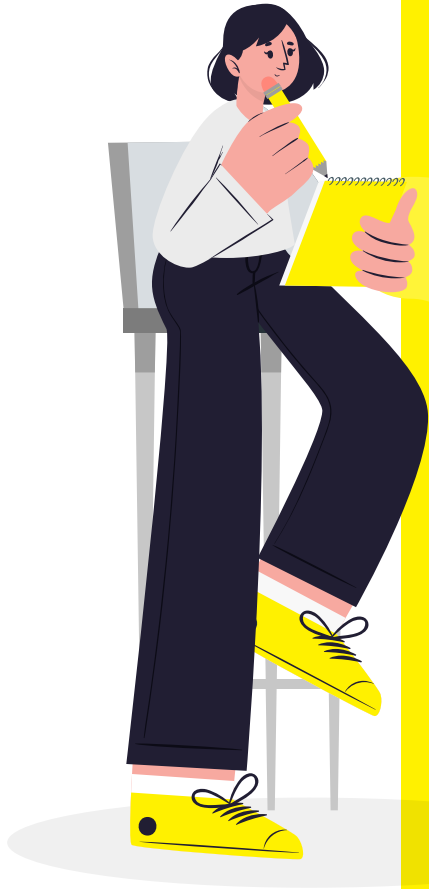


Marketing Plan

WOWFresh Product Marketing Case Study

by **Joana** for Glints Product Marketing Expert Class
with **Sandra Cory Clarissa**



The Study Case

You're now one of E-WOW-commerce Product Marketing Manager. In your first day, you're excited to get to work and contribute to **E-WOW-commerce**. All of a sudden, you're invited to a 2022 Roadmap presentation. The Head of Product mentioned they will launch **new product extension**, which will **enable users to buy fresh groceries from the app**.

The new product called **WOW fresh**. The problem is, there has been **key players in the market**, and you as the PMM need to **define USPs** for this new product. You are expected to **create GTM plan for the launching** in January 2022 and expected to present the plan next month. What will you do?



01

About Us

Context & assumptions
about the company

02

Market Opportunity

TAM, SAM, & SOM
of the new product

03

Key Target Audience

Customer persona &
Market sizing

04

Content

Value Proposition (User
pain points, USP, Ansoff
Matrix)

05

GTM Plan (Message House)

Message to deliver based
on user insights, CTA

06

GTM Plan (Channel)

Marketing channel usage
plan per funnel

01

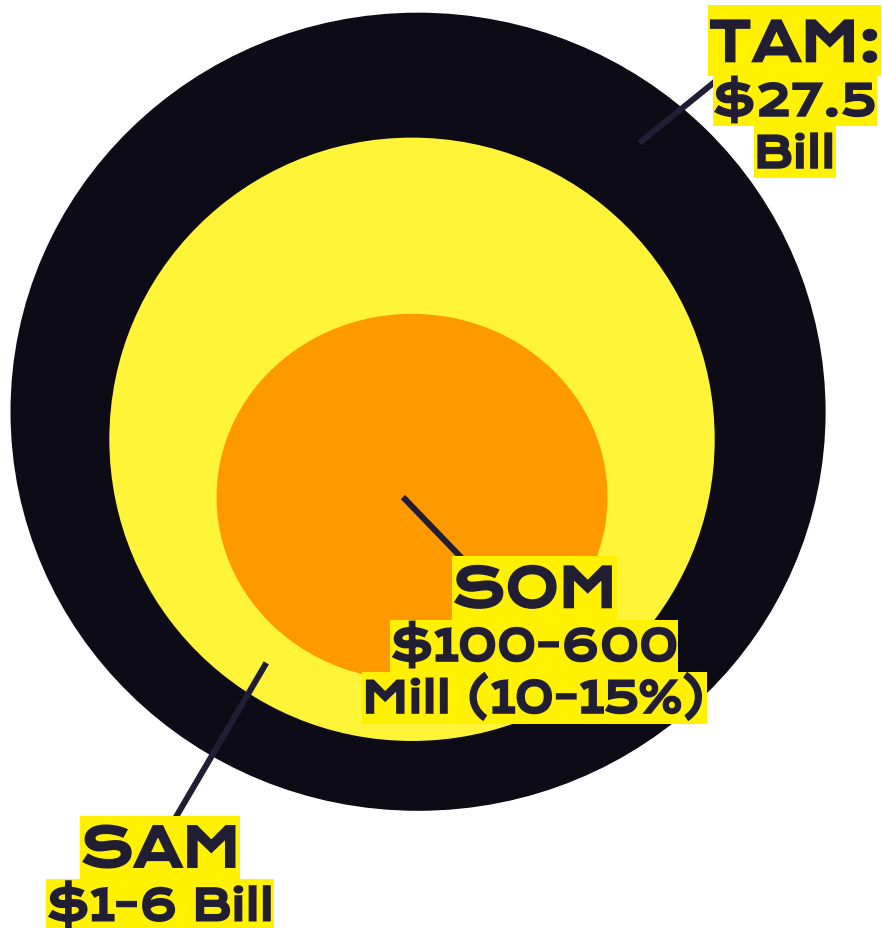
About us

E-WOW Commerce has been **one of the leading online marketplaces in Indonesia** for the past 5 years, possessing **at least 20% of the market share**, & already have a big number of loyal users.

In terms of **fresh groceries**, E-WOW Commerce **still have not build strong inventory**.



O2 Market Opportunity



TAM: Total online shopping transaction value

SAM: Total e-grocery shopping transaction value

SOM: Total targeted e-grocery market share

*In Indonesia 2021-2025
Source: L.E.K Consulting

03 Who should we target?

1



Young Moms
17.250.000 people

2



Young Professionals
34.500.000

Source: BPS, 2018

03 Customer Persona & Market Size



Young Moms (**Millennials & Gen Z** Moms)

Age

21-25	25%
26-35	74%
Others	5%

Occupancies Location

Working Full Time/ Part Time
Urban Areas, mostly in big cities.

Motivation (in using e-grocery apps)

Saving time, energy, & money
60% are bargain hunters

Pain points

Variety of products
Worry about **product quality**
(freshness, packaging)
Delivery time not on time
Cannot change order, have to
order 2x
Price comparing & **promo**
hunting-> tiring

Source theAsianParent, 2021 & Kantar,
2021



95%



85%



83%

Other online behaviors:

64% Search product/ service reviews

51% Reviewed product/ service

Use **online Moms forums** to search for information that affects decisions

Love playing game online

Source: theAsianParent, 2021

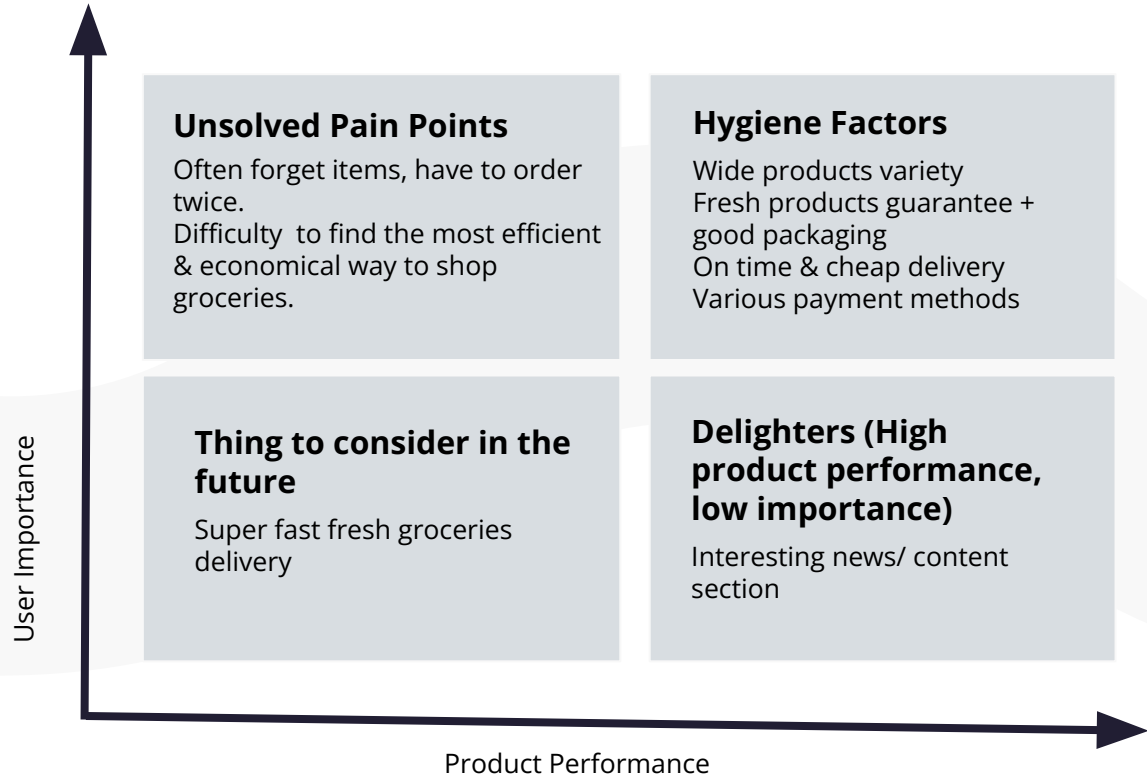
Millennial Moms Social Media Behavior

04 What Product Should We Develop?

Our USP

Should **cover hygiene factors & at least 1 of the unsolved user pain points**, add delighters if possible.

Consider things in the low importance low performance box for future development.



04 What Product to Develop?

Hygiene Factors

- Wide product variety
- Updated stock number
- High quality products + Guarantee
- Good packaging
- On time delivery
- Cheap delivery
- Various payment methods

Delighters

- Delivery Tracking System
- Community based forums to share tips & tricks about e-grocery shopping (recipe, monthly budgeting, etc)-> user generated content
- Meal kits
- Game feature to get coins (can be used to get discounts)

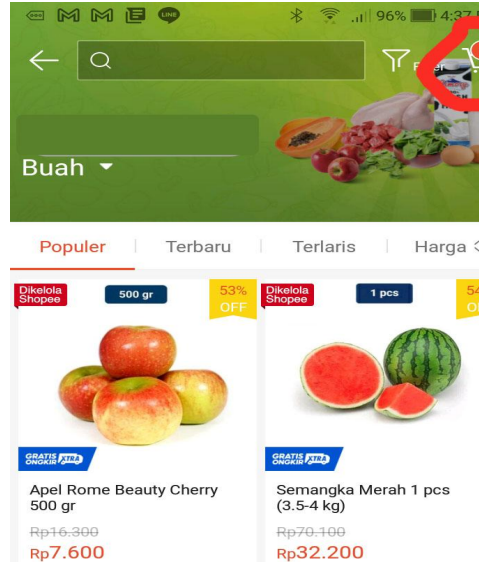
Satisfiers

- Add shopping list feature + related products reminder (minimize forgetting items->don't have to order 2x) **MVP**
- Personalized voucher/promo combinator
- Free delivery
- SuperApp

Value Proposition: Shopping List & Personalized promo combinator features make shopping experience simpler & easier (anti-ribet)

O4 The Product

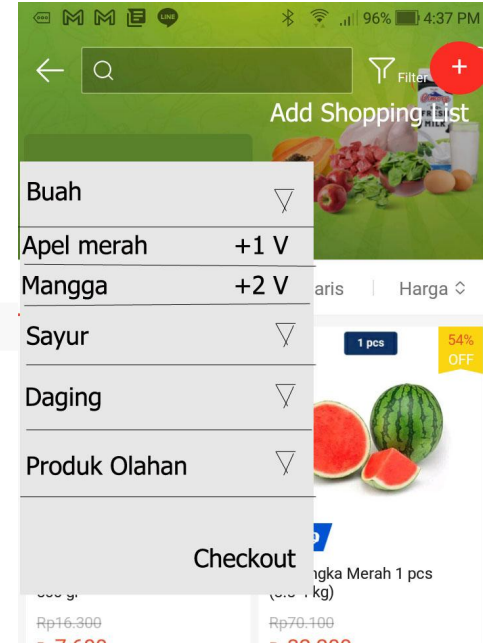
Pick things 1 by 1 > Add to cart >
Open cart > Adjust number >
Checkout



**Competitor/ The
Status Quo**

5 steps

Add Shopping List > Pick things & adjust
number, see similar items reminder to avoid
forgetting items > Checkout

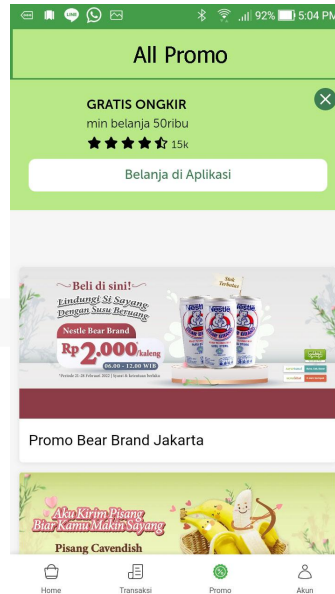


**Shopping list
feature**

3 steps

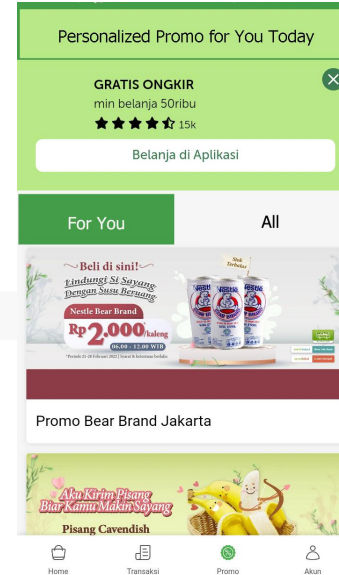
04 The Product

Users have to **pick manually** which voucher promo combinations give them the most discount



Competitor/ The Status Quo

The algorithm **counted automatically** which voucher promo combination work best based on user's shopping list



Personalized promo combinator

05 Go To Market Plan (Message House)

<p>Who are your users?</p> <p>26-35 yo, millennial moms, who want to give the best for their families, but have limited time & energy as most of the are also working.</p>	<p>What can you offer?</p> <p>As an e-grocery platform, WOW Fresh offers feature that can minimize mistakes happen, and gives shortcut to find the cheapest promo to use, thus can make the shopping experience simpler, easier, & faster.</p>	<p>What are the expected changes on user's behavior?</p> <p>In the beginning, users feel like doing e-grocery shopping is such a hassle and they need to spare some special time to do it. Now, users will spend less time and be more at ease doing e-grocery shopping.</p>
<p>What are their problems?</p> <p>External Their families and society expectation for them to fulfill their role as a good mother (Prepare healthy food, manage their family finance wisely, etc)</p> <p>Internal Tired, don't have time & energy, hate complicated system.</p>	<p>What is your Call to Action (CTA)?</p> <p>No more tiring e-grocery shopping, try WOW Fresh to get a way easier & fast online grocery shopping experience!</p>	<p>How do you want to reach them?</p> <p>(See Channel Planning)</p>

05 Go To Market (Channel Plan)



Route	Key Message
Social Media Challenge: Share Your Shopping List (Shopping List SS from App) + tips hemat) KOL Review (@mmhuillet, etc), Display Ads (In App, IG, FB, YT)	No more forgetting items and confusing vouchers (<i>e-grocery shopping anti-ribet</i>) with WOW Fresh newest features.
SEO, SEM	Details of our products, highlight USP.
Online Moms Forums' reviews (Community)	WOWFresh service is proven easier and trustworthy.
Limited Promo, In-App Notif, Email	Get special promo during launching period, try it NOW!

Thanks!

Do you have any questions?

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