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Learner Declaration

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Product success

FilmSlate will implement the features:

- provision of contextual content, with varying sources/topics/mediums, appealing the diverse preferences within the user base.
- threaded forums situated on each film page - users to generate posts, and engage in discussion.

This GTM strategy outlines a strategy ensuring the successful implementation of these features, including:

- identification of risky assumptions,

- plans to mitigate against risk through data-informed decisions,

- definition of KPIs and metrics, quantifying feature success

- hierarchy of metrics demonstrating a cohesive strategy, ensuring feature success is considered in relevant terms to organisational goals.

- recommended launch types for feature releases, justifying measures to address uncertainty and minimise risk.

- product positioning statement articulating FilmSlate's value in the context of the market and user research, aiding internal alignment for GTM and marketing efforts.

- A marketing brief to aid in developing messaging surrounding the product features.

Risky assumptions and KPIs (Contextual content)

Risky assumptions have been identified (Appendix A). The contextual content riskiest assumption is shown below:

"Providing two pieces of content for each film, of varying source, topic, and medium, will provide sufficient breadth within content, to increase engagement (outside of watching films) for a high proportion of filmslate users."

Catering to all user preferences through diverse content, risks providing insufficient content of value to individuals, to meet their threshold for conversion (High-Impact). There is uncertainty around:

- user interest overlap.
- value users get from variants of content.
- how content spread across the platform affects engagement.
- diminishing returns - how much content is required to drive conversion?

We hypothesise that **providing two pieces of diverse (source, topic & medium) contextual content for each film,** for **FilmSlate users,** will **increase engagement for the majority of users, leading to greater conversion.**

We'll know this is true when we see **a feature adoption rate of 80%** that improves **the KPI "percentage of users who engage (80% scroll-depth) with 3 or more unique pieces of content weekly."**

Feature adoption rate (% users engaging with a single article) will indicate sufficient content diversity, such that at least one piece is appealing to the majority of users, and the feature provides value.

The KPI focuses on maximising the number of users who sufficiently engage with the product-wide content offering to increase likelihood of conversion (organisational objective). The 'unique number of pieces of content' and 'scroll-depth' metrics measure sufficient diversity and quality in content.

The limits will be reviewed using post-launch data, giving a better indication of the thresholds (unique content/depth) that indicate conversion.

Post-launch data will inform a reduction/increase in diversity, respectively increasing/decreasing the average number of pieces engaged with per user, but increasing the number of users who meet the threshold.

Additionally, content likes and content lift (% users converted after engaging with a piece of content) metrics indicate content quality in isolation.

Product launch

Phased rollout of features isolates metrics for implementation impact, maximises user adoption, and ensures platform stability. The table provides launch rationale per feature.

Feature	Launch Type	Justification
Contextual content	Hard	Assumptions (problem and solution) are low risk - hard launch maximising impact and early value. Low complexity - UT/QA ensures usability and quality. Prioritise learning: Optimisation of content spread occurs early, with comprehensive data.
Threads	Phased - private and public beta	Complex user problem with high-risk assumptions (solution) - private beta de-risks validation. Technical/usability complexity - beta identifies edge-cases. Forums rely on network effects - public beta seeds super users and discussions. Phased feature adoption - build core active users to become active posters/commentators, providing content engaging 'lurkers'.
Revised sign-up and onboarding	Soft	A/B test onboarding workflow to optimise - minimising drop-outs.
Watch Party	Beta	Beta testing real world load/performance in production environment. User feedback for iteration.

Positioning

Product Positioning Statement:

For independent film enthusiasts and cinephiles who struggle to find thought-provoking and insightful content and lack a dedicated space for discussion in a community of peers; FilmSlate is an independent film streaming subscription service.

Providing a cohesive offering of diverse contextual content, examining **every** film; with a dedicated threaded-forum per film driving focused discussion within the community, FilmSlate is positioned as a 'digital book club' for indie film lovers.

Differentiating itself from MUBI, who provide a larger catalogue of independent films with sporadic contextual content covering some releases and limited opportunity for discourse within the community, Filmslate positions itself as a subject matter expert - a credible authority pursuing deep exploration of a curated selection of films.

Alignment with the go-to-market strategy:

This PPS informs marketing efforts/messaging, aligning with user pain-points;

1) Lack of information surrounding releases,
2) Lack of opportunity to engage in the community,

and demonstrating the value that these features provide,

1) Provision of insightful content for releases, where content was previously difficult to find,
2) Opportunity for discussion in the community, where community generated content allows user segments to engage in content to their taste.

By addressing the lack of suitable solutions currently in the market, FilmSlate has an opportunity to provide value to users through engaging content and discussion, and in-turn, increase conversion in alignment with the organisational objective.

Messaging

Marketing messaging brief for content and threads:

Contextual content located on each film page. Content varies in source, medium and topic, appealing diverse user preference:

- Cinephile - Deeper Themes, Narratives
- Indie Addict - Background, Influences, Reception
- Genre - Themes, Motifs, Cultural references

Value: "Provides consistent, unparalleled insight into every release."

Exploit this continuous resource for content marketing.

Open threaded forums located on each film page. Users contribute topics, and engage in discourse through comments and likes. Users engage (read and/or contribute) in discussions that are of value to them.

Value: "Provides a connected experience in a community of like-minded peers."

Each film/content/discussion is structured as a cohesive offering, to be consumed holistically; a *"book-club" for independent film and cinema lovers.* The features address user pain points:

- Insufficient contextual information
- Lack of opportunity to engage in community

Messaging should distinguish FilmSlate from competition:

- Positioning content as unparalleled/expert insight
- Highlighting consistency - content offering around every film
- Highlighting the deeper connection through threads

Messaging should differentiate between users:

- Highlighting differing relevant content topics
- Portraying nuanced differences in value of threads (as per marketing messaging appendix)

- Leveraging "customer service language" to align with user groups (e.g. fun/informal for genre, serious/professional for cinephiles)
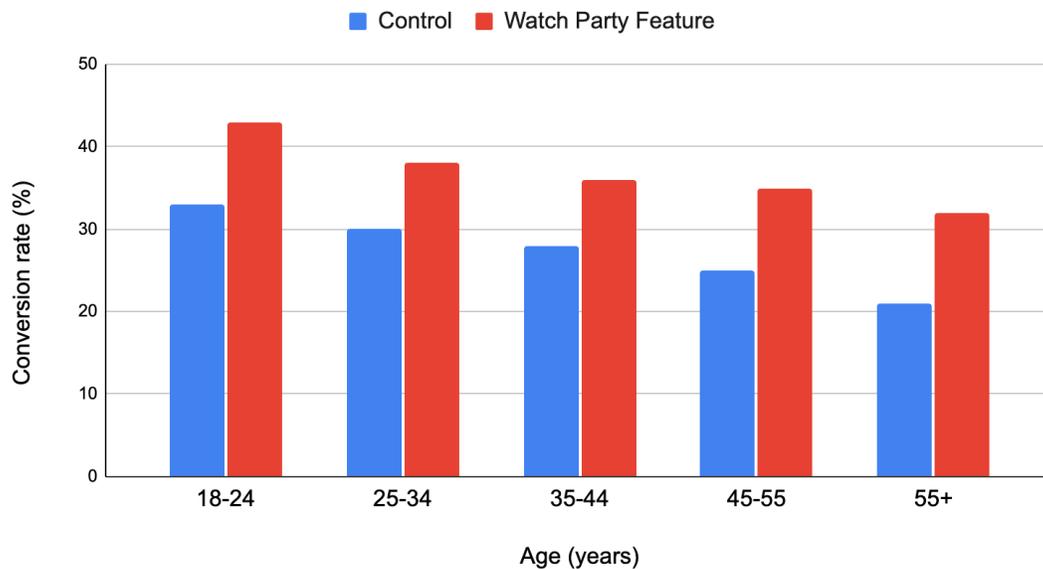
The organisational objective is to increase conversion, therefore the **primary channel for marketing will be email marketing** (justified in Appendix B Product Messaging).

Actionable insights

Insights:

Watch Party is successful as a conversion tool - increased conversion across all user segments.

Conversion rate by age group

■ Control   ■ Watch Party Feature

Lowest watch party creation rate amongst 25-34 year-olds (largest group), suggesting friction in hosting over joining (high participation rate).

There is no clear correlation between whether a user creates/joins, and conversion rate. Participation increases conversion. It is important to have users who instigate creation to increase overall participation.

Type of engagement, for converted users, with Conversion lift

■ Created   **■** Join via invite   **■** Conversion lift
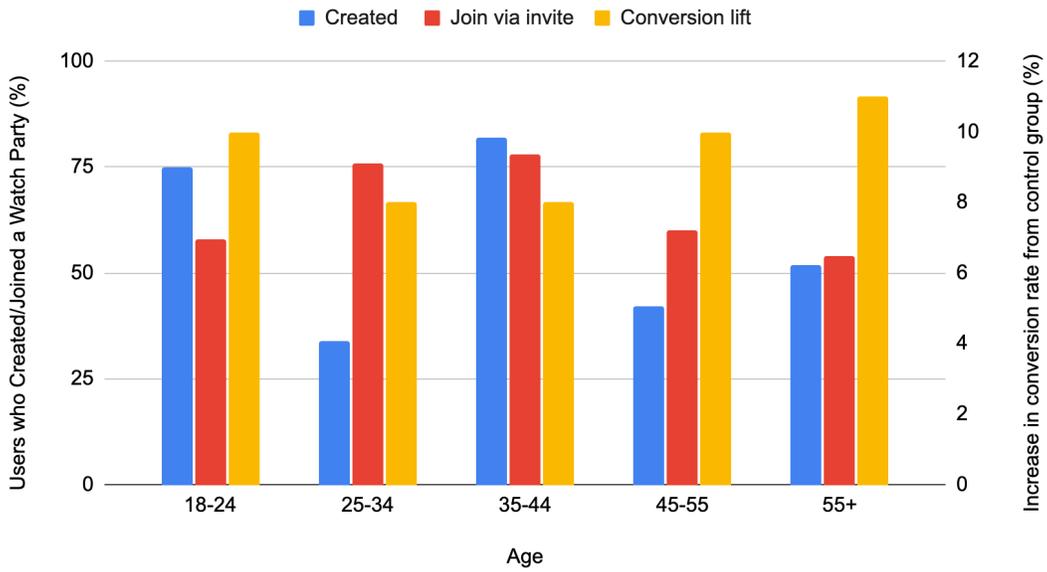
High feature use and conversion rate amongst 18-24, where historically retention is low, which could cause increased churn amongst this demographic. Younger users participated in more watch parties, however conversion lift is consistent across ages. Features impact on retention unknown.

Watch Party Attendance and Conversion Lift

■ Average number of Watch Parties   **■** Conversion lift
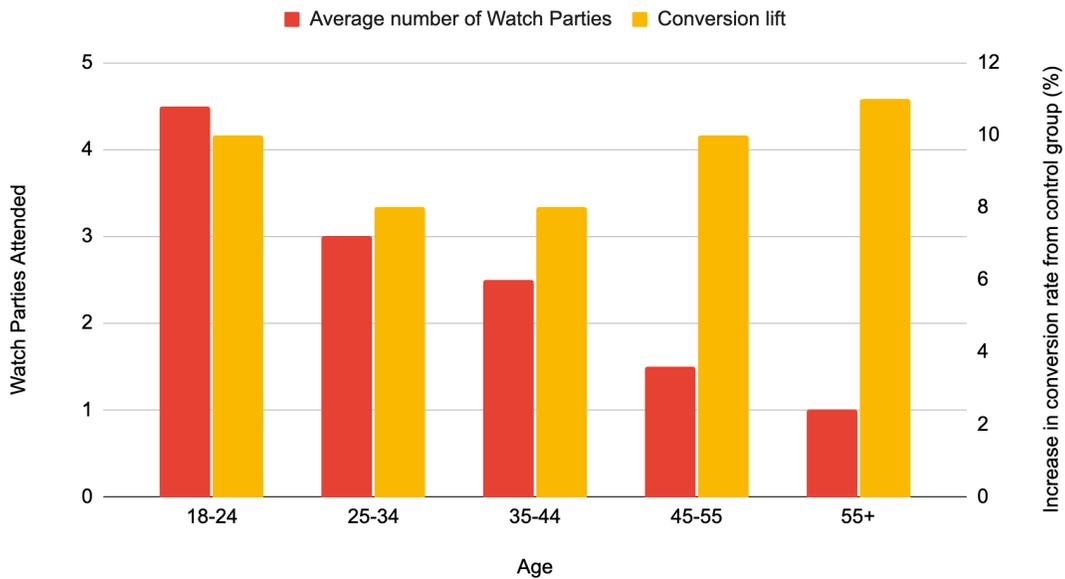
Correlations between 'average attendance by age' and the proportions of user

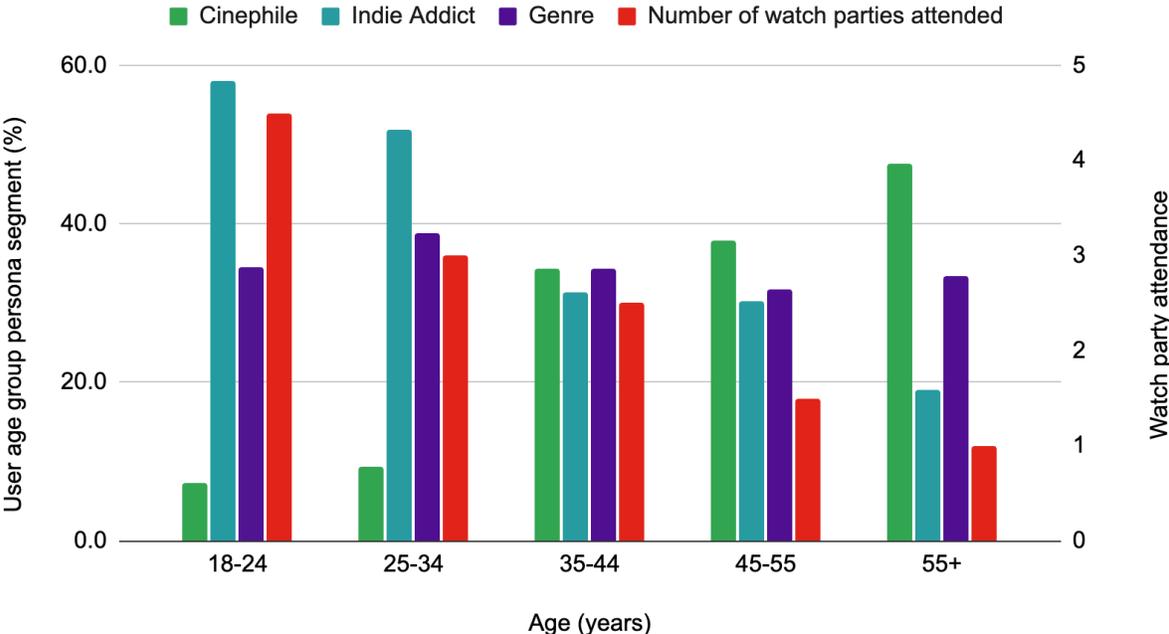segments that make up each age group indicate a high and low feature uptake in the indie addict and cinephile group respectively.

Watch party attendance compare to intra-age persona ratio

Legend: ■ Cinephile ■ Indie Addict ■ Genre ■ Number of watch parties attended

Age and user segment likely both impact the user value of the feature, and the required engagement to impact conversion/retention.

Next steps and risk mitigation:

Continue with soft launch of feature, undertaking the research outlined below to mitigate risk.

Perform user interviews/surveys to gain insight into barriers to watch party creation in the 25-34 demographic. Further A/B testing on simple UX design to promote creation.

Monitor long term impacts on retention, especially for the 18-24 demographic, measuring overall engagement metrics as a leading metric to retention. A/B test and track if users who convert via watch party exhibit higher retention.

Research gamification elements (e.g. badges for usage), as potential incentivisation for

creation (25-34), and participation to improve retention (18-24).

Compare 'conversion rate by parties attended' by 'age group', determining diminishing returns on conversion/retention. This will inform strategy around direction of feature development/marketing, mitigating against potential sunk cost in unnecessary enhancements.

Conduct interviews/surveys for 35-44 year olds (even spread of segments represented) of both converted and unconverted users from the A/B test, for insight into value of feature for each user segment.

Conduct cost-benefit analysis on technical/support cost vs conversion/retention gains.

Implement counter-metrics for:

1. Overall retention rates (high churn of 18-24)
2. Non-Watch Party engagement (feature cannibalization)

Stakeholders:

Sebastian leads the marketing and growth components of FilmSlate. He will be informed on insights that inform product and marketing strategy - including the insights listed above.

Farah will be informed on actions requiring A/B testing, UX design and data collection for further insights, including technical costs for cost-benefit analysis.

UX Researcher will be informed on relevant insights, to effectively action the Interviews and surveys outlined above.

Marketing Manager requires insights into usage by demographic/segment to inform marketing messaging/activities.

Appendices

Appendix A - Risky Assumption Matrix

Product Feature	Type	Assumption	Impact (1-5)	Uncertainty (1-10)	Risk (Impact x Uncertainty)
Contextual Content	Customer	We have a good understanding, from our user research, of the type of content our different users will engage with	3	2	6
Contextual Content	Customer	Users interests in topic of contextual content will overlap	3	6	18
Contextual Content	Problem	Users do not feel like they have easy access to contextual content around the films they watch	2	2	4
Contextual Content	Solution	Addition of contextual content around each film will provide users with the information/insight that they can't find elsewhere	4	3	12
Contextual Content	Solution	Providing two pieces of content for each film, of varying source, topic, and medium, will provide sufficient quantity and breadth of content, to increase engagement (outside of watching films) for a high proportion of filmslate users.	4	8	32
Contextual Content	Solution	Users will find the contextual content offering insightful, and use it to inform themselves on films the want to/have watched	4	4	16
Contextual Content	Competition	The quality and consistency of the content FilmSlate produces will meet the	3	2	6

		needs of the user in a way that Mubi does not			
Contextual Content	Feasibility	FilmSlate has the resources and skills (or ability to scale quickly and effectively) to produce enough content, of sufficient quality and breadth, to provide users with enough value to boost engagement in a non-trivial way.	4	6	24
Contextual Content	Feasibility	FilmSlate can produce content at a sufficient quality to provide insight to its users	4	3	12
Contextual Content	Feasibility	FilmSlate can source additional content from some of the independent film teams	3	5	15
Contextual Content	Pricing	Any additional cost to produce content will be covered by the increased revenue as a result of additional conversion/reduced churn after the feature implementation, meaning subscription prices do not have to rise	3	6	18
Contextual Content	Solution	Users will like content that they enjoyed reading	2	2	4
Contextual Content	Solution	Users will share content that they enjoyed reading	2	3	6
Contextual Content	Usability	Users will be able to find content suited to their taste	5	1	5
Threads	Usability	Users will have a good level of familiarity with threaded conversation mechanisms from using other similar features on social media and communication products	4	5	20

Threads	Solution	Users will want to engage in conversations with other users on threads	5	6	30
Threads	Problem	Users need a threaded conversation forum to discuss films with other film lovers as there is no place for them to do so currently	4	2	8
Threads	Technical	The FilmSlate infrastructure is sufficient and scaleable to deal with demand and load	5	3	15
Threads	Customer	Users will use Threads in an appropriate manner and not post offensive/inappropriate user content	3	7	21
Threads	Feasibility	The threaded conversation mechanism will produce limited support queries thus requiring limited internal resource	4	5	20
Threads	Competition	Users will use FilmSlates dedicated forums for discussion over free to use forums such as Reddit,	5	5	25

Appendix B - Product Messaging

Persona	Pain point(s)	Product value that addresses pain point(s)	Product messaging	Marketing channels
Cinephile	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	Access to expertly curated independent films. Two pieces of contextual content, created inhouse/sourced from the teams behind the films, for every film, conveniently located in the film page. Content varies in medium (article, video, etc..) and topic (Narrative, Influences, Themes, etc…), to appeal to the broader needs of all users. Users can like and share the content. *Value proposition: "FilmSlate gives users unparalleled insight into every release via exclusive content from the creative teams behind the films, and informative yet thought provoking reviews and articles created in-house."* Open threaded forums, with a forum per film. Users contribute top level topics, and can engage in discourse with other users. This allows user generated content that appeals to the needs of differing personas. Users can read and/or contribute	**Define:** As per value stated. **Distinguish:** Filmslate is expertly curated - the limited access of 31 films at any given time allows a focus on quality over quantity. This reinforces filmslates positioning as leading experts in the space. This positioning is similarly critical for the provision of contextual content. FilmSlates content provision is consistent for each film - something not offered by competitors. The content is perceived as high-quality, informative and thought provoking. Open threaded forums offer users a deeper mechanism for connection than available in competitor products. There is an emphasis on conversation and discussion over single replies. The engagement is more meaningful and insightful among a user base with more passion and insight for film than that of a competitor such as MUBI. The film/content/discussion is positioned to be engaged with holistically.	The organisational objective is to increase conversion and how FilmSlate utilises marketing channels should reflect this. Contextual content: The KPI identified for contextual content aims at maximising the percentage of users who consume a defined amount of content believed to be sufficient to increase their probability of conversion. Therefore, through our marketing, we want to direct users, who are already signed-up for the trial, to content that they will find value in. Therefore, the **primary channel for marketing will be email marketing.** Users are required to provide their email address to sign up to the free trial, allowing consistent effective outreach. This method is also easily scalable, and highly automatable. Emails should be strategically timed, with an email campaign designed to: - Activate the user at the beginning of their trial - informing the user on the content

to discussions that are of value to them / align with their taste. Users can like posts and individual comments.

Value proposition:
"Filmslates provides a connected experience engaging users in discussion through threaded forums surrounding content, positioning FilmSlate as the digital "book-club" for independent film and cinema lovers."

Again, think of the phrase, *"book-club" for independent film and cinema lovers.*

Differentiate:

The contextual content and threads target all three personas in different ways…

Content varies in topic providing a spread across FilmSlate that aims to give value to all users. To **target Cinephiles specifically**, some of the content will be focused around:
- **Deeper Themes**
- **Narratives**

Messaging around content should reflect their interests.

Cinephiles are well educated on film and "typically work in the industry and are well-versed in critiques, critics, and thematic deep dives" (User research). They read various 'high-end' publications to stay up to date. Messaging language should take into consideration the user's own expertise and need to develop their insight.

Threads, as a mechanism, allows users to create and interact with posts that resonate with them, and Cinephiles are likely to seek out conversation with other cinephiles. Messaging should portray threads as a forum in which insightful, well-thought out ideas are discussed and position other users as their peers

feature and what value it will bring.
- Re-engage the user midway through the trial - pushing content as outlined below.
- Use urgency to re-engage the trial near the end.

For trial users, there will be an inherent lack of user data indicating individual user preferences. We will however have data on which pieces of content are performing well on the platform. The aim is to push the most users a piece of content that they will find value in. Therefore the marketing strategy should be centred around highlighting a diverse topic selection, of well performing content.

For existing users (secondary to organisational objective) the strategy is better informed by user data and the aim is to reduce churn.

Email campaigns will be utilised to, again, highlight high performing content to users, however in this case user data can be utilised to segment users into groups, where the messaging and the content being pushed is variable, based on the users preferences, as defined in the messaging column.

An initial email should launch the feature to inform the user of the feature implementation and what value it will give them.

A secondary channel of

| Indie addict | Difficulty discovering new indie films that fit their interests

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** | | within this space.

Define:
As per value stated.

Distinguish
As stated above.

Differentiate

The contextual content and threads target all three personas in different ways…

Content varies in topic providing a spread across FilmSlate that aims to give value to all users. To target **Indie Addicts specifically,** some of the content will be focused around:
● **Background**
● **Influences**
● **Reception**

Messaging around content should reflect their interests.

Again, Indie Addicts are well educated on film and "While they don't typically work in the indie film industry, they're likely to work in an adjacent field." (User Research). Similarly to Cinephiles They read various 'high-end' publications to stay up to date. Messaging language should take into consideration the user's own expertise and need to develop their insight.

Threads, as a mechanism, allows users to create and interact with posts that resonate with them, and Indie Addicts "never encountered a genre they | marketing to be utilised, depending on available resources, is Social Media, specifically Instagram (highlighted in user research) as a commonly used platform across a large portion of users.

The provision of contextual content as a feature allows for marketing to make use of readily available material for Content Marketing, which will reinforce FilmSlate as a repeatable brand of expertise.

Threads:

Similarly to content, we want users to engage with thread topics that are of interest to them. As the goal is conversion, for the same reasons as stated for contextual content **the primary channel for marketing will be email marketing.**

The MVP version of the functionality does not account for categorising thread posts by content type, as it is user generated. So we have made two assumptions as discussed below.

For trial users (no user data) we can push users towards threaded forums with lots of engagement/content, with messaging such as "have your say" or "join the conversation" or "see what other users are saying about…".

For subscribed users we have more data so we can personalise marketing emails to push users to |

Genre fan	Insufficient information on and access to more specialised information about a film's **themes, motifs, and cultural references** 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)		didn't like" and are typically "found on reddit" (user research) - which is a threaded forum social media platform similar to the one being implemented. Messaging should portray threads as a forum which is bustling with lots of discussion and variety in discussion topics, amongst a diverse set of users with diverse opinions. **Define:** As per value stated. **Distinguish** As stated above. **Differentiate** The contextual content and threads target all three personas in different ways… Content varies in topic providing a spread across FilmSlate that aims to give value to all users. To target **Genre Fans specifically,** some of the content will be focused around: ● **Themes** ● **Motifs** ● **Cultural References** Content distribution of this type will be skewed towards their preferred genre of "horror – slasher films, thrillers, psychological dramas, gore" (User Research). Messaging around content should reflect their interests. Genre Addicts less well educated on film/cinema	threaded forums for films they have watched, or films where they have engaged with the contextual content. The KPI for threads is the percentage of users who post/comment on a defined number of thread forums over a time period. Marketing should specifically target users who have a history of posting/commenting (this will be a very small proportion of users), with messaging to encourage posting/commenting, as maintaining user content is critical for the success of the feature.

| | | | but have a deep passion for horror, reading horror specific publications/content, and listening to podcasts. Messaging language should take into consideration the user's level of expertise - content should be fun/lighthearted and whilst informative, not intimidating.

Threads, as a mechanism, allows users to create and interact with posts that resonate with them. Genre fans are likely to engage in posts with other Genre fans around horror tropes, references, fan-fiction or theories.

Messaging should portray threads as a forum where other Genre Fans engage around these topics of interest. | |