



# SocialSpark

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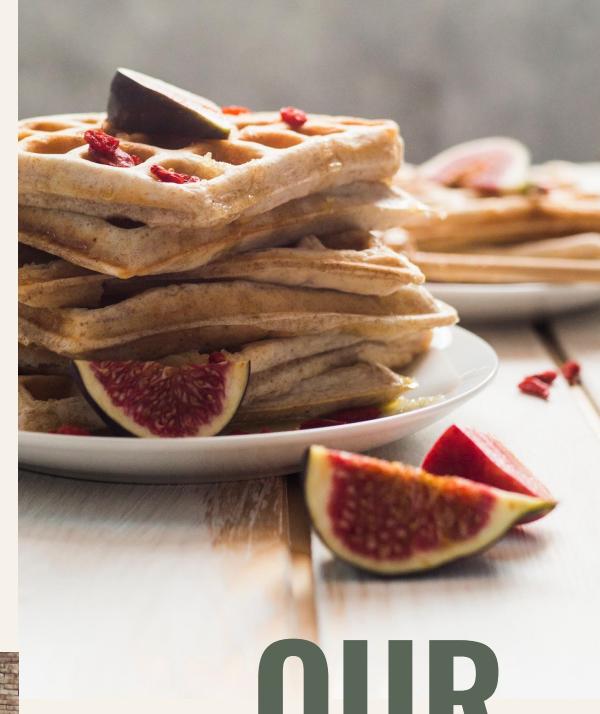
# ABOUT US

With **SocialSpark** you can easily post content across all your social media platforms and manage your accounts with our expert analysis.





In the last decade, social media has grown enormously. Businesses and individuals are seeking for intelligent and robust options to handle their social channels in one place. So we decided to build a time-saving and all in one platform solution.

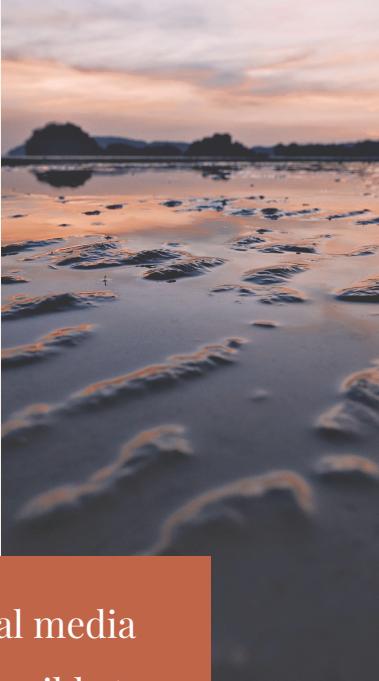


# OUR STORY

# GUIDING PRINCIPLES

## VISION

To make social media analytics accessible to all with one simple platform.



Our mission is to provide social media insights at the local and global level to everyone with innovation and creativity to expand their growth.

## MISSION





# SocialSpark

For social media managers, SocialSpark provides a one stop platform to post, manage and grow your business with continuous support so that you can leverage social media to the fullest because building a successful brand is not easy but we want to make it simpler for you!

## FEATURES

### One Click Posting



**Posting social media content across all your social media apps at the same time.**

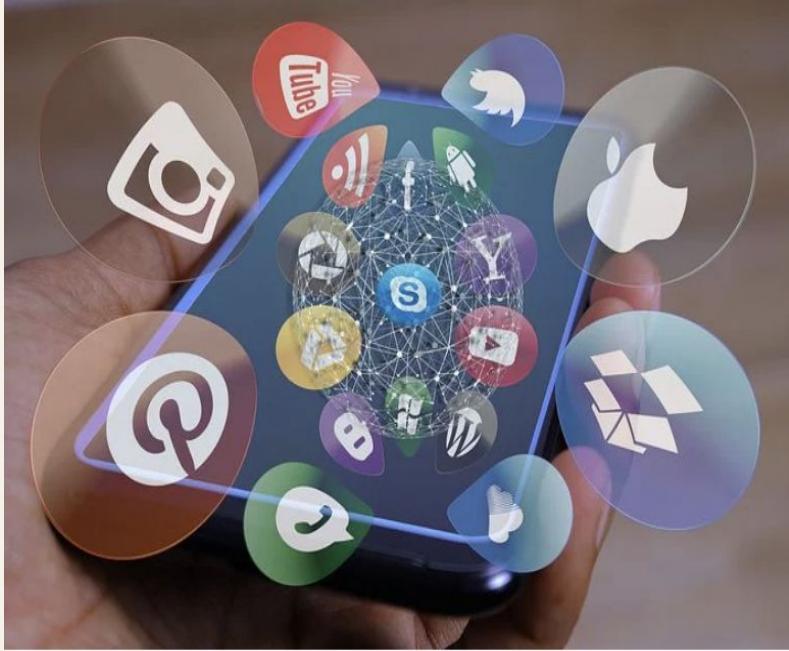
### Social Media Analytics



**KPIs to track content performance, reach, and mentions with recommendations for improvement.**

## FEATURES

### Social Inbox



Integrated social media inbox to avoid shifting between apps to respond to messages

### Master Class



Enhance your social media skills with tutorials tips and tricks.

## FEATURES

### Content Curation



**Trending content and media statistics which can suggest future content ideas for your domain**

### Post Scheduler



**Gives you the option to post at a time which will give you the most results**

## DIFFERENTIATOR

# COMPETITOR ANALYSIS

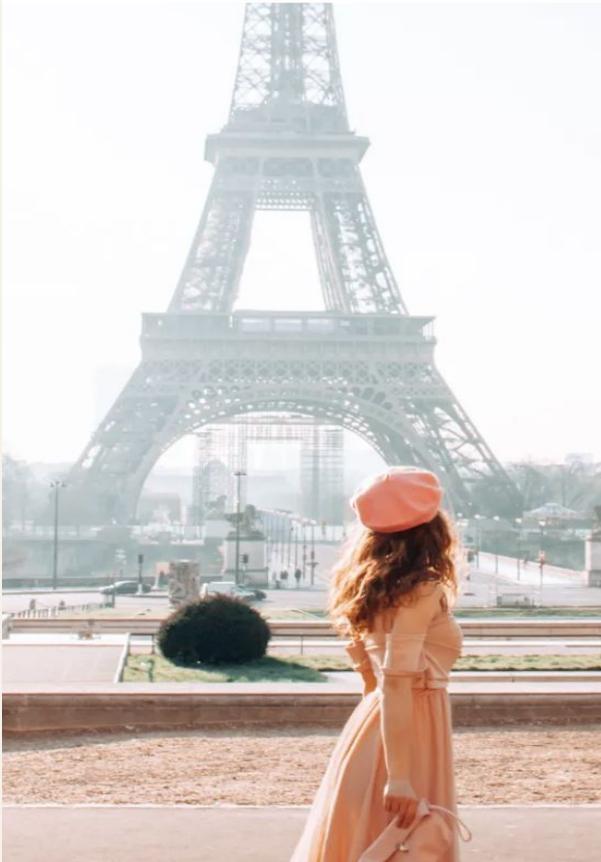


While most social media analytics tools focus on your posts, growth and analysis, we will provide an in-depth analysis of your competitor's social media performance. You have the option of choosing your competitors or an auto generated competitor dashboard will be created based on your account performance.

## DIFFERENTIATOR

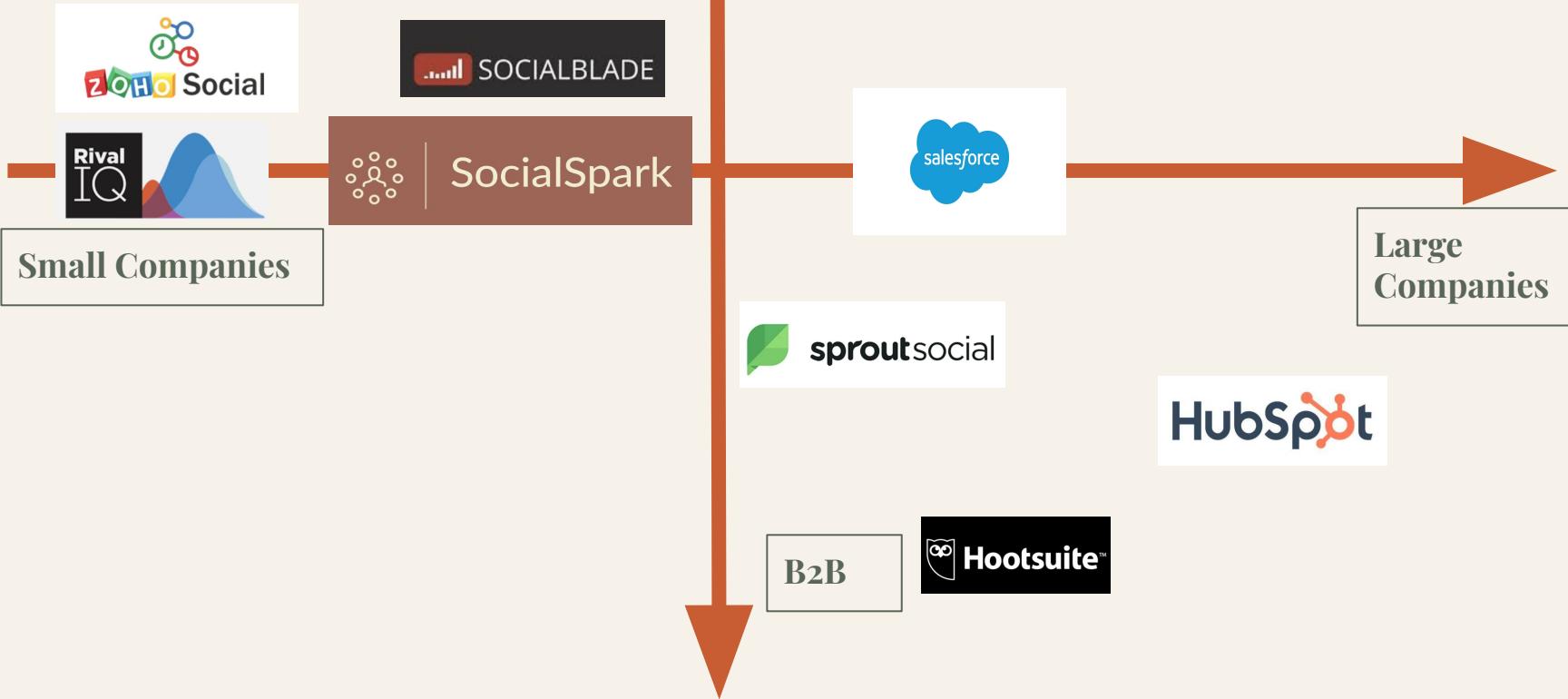
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# Influencer on Rise



As SocialSpark is committed to growing businesses on our platform, we will have an explore tab where we will promote our users' content based on your likes and dislikes. This will provide an additional avenue to our users to promote their content with no additional fees.

## COMPETITORS



# Influencer



## PROFILE

Age: <30 yrs

Employment: Student/  
Part-time employed  
/Self-employed

## Tools needed from SocialSpark

- BI Dashboards
- Content management systems
- Content Ideas

## MOST USED SOCIAL MEDIA



## GOALS

- Increase followers and engagement
- Gain Brand Deals
- Increase Awareness
- Generate Revenue

# Small Businesses



## PROFILE

Age: 30 - 45yrs ~

Job Title: CEO/ Owner/  
Marketing Managers

## REQUIREMENTS

- BI Dashboards
- Content Management Systems
- Tips and tricks to leverage social media
- Content Ideas

## MOST USED SOCIAL MEDIA



## GOALS

- Drive revenue
- Increase customer base
- Create a brand

# Large Businesses



## PROFILE

Age: ~45-60 yrs~

Employment: Marketing Managers and Directors

## REQUIREMENTS

- Content curation ideas
- BI analytics
- Drive Awareness and Revenue
- Influencer partnerships

## MOST USED SOCIAL MEDIA



## GOALS

- Create an ecosystem or lifestyle
- Good Publicity
- Brand Loyalty
- Revenue

# GOALS & STRATEGY



We aim to provide an integrated social media application and analytical platform with ideas, strategies and continuous guidance to seize every opportunity to grow your business and your brand in the face paced world of social media.

# OBJECTIVES



## PHASED DEPLOYMENT

Roll out beta version in trial version.  
Conduct in depth analysis every 6 months.



## FUNCTIONAL TESTING

Run different functional testing to see the functionality, accuracy of the response along with the compatibility with different API's.



## USABILITY TESTING

Check different usability test for features such as cross platform posting, expected posting time, delay test, dashboard for social analytics.



## ANALYZING AND REPORTING

Study the responses of data and report the result to the concerned team to proceed with improvements.





# KPI OVERVIEW

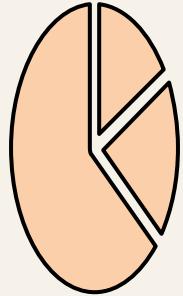
## CLV FRAMEWORK



Average  
Dollar  
Amount of  
Purchase  
Made By  
Customer



Frequency Of  
Customer  
Purchase Each  
Year



Average  
Length Of  
Customer  
Relationship  
In Years



**CUSTOMER  
LIFETIME  
VALUE**



# 'AARRR' Pirate FRAMEWORK

## Acquisition

User signs up and stays more than 5+min / Installs app

## Activation

Posts content and checks performance in app

## Retention

Uses app for more than 20 times/day

## Referral

Promotes among circle.

## Revenue

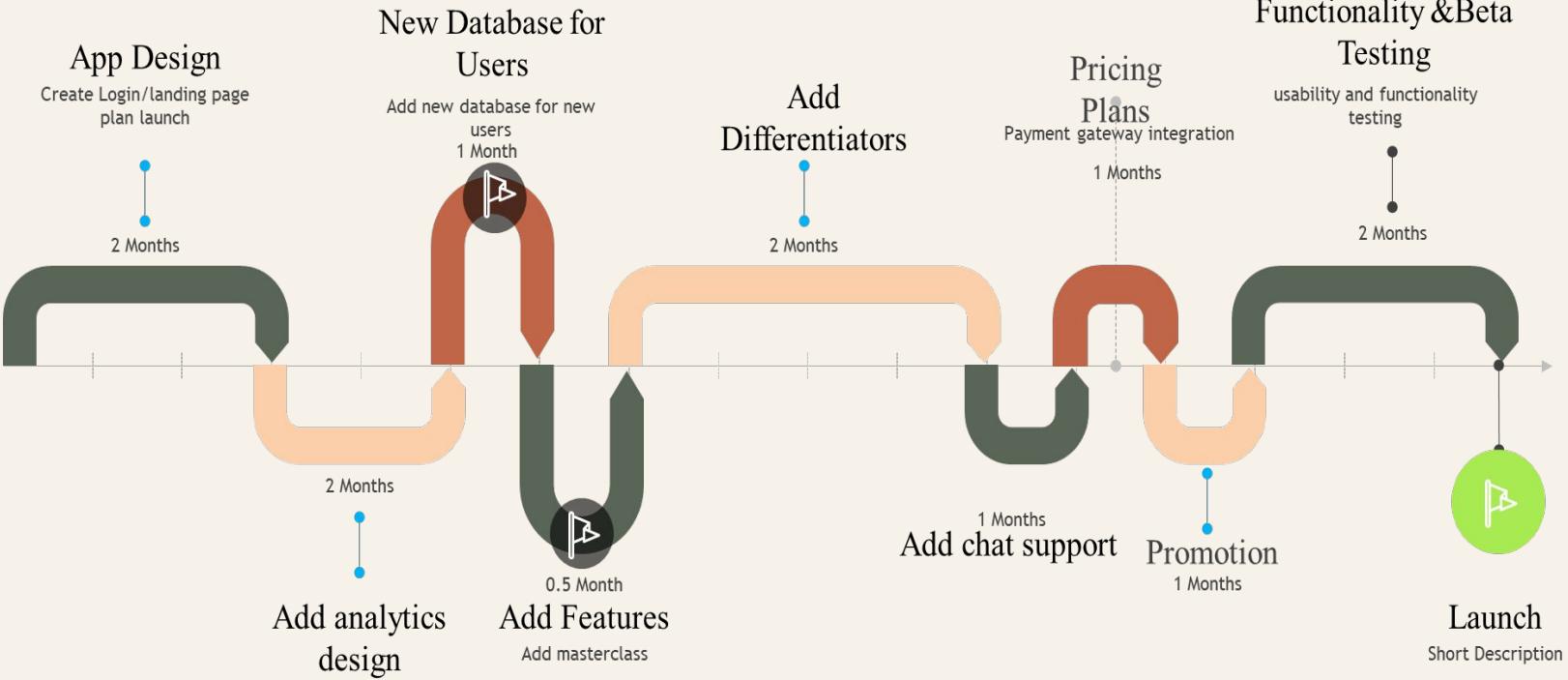
Gets subscription plan

## PROMOTIONS



- 1.Email
- 2.Social Media
- 3.Newsletter and Flyers
- 4.B2B marketing
- 5.Billboards
- 6.Seminar, webinar, forum

# PRODUCT ROADMAP



# SUBSCRIPTION PLANS



## Individual

\$39/mo

### Core Features

- 1 user
- 10 social accounts
- Schedule unlimited posts
- Access messages in one inbox
- Get analytics, KPIs for posted content

### Additional Features

- Schedule one or more posts in advance
- MasterClass Access

**Free 30 Day Trial**



## Teams

\$119/mo

### Core Features

- 5 users
- 25 social accounts
- Schedule unlimited posts
- Access messages in one inbox
- Get analytics, KPIs for posted content

### Additional Features

- Schedule one or more posts in advance
- MasterClass Access
- Manage Team Roles And Assign Tasks, Check Performance
- Monitor Brand Mentions and engagement enhancement

**Free 30 Day Trial**



## Enterprise

Custom Plans

### Core Features

- 5+ users
- 25+ social accounts
- Schedule unlimited posts
- Access messages in one inbox
- Get analytics, KPIs for posted content

### Additional Features

- Schedule one or more posts in advance
- MasterClass Access
- Manage Team Roles And Assign Tasks, Check Performance
- Monitor Brand Mentions and engagement enhancement
- Extended functionality with premium apps
- 24/7 priority support
- Report Team Performance
- Custom Solutions
- Promote unlimited solutions

**Free 30 Day Trial**



A vertical aerial photograph of a beach and ocean. The left side shows light brown sand with a small, dark, striped object and its shadow. The right side shows dark blue-green ocean water with white foam from waves. A solid red rectangular overlay covers the middle section. In white, sans-serif capital letters, the word "THANKS" is centered on the red background.

THANKS