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1 Product success

1.1 Introduction

The product feature to launch, is to optimize the current onboarding process to make it easier and more personalized for the users. It will improve the user satisfaction, hence leading to increased user engagement and increased conversion rate. This will align with the product KPI and the NSM (ASR) which highlights the conversion rates.

1.2 GTM Strategy Rationale

The rationale for a GTM strategy is to ensure that the product launch is user focussed, data-driven, being competitive in the market and minimizing risks. FilmSlate goals are increasing the conversion rate and by doing that increase ASR for the organisation.

Increase Conversion Rates

The GTM strategy supports conversion by identifying and targeting the right user segments, creating a compelling value proposition, and optimizing messaging and pricing, to prevent entry barriers and attract users.

Increased Annual Subscriber Revenue

It also contributes to revenue growth by focusing on user satisfaction through personalized engagement, leading to conversion and revenue growth.

GTM strategy is directly designed to support FilmSlates goals by ensuring that every step of the user journey is optimized to drive conversions and maximize annual revenue.

1.3 Riskiest Assumption and Hypothesis

The assumption that personalized recommendations will lead to user satisfaction and more user engagement leading to conversion and revenue generation was tested with limited users only. It's unclear whether personalized recommendations will lead to more user engagement. Hence the uncertainty of this assumption is very high making it riskiest. [[Risky Assumptions Matrix](#)]

Hypothesis Statement

We believe that optimized sign-in and onboarding process having SSO sign in, with personalized recommendations for FilmSlate user segments Cinephiles, Indie addicts, Genre fans will achieve user satisfaction and more user engagement leading to higher conversion rates aligning to North Star Metrics. We'll know this is true when we see, for the users using the new redesigned app the trial to paid subscription increases which improves the conversion rate by 8%.

To measure we use the below KPI's and metrics.

1.4 KPI and Metrics

As the goal is conversion, we have "**Engagement-to-Conversion Rate**" as our KPI. If engagement leads to higher conversion rates, it highlights the role of a strong personalized content recommendation offering in boosting subscription numbers.

Metrics

1. Content Consumption Rate

Tracking total watch time across the user base provides insight into how engaging the content is. This can be further broken down by recommended content type to see what's driving the most engagement.

2. Completion Rate

A higher completion rate indicates that users are finding the content compelling enough to finish it and low may indicate issues with content quality or mismatched recommendations.

These metrics collectively provide insights into user behaviour, showing how frequently users engage with the platform and how deep their interactions are. By tracking these, FilmSlate can identify areas for improvement, optimize content recommendations, and enhance the user experience to boost engagement rates, leading to higher ASR which is the organizational goal and NSM.

2 Product launch

2.1 Product Launch Approach

The suggested launch approach would be phased launch, incrementally with the “**Revised sign-up and onboarding**” first, “**Substack newsletter**” next and the “**Watch party**” later. [[Feature Launch Checklist](#)].

The benefits to this are ([Mishra.M ,2021](#)).

- If something were to fail catastrophically, the release can be paused, limiting the number of customers impacted.
- Services or infrastructure can be scaled as adoption ramps up.
- Support needs to be provided only to a small subset of users using one of the new features, rather than providing support for all the three features to all the users.
- It will also benefit from early user feedback, adjusting where necessary to improve the user experience before a wider launch.

2.2 Product Launch Impact

With a **phased** launch strategy, KPIs like **conversion** may be lower in short-term due to limited user exposure. Addressing potential issues early, with the beta testing and ensuring customer satisfaction, it leads to more sustainable and scalable success, ultimately improving conversion in the long run.

3 Positioning

3.1 Product Positioning Statement

“For Indie film lovers like Cinephiles, Indie addicts, and Genre fans who would love personalization while streaming indie films. FilmSlate through its redesigned app provides an optimized user onboarding with the latest features like single sign-on, and an improved content page with personalized recommendations to the user segments, which would provide the users the most value for their money compared to other Indie film streaming services. Unlike our competitors, we value the genuine interests of Indie film lovers and offer human-led content curation, personalized to the user interests, which will improve user satisfaction by adding maximum value to our users.”

3.2 Goal Alignment

One of the user pain points is that the current sign up and onboarding process is clunky and lacks personalization. The product feature is to optimize the current onboarding process and personalized recommendations will improve the user satisfaction, leading to increased user engagement and increased conversion rate. This will align with the product goal and the organizational North Star Metric (ASR) which highlights the conversion and churn rates.

3.3 Clarity and Impactful Ness

The PPS clearly states that the redesigned app with optimized onboarding with specific elements like SSO login and personalized recommendation will improve user satisfaction by adding most value to the users.

Increased user satisfaction means users would want to continue using the app leading to increased customer loyalty and continued business (**Digital Next,2024**). Engaged customers form strong and long-lasting relationships with the brand, which leads to increased loyalty and higher conversion rates (**Serdiuk.J ,2024**).

4 Messaging

4.1 Product Messaging

“Streaming service for film buffs, by film buffs.”

“Personalized recommendations on Indie film streaming platforms would be amazing, but not often experienced. FilmSlate value genuine interests of Indie film lovers and offer human-led content curation, personalized to the user interests to reflect their film knowledge and preferences and their unique tastes and interests.”

User research clearly states that the signup and onboarding process lacks personalization. The product feature of optimizing the signup and onboarding process having features like SSO login along with having personalized recommendations, enhanced with the human-led content curation personalized to the user segments, particularly helping cinephiles to reflect their film knowledge and indie addicts and genre fans reflect their unique interests and tastes, bring most value to them. Hence personalization and optimization should be the major highlight of messaging to these user segments.

Marketing channels should be mainly social media where Cinephiles and Indie addicts are active, Advertising on video sharing websites preferably their favourite video essays and online publications which they actively read. Display advertising in film festival, movie halls would grab attention of Cinephiles and to some extent genre fans when they visit movie halls. [\[Product Messaging Template\]](#).

By leveraging these marketing channels, FilmSlate can drive both customer acquisition and engagement, ultimately increasing subscriptions and revenue. The best approach is often a mix of these channels, with an emphasis on digital platforms like SEO, social media, and influencer partnerships, complemented by targeted advertising, content marketing, and referral programs.

5 Actionable insights

5.1 Analysis and Insights

Analysis

The primary KPI or metrics of conversion rates have increased for all age groups by having the watch party feature. A/B testing clearly shows that treatment groups are watch parties are attended by all age groups with age group 18 to 24 leading the way.

Insights

Segmentation variations

Age group 25 to 34 were not actively creating watch parties, although they actively participated after an invite. This could be due to Content library not exciting to the user group, difficulty in finding and creating a watch party, unable to find a film that interest the segment.

Impact on Secondary Metrics

Age group 25 to 34 make up the largest share of the platform's audience but have the least watch party engagement rate. Although ages 18 to 24 has got a higher watch party engagement rate, their churn rate is historically higher than the age group 25-34. This churn rate would affect the overall watch party engagement rate in the longer term.

Actions

Identify the reason of low watch party engagement within the age group 25 to 34 by additional usability testing and qualitative analysis.

5.2 Risk Mitigation

The biggest risk is that these age groups make up the largest share of the platform audience and need to understand why this group is not actively engaged. This means additional usability testing and qualitative analysis is required, focussing on these groups, to understand the users pain points using the watch party feature.

Depending on the outcome of the usability testing and qualitative analysis, some of the below risk mitigation strategies can be considered for this age group.

- Focus on acquiring exclusive rights to content.
- Run targeted acquisition campaigns highlighting their preferences.
- Improve personalization and recommendations.

Mitigating the risks should help with user engagement helping with conversion and retention aligned with the organisational KPI and NSM.

5.3 Stakeholder Rationale

The below teams or stakeholders need to understand these insights and any actions to be taken which could affect the product launch.

- Sales and Marketing
- Content licencing
- Legal and compliance
- Design, and Development
- Customer support

There could be a need of adjusting the marketing and product positioning to target specific user segment or age group which means Sebastian and the sales and marketing team would action on some of these. Any content improvements, Robyn and her team needs to be informed as this would indicate actionable tasks from the content acquisition or legal teams. User segment personalization and updates, to the app itself would require attention from Farah who would be the development lead. This mean communication channels with these stakeholders should be active and regular.

6 References

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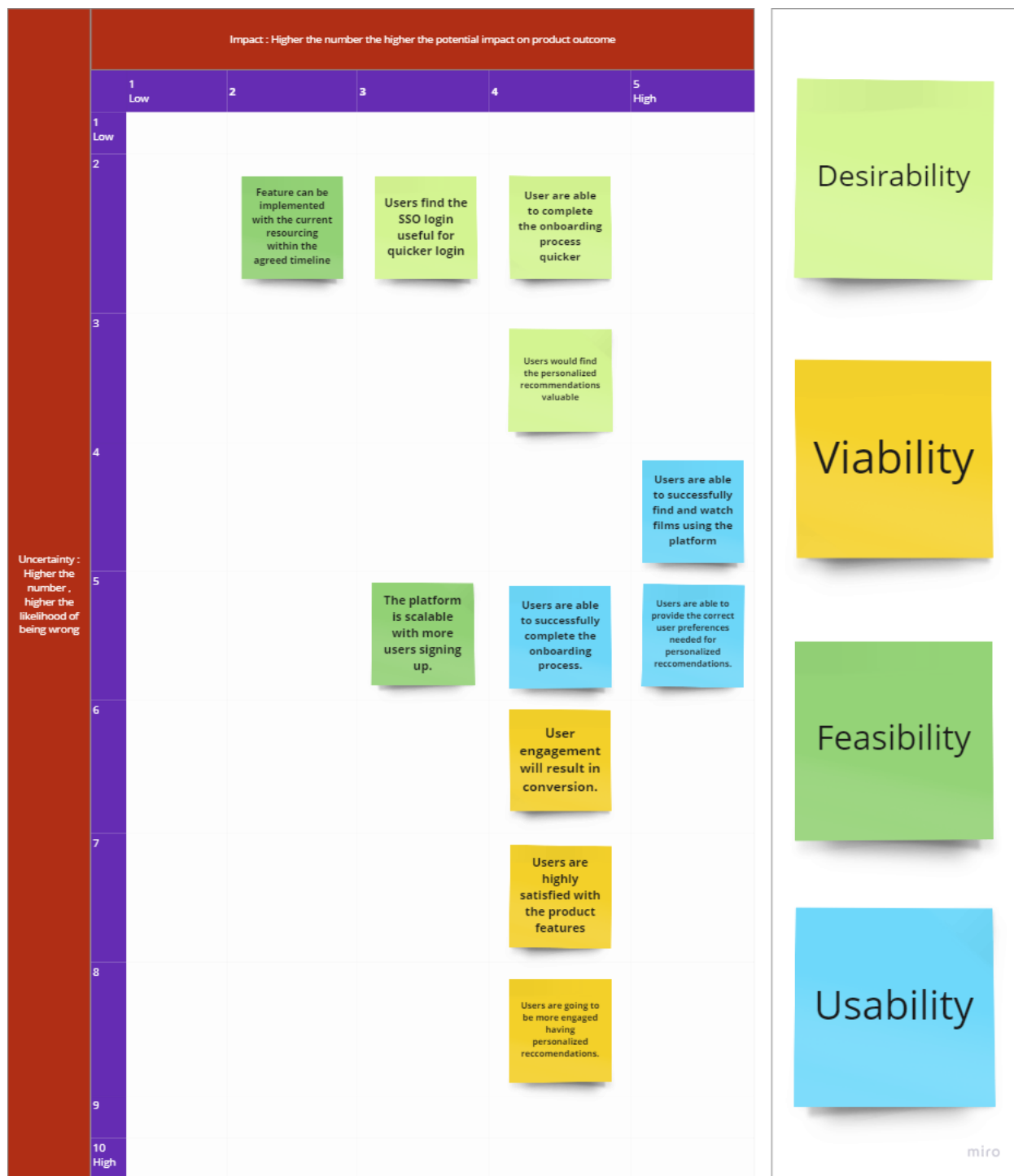
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7 Appendices

Content	Link
Risky Assumption Matrix	Risky Assumption Matrix
Product Messaging Template	Product Messaging Template
Feature Launch Checklist	Feature Launch Checklist

7.1 Risky Assumptions Matrix



7.2 Product Messaging Template

Persona	Pain point(s)	Product value that addresses pain point(s)	Product messaging	Marketing channels
Cinephile	<ul style="list-style-type: none"> Lack of access to lesser-known films. Insufficient information and resources to delve into the film's deeper themes and narratives. Limited opportunities for discussion with others who share their passion for film. Sign-up and onboarding process lacks personalisation, failing to reflect their film knowledge and preferences. 	FilmSlate through its redesigned app, provides an optimized user onboarding process, with an easy sign-up and onboarding and having an improved content page with personalized recommendations to the user segments.	<p><i>“Streaming service for film buffs, by film buffs.”</i></p> <p><i>“Personalized recommendations on Indie film streaming platforms would be amazing, but not often seen. FilmSlate value genuine interests of Indie film lovers and offer human-led content curation, personalized to the user interests to reflect their film knowledge and preferences.”</i></p>	<p>Social Media marketing - Social media platforms: Twitter, YouTube, Instagram</p> <p>Advertising on video sharing websites - video essayist: Taylor Ramos and Tony Zhou’s Every Frame a Painting.</p> <p>Advertising on online publications – Filmmaker, Variety The Financial Times, Raindance, Sundance Premium Beat.</p> <p>Display advertising - film festival, movie halls</p>
Indie addict	<ul style="list-style-type: none"> Limited opportunities to share opinions, recommendations, and experiences about films they have watched. Insufficient information on and access to more in-depth information about a film’s background, influences, and reception Difficulty discovering new indie films that fit their interests. Sign-up and onboarding process lacks personalisation, failing to reflect their unique tastes and interests. 	FilmSlate through its redesigned app, provides an optimized user onboarding process, with an easy sign-up and onboarding and having an improved content page with personalized recommendations to the user segments	<p><i>“Streaming service for film buffs, by film buffs.”</i></p> <p><i>“Personalized recommendations on Indie film streaming platforms would be amazing, but not often seen. FilmSlate value genuine interests of Indie film lovers and offer human-led content curation, personalized to the user interests to reflect their unique tastes and interests.”</i></p>	<p>Social Media marketing - Social media platforms: Reddit, Twitter, Instagram</p> <p>Advertising on video sharing websites - video essayist: Sage Hyden’s Just Write</p> <p>Advertising on online publications – Variety, Moviemaker No film school, Raindance, IndieWire</p>

<p>Genre fan</p>	<ul style="list-style-type: none"> • Insufficient information on and access to more specialised information about a film's themes, motifs, and cultural references. • Lack of diversity in genre offerings, with a focus on mainstream horror and thriller films • Limited opportunities for connection with others to discuss the different types of films they enjoy watching within their preferred genre (e.g. horror, thriller, slasher, psychological, comedic) • Sign-up and onboarding process lacks personalisation, failing to reflect their unique tastes and interests. 	<p>FilmSlate through its redesigned app, provides an optimized user onboarding process, with an easy sign-up and onboarding and having an improved content page with personalized recommendations to the user segments</p>	<p><i>“Streaming service for film buffs, by film buffs.”</i></p> <p><i>“Personalized recommendations on Indie film streaming platforms would be amazing, but not often seen. FilmSlate value genuine interests of Indie film lovers and offer human-led content curation, personalized to the user interests to reflect their unique tastes and interests.”</i></p>	<p>Advertising on video sharing websites - video essayist: Grace Lee's What's so</p> <p>Advertising on online publications – New York Pajiba Flickering Myth Bloody Disgusting Fangoria</p> <p>Display advertising - movie halls</p>
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7.3 Feature Launch Checklist

LAUNCH CHECKLIST	
Pre-Launch Planning	
Feature Definition & Objectives	
Clearly define the feature, its purpose, and the problems it solves.	
Set specific goals for the feature (e.g., increased engagement, reduced churn, etc.).	
Market & User Research	
Conduct market research to ensure feature alignment with user needs.	
Gather insights from user feedback, surveys, and data analytics.	
Review competitor offerings to ensure differentiation.	
Stakeholder Alignment	
Communicate the feature's value proposition to all internal stakeholders (marketing, product, customer support, legal, etc.).	
Define roles and responsibilities for the launch team.	
Development & Testing	
Ensure thorough development and rigorous testing (QA) to address bugs and performance issues.	
Test on multiple platforms (mobile, web, smart TVs, etc.) and across different operating systems.	
Conduct usability testing with a small group of users to get early feedback.	
Data Infrastructure	
Set up analytics to track user interaction with the feature (e.g., user engagement, click-through rates, conversion rates).	
Implement A/B testing frameworks (if applicable) to assess feature impact on different user segments.	
Establish data tracking and reporting metrics.	
Legal & Compliance	
Ensure the feature complies with legal requirements, data privacy regulations (GDPR, CCPA, etc.), and accessibility standards.	
Update terms of service and privacy policies if needed.	

Marketing & Communication Strategy	
Positioning & Messaging	
Develop clear messaging and a value proposition for the new feature.	
Tailor messaging to different audience segments based on demographics and viewing habits.	
Content Creation	
Create promotional assets (videos, graphics, blogs, etc.) to highlight the new feature.	
Design in-app banners, notifications, and emails to promote the feature to existing users.	
Marketing Campaigns	
Plan cross-channel marketing campaigns (social media, email, web ads, in-app notifications).	
Work with influencers and partners to amplify feature awareness.	
Schedule announcements across platforms, including blogs, social media posts, and press releases.	
Internal Communication	
Train customer support and sales teams on the new feature.	
Provide FAQs, troubleshooting guides, and training materials to ensure smooth internal adoption.	
Technical Readiness	
Infrastructure Check	
Ensure your infrastructure can handle increased traffic or usage spikes after launch.	
Set up load testing to ensure the system can scale as user adoption grows.	
Backend Integration	
Verify that the feature integrates seamlessly with your current tech stack (e.g., user data, content library, payment systems).	
Ensure proper API and third-party service integrations are functioning correctly.	
Deployment Strategy	
Develop a phased rollout plan (e.g., beta testers, region-specific launch, etc.) to monitor early performance.	
Establish rollback mechanisms in case of critical issues during the launch.	
Coordinate deployment across devices (smartphones, web, TVs, gaming consoles).	

Feature Rollout	
Phased Rollout	
Release the feature to a limited set of users or regions initially (beta launch or soft launch).	
Monitor for issues or bugs before a full-scale rollout.	
Real-Time Monitoring	
Set up monitoring dashboards to track feature performance in real time (uptime, user activity, server loads, etc.).	
Watch for spikes in error rates, user drop-off, or unexpected behaviours.	
User Onboarding & Education	
Guide users through the new feature with onboarding tutorials, tooltips, or in-app guides.	
Provide easy access to FAQs and support documentation.	
Include educational videos, blogs, or community forums to help users maximize the new feature.	
User Feedback Loop	
Collect feedback from early users through in-app surveys, customer support, and social media.	
Engage with users on social media and community platforms to encourage discussion and feedback.	
Post-Launch Activities	
Performance Analysis	
Analyse feature usage, adoption rates, and user behaviour. Compare performance to pre-launch goals.	
Review KPIs such as engagement, retention, churn, time spent using the feature, and revenue impact.	
Issue Tracking & Optimization	
Monitor and address any bugs, usability issues, or performance bottlenecks.	
Implement quick fixes or improvements based on real-time data and feedback.	
A/B Testing & Iteration	
Run A/B tests on the feature to optimize different elements (UI, content placement, calls-to-action).	
Use data-driven insights to refine the feature in future updates.	

User Communication	
Follow up with users through email or notifications, thanking them for using the new feature.	
Offer incentives (e.g., free trial extension, exclusive content) for continued feature engagement.	
Long-Term Monitoring & Optimization	
Continuous Improvement	
Use analytics and user feedback to iterate on the feature, adding improvements or adjustments over time.	
Regularly assess how the feature impacts overall platform engagement and revenue.	
Marketing Updates	
Keep promoting the feature periodically to new and existing users who haven't adopted it yet.	
Update marketing materials as the feature evolves.	
Cross-Promotion Opportunities	
Identify opportunities to bundle the feature with other promotions or upcoming content releases.	
Highlight the feature in future user engagement campaigns.	
Team Retrospective	
Post-Mortem Meeting	
Conduct a post-launch meeting to review successes, challenges, and lessons learned.	
Discuss areas for improvement in both the product and the launch process for future features.	
Documentation	
Document the entire launch process, key takeaways, and any recurring issues to streamline future launches.	