

# PROBLEM STATEMENT

EntertainmentHub is facing challenges in engaging and retaining its audience amid growing competition from online streaming platforms and social media. The company needs to develop effective marketing strategies to enhance audience engagement and build loyalty.

## SOLUTION

### CUSTOMERS & PERSONA

- Identify the target customers and their needs, concerns, issues, expectations that are addressed by the content.
- Understand the technical skills of our customers in buying the product.
- Learn about the 'why' factor > understand why they would buy from us.
- Learn about customer's acquisition and retention.
- Identify the channels to reach out to our customers.
- Profile customer w.r.t. their -
  - demographic (who is buying?)
  - behavioral (how are they buying?)
  - firmographic (what type of companies are they buying from?)
  - psychographic (why are they buying?)
  - transactional (how do they transact?)
  - technographic (what type of tech do they use?)
  - seasonal (when are the peak periods of interest?)
  - benefit (what benefits do people respond to?)
- Analyze customer's buying habits based on frequency, recency, volume, amount by collecting data.
- Analyze customer's touch points like website, social media, customer service, physical stores, mobile apps, email marketing, live chat, advertising, product packaging, in-store displays, online reviews and ratings, loyalty programs, product or service usage, billing and payment process, surveys and feedback forms, community forums, events and promotions, sales calls and outreach, direct mail, user manuals and documentation.
- Learn about the size of the customer base affected by each problem to gauge the revenue sources for each category.

- Learn about the customer lifetime value of each customer and plan for the growth of the customer lifetime value.
- Create a buyer persona from the above analyses.

## DIGITAL MARKETING STRATEGIES

- Search Engine Optimization (SEO) of content
  - Media Content SEO:
    - Content Optimization
    - On-page SEO
    - Keyword Research
    - Title Tag Optimization
    - Meta Description Optimization
    - Header Tags Optimization
    - Image Alt Text Optimization
    - URL Structure Optimization
  - Entertainment Content SEO:
    - Video SEO
    - Transcript Optimization
    - Thumbnail Optimization
    - Video Title Optimization
    - Video Description Optimization
    - Engagement Metrics Optimization
    - Social Media Sharing Integration
  - Technical SEO:
    - Mobile Optimization
    - Page Speed Optimization
    - Site Structure and Navigation
    - XML Sitemap Creation
    - Robots.txt Optimization
    - Canonicalization
    - SSL Certificate Implementation
  - Local SEO (for location-based media and entertainment businesses):
    - Google My Business Optimization
    - Local Citations and Directories
    - Customer Reviews and Ratings
  - Voice Search Optimization:

- Natural Language Keywords
- Featured Snippets and "People Also Ask"
- Voice Search-Compatible Content
- Pay-Per-Click (PPC) Advertising of content tickets
  - Target Audience and Demographics
  - Keyword Research and Selection
  - Ad Copy and Creative Development
  - Ad Budget Allocation
  - Ad Platform Selection
  - Geographic Targeting
  - Ad Scheduling and Timing
  - Ad Extensions
  - Landing Page Optimization
  - Conversion Tracking and Measurement
  - Competitor Analysis
  - Remarketing and Audience Targeting
  - Mobile-Friendly Ads
  - Ad Policy Compliance
  - Performance Monitoring and Optimization
- Content Marketing
  - Target Audience Research
  - Content Planning and Strategy
  - Multi-channel Distribution
  - Branding and Storytelling
  - Performance Analytics and Measurement
- Social Media Marketing
  - Target Audience Segmentation
  - Engaging Content Creation
  - Platform Selection (Facebook, Instagram, Twitter, etc.)
  - Social Media Advertising (PPC)
  - Influencer Marketing
  - Social Media Analytics and Tracking
- Email Marketing

- Building a Quality Email List
- Segmenting Email Subscribers
- Personalization and Customization
- Engaging Content and Visuals
- Call-to-Action (CTA) Optimization
- Email Performance Tracking and Analysis
- Influencer Marketing
  - Relevant Influencer Selection
  - Audience Reach and Engagement
  - Influencer's Content Alignment
  - Authenticity and Credibility
  - Influencer Compensation and Agreements
  - Performance Tracking and ROI Evaluation
- Affiliate Marketing
  - Affiliate Program Setup and Structure
  - Affiliate Commission and Incentives
  - Affiliate Network Selection
  - Affiliate Recruitment and Onboarding
  - Affiliate Promotion Materials (Banners, Links, etc.)
  - Affiliate Performance Tracking and Reporting

## OFFLINE MARKETING STRATEGIES

- Traditional Advertising (TV, Radio, Print) to promote entertainment content
  - Target Audience Reach
  - Media Consumption Habits
  - Geographic Coverage
  - Budget Considerations
  - Ad Production Costs
  - Ad Placement Flexibility
  - Ad Effectiveness Tracking
  - Ad Engagement Potential
  - Ad Duration and Frequency
  - Content Compatibility with Medium
  - Competitive Landscape

- Branding and Visibility Objectives
  - Seasonal Relevance
  - Audience Demographics Alignment
  - Advertiser's Reputation and Trustworthiness
- Direct Mail Marketing to promote entertainment content
  - Target Audience Selection
  - Compelling Direct Mail Content
  - Eye-catching Design and Packaging
  - Mailing List Quality and Accuracy
  - Call-to-Action (CTA) Clarity
- Outdoor Advertising (Billboards, Banners) to promote entertainment content
  - Strategic Billboard/Banner Placement
  - Eye-catching and Engaging Creatives
  - Clear and Concise Messaging
  - Targeted Geographic Locations
  - Seasonal Relevance
- Event Marketing to promote entertainment content
  - Event Concept and Theme
  - Target Audience and Attendee Profile
  - Event Venue Selection
  - Event Promotion and Marketing Strategy
  - Event Partnerships and Sponsorships
  - Event Logistics and Execution
- Sponsorships to promote entertainment content
  - Alignment with Brand and Values
  - Target Audience Reach and Demographics
  - Sponsorship Costs and Budget Allocation
  - Sponsorship Benefits and Deliverables
  - Sponsorship Activation and Integration
  - Sponsorship RoI

# CUSTOMER ENGAGEMENT STRATEGIES

- Loyalty Programs
  - Program Structure and Benefits
  - Audience Segmentation for Personalization
  - Communication and Engagement Strategies
  - Reward Selection and Redemption Options
  - Loyalty Program Performance Measurement
- Referral Programs
  - Program Incentives and Rewards
  - Referral Program Promotion
  - Referral Tracking and Attribution
  - Program Terms and Conditions
  - Referral Program Analytics and Performance Monitoring
- Gamification Strategies
  - Clear Objectives and Goals
  - Relevant and Engaging Game Mechanics
  - Reward and Incentive Structure
  - User Experience and Interface Design
  - Performance Analytics and Measurement
- Personalization and Customization
  - Data Collection and Customer Profiling
  - Personalized Content Recommendations
  - Tailored Email Marketing Campaigns
  - Dynamic Website Content
  - Customized User Experience and Preferences
- Community Building and Forums
  - Platform Selection (Forum Software or Social Media Groups)
  - Clear Community Guidelines and Rules
  - Regular Content and Discussion Moderation
  - Active Participation from Company Representatives
  - Incentives and Rewards for Community Members

# PROMOTIONAL STRATEGIES

- Limited-Time Offers and Flash Sales
  - Timing and Duration of the Offer
  - Special Pricing
  - Promotional Channels and Communication
  - Exclusivity and Scarcity of the Offer
  - Tracking and Measurement of Results
- Discounts and Coupons
  - Timing and Duration of Offers
  - Discount Percentage or Value
  - Coupon Code Distribution
  - Exclusions and Limitations
  - Promotion and Communication Channels
- Buy One Get One (BOGO) Offers
  - Offer Timing and Duration
  - Product Selection for BOGO Deal
  - Clear and Attractive Offer Presentation
  - Promotion Channels (Online, Offline)
  - BOGO Terms and Conditions
  - ROI and Revenue Tracking

# BRANDING AND AWARENESS STRATEGIES

- Brand Identity and Messaging
  - Brand Values and Mission
  - Visual Identity (Logo, Color Palette, Design)
  - Brand Voice and Tone
  - Consistency Across Platforms
  - Messaging for Target Audience
- Public Relations and Media Coverage
  - Media Outreach and Relationship Building
  - Press Release Strategy and Distribution
  - Storytelling and Content Pitching

- Event Planning and Management
- Crisis Communication Preparedness
- Content Sponsorships and Collaborations
  - Alignment with Brand Values and Image
  - Target Audience Relevance and Reach
  - Scope of Sponsorship/Collaboration
  - Mutual Benefits and Objectives
  - Contractual Agreements and Terms

## DATA-DRIVEN MARKETING STRATEGIES

- Marketing Analytics and Insights
  - Data Collection and Integration
  - Key Performance Indicators (KPIs) Identification
  - Analytics Tools and Platforms
  - Data Visualization and Reporting
  - Data Analysis and Decision-making
- A/B Testing and Conversion Optimization
  - Clear Conversion Goals
  - A/B Test Variations
  - Testing Duration and Sample Size
  - Data Analysis and Interpretation
  - Iterative Optimization Process
- Customer Segmentation and Targeting
  - Define Segments as per most important business KPI
  - Define not more than 5 segments for easy understanding and targeting
  - Have sub-category as per parameters used to gauge the business
  - Retarget a customer segment instead of individual behavior to save on the cost



# PARTNERSHIPS AND COLLABORATIONS

- Strategic Alliances and Joint Ventures
  - Identify firm with complementary offerings
  - Possess shared objectives and goals
  - Resource contribution and allocation
  - Legal and contractual agreements
- Co-marketing Initiatives
  - Co-marketing Partner Selection
  - Mutual Goal Alignment
  - Co-branded Content Creation
  - Distribution and Promotion Strategies
  - Performance Tracking and Evaluation
- Influencer Partnerships
  - Relevant Influencer Selection
  - Audience Reach and Engagement
  - Influencer's Content Alignment
  - Authenticity and Credibility
  - Influencer Compensation and Agreements
  - Performance Tracking and ROI Evaluation

# USER EXPERIENCE AND CRO STRATEGIES

- Website Optimization and Usability
  - Perform UX testing on the websites and check for gaps
  - Responsive website
  - User-Friendly Navigation
  - Fast Page Load Speed
  - Clear Call-to-Action (CTA) Buttons
  - Content Readability and Accessibility
- Customer Journey Mapping
  - Comprehensive Customer Research
  - Identifying Key Customer Touchpoints
  - Iterative Refinement and Improvement

- User Onboarding and Tutorials
  - Self navigating guide for the users
  - Easy to read user manual
  - User Onboarding Process Design
  - Personalization and Customization Options
  - Onboarding Feedback and User Support

## EMERGING MARKETING STRATEGIES

- Voice Search Optimization
  - Natural Language Keywords
  - Featured Snippets and "People Also Ask"
  - Voice Search-Compatible Content
- Augmented Reality (AR) and Virtual Reality (VR) Experiences
  - Content Suitability for AR/VR
  - Technology and Platform Selection
  - User Experience Design
  - Hardware and Software Requirements
  - Performance and Compatibility Testing
- Chatbot and AI-Driven Marketing
  - Aim to automate the content generation
  - Chatbot Platform Selection
  - Chatbot Content and Scripting
  - Personalization and User Experience
  - Integration with CRM and Marketing Tools
  - Data Privacy and Security Measures