Name: **Krishna Prasad**
Age: **34**
Work: **IT Professional(Developer)**
Family: **Married with Kid**
Location: **Bangalore**
Character: **Creator**

Bio
Krishna prasad is an IT professional, web developer who extensively uses google search for anything and everything, in his profession he uses it to get code snippets , syntax , implementation and to read about new features of a programing language. While purchasing new products he uses google search engine to get detailed information about a product and compare it with others. Content that he is getting more accurate but the frustration is he is looking for another search engine that does not track his activity and display advertisements based on his search history along with faster search results and accuracy.
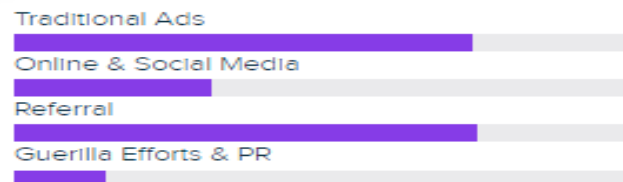
Personality

Introvert ——————— Extrovert

Thinking ——————— Feeling

Sensing ——————— Intuition

Judging ——————— Perceiving

Motivation
Incentive
Fear
Growth
Power
Social

Brands & Influencers
SAMSUNG   Apple   Google

Preferred Channels
Traditional Ads
Online & Social Media
Referral
Guerilla Efforts & PR
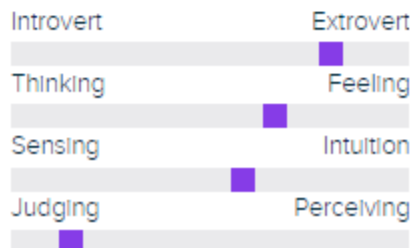
Basavanna

courage   Optimist   Helpful

Goals

- search for the information and retrieve translated information in his regional language (kannada)
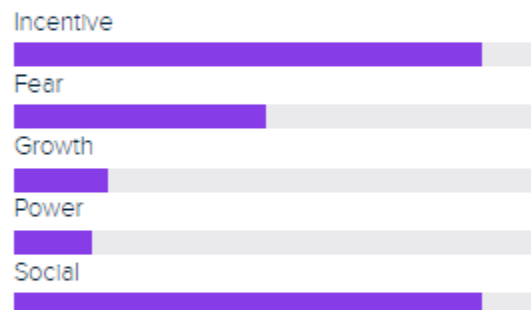- search local listing of business, services.

Frustrations

- English not being his preferred language. search , he struggles to get relevant, best and latest information.

Motivation

Incentive

Fear

Growth

Power

Social

Name: Basavanna
Age: **45**
Work: **Government Employee**
Family: **Married, kids**
Location: Nanjangud, karnataka
Character: **Innocent**
Education: 2nd PUC (kannada)

Bio

Basavanna works for karnataka state government as first grade assistance , he is also a farmer owning a bot of farm land in his village. His work demands him to use regional language Kannada extensively. since he studied till 12th class in vernacular medium he is not comfortable in reading and writing English. He while using search for browsing would struggle to get relevant results and misleading information and articles in English mostly which is quiet difficult for him to understand

Personality

Introvert   Extrovert

Thinking   Feeling

Sensing   Intuition

Judging   Perceiving

GTM Strategy

Brand Awareness

Technology magazines, Blogs, Twitter, social media advertisements, google ad campaign. Advertise in Government sector, vernacular medium schools and colleges.

Engagement

Newsletters, Twitter-face book-linkedin advertisements, partnership with smart phone companies(pre installed app) and browser plugins

Customer Acquisition

Discounted/free ad campaign for 2 months. Paid promotion to have 'khoj' as default search engine in smart phones.

Routes to Market

Indirect Sales(Partnerships)

- '**Khoj**'- The Indian search engine will be pre installed in all the lower end to – medium priced segment smart phones highlighting its regional language search capability.

- Search engine access and free for all users.

- **Direct sales**

- Affiliates , social media networking (LinkedIn, Facebook, twitter, blogs)

- Campaign running on popular search engines(google,bing,duckduckGo)

Sales Enablement Plan

- FAQ`s about the Khoj mobile app and browser plugin in English and regional languages.

- Training Materials and templates to approach regional/local business and service providers.

- Sample video/demo in regional languages about ad campaigns in 'Khoj' platform.

Key Metrics

North Star Metric: Total number of search from phone.

Bounce Rate

Clicks per visit

Average visit duration

Number of likes, shares and comments in social media(user engagement)

Number of Mobile application/browser plugin downloads.

Demand Generation

Customer Journey	Touch points	Stage
Awareness	Advertising through googe Ads, Technology Magazines, blogs, Social media pages	TOFU
Interest	Webinars in meetup`s, product documentation, discounted or free advertisement campaign for early adopters	MOFU
Decision		
Action	Download search engine app for mobile phones , plugins for browser	BOFU

Stakeholder Management
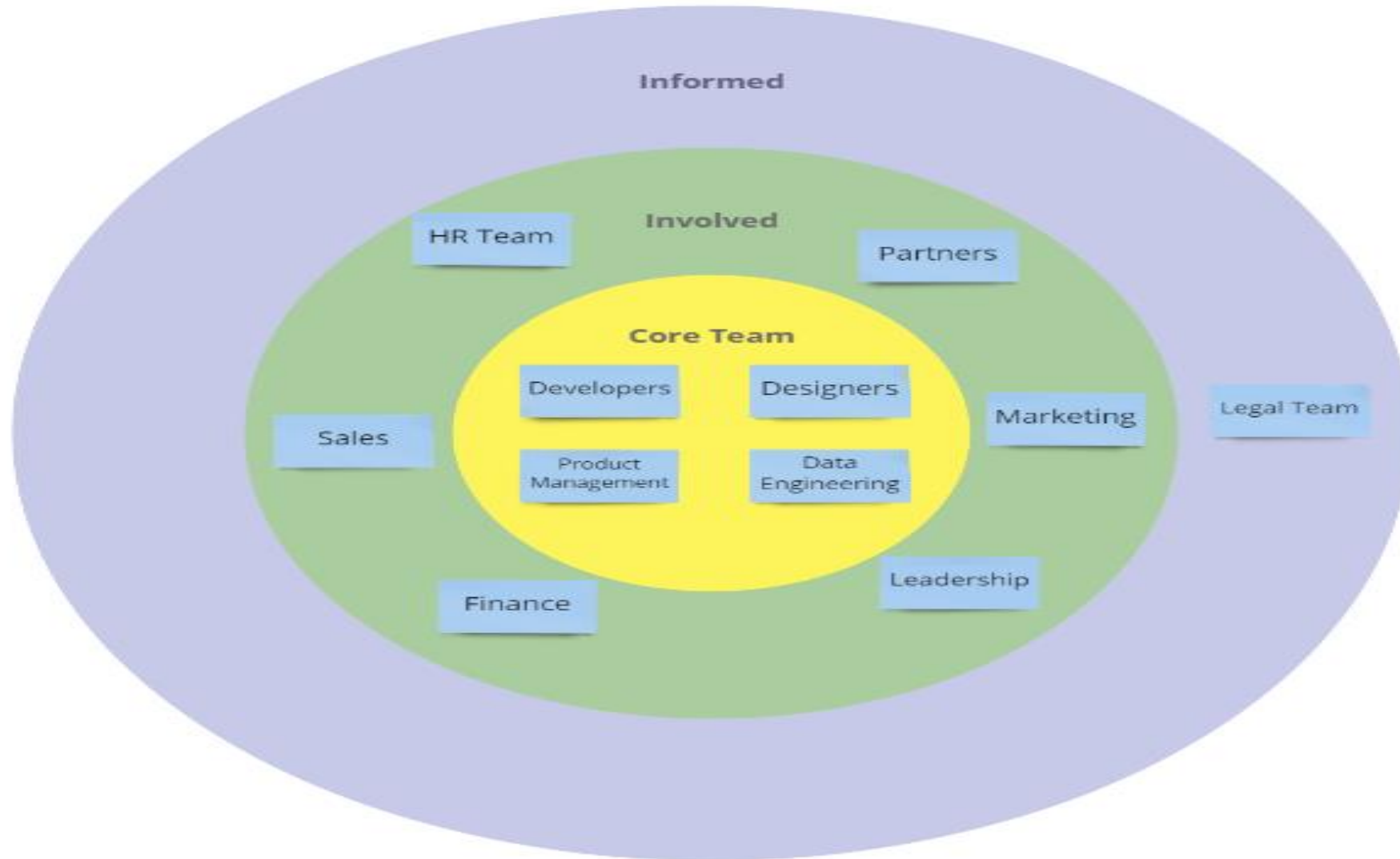
Digital Marketing

Digital Marketing Strategy and Key channels

Paid Media	Earned Media	Owned Media
Technology magazines, Blogs, Twitter handles, social media advertisements, email marketing google ad campaign. Partner with mobile phone manufacturer	Blogs, Articles, Early adopters reviews, word of mouth	Website, partner website, YouTube Channels

Media Plan/Budget Allocation

Marketing Budge - 800000 USD

Media	August Budget (USD)	Expenditure	September Budget (USD)	Expenditure	October Budget (USD)	Expenditure	Q1 - Budget (USD)	November Budget (USD)	Expenditure	December Budget (USD)	Expenditure	January Budget (USD)	Expenditure	Q2 - Budget (USD)
Socail Media Advertisement	23000.00		20000.00		15000.00		58000.00	11000		11000		15000		37000
Blogs/ content management	5000.00		5000.00		2000.00		12000.00	3000		3000		6000		12000
Google Ad campaign (SEO)	6000.00		9000.00		9000.00		24000.00	5000		5000		7000		17000
Partnership (mobile manufacturer)	20000.00		20000.00		20000.00		60000.00	12000		20000		18000		50000
Advertise in partner website	12000.00		12000.00		12000.00		36000.00	7000		7000		7000		21000
youtube advertising	35000.00		35000.00		35000.00		105000.00	20000		20000		35000		75000
Promotional offers for advertisement					15000.00		15000.00	20000		20000		20000		60000
Event Sponsorship	25000.00				25000.00		50000.00			35000				35000
TV Commercials	23000.00		23000.00		13000.00		59000.00	22000		28000		12000		62000
Marketing and CRM Tool Subscription	3800.00		3800.00		3800.00		11400.00	3800.00		3800.00		3800.00		11400.00
Tech magazine advertisement	8000.00		4000.00				12000.00	6000		4000		4000		14000
Total	160800.00		131800.00		108000		400600.00	109800		156800		127800		394400

Special Offers/ Promotions and Growth strategies

Promotional Offers

- Run Free Ad campaigns in regional languages for 30 days
- Download search engine app and get 5 GB data for 10 days

Partner promotion

- Khoj search engine application preinstalled by manufacturer.

Promotional videos

- Videos describing how organized, secured and accurate the information's are
- Videos Promoting the product as Indian search engine.
- Videos endorsing the extensive regional language support.

SEO Strategy keywords

Keyword	↓ Avg. monthly searches	Three month change	YoY change	Compe	impres: sl	Top of page bid (low range)	Top of page bid (high range)	Account Status
indian search engine	1K – 10K	0%	0%	Low	—	₹3.19	₹114.85	
search india	1K – 10K	0%	0%	Low	—	—	—	
search engine marketing	1K – 10K	0%	0%	Low	—	₹5.58	₹83.99	
best search engines	1K – 10K	0%	0%	Low	—	₹8.77	₹21.53	
web search	1K – 10K	0%	0%	Low	—	₹15.95	₹143.56	
local search engine	100 – 1K	0%	0%	Low	—	₹15.95	₹178.65	
regional search engine	10 – 100	0%	0%	Low	—	—	—	
khoj mobile	10 – 100	0%	+∞	Low	—	—	—	
10 best search engines	10 – 100	0%	0%	Low	—	—	—	
search simplified	10 – 100	0%	0%	Low	—	—	—	
khoj search	—	—	—	—	—	—	—	
search engine optimization service khoj	—	—	—	—	—	—	—	
khoj phone	—	—	—	—	—	—	—	
khoj pluggin	—	—	—	—	—	—	—	
khoj shopping	—	—	—	—	—	—	—	
secure ssearch engine	—	—	—	—	—	—	—	
khoj desktop	—	—	—	—	—	—	—	
khoj co in	—	—	—	—	—	—	—	

Social Media Strategy

Content requirement

- Short form articles
- Long form articles
- Infographics
- Tech magazine articles
- Short Video advertisements

Audience Action

- User engagement measured through likes, shares, comments, reviews.
- Promotional offers redeemed.

Events/Goals

- Download /visit search engine
- Create Ad campaign
- Search in regional languages
- Time spent on page
- User reviews and ratings

Social Media Strategy Objective

- Brand awareness
- Ad Campaigns
- Prospects/leads
- Optimizations(interface/performance)

Backlink Strategy

Content creation - Back link from search engine optimization blog and content

Influencer – backlinks from the tech influencer blogs.

Backlinks from the partner mobile phone website contents.

Online event sponsorship to tap into the local community traffic.

Restore any broken links in mobile phone and web ,provide links in the other competitors website .

Email Marketing Strategy

- Remarketing, retention and growth.
- Personalized news letter based on language and geographic location.
- Subscribers to get weekly news letter on the new features/enhancements, videos, sponsored events, webinars.
  - ❖ Free video tutorial links for search engine marketing
  - ❖ Links to blogs, articles.
  - ❖ Promotions and offers for regional Ad campaign.
- Performance metric measurement through "Mailchimp" to analyse the email reads.
- Search performance metric and traffic analysis through google analytics (temporary)

Content Marketing Strategy

- Create content to attract the users/customers (regional language)

- Address pinpoints of the target audience.

- Identify the right channels to publish.
- Focus on high customer engagement over time.
- Frequency of publishing.

- Objective is to spread brand(product) awareness
- Drive traffic to search engine
- Search engine app and plugin downloads.
- Paid Ad campaign

Performance marketing Strategy with key metrics

Social Media advertising

- Create awareness and increase the reach using PPC with Facebook, twitter, google ,Bing.

- CTA - Mobile users visiting for the first time will be prompted to download Khoj application .

- CTA – Redirect to khoj search engine page

- Promotional offers for the business owners to advertise .

YouTube advertising

Social media influencers to provide video reviews and promote search engine.

CTA - description to have CTA link redirecting to Official page

Reference

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- https://www.livemint.com/technology/tech-news/voice-search-queries-in-india-are-growing-at-270-per-year-report-11619166188074.html