

Product Marketing Presentation

This is a fictional project meant to explore how you approach, think through and execute a process improvement/implementation project. There is no right or wrong answer.

Task Overview

Scenario: You work on a major event registration website. Where users are able to sign-up with: an email and password, create events with: name, description, images, location, and time. Users are able to register for events.

You are in charge of creating a new initiative to increase user retention. Feel free to make assumptions as you see fit and carry them through the whole process.

Deliverables

(Use of powerpoint, google slides and/or other tools of your preference)

1. Problem - Create an overview of how you would go about defining the problem and understanding pain points. This should include an explanation of any types of reports you would seek out/create, data you would analyze, people you would consult.
2. Solution - Ideate a few solutions to address this problem, and describe how you would analyze and prioritize the various solutions.
3. Go-to-Market - Please outline your go-to-market plan to roll out your recommended solution, who would be involved, timelines, and how you would evaluate success.
4. Implementation - Create one content piece that will be part of your GTM plan.

Timeline: Please spend no more than a few hours over a few days on this presentation.

We appreciate the time you're investing in our hiring process. We understand that your time is a precious resource so let us know if you have any questions or suggestions that would help optimize the time you spend on this presentation.