

Product Marketing Presentation

Natasha Katson

Summary

In this test assignment, I analyze an event registration website. I assume that this website hosts online events and works as a platform for hosting these events. Since I am working with user retention, I also assume that the users are already registered on the website and my goal is to increase the website usage and to create a habit for using the platform.

Throughout this work, I examine different scenarios to discover the problems and pain points that drop retention and I look for solutions to solve these problems to increase retention.

As a result, I focus on improving the event creation process.

It should impact the retention for both user personas — host and participant — because it directly influences the range of events to choose from and the chance for event visitors to participate in events again.

Summary

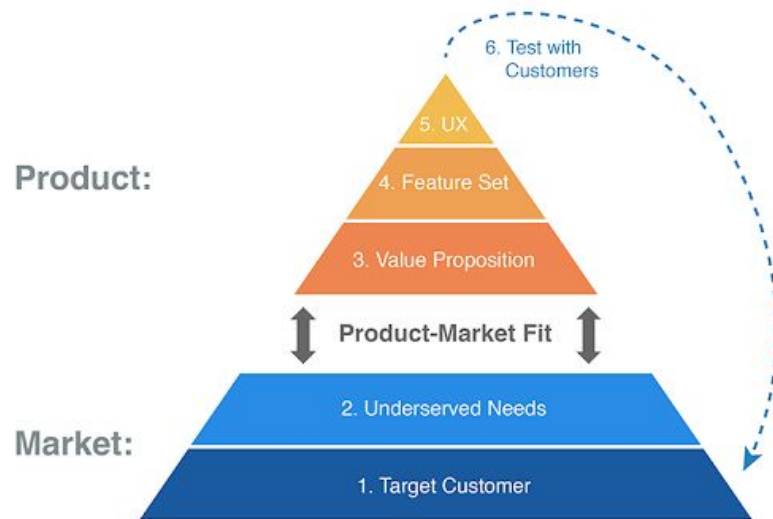
To calculate customer retention I use several KPIs:

- Cohort analysis to check what % of acquired users stay within the app after X days or months.
- DAU (daily active users).
- MAU (monthly active users).
- Stickiness (DAU/MAU ratio).

To find the problems and solutions, I followed these steps:

- Customer Hypothesis.
- Customer Validation.
- Problem Hypothesis.
- Problem Validation.
- Solution Hypothesis.
- Solution Validation.

As a **result**, I validated several solutions to increase retention and prepared a go-to-market for these solutions.

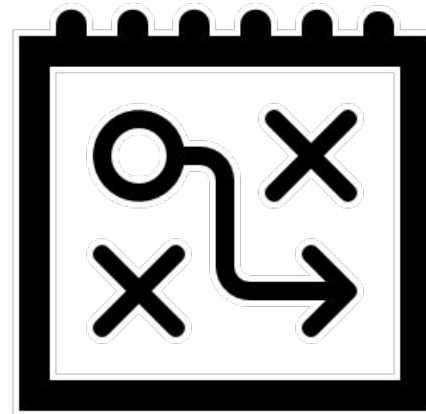


Segment definition

1. Defined the target audience:
 - **Event host** - a user who creates an event.
 - **Event visitor** - a user who signs up for the event.

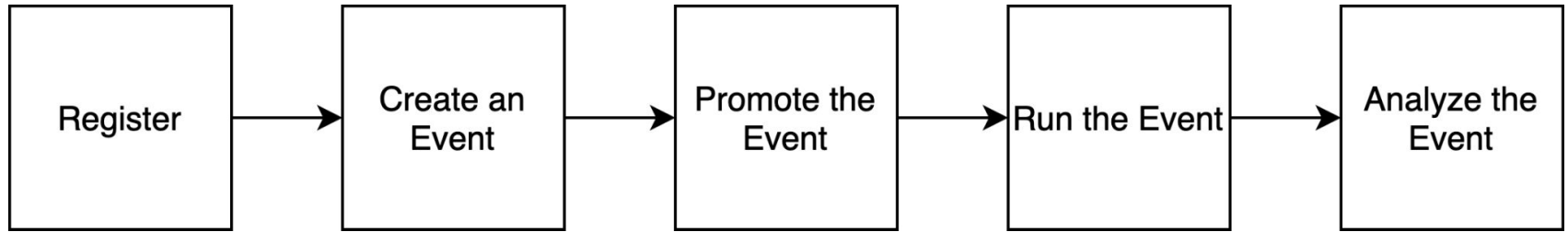
These personas can be identical, for example, those who create events can also sign up for other events and vice versa.

2. Created a customer journey with general steps for both personas.



User flow

Event Host

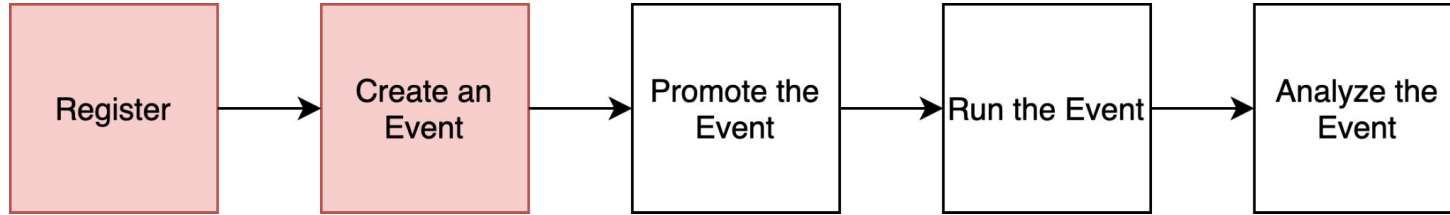


Event Visitor

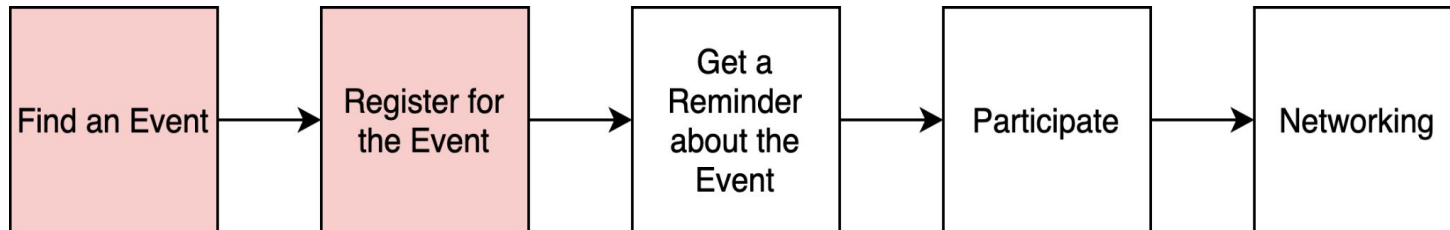


Essential steps to increase retention

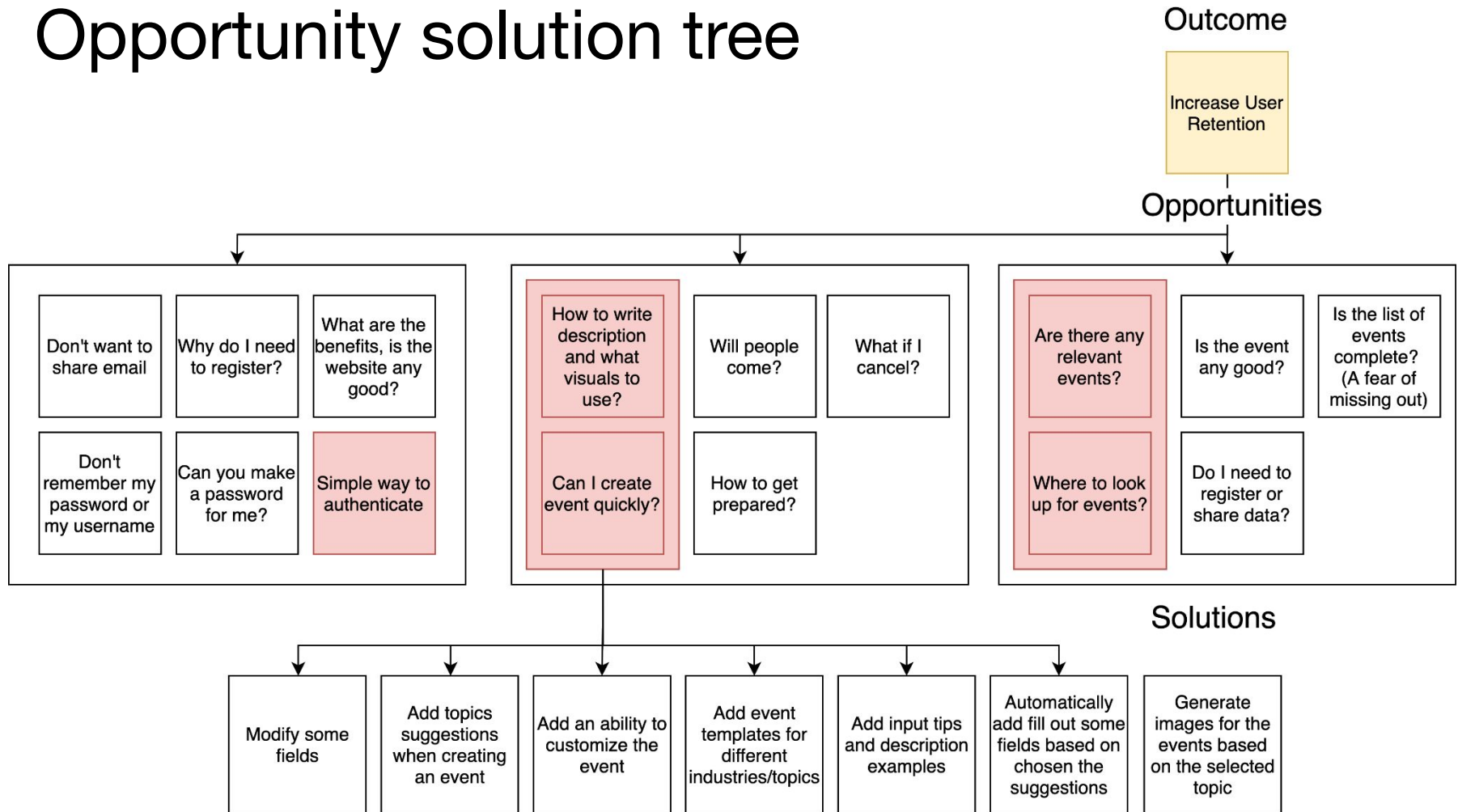
Event Host



Event Visitor



Opportunity solution tree



Registration

There are two required fields to register on the website: email and password.

As I mentioned before, I assume that retention relates to the current users who are already registered on the website, but the user activation plays a significant role in the funnel as well, especially when it comes to registration for the events. The registration process should be as simple as possible. This is a list of hypothetical issues that are related to the registration process.

The opportunity here is to create a simple way to register/authenticate on the website.

Don't want to share email

Why do I need to register?

What are the benefits, is the website any good?

Don't remember my password or my username

Can you make a password for me?

Simple way to authenticate

Create an event

There are 5 required fields to register for the event. While this can be an issue (for example, location is not necessary for online events), there are other problems that might stop users from creating the events. Here is a list of them.

The opportunity here is to provide a way to create events quickly and to help event creators with the descriptions.

How to write description and what visuals to use?

Can I create event quickly?

Will people come?

How to create event?

How to get prepared?

What if I cancel?

Finding relevant events

Here is a list of potential problems that might stop users from finding and registering for the events.

The opportunity here is to help users find the events.

Are there any relevant events?

Where to look up for events?

Is the event any good?

Do I need to register or share data?

Is the list of events complete? (A fear of missing out)

Analysis & Problems Validation

People I would consult:

- a. Send a survey to churned users to find out what made them stop using the website. Here are a few questions examples for the survey:
 - What is your goal for using the website?
 - What are the reasons for dropping using the website?
 - What features were you missing?
- b. Interview some churned users to find out more details.
- c. Interview people from the industry. For example, I would find 10 people (event organizers) on LinkedIn who work on similar marketplaces and ask them about problems that they have while working with these websites.
- d. Talk to the customer success (or support) team to find out the top questions that we get in our support.

Analysis & Problems Validation

Data I would check:

- a. Registration process: a conversion rate.
- b. Create an event:
 - Time spent on filling out the form.
 - The ratio of those who started to create an event and successfully finished creating it.
 - Which fields do users use to create an event (if not all of them are mandatory).
 - The length of events descriptions.

Analysis & Problems Validation

Data I would check:

c. Events participants (will people come):

- The average event load.
- The average number of participants.
- The ratio of those who applied for events to those who actually came to the event.
- Check if there is a correlation between the event description and the event participants. For example, if the event description only has one sentence, few don't register.

d. Find an event:

- How many users use the search to find events.
- How many of those who look for events, find events.
- How many of those who find events, register for the event.
- How much time do users spend to find an event.

Problems Prioritization

Based on these activities, I found out that the top issues are: registration for the event and creating the event.

Now, I need to **prioritize** which of these problems are the most important and what we need to do first. Based on the analytics I found out that:

- Registration - the conversion is 10%, which is quite good for the industry standard.
- Creating an event - users spend 10 minutes on the create an event page; only 40% of those who start creating an event finish it, we get a lot of questions from event organizers about the descriptions of the events.

The process of creating an event page also relates to other activities on the website and influences the retention for the whole platform. Difficulties with creating an event lead to a lack of events on the website, which leads to a decrease of website visitors. Misleading or lack of the information in the events' description leads to events discoverability. As a conclusion, I would concentrate on the following problem - **creating an event page**.

Solution

There are different ways to find solutions to address the problem:

- Analyze the answers from the surveys and interviews.
- Brainstorm ideas with the team.
- Create a competitive analysis to check how competitors solve similar problems.
- Based on the competitive analysis and the feedback check if there is an industry-standard solution that our product is missing.

Modify some fields

Add topics suggestions when creating an event

Add an ability to customize the event

Add input tips and description examples

Automatically add fill out some fields based on chosen the suggestions

Generate images for the events based on the selected topic

Add event templates for different industries/topics

Prioritization

I used the [RICE](#) method to prioritize the solutions.

	Reach	Impact	Confidence	Effort	Score
Add input tips and description examples	100	3	100%	1	300
Modify some fields	100	2	100%	0.5	400
Add topics suggestions when creating events	100	3	90%	1	270
Add an ability to customize the event	90	2	80%	2	72
Automatically add and fill out some fields based on the chosen suggestions	90	2	80%	3	48
Generate images for the events based on the selected topic	70	1	50%	3	11.7
Add event templates for different industries/topics	90	3	100%	4	67.5

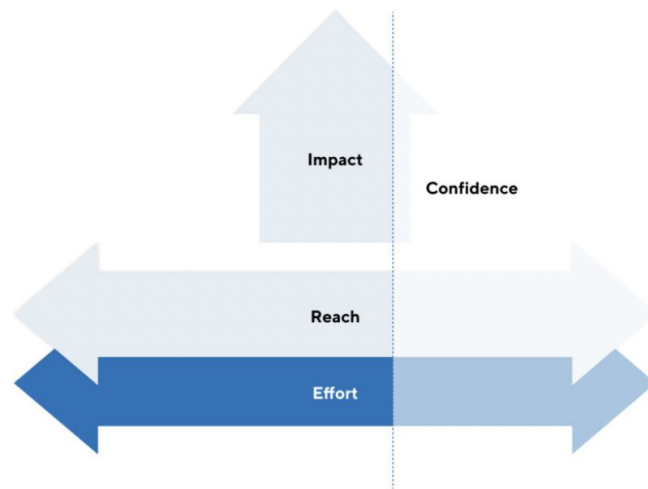
Prioritization

As a result, I decided to release an updated create event page by implementing three features to improve the user experience for creating events:

- Modify some fields in the form. For example, remove location because it's not necessary for online events, make images optional,
- Add input tips and examples for events descriptions. This will help users to create descriptions and will help visitors to decide whether to participate in the event.
- Add topic suggestions when creating the event.

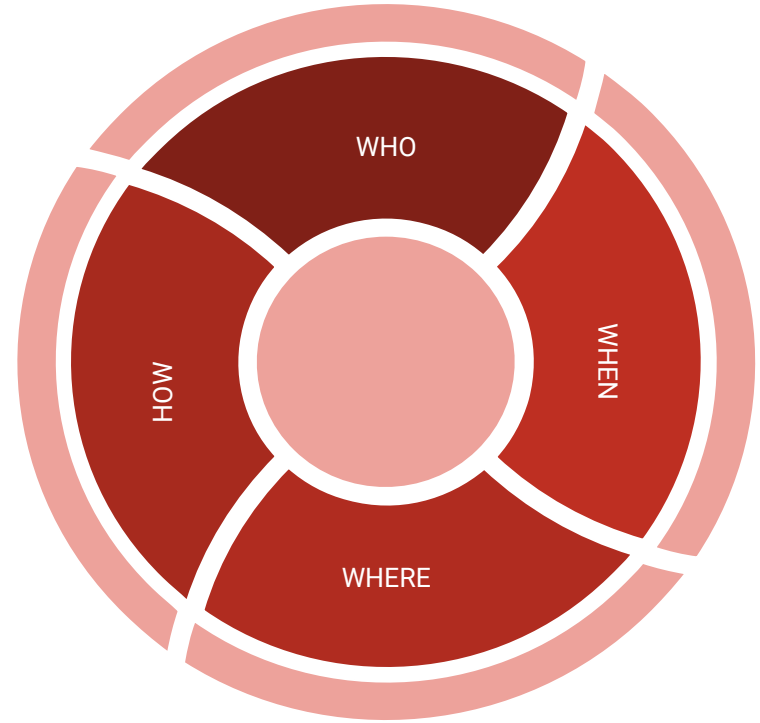
As an experiment, I would also run A/B tests for these solutions.

RICE Scoring Method



Go-to-Market

The main idea of the campaign - create successful events with our website!



Go-to-Market

10-8 weeks before the release:

- Define the user persona.
- Decide on a release date (make sure there are no public holidays around).
- Create messaging and positioning.
- Prepare the list of channels.
- Prepare in-product tips and description examples [product-related].
- Prepare a list of topic suggestions [product-related].
- Create an in-product banner for the page for the suggested persona [product-related].
- If there is an onboarding, prepare content to update the onboarding materials [product-related].

Go-to-Market

7-5 weeks before the release:

- Prepare the list of promotion activities:
 - Content and visuals for the website;
 - The release blog post;
 - Email blast;
 - Social media promotion;
 - A webinar (for example, “10 ways to create a successful event”);
 - A demo video;
 - A series of blog posts with best practices and promote them (either paid ads/paid promo by influencers on social media);
 - Ask me anything on Reddit (for example, the secret sauce for creating successful events).
- Talk to everyone involved in the release: video-production team, technical writers, designers, the team responsible for the website update, marketing, and email marketing team, customer support team.
- Find and contact the influencers for the blog posts promotion.

Go-to-Market

4 weeks before the release:

- Prepare content and visuals for the website.
- Prepare content for the help center.
- Create/update a demo video on how to create events on the website.
- Prepare content for a series of blog posts with best practices (how to create a successful event, how to analyze, etc.)
- Prepare content for the banners (blog posts, social media, etc.) and create a task for a designer.

3-2 weeks before the release:

- Prepare email content: for current users (promoting a new way to create events), and for churned users (different wording, same idea).
- Prepare the release blog post.
- Set up the webinar.

Go-to-Market

1 week before the release:

- Start promoting the webinar (email, social media, paid ads).
- Create a page on Reddit for Ask me Anything.

Release day:

- Update the website.
- Publish the demo video.
- Publish a blog post.
- Promote the blog post on social media.
- Send the email blast.
- Publish updates in the help center.

The next day after the release:

Ask me anything on Reddit.



Go-to-Market

2-3 days after the release:

- Webinar on how to create successful events where we'll show new functionality.
- Start posting a series of blog posts and promoting them.

5 days after the release:

- Publish a video from the webinar on social media.
- Promote it on social media channels.

3 weeks after the release:

Gather customer feedback from customers and customer-facing teams.

4 weeks after the release:

- Gather the metrics.
- Analyze the promo campaign.

Measure success

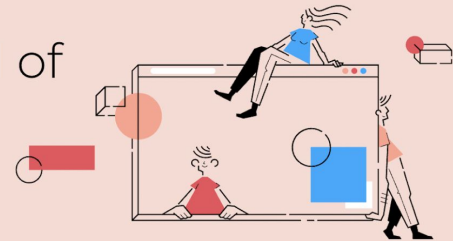
1. Check if the cohort is higher than it was before the changes.
2. Check the statistics for the same metrics as we measured before (DAU, MAU, Stickiness).
If these metrics increased after one month of the launch, we can consider it successful.
3. Compare the metrics for a specific feature (creating an event):
 - Time spent on filling out the form.
 - The ratio of those who started to create an event and successfully finished creating it.
 - Which fields do users use to create an event.
 - The length of events descriptions.

Implementation

An example of a newsletter (I would definitely use a different design for a button, but it wasn't available in a Canva free version 😊).

Title: Simpler Way to Create Events

● Take Control of your Events



Please welcome an updated page for event hosts!

1. Come up with the name and time for your event.
2. Use suggestions on how to create an attractive and beautiful description.
3. Add related topics so your visitors can easily find you.
4. Keep your finger on the pulse and get your audience.

Excited about your next event? Go ahead and create one now!

Create an Event

We are also going to have some events where our experts will share their experience on how to create successful events and attract more audiences. [Join us](#) on Reddit tomorrow at 5.00 PM EST and [sign up](#) for the webinar.

Have questions? We are here to [help you](#) with your journey

Thank you!

natasha.katson@gmail.com