

Strategy

Have a proper approach actionable and measurable approach to bring in people and measure and optimize conversion.

Sourcing Traffic

Optimize where the traffic will come from , there are many channels possible

- Facebook - Instant (needs good copy)
- Google Ads - Instant (needs good copy)
- Google search - Will take 5 - 12 months to rank well
- Instagram - Mainly lifesyle products
- Linkedin Ads

Optimizing conversion

Once a person arrives work on conversion and retention.

Define your user personas

Create your target audience first , be specific.

- Audience : Peson specific traits (A person with < 5 employees)
- Personas : Group specific traits (Small buisness owners)

Ladder of Product produce awareness

Levels of motivation for your prouct based on problem solving.

1. Motivated and belives your solution is best
2. Motivated but confused with other solutions
3. Knows about the problem , but not interested in solving
4. They are having the issue , but dont know if problem should be solved.
5. Are not experiencing the problem

Focus on higher levels , avoid level 5.

Value

Product should offer 10x value of what it is priced at , should convey value props properly. Also before anything define value propositions , what makes you different.

Concentrate on solving problems , than technology

| Value Prop | Issue | Personas |
|------------------|--|---|
| Dedicated Server | Unreliable performance due to shared hosting | Someone frustrated with slow site on Shared hosting |
| No Site limit | More the sites the lesser you pay | Being charged per site gets expensive fast |

Example Value prop table : [Example](#)

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