

## Product Launch Deck (some preview)-:



-: To create a web based social media management tool,  
The tool should be easy to use and visually attractive while  
providing a range of features to help small businesses  
manage their social media presence across multiple  
platforms, schedule posts, and track performance.

## AARAV ENTREPRENEUR

### About

Age - 22 years

Occupation - Entrepreneur

Gender - Male



### Goals and challenges

-> Increase brand awareness, drive traffic to company website, improve customer engagement, track and analyze social media metrics so that can get branding opportunities.

-> Aarav struggles to create engaging content and track social media metrics across multiple platforms.

### Desires and Expectations

-> Can save time by scheduling posts in advance and suggesting new content ideas.

-> Also help him track and analyze social media metrics across different platforms to get a complete picture of his performance.

### Habits and tools

-> Google Analytics, Instagram Analytics

-> Had to count likes on each post to track record also has to reply comments and queries

-> Always had to keep themselves updated from the new trends and news

### Pain points

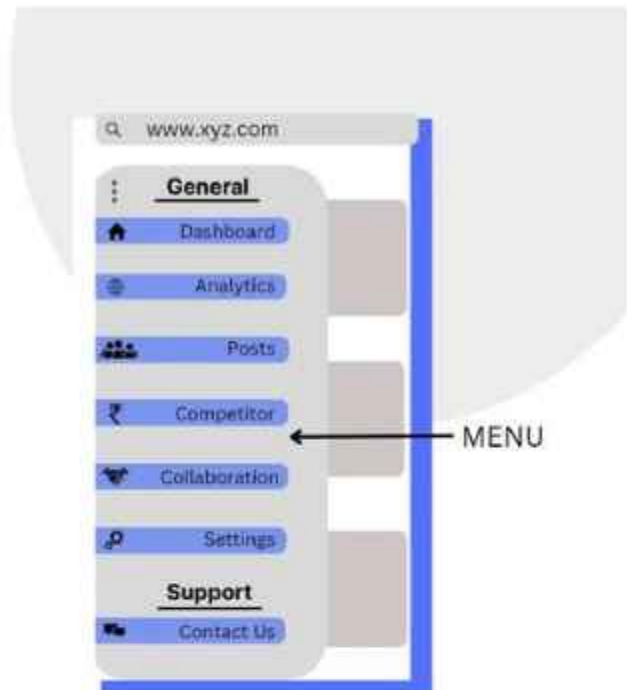
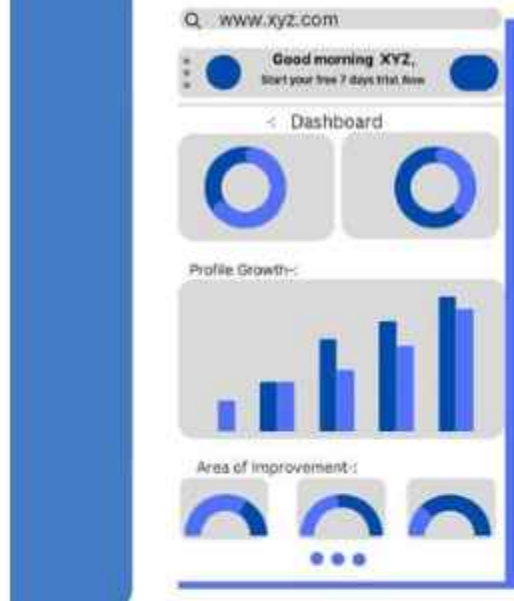
-> Takes a lot of time to brainstorm ideas related to his content.

-> Managing multiple social media accounts across different platforms.

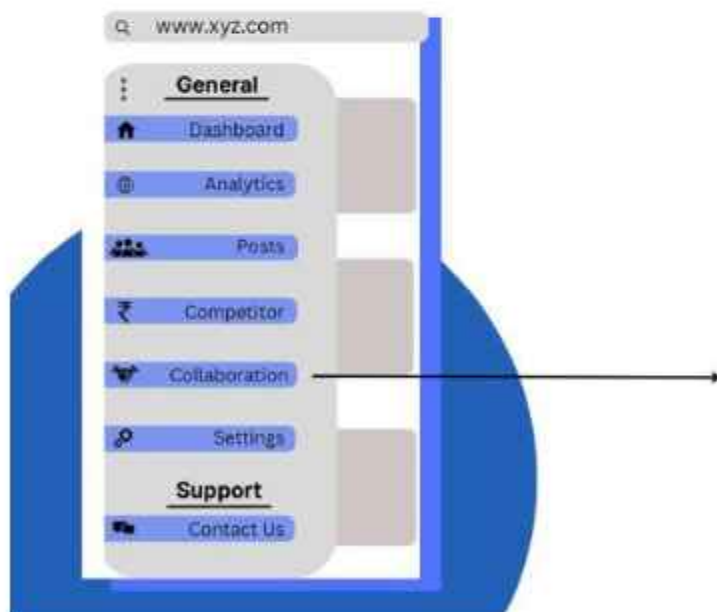
-> Struggles in attracting and retaining a consistent audience

# WIREFRAMES

(Home screen)



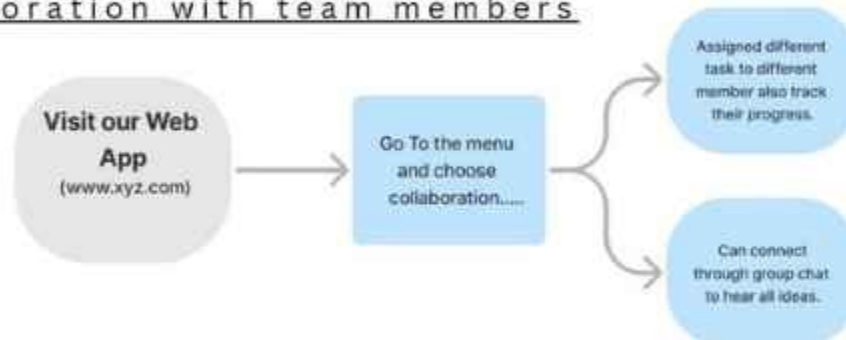
## Collaoboration screen



### For Analysing its performance



### For Collaboration with team members



## Product Features

**Multi-Platform Management:** The ability to manage multiple social media platforms from a single dashboard, including scheduling and publishing posts

**ROI(Return On Investment) Index :** Gives us a rough idea of ROI for our social media handle. About 52% of users have a problem in calculating this.

**Analytics and Reporting:** Metrics and data on social media performance, including engagement rates, follower growth, and top-performing content. Our user can use to see where they are lacking and what improvement needs in their content.

**Competitor Analysis:** The ability to track and analyze the social media performance of competitors and compare it with the company's own performance.

**Collaboration Tools:** The ability to work collaboratively with team members and partners on social media management tasks, including assigning tasks and sharing content ideas.

Canva Link:-

[https://www.canva.com/design/DAGJTT-aESY/8FC7uiW5MoC0Q0nNCmbLyw/edit?utm\\_content=DAGJTT-aESY&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGJTT-aESY/8FC7uiW5MoC0Q0nNCmbLyw/edit?utm_content=DAGJTT-aESY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)