Draft Acquisition and Engagement product strategy for Amazon Music

Acquisition Strategy – Go-To-Market Strategy

Go-To Market Strategy is all about getting the product into hands of target audience. It involves setting up strategies based on available channels. Planning campaign activities and setting up timelines for launch.

Coming to Go-To-Market Strategy, I have used the template provided. The link to template is as:

https://www.notion.so/Relaunch-of-Amazon-Music-a6284c57bc124a2fa1327e19014abd0e?pvs=4

In case the link doesn't work, I have exported the template in zip file which has also been uploaded along with the report.

Engagement Strategy

I have used Race Car Growth framework to create a basic Engagement Strategy for Relaunch of Amazon Music. This framework contains 4 components and strategy for each component is as follows:

1. Growth Engines:

• Performance Marketing:

- Utilize Amazon's vast customer data to target ads based on user preferences.
- Leverage Prime membership benefits to promote exclusive Amazon Music features.

• Virality:

- Integrate social sharing features within the app to encourage users to share their playlists and favourite tracks.
- Launch referral campaigns offering exclusive Amazon benefits for both referrer and new subscriber.

- Content:

  - Create Amazon Originals and exclusive content in collaboration with popular artists.

- Sales:

  - Launch time-limited promotions for Amazon Music Unlimited during key shopping periods.
  - Aggregate Amazon Music memberships with Prime memberships as a comprehensive entertainment package.

2. Turbo Boosts:

- PR (Public Relations):

  - Host exclusive virtual press events for journalists and influencers to experience the revamped Amazon Music.
  - Collaborate with industry influencers to share their experience of the application.

- Events:

  - Collaborate and sponsor music events across the country to promote Amazon Music.
  - Host exclusive performances and live-streaming of famous industry experts.

- Brand Marketing:

  - Implement brand awareness campaigns emphasizing the integration of Amazon Music with Echo devices.
  - Reinforce the product as an integral part of Amazon ecosystem.

3. Lubricants:

- Conversions:

  - Simplify the subscription process and optimize the in-app user journey for personalized recommendations.

- Activations:

- Offer a personalized onboarding experience with guided tours of new features.

- <u>Retention:</u>

  - Implement a user feedback system to continuously improve and tailor content recommendations.
  - Introduce personalized playlists and alerts for new releases based on user listening history.

4. <u>Fuel:</u>

- <u>Capital:</u>

  - Allocate a significant budget for targeted advertising, monitor and adjust advertising spend based on performance metrics and user acquisition costs.

- <u>Content:</u>

  - Collaborate with influential Amazon reviewers to share their experiences with Amazon Music.
  - Feature user-generated content prominently in advertising to highlight real user experiences.

- <u>Referrals:</u>

  - Enhance the referral program with Amazon gift cards or exclusive Amazon Music merchandise as rewards.
  - Utilize social media and in-app prompts to encourage users to invite friends and family to join.