"5 YEAR MARKETING AND RESEARCH PLAN FOR CONVO"

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Abstract:

This final year project presents a comprehensive 5-year marketing and proposed research plan for Convo, a California-based SaaS company. The project aims to improve customer retention, customer relationships and overall satisfaction along with fostering business growth by implementing various strategies, including the AIDA model, social media marketing, Google Ads, surveys, and customer satisfaction techniques.

The study begins by analysing the current business canvas model of Convo alongside their current social media presence and identifying areas where both can be improved. By incorporating the AIDA model, social media marketing, the right partnerships and Google Ads, it is demonstrated how they can serve as vital tools that can serve as significant growth for the company.

Furthermore, social media marketing and Google Ads campaigns are proposed to enhance Convo's online presence, increase brand visibility, and attract potential customers. Surveys will be conducted to gather valuable customer feedback, which will inform provide insights for improving the company's offerings.

The project also emphasizes customer satisfaction techniques, such as personalized experiences, exceptional customer service, and loyalty programs, to enhance customer retention.

Overall, this research plan intends to empower Convo with effective marketing strategies, resulting in improved customer retention rates, increased customer base, and sustainable business growth in the competitive SaaS market.

1   Chapter 1: Introduction & Background

1.1   About The Organization:

Convo is a SAAS (Software As A Service) based organization that is mainly selling their product called Convo, a work collaboration platform which goes beyond messenger/chat solutions; in addition, quick chats, all thoughtful conversations that are around work ideas and associated attachments seamlessly merged. It provides all in one collaboration suite, instant messaging and video calling services, a unified content feed and it comprises of about 700+ integrations which are done through Zapier. In simpler terms, Convo is an inter-organizational communication tool similar to Slack and Microsoft Teams.

Convo was founded by Osman Rashid in 2017 with aims to improve communication and productivity within organizations through its platform. Osman Rashid is still currently the CEO while Usman Javed serves as the Director of Product in the company. At the time,
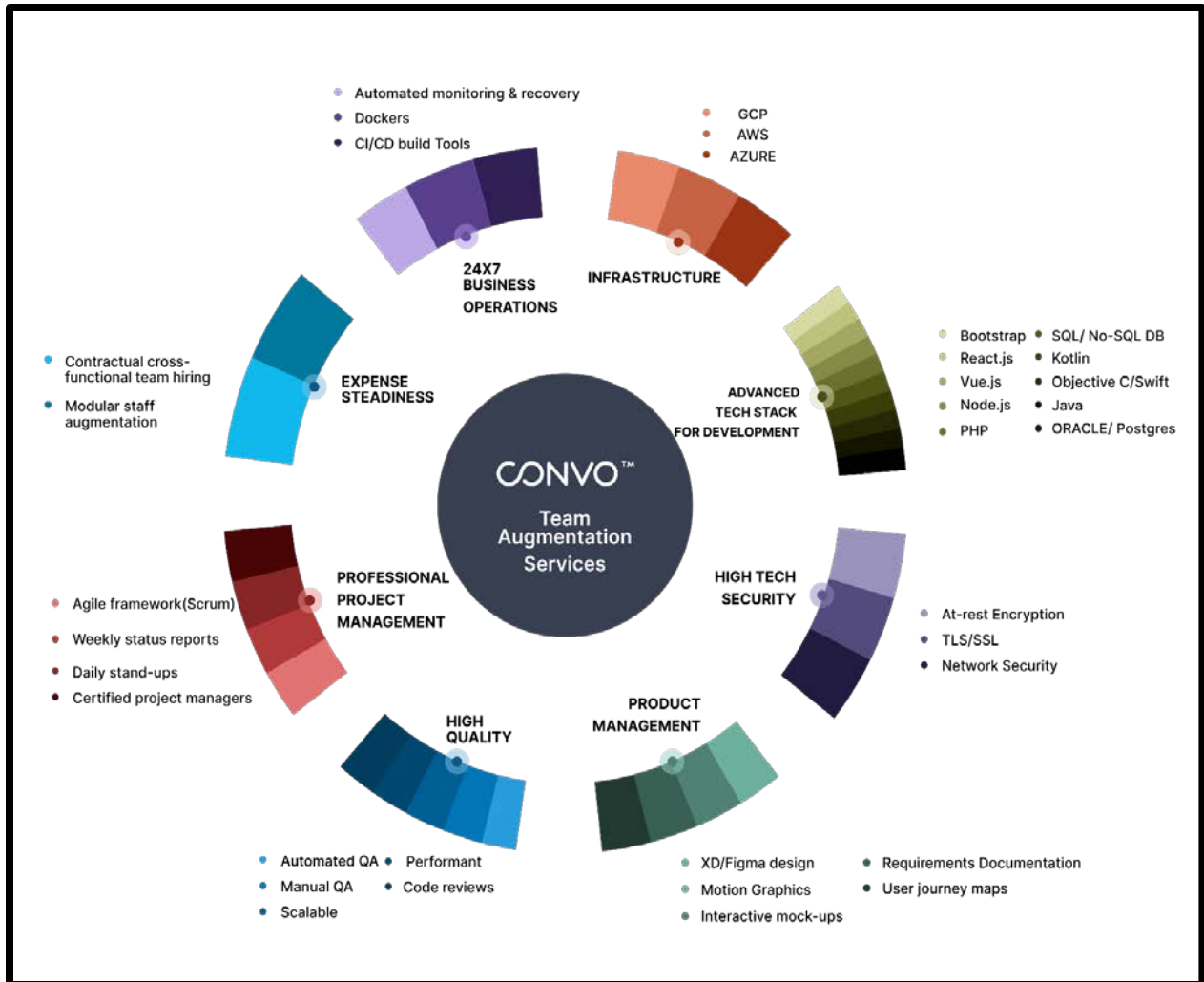
Convoapproximately has 75 employees. Convo not only provides a product but also provides consultation services for other businesses. The company strictly operates as a B2B (Business to business) organization. The consultations Convo provides include 24/7 business operations, infrastructure management (GCP, AWS, Azure), Advanced Tech Stack for Development, High Tech Security,Product Management, Professional Project Management and Expense Steadiness. These services can be observed in detail through the diagram given below.(Team C. , 2023)

1.2 Problem Statement:

In the fast paced and rapidly evolving digital landscape, effective marketing strategies are vital for business to survive and maintain their competitive edge. However, Convo, a prominent company in the IT Industry has failed to tap into the power of marketing which has resulted in limited brand awareness and underutilized online presence. This project aims to address these challenges by developing a comprehensive 5-year marketing plan for Convo, centered on improving their brand visibility and expanding reach through strategic digital marketing tactics. Additionally, Convo's social media presence is significantly lacking with very limited interaction and engagement with its potential customer base.

This project seeks to evaluate and identify the opportunities and marketing gaps for Convo, outlining a roadmap for implementing a comprehensive 5-year marketing plan.

The primary objectives of this project are the following:

1. To conduct a thorough analysis of Convo's current marketing practices, including a comprehensive review of their current online presence and existing marketing collateral.

2. To examine the competitive landscape and identify best practices within the industry, allowing Convo to distinguish itself from the competition.

3. To evaluate the target market and identify the key psychographic and demographic features of Convo's potential customers, allowing for the development of targeted marketing campaigns.

4. To design and implement a social media strategy, leveraging popular platforms to enhance brand visibility and engage with the target audience to foster customer loyalty.

5. To develop an integrated digital marketing plan, including SEO, email marketing, content marketing and paid advertising, to drive traffic, generate leads and increase conversions.

6. To establish KPIs and metrics to measure the effectiveness of the marketing plan, allowing for continuous refinement of strategies and monitoring.

By addressing these objectives, the proposed 5-year marketing and research plan aims to maximize brand exposure, customer acquisition and foster long-term customer relations for Convo. Though a customer-centric and data-drive approach, this project will empower Convo to leverage marketing opportunities, establish a robust online presence and ultimately move towards positioning itself as an industry leader, driving sustainable business growth**.** (Shona McCombes, 2023)

2 Chapter 2: Current Marketing Strategy Canvas of Convo

Following are the current marketing practices being used by Convo.

2.1 Key Partnerships:
- These involve Convo's integration partners that include Google Drive, Dropbox etc. This is for the promised seamless sharing that the company offers in order to make file sharing and collaboration convenient for their customers. However, it is important to note that these is not really a proper partnership.
- Aside from the product that Convo offers, as they have a consultancy department too; they possess multiple partnerships in this very department with organizations like Zoovu, Bimi, Khoj Resorts and SOAR STEM School System. These organizations are also provided business consultancy by Convo.

2.1.2 Key Activities:
- They involve developing and maintaining Convo's product which is called Convo in and of itself, the collaboration platform for employees and their organizations.
- Other activities involve providing customer support as well as training.
- Feature improvements and continuous updates for the platform.

2.1.3 Key Resources:
- The technological infrastructure to support Convo and their product.
- Highly qualified engineering and software development teams.
- Customer Support teams as well as consultation teams.
- Brand and intellectual property.

2.2 Value Propositions:

- Real-time communication and collaboration for teams and organizations through messaging and video conferencing.
- Centralized platform for work-related discussions and communication.
- Interactive features like Convo Chatlets for enhanced communication.
- Mobile App which provides mobile accessibility for on-the-go collaboration.
- Integration with famous business tools.
- Document collaboration features and file sharing.

2.3 Customer Segments:

- Convo mainly deals with small to medium sized organizations that use and rely on any form of digital communication. Ideally these organizations involve organizations with employees lying between 50-500.
- Since Convo is SAAS based, so it is geographically agnostic. Its customer segment only depends on types of organization and its size, not the geographical location.

2.4 Perceptual Map of Convo:
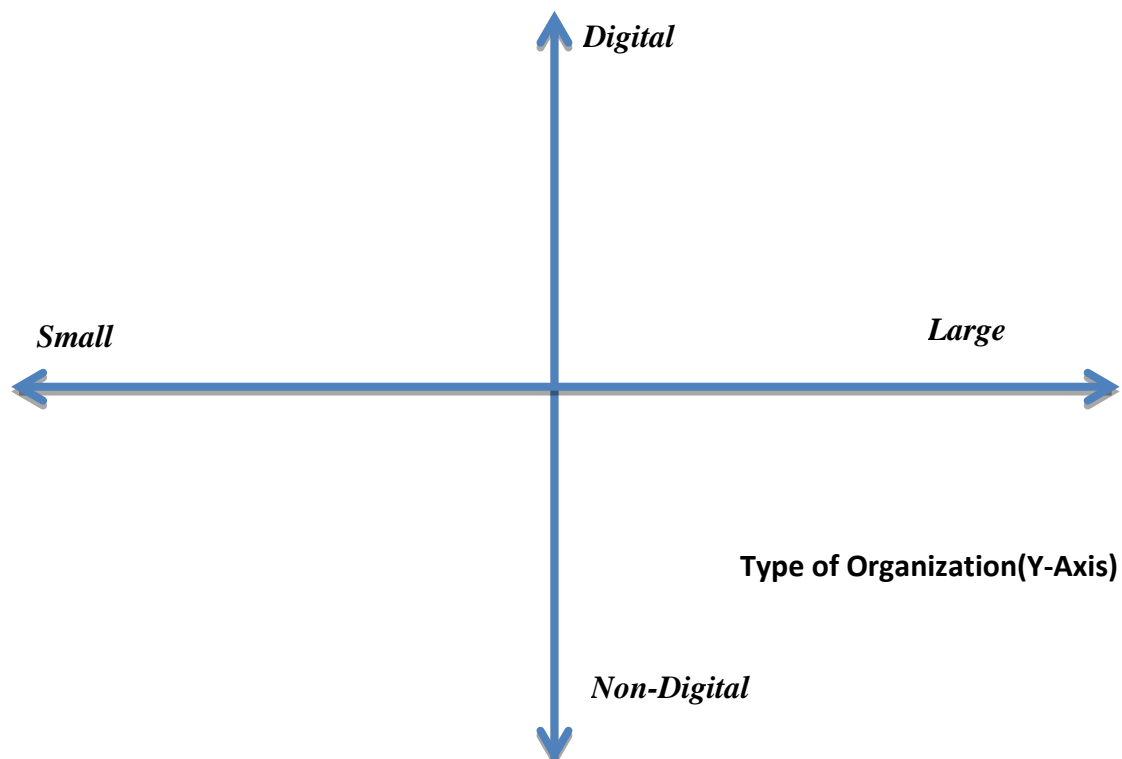
Note: This perceptual map drawn above is the current one which Convo is using. It basically involves two major variables which Convo heavily considers when choosing their target audience. Those two variables being, "The degree of how digital or non-digital and how small or large is an organization".

2.5 Customer Relationships:
- Finding new customers.
- Sustaining Customers which is done through surveys and questionnaires which significantly helps in reducing the churn rate.
- Growing customers is done through minor price discounts as compared to what competitors are offering such as Slack. Other than that, they don't really have any other strategy for growth.
- Primary strategy to find customers is through personal connections mainly of the company's CEO who is a California based entrepreneur and has a vast network of potential customers especially in Pakistan.
- Onboarding Support: It involves assisting the new customers during the starting process and implementation of the platform.
- Ongoing Support: This involves offering customer support channels which include chat and email in order to address technical issues and inquiries.
- Regular Updates: Providing updates and new features in order to continuously improve the platform and fulfil customer needs.

2.6 Channels:
- Website (www.convo.com) .
- Other socials like LinkedIn, Instagram and a blog.
- Convo also has decent presence in organizational events in universities and offices where they also offer internships and jobs occasionally.
- Since Convo is strictly B2B, one of the ways they get in touch with other businesses is through corporate connections.
- Enterprise licensing: It involves providing customized solutions and pricing for larger organizations.

2.7 Revenue Streams:
- Convo has a subscription-based model with multiple tiers that vary in features.
- The basic one is priced at $6.7 per person which is the same price as their competitor "Slack" is offering. However, a discount is provided if the organization includes more than 100 employees.
- Convo also provides a freemium and free trial version of their product. The Freemium model offers basic messaging features free of cost. Whereas premium model charges for advanced functions and additional features.

2.8 Cost Structure:
- Server infrastructure and cloud hosting expenses.
- Employee benefits and salaries.
- Maintenance costs and software development.
- Training costs and customer support.

3 Chapter 3: New Marketing Strategy Canvas for Convo

3.1 Research Analysis and Gathering Data:

3.1.2 User Interviews:
This step will involve individually interviewing the current users that use Convo's platform. For starters, goals shall be well defined by clearly defining the objectives of these user interviews and what specific insights are to be gathered from the current users. Next step would be to identify the target audience based on demographics, user pattern and behavior and other factors. Online platforms can be used to reach out to these targeted users. And then a set of interview questions can be created, preferably open-ended, allowing the participants to share their thoughts and experiences freely. These questions may focus on participants' favorite features, the most common challenges they face and any other function they would find useful. Interviews can be conducted online or person-to-person and recorded with consent for future use. Active listening and note-taking are to be done during the interview process. Lastly, the collected data can be analyzed and reviewed. Looking for common patterns, themes and insights will be the priority. The final findings can then be documented and shared with the organization through a comprehensive report summarizing the findings from the user interviews. (Mohyrova)

3.1.3 Usability data:

This involves collecting user's data based on their activity, the features they use the most and their overall behavioral patterns. For starters, researched objectives will be clearly defined such as the specific questions that want to be answered through the analysis of usability data. For example, which feature was used the most, which user used that feature and what was the reason behind it. And which feature is either being used less or not being used at all and also trying to determine the reason behind it. This will be the second source of collecting data which is covert in nature.Software like Maze and Hotjar can be used as a source to collect this desired usability data. (Mohyrova)

3.1.4 Industrial trends& Competitor Analysis:

This would involve trying to determine the recent and ongoing trends and also trying to understand the competition and how exactly all these factors are affecting Convo. They can involve trends like the rapid rise of remote work, hybrid working models which is basically both on-site and remote work being utilized in a hybrid manner. Other trends include emphasis on security and privacy, integration capabilities, something which is the backbone of a company like Convo as its users require seamless integration with other popular productivity tools and software.(Mohyrova)

Moving towards competitor analysis, the main competitors of Convo include Slack, Microsoft Teams, Google Workspace, Asana and Trello. Convo's competitive advantage lies in its unique user experience, features and specific target audience. Conductinga thorough analysis of each competitor's weaknesses, strengths, pricing models and market positioning can provide deeper insights into how Convo can differentiate itself and capture its target market.

3.1.5 Expert Insights:

This involves networking and connecting with industry experts that can help assess Convo and its current position and provide their insights. They could assess individual features that Convo provides and let us know which features are missing and which aren't needed and should be removed altogether. (Mohyrova)

3.2 New Customer Segmentation Strategy:

As far as segmentation is concerned, Convo can adapt a new approach. Previously, a perceptual map was drawn based on the organization's current variables that involve types of organizations and size of organizations that Convo particularly targets. After various market research and industry analysis, it is proposed that an organization like Convo can take a different variable and choose a new customer segment based on this very variable. This new variable is choosing organizations as customers based on their "remoteness"; as in to what degree the organization is working remotely and to what degree is it functioning non-remotely. Keeping this new variable in mind and replacing it with "Type of organization", we can plot a new perceptual map for

Remote

Organization Size(X-Axis)

Large

Degree of remoteness (Y-Axis)

Non-Remote
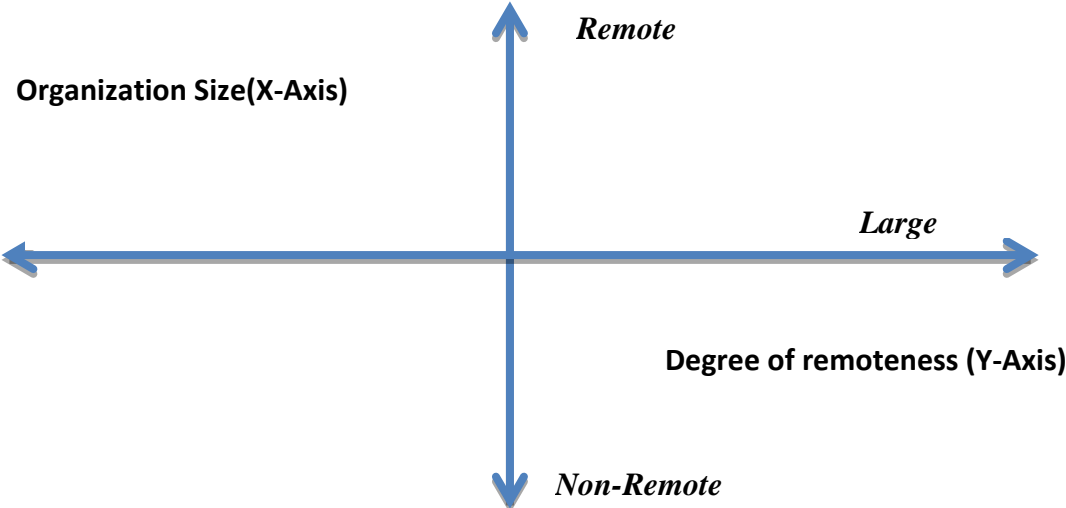
Convo as follows:

The reason for choosing this new variable is because it can serve a significantly positive role into further dumbing down the right customer segment for Convo. Since Convo is completely SAAS based and offers a communication platform for companies, it can only target organizations that either fully operate remotely or function remotely to some degree. However, since its common sense that an organization that works 100% remotely would benefit more with the product that Convo has to offer, this is why they should be the primary target but other organizations with some degree of remoteness should also not be ignored as they are potential customers as well.

3.3 Customer Expansion:

It was previously mentioned how Convo doesn't really have a growth strategy in the current customer relationship building strategy that they are using. This definitely deserves attention and should not be left completely ignored as it could impact the organization negatively in years to come.

Thus, it is highly proposed that Convo devises a plan in order to actually adopt a proper growth strategy. For starters, it is proposed that Convo expands its market and starts targeting bigger

firms with employees ranging from 500-1000 employees and above. One major reason Convo hasn't tapped into this market is because these are very big corporations that only buy from trusted sellers and whenever they are looking to buy products/services, they usually go for the entire package but since Convo only has one platform to offer for employee communication, the company is hesitant to tap into this market and target these big corporations. However, this problem can be resolved by employing the following strategies

- ▪ Tailored Enterprise Solutions: Convo can develop enterprise-level features and solutions that are specifically designed to meet the unique demands and requirements of large corporations. For example
- ▪ Flexibility and Customization: Since Convo only has one product, it can offer services that are completely unique and set themselves apart from the competition. One proposed recommendation is offering more customization options to suit the unique workflows and processes of each organization. In other words, providing the ability to tailor the platform to large corporations' specific needs can be a compelling selling point for Convo. These unique features can include things like Real-time Transcription and Language Translation, AI-powered Smart Notifications and Priority Filtering and so on**. (Schmidt, 2020)

More proposed customer expansion strategies include Upselling and Cross-selling that are explained below

3.3.1Upselling:
Feature Expansion: Convo can offer advanced features of premium service to its existing customers as an upselling opportunity. This is something they do not actively do. They can do a better job at showcasing the additional benefits and capabilities of these enhanced features in order to attract users to upgrade their subscription plans.

3.3.2Usage Based Upselling:
This involves upselling based on analyzing users' behavioral patterns. Convo can identify power users or customers who frequently use specific features within the platform or exceed certain usage thresholds when using Convo. Afterwards, Convo's platform can be tailored in a format that it provides upselling offers to these users, highlighting how upgrading their current plan to premium can further help in improving their experience. (Alex, 2022)

3.3.3Tiered Pricing (upselling):

At the moment, Convo only has a free trial version, premium ($6.6.7/user per month) and Enterprise version whose price is not disclosed to the general public. It is proposed that they introduce more tiers to this model or make the free version possess some more features from the premium one. More plans will help customers more in purchasing one which best aligns with their needs, while also providing opportunities for upselling to higher tiers.

3.4 Cross-selling:

3.4.1 Integration Partnerships:

Convo can explore strategic partnerships with different complementary software and service providers. By integrating its platform with these partners' offerings, Convo can create a seamless experience for its customers. It can provide more value to its customers. For instance, integrating with CRM systems or integrating with project management tools can offer users a more holistic solution and provide more cross-selling opportunities for the company.(Alex, 2022)

3.4.2 Targeted Recommendations:

This can involve leveraging data based on user preferences, usage patterns and behaviors. Basically, Convo can provide targeted recommendations for additional services within its platform. For instance, if a team discusses marketing campaigns on a frequent basis, they can be presented with suggestions for various social media management platforms or marketing automation tools. This targeted approach provides a way to improve and increase the likelihood of successful cross-selling. (Alex, 2022)

3.4.3 Customer Retention:

In order to retain customers especially from this new market, more diversified surveys and questionnaires can be designed and timely sent to these corporations so that adequate amount of feedback is collected in a timely manner. These can include customer satisfaction surveys, NPS (Net Promoter Score), Pricing and value perception survey, Customer Onboarding and Experience Survey, Customer Needs Assessment Survey and Customer retention surveys etc. (Barnhart, 2021)

3.5Customer Relationships

3.5.1 Customer Acquisition:

In order to tap into new customers and develop an expansive customer relationship strategy, it is proposed that Convo employs an influencer for its marketing. This influencer should possess optimal qualities like trustworthiness and authenticity. They should have a strong online presence along with a highly engaging audience. Furthermore, they should have industry expertise, strong communication skills and so on. This influencer can help the company increase its reach potential, expand its targeted audience and help more in the showcasing of Convo's product so that more people can understand its benefits and features clearly. Lastly, since it was mentioned how Convo needs to tap into the market with large number of employees i.e. The Corporate sector; This is where using an influencer can provide social proof for these corporations. This can be done by the influencer through sharing their positive experiences with Convo. This social proof can really serve as a powerful motivator for potential customers to try Convo themselves.(Alex, 2022)

3.6 The AIDA Model:

The reason for the proposal of AIDA model is simply because this model can easily apply and benefit a remote SAAS based company like Convo.

Convo, as a communication platform, can strongly benefit from adopting the power of AI models like AIDA (Attention, Interest, Desire, Action) to further improve its business and drive growth. By utilizing AIDA, the company can create more engaging user experiences, attract and retain more customers and increase user satisfactions.

Attention plays a very significant role in capturing users' interest and driving their engagement with the platform which Convo has to offer. AIDA can help Convo stand out from the competition by offering personalized notifications that are tailored to individual users' preferences and behaviors. After analyzing user data, AIDA can help determine the most relevant messages, updates, or feature announcements to deliver to each user, ensuring they receive information that is most likely to capture user attention. For example, if a user frequently interacts with certain channels or team members, AIDA can prioritize notifications from those very sources. This personalized approach can greatly help users stay engaged and well informed without feeling overwhelmed by excessive or irrelevant notifications.

Moreover, AIDA can contribute to streamlining users' experience by introducing smart filtering mechanisms. With the overwhelming amount of information exchanged within communication platforms, it's easy for important messages to get lost. AIDA can help address this issue by analyzing message content, user preferences, and importance indicators to filter and prioritize messages. By presenting users with the most relevant and essential information upfront, AIDA ensures that users don't miss out on critical updates or urgent messages.

As far as "Interest" is concerned for Convo from the AIDA model, it can play a vital role in recommending relevant content and facilitating meaningful interactions within the platform. By analyzing users' interests and their conversations, AIDA can suggest new channels, groups and discussions that align with users' preferences. For example, if a user frequently engages in conversations that are related to marketing, AIDA can recommend marketing-specific channels or connect the user with relevant experts in the marketing field. This ability not only helps users discover new and interesting content but also encourages them to expand their network and participate in more conversations.

Moreover, AIDA can assist in trend analysis, allowing Convo to identify emerging topics or popular discussions within its platform. By monitoring conversations and analyzing user engagement patterns, AIDA can pinpoint trends and help the platform adapt accordingly. For instance, if discussions related to a specific industry or technology are gaining traction, Convo can create dedicated channels or features around those topics. This not only attracts users interested in those subjects but also positions the platform as a valuable resource in staying up-to-date with the latest industry trends.

As the interest of users grows, AIDA can leverage its capabilities to fuel desire and increase engagement within Convo's platform. Personalization is a key aspect of generating desire, and AIDA can play a vital role in creating customized and highly tailored user experiences. By understanding users' behavioral pattern and past interactions, AIDA can customize the platform's settings, interface and features to align with each user's preferences. For instance, AIDA can remember a user's preferred theme, notification settings, or frequently used features, ensuring that the platform always adapts to the user's personal needs. This sense of personalization fosters a stronger connection between the user and the platform, increasing desire and encouraging prolonged usage.

Furthermore, introducing gamification elements can further enhance user engagement and desire. AIDA can incorporate game-like features such as badges, achievements, or leader boards, creating a sense of competition, recognition, and reward within the platform. For example, users can earn badges for participating in discussions, completing tasks, or achieving certain milestones. Leader boards can showcase the most influential and active users, driving healthy competition and encouraging users to increase their participation. These elements provide intrinsic motivation for users to stay more engaged and actively contribute to the platform, strengthening their desire to keep using the platform. (Sellers, 2021)

3.7 Increasing CLV (Customer Lifetime Value):
Enhancing customer lifetime value (CLV) is very vital for organizations like Convo as it directly affects their long-term sustainability and profitability. By focusing on several key strategies,

Convo can effectively increase CLV and build loyal and strong customer relationships. Here are some proposed approaches to consider:

3.7.1 Customer Onboarding and Activation:

- Provide Seamless Onboarding: Convo should ensure that new customers have a frictionless and very smooth onboarding experience when signing up. By guiding them through the setup process, offering tutorials, and providing assistance, Convo can help users quickly understand and appreciate the value of the platform.

- Drive User Activation: Encouraging users to actively engage with the platform from the very beginning is crucial. Convo can employ techniques such as personalized onboarding journeys, gamification elements as already mentioned and targeted prompts to motivate users to explore various features and develop a habit of using the platform.(Borysko, n.d.)

3.7.2 Value Delivery and Feature Adoption:

- Focus on Customer Success: Convo should prioritize customer success, an entire department that they currently do not possess. The urgency of this department is very high and it should operate with principles like understanding the unique needs and goals of customers and then fulfilling those needs. By offering personalized recommendations, proactive support and educational resources, the company can help customers maximize the value they derive from the platform and help increase CLV.

- Promote Feature Adoption: Encouraging customers to explore and utilize more advanced features can greatly impact the overall CLV. Convo can employ techniques like various tutorials, in-app prompts and feature highlights to educate users about the platform's capabilities and promote adoption. (Borysko, n.d.)

3.7.3 Continuous Engagement and Communication:

- Foster Community and Collaboration: Building a vibrant user community can increase engagement and generate a sense of belonging. Convo can facilitate communication between users, organize events, and create spaces for knowledge sharing and networking, thereby strengthening customer loyalty and extending CLV. This is something the company already slightly focuses on but it can definitely do a better job.

- Personalize Communication: Tailoring communication based on user preferences and behaviors can enhance engagement and foster a deeper connection with customers. Convo can leverage user data to send relevant and targeted messages, notifications and updates that resonate with users on an individual basis.

3.7.4 Expansion through Partnerships:

- Forge Strategic Alliances: Collaborating with complementary products or services can help Convo expand its reach and create new avenues for customer acquisition. By forming strategic partnerships, Convo can tap into the partner's existing customer base and offer bundled solutions, providing mutual benefits and increasing CLV.

3.7.5 Monetization of Value-added Services:

- Introduce Premium Add-ons: Convo can identify opportunities to offer premium/enterprise add-ons or specialized services that provide enhanced functionality or unique value propositions. These additional offerings can cater to specific customer needs and preferences, providing a revenue stream and boosting CLV.

3.7.6 Customer Advocacy and Referral Programs:

- Cultivate Customer Advocates: Satisfied customers can become very powerful brand advocates and drive new customer acquisition. One highly proposed move is for Convo to implement customer advocacy programs, incentivizing users to share their positive experiences and refer new customers by providing testimonials. This not only increases CLV but also expands the customer base significantly.

3.7.7 Continuous Innovation and Product Development:

- Stay Ahead of Market Trends: Convo should proactively monitor trends and emerging technologies in the industry in order to identify new opportunities for innovation. By continuously improving its platform and introducing new features that tackle evolving customer needs, Convo can maintain a strong competitive edge, attract new potential customers, and ultimately increase CLV.

3.7.8 Customer Retention and Loyalty Programs:

- Implement Retention Strategies: Convo can develop targeted retention in which they specifically target those customers that can potentially lead to churn. This can be done by actively sending survey forms to these customers and then taking action with respect to the responses that are obtained from these surveys.

- Customer retention and loyalty programs are very vital for companies like Convo so that a strong customer base is maintained and its possible to foster long term relationships with

them. These proposed customer loyalty programs aim to incentivize the already existing customers to continue using Convo's platform.

- To implement effective customer retention strategies, Convo can use various tactics. They can offer exclusive benefits to customers alongside tailored customer features.

- They can also establish clear communication channels with their customers. These channels can be used to actively engage with the customers through newsletters, social media and surveys which can help collect valuable feedback and tackle any concerns promptly. Furthermore, Convo can also leverage these platforms to inform customers about new features, promotions and updates in order to keep them even more engaged and interested. Convo can also incentivize customers to keep using the platform and feel appreciated by offering discounts, loyalty points and special access to premium features and events.

- Convo already has a qualified and skilled Customer Support HQI. However, it currently lacks a customer success/ customer retention department as previously mentioned whose sole job would be to make sure the customer is satisfied at all times and is successfully retained. The customer success department can also be responsible for upselling, subscription renewals, onboarding and resolving other issues along with keeping the customer well informed about any upcoming updates well before time. With the creation of a customer success department, tasks can easily be divided and funneled as customer support would then be only responsible for troubleshooting, providing tech support and feedback.

- Lastly, the company should prioritize that both of these customer facing departments are excellent with top notch service. It should be ensured that the customers have access to timely assistance, whether through email, live chat or phone support because this can help resolve customer issues quickly and improve customer satisfaction.

- By employing these customer loyalty and retention strategies, Convo can create strong relationships with its customer base resulting in greater CLV, repeat business and positive word-of-mouth recommendations. (Barnhart, 2021)

3.8 Enhancement/Growth of Channels:

3.8.1 Social Media:
As previously mentioned, Convo doesn't possess a whole lot of channels for its business. Their presence on social media is quite less compared to many other companies. For example, they only have an Instagram page and that also only boasts just 107 followers as it's not very active. A company like Convo can definitely benefit from social media marketing, something it hasn't utilized in the slightest as of yet. For instance, Convo can greatly increase the following on its

Instagram page by utilizing Instagram paid ads and choosing the right target market for them. This can include a certain demographic of certain ages residing in locations where a lot of organizations operate, specifically on remote basis. After attracting enough people onto Convo's Instagram page, the next step would be to educate these followers about Convo and the platform it provides for businesses to have a seamless interaction experience amongst employees and peers. Convo can employ a few social media managers for this purpose, whose job would be to educate the followers and entice them into trying out Convo's free trial version which can ultimately convince the customers into buying the premium version and become a paying customer.

The next and very important step would be to keep the Instagram page active so that these new followers stay engaged and keep recalling the brand in their minds. This is a very crucial step in social media marketing. Furthermore, it is vital to create posts that are attractive, easy to grasp and appealing to the eyes. Various videos and reels can also be created and posted on the page that can cover the basics of Convo's platform and attract potential customers into trying Convo out. As previously mentioned in the topic of customer acquisition, various influencers with the right personality and market knowledge, can be used for creation of such videos and reels. Lastly, using the right keywords and hashtags in the captions is also very crucial for getting more reach and generating more views on the posts. Thus, qualified social media managers need to be hired for this task. (Schmidt, 2020)

3.8.2 Google Ads:

Convo already has a website which is fairly easy to navigate and use. However, the website still needs to employ additional avenues such as Google Ads and Search Engine Optimization (SEO) to increase its visibility online. Google Ads increases the chances of a business reaching a much bigger audience by way of targeted ads and campaigns. It increases the online traffic of a website by making it more accessible and by attracting specific customers and buyers. It is a great way for Convo to advertise its services and gain potential customers.

SEO is a great way for a website to attract organic traffic. It increases the visibility of a website on results for search engine pages. SEO can help potential customers find Convo more easily on search engine platforms such as Google by typing in specific keywords and topics. Currently, as Convo does not employ SEO, it is more difficult for it to pop up on a search engine unless the customer specifically types 'Convo' in their search bar. But with SEO, the customer can search for any particular keyword that relates to the services offered by Convo and will easily be led to their website.

Convo can incorporate Google Ads by making an account on Google and signing in. After the sign in the company will have access to multiple tools for advertising and marketing campaigns. Convo can effectively use Google Ads by defining its advertising objectives which can include:

- Increased visibility
- Attracting potential customers
- Increasing website traffic
- Enhancing their brand awareness

After the advertising goals have been established, the company can then go on to select the specific marketing campaigns that suit their objectives the most and bring the best results. There are multiple types of campaigns available on Google Ads that can be utilized by Convo based on their targeted audience. Since Convo basically operates as a B2B company, its targeted audience is very specific and particular. The targeted ads can be further personalized by adding incorporating certain keywords and locations. The Search Network campaign and Display Network campaign are some examples of the ad campaigns that can be used by Convo to increase their online visibility. Search Network campaign will display the ads on search engine results pages while the Display Network Campaign will display the ads on a variety of selected websites and blogs. Both kinds of campaigns will be beneficial for a company like Convo. When this is combined with incorporating SEO, it will increase the chances of attracting relevant customers online.

Convo will need to allocate a specific part of their budget to Google Ads. This budget will depend on the specific type of advertising campaign that is selected by Convo for their marketing purposes. In addition to that, bidding strategy plays a key role in determining the budget. Google Ads offers manual and automated bidding; automated bidding tends to be more expensive but provides better conversions as it uses machine algorithms for bid optimization.

The ads themselves should be well-designed and specific to the target audience. If the ads are displayed on the website, they should be linked to a properly designed web page and the experience for the user should be effortless without any glitches. Too many ads are also a mood kill and are likely to have the opposite impact. The ads can be designed using Artificial Intelligence; they should be eye-catching and visually appealing. Attracting customers as a B2B is more complicated than a regular business, therefore, it is important for the ads to be professional and relevant.

The last step for Convo with regards to ads and marketing is to monitor its progress regularly and conduct regular check-ups to assess the effectiveness of its ad campaigns online. This can be done by analyzing content based on metrics such as conversion rate, cost per acquisition etc. Conversion tracking can be done by setting it up within the Google Ads account. The conversion tracker or tag can be placed at a certain page of the website such as a confirmation of an order page, which appears after the customer has placed an order. The number of conversions generated by the ad campaigns will be trackable and therefore can be analyzed. Convo should also incorporate Google Analytics into their Google Ads account, which will also help them track their progress over time. Google Ads also provides comprehensive and detailed reports which will help Convo critically analyze their progress. The content should be regularly updated

based on SEO, customers' needs and any services offered by Convo. This can be done by uploading fresh content on a regular basis and monitoring the online activity so that changing demands of the consumers can be met effectively. Website should also be promoted on other social media platforms. By using a platform such a Google Ads and SEO for increasing online visibility, Convo can build a better standing in the online community and increase their website traffic. (Muntasir, 2022)

3.9 Partnerships:

Partnerships are a great way for a company such as Convo to grow in the industry and attract more customers. A partnership can provide Convo better access to new markets and a wider range of customers, which might not be possible on its own. An advantageous partnership with a company that already has an established presence in the market will help Convo grow its consumer base and reach for better opportunities. Partnerships can lead to a better experience for Convo users as it gives the company the chance to offer a larger variety of services to its users. This will increase the value of the company as a whole and will make it easier to attract customers, and retain the previous users. New partnerships will also help Convo by giving them more resources and access to more experts in their specific area of business, depending on the type of company they are partnering with. Furthermore, new partnerships can also give way to better ways of thinking leading to innovation and advancement in multiple areas for the company. Partnering with a company that is already well-established in the market will increase the visibility of Convo, making it more reputable, trust-worthy, and therefore more competitive. When the partnership is with a reputable company, it will enhance customer trust and give Convo an edge amongst its rivals such as Slack. Another great advantage of partnering with a distinguished company is that it lowers overall costs for the company as the resources and assets are divided instead of just one company handling it. Partnerships are also great for risk management; it allows Convo to take bigger risks while also being able to share the burden with a partner in case of any financial and operational damage. All in all, a partnership will be advantageous and rewarding for a company like Convo particularly when it comes to growing its enterprise and attracting new customers and retain its older ones.

When it comes to partnerships, it is important for Convo to identify and define its strategic goals and objectives first, so that it can be decided which type of partnership would be better suited for the company. These can range from whether Convo wants to target a different demographic, or whether it wants to access new technology or introduce new services or products. After the objectives have been identified, it can then focus on researching prospective candidates and start to build strategic relationships with the desired companies. This will be followed by defining the goals of the specific partnership and discussing a suitable plan that works well for both partners equally.

Forming effective channels for communication between the two partners to promote transparency and continuous feedback. Convo should also define its Key Performance Indicators (KPIs) before the partnership is formed so that the efficacy of the partnership can be measured against a set criterion. These should be regularly referred to in order to measure progress and evaluate performance. Partnerships should be treated with respect and deliberation; instead of seeing them as a one-time transaction, treat them as a long-term collaboration and effort to maintain a good partnership should be made on a regular basis by regular communication and feedback. (Mohyrova)

3.9.1 Jira and Convo:

Jira is a software developed by a company called Atlassian. It is a very effective tool for tackling issues and manage projects. It helps team collaborate and communicate effectively, track their progress, and plan their projects efficiently. Jira is used by team member to design a project in its entirety, by creating tasks and allocating them to certain team members. It also sets deadlines and due dates and tracks progress over time which can help a team improve performance as a whole.

Jira has certain key functions that distinguish it from other software companies and makes it a very good candidate for partnership with Convo.

3.9.2 Tracking:

Jira helps teams create tasks and track issues, while also delegating these tasks to the team members and tracking their progress. It gives due dates and deadlines and prioritizes the more important tasks over others.

3.9.3 Project Management:

Jira is a great tool for project management as it has programs that help with literally every step of the project, along with providing feedback and improving the project at the same time.

3.9.4 Collaboration& Customer Workflows:

Comments, file attachments and mentions are some of the examples of communicative and collaborative tools offered by Jira. These help team members communicate with each other on a regular basis and discuss tasks and other work projects. Convo can use Jira to make custom workflows and see their progress in real time.

3.9.5 Analytics:

Jira is also a great software to analyze projects; it reports all the progress and issues within a project which ultimately helps improve team performance.

Keeping all of these features in mind, it is clear that a partnership between Convo and Jira would be particularly advantageous as both have common goals and aspirations and can help each other achieve their strategic goals more effectively. Convo can start this collaborative process by firstly researching and identifying the key areas in which a partnership with Jira would be beneficial for the company. This is clear when he key features of Jira are studied extensively. The products and services offered by Jira will be highly desirable for a company such as Convo, which operates on a B2B level. Both Convo and Jira can find this partnership to be mutually beneficial because both will be exposed to newer markets and therefore can expand their consumer base. Furthermore, both can reap the benefits of sharing resources and skills with each other. Convo will have the added benefit of providing a better set of services and products to its users.

After the objectives are defined, Convo can then reach out to Jira representatives and management to offer a sustainable partnership and start the collaborative process. A detailed proposal for collaboration should be designed which includes the mutual benefits for both parties, the objectives for the partnership and areas where the collaboration should take place. It should be mentioned how both Convo and Jira complement each other and how Jira can help Convo enrich their user experience by providing Convo users with an opportunity to work on projects in a more efficient manner and to track their progress. The proposal should also include why the partnership will be beneficial for Jira; it will help Jira access new market and a wider demographic. It will help with creating a better standing in its own market and also increase its visibility and reputation.

Convo can also introduce initiatives which invite Jira for collaboration on smaller projects first, such as joint marketing campaign or joint product development. This will help both parties see how they work together and can be beneficial for each other. It will also help Convo build a strong rapport with Jira and help both companies understand each other better. After the initial stages have completed, the companies can then move on to negotiation and agreement. The negotiation terms should align with the values and shared goals of both Convo and Jira.

This partnership can be very beneficial for Convo for the following reasons:

3.9.6 Better products:

Partnering with Jira will help Convo access its features such as project management and tracking. This will make the experience of Convo users much more intensive as they can now combine the collaborative features of Convo with the management of Jira.

3.9.7 Increased Visibility& Customer Satisfaction:

As Jira is a software designed by a well-established software company, it has a much wider and diverse user base including software engineers and project managers. Convo can use this partnership as an opportunity to reach more consumers which are scattered across different domains and demographics. By expanding its consumer base, Convo can increase its brand awareness and visibility in market. By providing a more streamlined and complimentary products to their consumers due to this partnership, both Jira and Convo will increase their customer's satisfaction and enhance the quality of their experience. Both provide features that address different facets of collaboration, team work and project management. All of these features when complimentary will provide a good experience for the consumer overall.

3.9.8 Improved efficiency& Credibility"

Due to the complimentary nature of the services provided by Convo and Jira, the customers will have a unified workplace where they can not only collaborate and communicate with each other (Convo), but also manage their tasks and projects and track their progress and their workflow (Jira). A unified workplace reduced the chances of errors and enhances performance, something that will be beneficial for both partners. Jira is a widely acknowledged tool for tracking and for project management and it is used world-wide by multiple corporations. By collaborating with a well-known company like that, Convo can definitely increase its credibility and better its reputation, making it more trust worthy and respectable in its market.

A partnership with Jira, therefore, will be the most beneficial and is highly recommended for a company like Convo. There are multiple benefits for both Convo as a company, but also its users which will have a much better experience of using Convo when they have access to an efficient tool for project management and issue tracking.

3.9.9Proposed Internal Improvements for enhancing UX:

As already discussed, Convo's platform exists to provide an online working platform for communication amongst employees/peers of an organization. Its UI and functioning are quite similar to Facebook, providing a profile for the user along with their own profile and wall where they are free to make posts and mention/tag their peers. However, there are definitely some features and shortcomings that the platform needs to shed some light on. For instance, after using the platform, I realized the App and desktop version do not possess a night mode feature which is something very basic for any kind of application in this era. Moreover, there are many other essential features missing such as not being able to react to individual messages with a thumbs up etc. This option doesn't exist at all. This is a very useful feature as it lets the other party know, whether their message has been seen and acknowledged or not. Moving on, the platform could also use another feature which is an icon/button that takes the user directly to their wall.

There is a home button on the app that takes the user to their feed but there is no button that can directly take the user to their wall which makes navigation quite hindering. Because of this feature not being present, one has to manually type their name in the platform and then click on their profile in order to access their wall; definitely not an ideal way of accessing one's own wall.

Moving on towards more user experience defining features, one flaw lies in the platform which hinders the chatting experience significantly. Basically, Convo's platform allows you to open multiple chats simultaneously but this unfortunately leads to one flaw which is that a user cannot get notifications for a chat that is already open. This is because the system assumes the user must be viewing every message in that chat as it comes regardless of how many chats the user already has open. For instance, we can compare this with Facebook's messenger which actually gives you a beep as notification for every new message notification, even those that are open right in front of you. This is because anyone who has multiple chats open can still miss messages from those chats if they are not alerted every time a new message arrives no matter if that chat box is already open or not. This is something Convo's platform needs too as it can greatly help the user with increased productivity and performing their tasks in a timelier manner without making the mistake of missing any important messages.(Douglas, 2017)

4 Chapter 4: Design &Implementation (Action Plan)

4.1 Conducting Research & Gathering Data:
For conducting research and gathering relevant data, interviews shall be conducted and experts will be contacted for further assistance. Furthermore, relevant research papers will be consulted as well. We would start by identifying the relevant individuals within Convo who possess the knowledge and expertise related to our research topic such as managers, employees etc.

Interviews shall be scheduled and held either in person or via video conferences, whichever is feasible. Proper interview questions shall be prepared that are open-ended in nature and address specific aspects of our research.

For contacting industry experts, we would go with Convo to one of the industry related events they attend at least once a year. We will utilize their professional networks as much as possible. Other than that, LinkedIn can be used to get in touch with other industry experts.

For research papers and literature review, online databases such as IEEE Xplore and Google Scholar shall be used as resources and the findings shall later be incorporated into our research. The information gathered shall be used to support our arguments and to provide context and comparison with our findings.

4.2 Developing New Features &Forming New Partnerships:

This would involve creating skillful teams through partnerships which would help to inculcate and implement various new features into Convo's platform in order to better the user experience and provide exponential customer satisfaction. For instance, rather than developing the integration for E-mails on our own, a partnership with Google for Gmail integration is more advisable and time efficient.

4.3 Establishing new channels and marketing strategy:

This would involve doing SEO for Convo's website and overall increasing the social media presence of the company. It would also involve steps in order to increase and further improve networking. For SEO, we can optimize Convo's website and content for search engines to improve organic visibility and attract the relevant traffic. Keyword research can be conducted to ensure the best practices of on-page SEO. For instance, the website pages can be optimized with keywords like "remote team collaboration" or "virtual communication tools" etc.

Paid advertising can be used to increase brand's visibility and attract targeted users. For instance, targeted ads can be run on LinkedIn and Instagram to target remote workers.

For new channels, website traffic can be tracked along with conversions and user engagement metrics in order to identify the most fruitful channels and refine marketing efforts respectively.

4.4 Implementing New Revenue Model:

This would involve developing and implementing a new revenue model, communication said revenue model with current users and marketing it effectively amongst the user base of Convo. We will conduct market research to identify potential revenue streams within the target market. Customer preferences and needs shall be analyzed to pay for additional value-added features.

Development of new advanced features under premium and enterprise versions of Convo shall be put into action. This could include features like increased storage etc.

4.5 Timeline for implementation:

In conclusion, all these steps shall help Convo increase their potential market and also ensure customer satisfaction to levels that significantly reduce customer churn rate while simultaneously increasing customer growth and retention.

The timeline in weeks for the entire implementation plan is provided below:

Chart Title
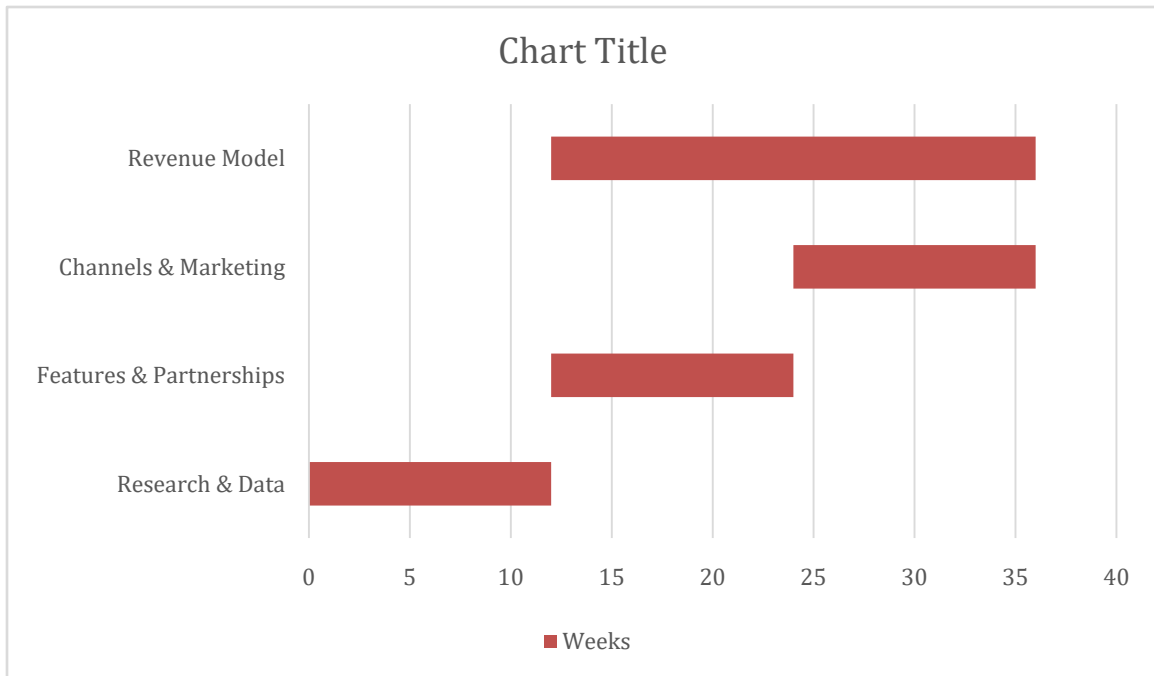
5   Chapter 5: Constraints & Parameters for Success Measurement

5.1 Constraints:

After putting into consideration all the given recommendations and proposed strategies, it is obvious that there will be constraints in implementing these strategies that include but are not limited to budget constraints, limited partnership opportunities and ROI. For instance, there is also the factor that many users utilize Ad Blocking and Filtering software that minimize or block the most type of Ads if not all. That is a constraint that can be faced during social media and other forms of digital marketing. Moreover, for partnerships there is the problem of negotiations with other companies and settling on a price that is affordable for a company like Convo with respect to ROI (Return On Investment). More constraints are explained below:

1. **Negative Feedback and Reputation Management:**social media provides a platform for users to voice their opinions and share feedback, both positive and negative. Managing negative feedback and maintaining a positive brand reputation in the face of potential criticism or customer dissatisfaction can be a challenge.

2. **Features and Evolving Algorithms:** Social media platforms continually update their algorithms and feature that can impact the visibility and reach of a company's content. Staying up to date with these changes and adjusting marketing strategies accordingly can be extremely difficult and ultimately become a constraint.

3. **Measuring and Analyzing Results**: Tracking and measuring the effectiveness of social media marketing efforts can be complex. Companies need to establish appropriate metrics, derive insights and analyze data in order to optimize their strategies. Limited access to data or problems in accurately attributing results to specific marketing activities can be constraints.

4. **Time and Resource Constraints**: Managing social media accounts, responding to comments, and monitoring engagement require dedicated time and a lot of resources. Companies with limited personnel or competing priorities might find it challenging to allocate sufficient resources for social media management, which can significantly affect their ability to respond promptly and effectively to social media interactions.

5.2 Ways to Measure Success:

Lastly, in order to measure success, Convo can easily check its website analytics and metrics. Any increase in engagement and conversion rates would automatically mean that the proposed strategies provided in this project proved fruitful for the company. These means are described in detail below:

1. **Reach and Engagement Metrics:** Companies can monitor metrics such as the number of followers, reach (impressions), likes, shares, comments and mentions on social media platforms. Higher engagement rates mean that the content resonates with the audience and generates interest.

2. **Conversion Rates:** Tracking conversion rates helps determine how well social media efforts are driving desired actions, such as sign-ups, purchases, downloads, or leads. Companies can attribute conversions to specific social media campaigns or initiatives using analytics and other tracking tools.

3. **Website Traffic:** Monitoring the amount of traffic driven to the company's website from social media platforms provides insights into the effectiveness of social media marketing efforts. Companies can use tools like Google Analytics to track referral traffic and analyse user behaviour on their website.

4. **Brand Awareness and Sentiment:** Assessing brand awareness and sentiment can be done through social listening and sentiment analysis tools. Monitoring brand mentions, sentiment (positive, negative, neutral), and sentiment trends helps gauge the overall perception of the company in social media conversations.

5. **Return on Investment (ROI):** Calculating the ROI of social media marketing efforts involves comparing the costs incurred (e.g., ad spend, resources) with the generated revenue or value. Companies can track metrics like cost per acquisition, customer lifetime value, and revenue attributed to social media campaigns to assess ROI.

6. **Customer Surveys and Net Promoter Score (NPS)**: Conducting customer surveys that including NPS surveys, provides insights into customer satisfaction and loyalty. Tracking various changes in NPS and soliciting feedback from customers who engage with the company's social media channels can greatly help measure the impact of social media efforts on customer sentiment.

7. **Content Performance:** Evaluating the performance of individual content pieces is vital for optimizing social media strategies. Companies can analyse metrics such as click-through rates (CTRs), bounce rates, time spent on pages and shares for different types of content (e.g., articles, videos) to identify high-performing content and refine their content strategy accordingly.

8. **Customer Referrals and Advocacy:** Tracking the number of customer referrals generated through social media platforms helps measure the impact of social media marketing on organic growth and word of mouth. Furthermore, companies can leverage referral program metrics to measure customer advocacy and the success of referral initiatives.

9. **Opportunity Size in terms of Revenue**: Measuring how the new leads generated and engagements gained convert into more prospects which the sales team can convert into customers through this marketing pipeline.(Morello, 2019)

5.2.1 KPIs for Measurement of Success:

The ways to measure success after the implementation of this marketing plan have already been discussed above. However, the specific KPIs and key metrics for measuring success more accurately can be found below. It involves the comparison between the current numbers Convo is currently boasting alongside the numbers it can potentially boast after the implementation of this proposed marketing plan and strategy. The main social media channels that Convo uses as already discussed, involve their website, LinkedIn and Instagram. Thus, they are the prime focus in the table given below.It is also important to note that all the numbers in the current section are up to date and accurately describe Convo's current social media presence.

This data is Yearly

	Current	Predicted
Website		
Traffic	10,000	50,000
Engagement	8,000	40,000
Conversion	70	350
LinkedIn		
Followers	20,000	70,000
Engagements	50/post	200/post
Instagram		
Followers	108	50,000
Engagements	2/post	800/post
Google Ads		
CTR	N/A	10%
Partnerships		
No. of Users	230	1500
Sales Leads		
Inbound Calls	120	500
Meetings Scheduled	300	1000
Revenue	$1.5 Million	$7.5 Million (Opportunity)

Note: It is important to note that the predicted revenue ($7.5 Million) is merely an opportunity that is possible to achieve after the successful deployment of the proposed marketing strategy of this project report. In the end, it falls upon Convo's Sales Team to successfully convert this opportunity into successful leads and ultimately, consumers.

5.3 Conclusion:

In conclusion, the marketing and research plan developed for SAAS-based Company,"Convo"; presents a comprehensive strategy to enhance its market presence and drive business growth.

Convo operates in a competitive landscape and faces specific challenges that demand a targeted and well-executed approach.

The project outlines various marketing initiatives, including social media marketing, partnership collaborations and an improved proposed business canvas model for the company, all designed to expand Convo's reach, engage the target audience, and increase conversions. By leveraging social media platforms and partnering with industry leaders, Convo can tap into wider user bases and maximize brand visibility.

Furthermore, the research plan emphasizes the importance of continuously gathering customer feedback, monitoring industry trends, potential partnerships and conducting competitor analysis. These insights enable Convo to refine its offerings, enhance user experiences, and stay ahead of the competition.

Data-driven decision-making is a critical aspect of the project, with an emphasis on measuring key performance indicators (KPIs) and tracking metrics such as reach, engagement, conversions, customer satisfaction, and ROI. By closely monitoring these metrics, Convo can assess the effectiveness of its marketing efforts, identify areas for improvement, and optimize strategies accordingly.

Ultimately, the marketing and research plan developed for Convo provides a roadmap to drive sustainable growth, establish a strong market presence, and enhance customer satisfaction. By implementing the proposed strategies, Convo can position itself as a leading SAAS-based company in California and beyond, catering to the evolving needs of its target audience and driving success in the dynamic software market.

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7 Appendices

7.1 Plagiarism Report:

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