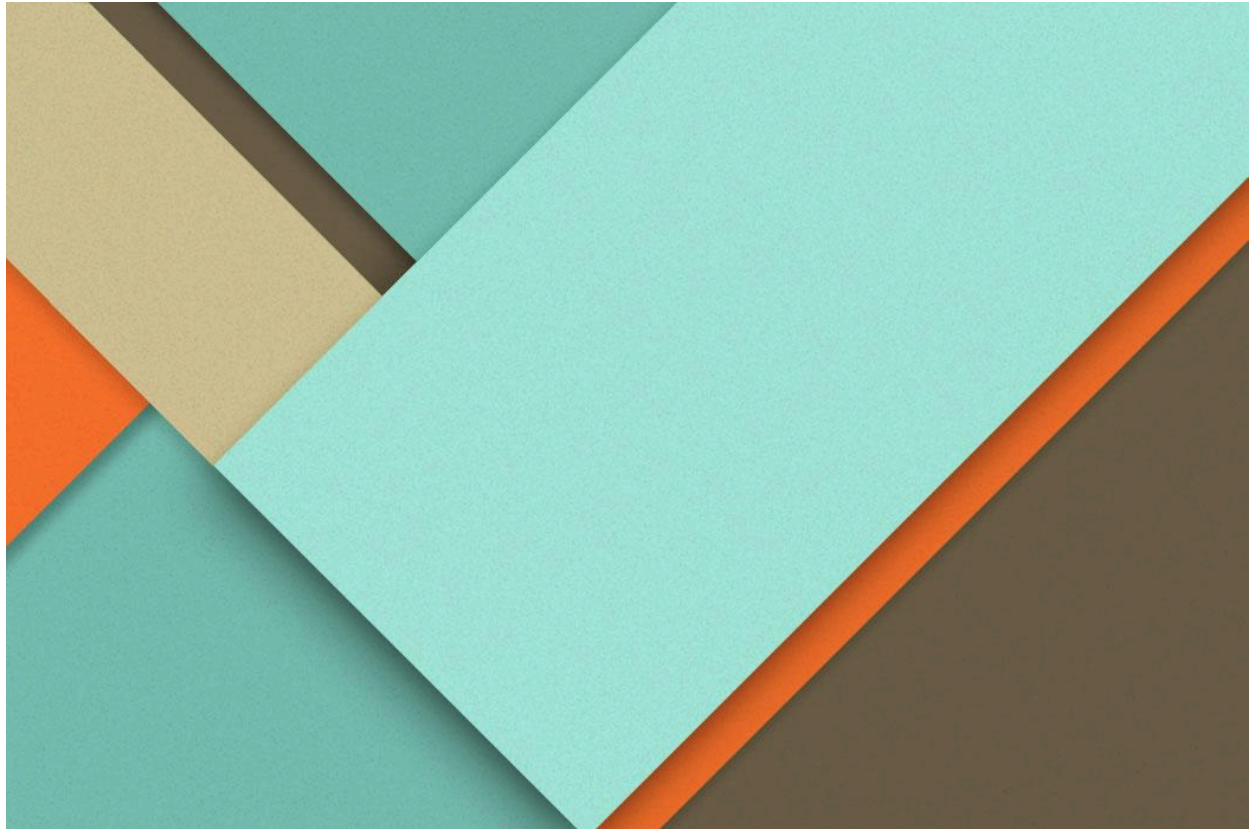




Growth Manager : Assignment

Product Space

Submitted by Aashika Singh

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Growth Manager : Assignment | Product Space

Assignment Overview:

Devise growth strategies focused on awareness and acquisition for our edtech platform, which offers product management courses. We expect you to demonstrate an understanding of audience segmentation, specifically targeting working professionals and students, and to propose strategies tailored to these segments.

Assignment Details:

1. Audience Segmentation:

- a. Describe the two primary audience segments: working professionals and students.
- b. Provide a detailed persona for each segment, including demographics, psychographics, motivations, challenges, and preferred channels of communication.

2. Growth Strategies:

- a. **Awareness:** Propose strategies to increase brand awareness among both segments.
- b. **Acquisition:** Develop strategies to acquire new users from both segments, addressing the entire user journey from initial contact to conversion.

3. Metrics and KPIs:

- a. Identify key metrics and KPIs to measure the success of your proposed growth strategies.

Audience Segmentation:

1. Working Professionals

Persona:Demographics

- Age: 25-45
- Gender: Male and Female
- Education: Bachelor's or Master's degree
- Income: \$50,000 - \$120,000 per annum
- Location:Urban and metropolitan areas

Psychographics:

- Career progression and promotions
- Skill enhancement to fit changes in industry or role
- The chances that networking can bring

Challenges:

- Juggling work, personal life and studies together
- Getting certifications that are not only recognized but also credible
- How to stay motivated during self-paced training programs

Preferred Modes of Communication:

- LinkedIn updates, electronic communication through professional forums, emails, webinar invitations
- Career progression and upgrades, acquisition of new skills due to changes in the industry or job.
- Contacts through networking

Obstacles:

- Juggling work, personal life, studies
- Sources providing credible certifications that are recognized
- Sustaining interest during self-paced learning modules

Effective Communication Platforms:

- LinkedIn, professional online discussion groups, electronic mail bulletins, online live presentations.

2. Students:

Persona:Demographics

- Age: 25-45
- Gender: Male and Female
- Education:Undergraduate students, fresh graduates
- Income: \$50,000 - \$120,000 per annum
- Location:Urban and metropolitan areas

Psychographics:

- Always enthusiastic about acquiring knowledge and landing job opportunities
- Highly appreciates guidance, mentorship, and formal education systems
- Have a good command of technology; they are actively present on social media platforms

Motivations:

- Getting hands-on the relevant skills needed for securing a jobs
- Developing a solid work history that can be documented in a resume or portfolio
- Being able to reach internship programs as well as available job offers

Challenges:

- Constraints tied to finance

As real-world experience is still something they do not have.

Swamped with alternatives and details:

Channels you like are Instagram, Facebook, university portals and YouTube.

Growth Strategies**1. Awareness****Working Professionals: LinkedIn Campaigns**

- Sponsored posts and InMail aiming at particular job titles and industries
- And let's share those alumni success stories + testimonials.

Webinars and workshops:

- Sessions hosted by professionals from the industry.
- Free first sessions for displaying course value.

Content marketing:

- Articles, whitepapers on professional development
- Use of search engine optimization for specific keywords like "product management certification"

Students:**Social media campaigns:**

- Advertisements through Instagram and Facebook which target student interests as well as educational levels.
- Partnerships with influencers, education bloggers.

Campus ambassador programs:

- Hiring students to advertise courses within their campuses.
- Incentives include free courses and certifications.

University partnerships:**2. Acquisition****Working Professionals:**

Personalized Email Marketing: A method to target prospective professionals through sending targeted emails containing course recommendations customized for the receiver's job experience and position. Early bird offers on discount rates will be available for a limited time.

Referral Programs:

- Promote user referrals with rewards
- Building community through alumni networking

Lead Nurturing:

- Using CRM tools to track and track personal information
- Provide free trials or modules

Students:

- Freemium Model:
- Access to basic courses or modules with free upgrade options
- Allowing users to experience the platform before making a commitment

Gamification:

- Badges, leaderboards, and rewards for engagement
- Providing a competitive and collaborative environment

Internship and Job Placement Services:

- Contacting companies for internships and job offers
- Focus on successful placements in marketing



Metrics and KPIs :

1.Awareness:

Reach and Impressions:

- Views and impressions on LinkedIn and social media
- Website traffic and unique visitors

Engagement:

- Social media interactions (likes, shares, comments, clicks)
- Webinar and workshop registrations and attendance

2.Acquisition:

Conversion Rate:

- Percentage of sign-ups post initial contact
- Leads converted into paying customers

Customer Acquisition Cost (CAC):

- Cost to acquire each new customer

Retention and Lifetime Value (LTV):

- Average revenue per user over time
- Course completion rates and repeat enrollments