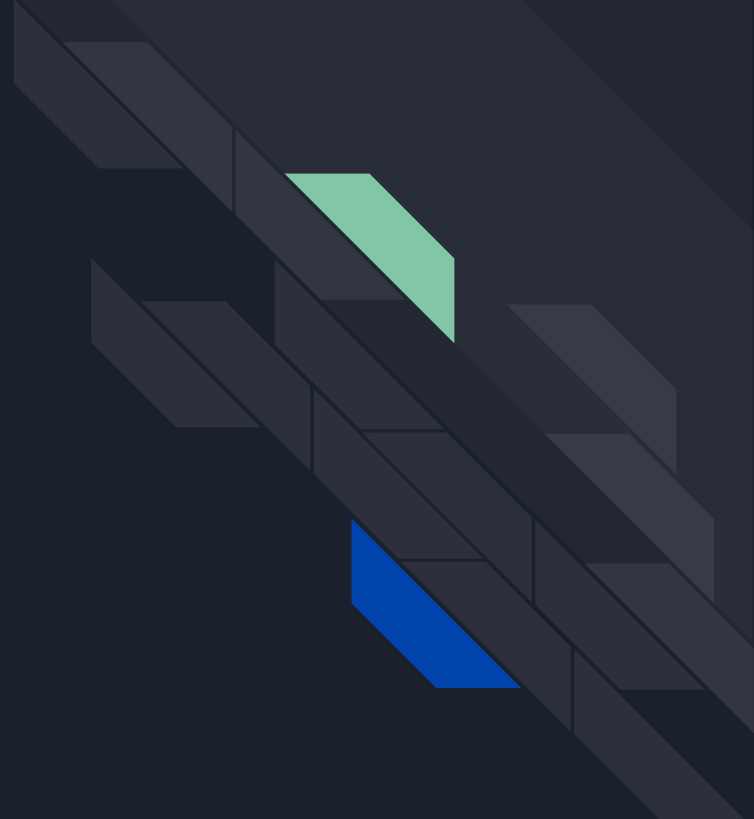# Marrow App

Product Growth Strategy

Aug 19

Data Analysis

Raw data can be accessed here

Understanding adoption pattern - Collegewise

The idea is to find patterns about the colleges in below category and use strategy which works on them.

A. **Easy Conversion & High Acquisition**
   Aim should be to target such colleges as users can be acquired in large numbers and also converted.

B. **Tough Conversion & High Acquisition**
   If user acquisition is the focus then go for such colleges, and if conversion is the focus, then colleges of this type are bit tough.

C. **Tough Conversion & Medium Acquisition**
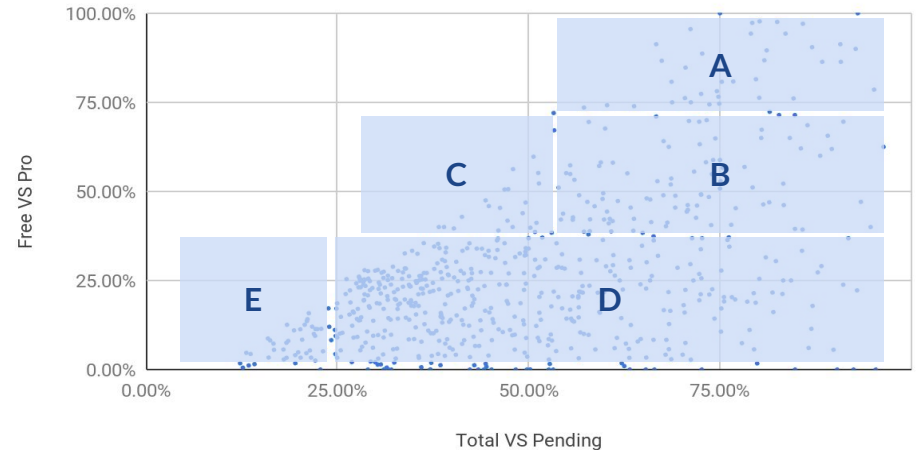   Spend less efforts on colleges of these types.

D. **Laborious Conversion & High Acquisition**
   Go for these colleges with a strategy to acquire, rather convert.

E. **Laborious Conversion & Low Acquisition**
   These are the toughest nut to crack, leave it on time and ignore them for now

Free VS Pro vs Total VS Pending

Product Strategy

To improve sales conversion and user acquisition

Buy individual modules

Allowing users to pay for content as and when they want.

Sales Conversion | Value Add | Targeting B & C

Why

Convenient for user who want to try things first and many students don't have upfront money to spend.

This would allow us to make a lot more pro user over the time.

KPI

>50% of **type B** users buying their first individual module

>25% of **type C** users buying their first individual module

7+ modules bought by type B & C users over the course of 3 months

Credit Facility

Strategic Partnership with credit financing companies for students like SlicePay, Krazybee, Lazypay

Sales Conversion　**Value Add**　**Targeting B & C**

Why

Convenient for user who want to want to buy pro content but cannot spend all the money upfront and also do not have credit card to buy it on EMI

KPI

>10% of **type B** users using credit facility

>5% of **type C** users using credit facility

Try pro content and features

Users can use all the pro content and features for free for a week.

Sales Conversion   Freemium   Targeting D & E

Why

Users from group D & E seems to be late adopters and most resistant to using tech and online learning.

Allowing them to try and understand its benefits will definitely increase the chances of sales.

These users after free access are eligible for credit facility and buying individual modules

KPI

>30% of **type D** users trying free access for a week

>10% of **type E** users trying free access for a week

Discount on buddy purchase

A user can get along a friend to buy the pro version and both gets a 10% discount

Sales Conversion   Discounts   Targeting A

Why

Users in group A have more chances of buying a pro membership. This option will allow them to avail discount but by bringing in a friend to also buy pro membership. With this we can get 2 pro users by providing 10% discount.

KPI

Only <10% of **type A** free users exists

Gamification - Quizup Style Test

A multiplayer quiz game adapted from popular Quizup. Users can invite their friends and compete.

Sales Conversion, User Acquisition & Engagement   **Freemium & value add**   **Targeting all**

Why

This feature can be restricted in free version to say 1 game a day or 25 games in total. Users will find friends already on the platform and play the quiz and invite others who are not. This should increase user acquisition, improve user engagement and also increase sales conversion.

KPI

>5% of **new users** acquired monthly.

>1% free users becoming pro version.

Forum - Doubt solving and discussion platform

A place to interact with fellow students and discuss anything about the exams & clear doubts

Sales Conversion   Freemium & value add   Targeting all

Why

Free users can just read the contents of the forum, only pro users can ask questions, comment and search

KPI

>10% of **free users** trying to click on search button and ask questions

>20% of **pro users** using this feature

Push Notification - User Testimonials & pro benefits

Sending to users bi-weekly or so over push notification containing success stories of pro users, seniors, benefits of pro and ways to buy pro.

Sales Conversion

In-app marketing

Targeting all

Why

Push notifications are very powerful if used wisely. There has been instances when people receive push notifications about something at the right place and at the right time and it evokes some emotional response and they complete certain transactions. There can be different strategy for different target audience.

KPI

>30% of **free users** clicking on push notification

>3% of free users becoming **pro users**

Access to leader board

Your overall rank based on number of free questions you have solved, this rank can also be a reflection on your potential rank.

Sales Conversion   Gamification & Value add   Targeting all

Why

More reasons for users to use free daily test series. It works like a Truecaller and Linkend feature where some set of information is revealed only to premium users.

KPI

>30% of **free users** trying to get to know their rank

>2% of free users becoming **pro users**

Widget to access daily questions without opening the app

Your overall rank based on number of free questions you have solved, this rank can also be a reflection on your potential rank.

Sales Conversion   Premium & Value add   Targeting all

Why

These are some set of premium with a sole aim to add value to the premium user beyond content and giving them more and more reasons to opt for pro membership

KPI

>30% of **pro users** using widget feature.

Weekly Stats on performance

Allows users to see their performance and improvements over the time.

Sales Conversion   Premium & Value add   Targeting all

Why

You cannot improve things you cannot measure. This will give users a benchmark to improve and also add additional value to pro subscription.

KPI

>60% of **pro users** looking at these stats.

Chrome Extension & Push notifications

Facts, Questions & Content over new tab and push notifications

Retention, Engagement & Sales Conversion   Value add   Targeting chrome users

Why

Keeping users engaged even when they are not on the platform.

KPI

>30% of users clicking on notifications

>20% of users using Chrome extension.

Most importantly - World class content and experience

Content is what they will access and user experience is how they will.

**Sales conversion & user acquisition**   **Core Value**   **Targeting all**

Why

Users will only buy a membership if they find quality of the content much better than free content available over the internet and offline tutions.

KPI

Near zero reviews criticizing content quality and app experience & performance.

Marketing Strategy

To improve sales conversion and user acquisition
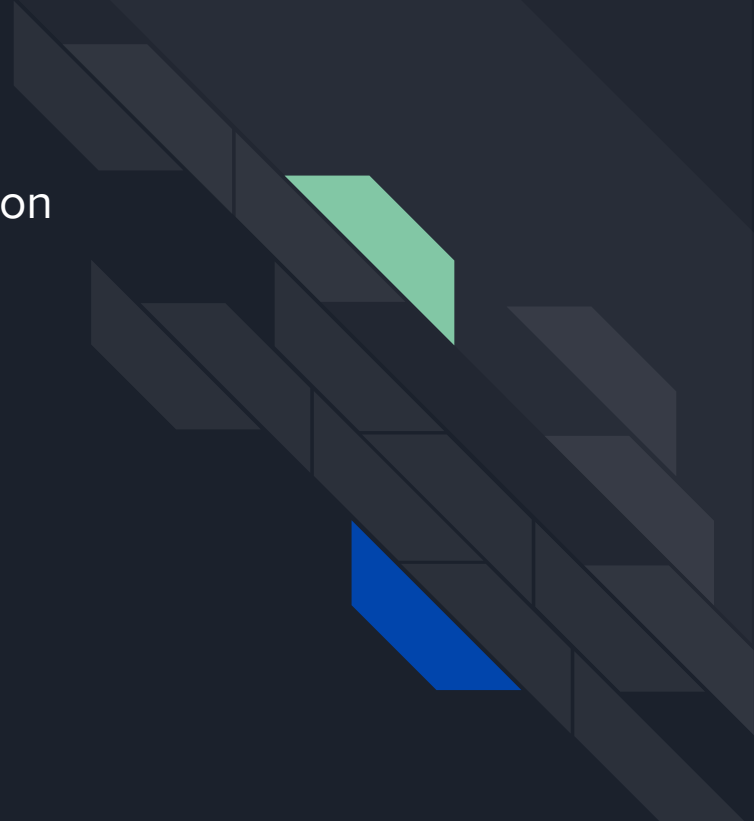
Content Strategy

Blog, curation and SEO

A strategy that worked really well for companies like InVision. You give people content that they like and this creates a great brand value and association. Not just this, it also improves page visits, cross links and in turn improves search result ranking.

Content like exams to go abroad, best hospitals to do Masters, Old Question paper etc

User Acquisition | Core Strategy | Targeting All
Click through rate, page rank

Podcasts (Audio/Video)

Quick 5-15 min podcast to help medical students prepare for exams, interviews with seniors, students who scored top ranks etc.

User Acquisition | Core Strategy | Targeting All
Subscribers and views/plays

Content Strategy

Free Content on YouTube

Be where your users are already. 100 million users in India are interested in learning. One of the top learning channel on YouTube called Wifistudy garns more than 9.1m subscribers. Having your free content on YouTube can be a great way to gather new users and potential pro users.

User Acquisition | Core Strategy | Targeting All
YouTube Subscribers, YouTube Views, Conversion Ratio

Bridging the Online-Offline gap

Having a studio where you can record the classes and also conduct offline classes for users who really want to learn offline.

User Acquisition | Sales Conversion | Potential Strategy | Targeting All
Conversion Ratio, Number of offline paid students

Targeted Marketing

SEM, Google Ads and Quora Ads

Trying out banner ads using Google Ads and Quora. Quora being a new ad platform could be cheap and effective

Buying out few less expensive keywords for SEM

User Acquisition | Potential Strategy | Targeting All
Click through & User acquisition rate

Brand placement at popular youtube channels

A very targeted, niche and sticky advertisement channel which will explain benefits of the product well to users and make them use the product. Example Audible.

User Acquisition | Longshot Strategy | Targeting All
View through rate

Targeted Marketing

Advertisement in Medical Journals

Working with journals like "International Journal of Medical and Health Research" to deliver targeted advertising both offline and online. Usually all the colleges have libraries and these journals are available to the students for free. This can turn out to be highly effective & low cost approach and can create good brand association.

User acquisition | Core Strategy | Targeting all
User acquisition rate

Bookmarks at medical book store

A very targeted and economical advertisement channel. Quick brand association and possibility of good user acquisition rate. Bookmarks could be just posted to bookstore after having a discussion via call. Also campus evangelist could be used to help with this.

User Acquisition | Core Strategy | Targeting D & E group
User acquisition rate

Targeted Marketing

Cold calling freemium users

Cold calling user who have tried pro version or bought individual modules and then stopped it.

This will be to understand reasons to not go pro and trying to solve the same to convert them to pro again.

Sales conversion & RCA | Core Strategy | Targeting all
Sales conversion rate

Campus Evangelist

Finding a student in these colleges and making them Marrow Evangelist. This individual is responsible for

spreading the word about Marrow, convincing students to use Marrow and try Pro version. This individual can be

our direct access individual colleges.

User acquisition & sales conversion | Core Strategy | Targeting D & E group
User acquisition rate and sales conversion rate

Value Marketing

Medical Book fair

A popular book fair called Lock the box by BookChor drove many people and created a great brand value for BookChor. A similar strategy could be adopted to sell used book, magazines at a very economical cost to students and medical professional across the city. Or simply tying up with bookchor to organize such event.

User acquisition & Brand Establishment | Longshot Strategy | Targeting metro city
User acquisition rate

Free Printed Question Bank to on-board students

Select a colleges where students from Group D and E belong and then with the help of campus evangelist distribute these question bank with the intention to on-board these users

These question bank can also be sent to the bookstores around these colleges and students can pick them up for free

User acquisition | Core Strategy | Targeting D & E
User acquisition rate

Value Marketing

Facebook, Whatsapp and Telegram groups

Creating these groups to deliver value in any form to these students. From acting as a medium to share content, to buying and selling things. Such value groups can be really helpful for the brand. Companies like FlatChat, EatTreat have had huge benefits through these approach.

User acquisition & Brand Establishment | Core Strategy | Targeting All
User acquisition rate

High Value Offline Events and Contests

Call popular professors to give a talk and over the time build a big fame event like DesignUp, TechSpark, Cypher. These events create lot of buzz and give a great platform to talk about the Marrow. The topics in these event can be deep medical concepts to career prospects.

User acquisition | Potential Strategy | Targeting All
User acquisition rate

Value Marketing

Instagram handle to build a good fan base.

Popular handle like @learndoctors, @medicmad have tons of instagram followers. A very similar app called TestBook has humongous follower base where they post questions, facts etc, everyday to engage with potential users.

User acquisition & Brand Establishment | Core Strategy | Targeting All
User acquisition rate

Viral Marketing

Referrals and Freemium

Free Users can refer their friends who are medical students. Every valid signup can avail them free access to the pro version or discounts on pro version.

Near zero/Low cost user acquisition and increased chances of the possibility of Pro Users

User Acquisition & Sales Conversion | Core Strategy | Targeting All
User acquisition rate & sales conversion rate

Word of mouth

Making more and more existing user rate the product and asking them to spread the word. There could also be rewards associated with spreading the word on closed group and social media.

User acquisition & sales conversion | Core Strategy | Targeting All

User acquisition rate & sales conversion rate

Piracy Protection
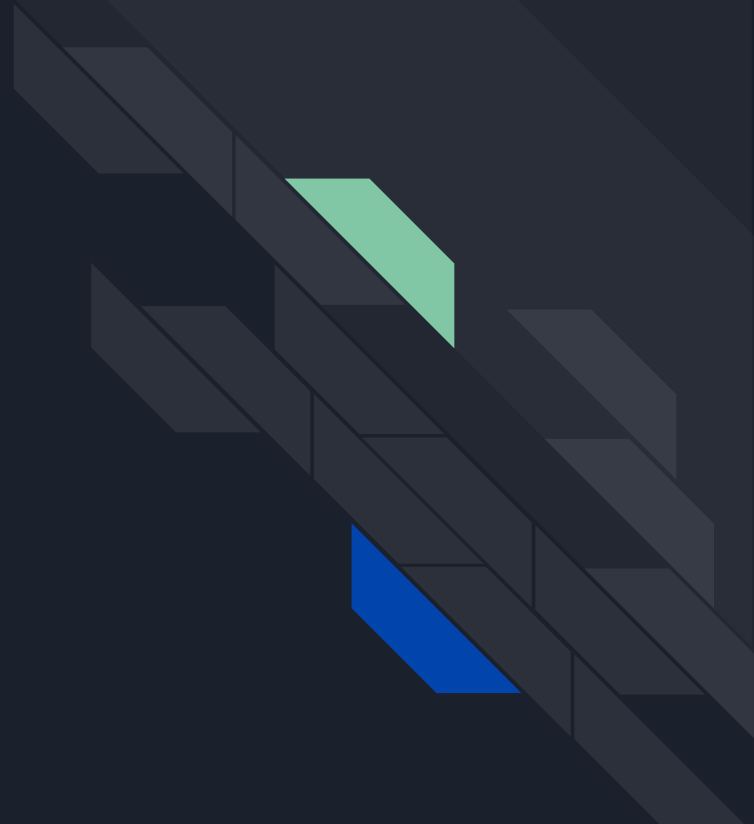
Piracy Protection

Dynamic Watermarking

Dynamic watermarking which encloses a lot more information than just username. A dynamic watermark can contain information like user location, date and time, device type, etc.

Using Hardware Decoder instead of software decoder

Decrypting stream from hardware is tougher. Most of the streaming platforms use this approach. This is also faster but consumes more power.

Disabling Screen Recorder

Both Android and iOS provides inbuilt options to disable screen capture on apps. On web safari browser can help you detect running selected media recording software. For documents when trying to print simple html coding feature like disabling on print media can be used.

Piracy Protection

Disabled when USB Debugging is turned on / user has root access

If software decoder is being used and then there is a chance that users could read the encrypted stream or record the screen by fooling the code. In such cases the app can be disabled is used on such phones

Content Protection Group

A separate content protection group which tracks pirated content on deep web and brings it down via legal means.

Disabling right clicks / modifying right click options on web

Simple yet effective for solutions for layman users.

Piracy Protection

DRM and HDCP

Many popular streaming websites use DRM technologies like Widevine, FairPlay, PlayReady, etc, to protect their content while streaming. These technologies encrypt the stream both at the server and client level.

Warning and Requests

Statutory warning regarding privacy. Users can be warned that the law and action are very serious if copyright is violated. This brings a sense of fear to the users.
Alongside users could be requested by saying that these containers are made with a lot of effort and pirating it will make it difficult for the creators to sustain.

Great user experience and value for money

If the user gets a great product experience and the subscription that they pay for the same is very cost-effective, nobody wants to go through the hassle of looking for pirated content, downloading them, storing them and then viewing them just to realize that it was not of good quality.

Tackling Account Sharing
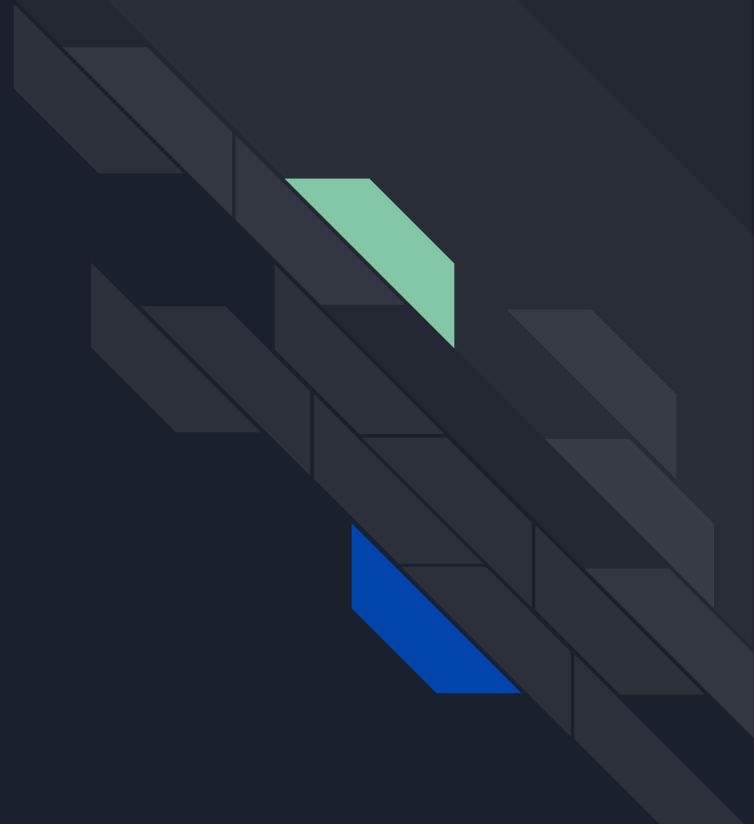
Tackling Account Sharing

Hard-Binding App with Device Phone Number

The app reads the SIM details and maps the phone number with the user account. Only when the SIM card details match, the app can be used. Exactly what GooglePay does. This will surely prevent account sharing.

Using mobile as primary signin method

To use the product on any other platform apart from the primary device, the user will have to use this primary device to authenticate a secondary session. With only one secondary session can be active and with secondary session active the primary session will be disabled.

Biometric Authentication

Making biometric mandatory to access the app with every login. It could be Fingerprint in most devices and FaceID in the latest iPhones. This will ensure that the account holder needs to be physically present before using the service.

Tackling Account Sharing

Limiting number of live sessions

Services like Netflix, Hotstar and Evernote does this.

Geo-fencing the account

An account belonging to a particular state/country cannot be used if being accessed from another region. This has some limitation over use-cases when the user is traveling. However if carefully developed these limitations could be overcome.