

Binge It!

Short | Honest | Crisp
TV Show Reviews

Group 11 - Prabhav, Vir, Raghav, Sahaj, Suhina

Why this blog exists?

Shared interests

We all love binging web series on OTT platforms. We all have opinions.

Gap in the market

We realised there is no short and to the point review platform for TV shows that is not afraid of being opinionated.

Easy to market

TV shows trend all the time and their popularity can be tracked. We can piggyback on their hype.

Positioning Statement and Personas

For the average viewer, "Binge It" is the review blog that gives you the information you need when deciding which show to binge in **under 200 words** so they can spend **less time deciding and more time watching**.

Diljeet, 30 y/o

- Lives in Mumbai, works as a marketing manager at an MNC
- Has annual subscriptions of most major OTT platforms
- Often binge watches some series over the weekend with spouse
- Doesn't trust quora recommendations much as he feels those are all paid
- Takes watch recommendations from friends and colleagues, but is fed up of them giving spoilers every time
- Needs a better source of reviews/recommendations that doesn't spill the beans

Arjun, 21 y/o

- Lives in Sonipat, studies Economics at Ashoka University
- Is super occupied with academics at uni, however, loves to watch tv shows in his free time
- Is often confused about which show to watch and spends more time deciding than watching
- Doesn't have the time to go through reviews and needs better recommendations
- Likes to watch documentaries/short series over long ones where the plot takes time to form

Brand Archetypes



Primary

- 1 Citizen
- 2 Explorer
- 3 Jester

Secondary

Website Analytics

Users

65

Sessions

67

Page Views

104

Avg. Session Duration

00:00:32

New Users

65

Number of Sessions per User

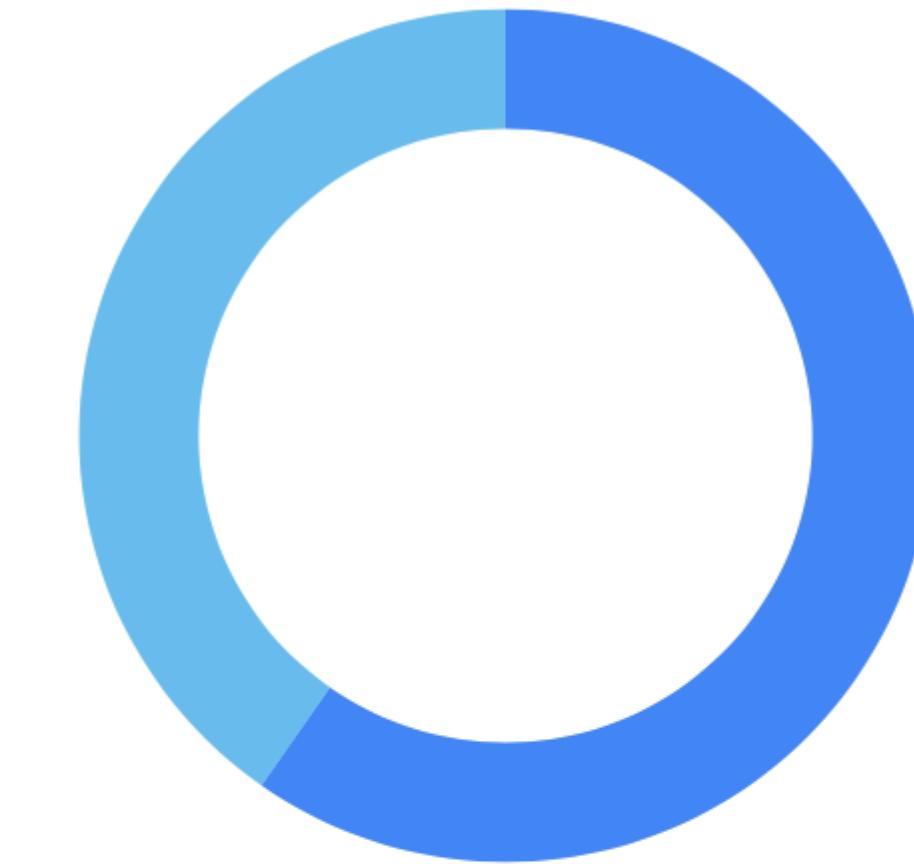
1.03

Pages/Session

1.55

Bounce Rate

83.58%



Mobile

59.7%

-

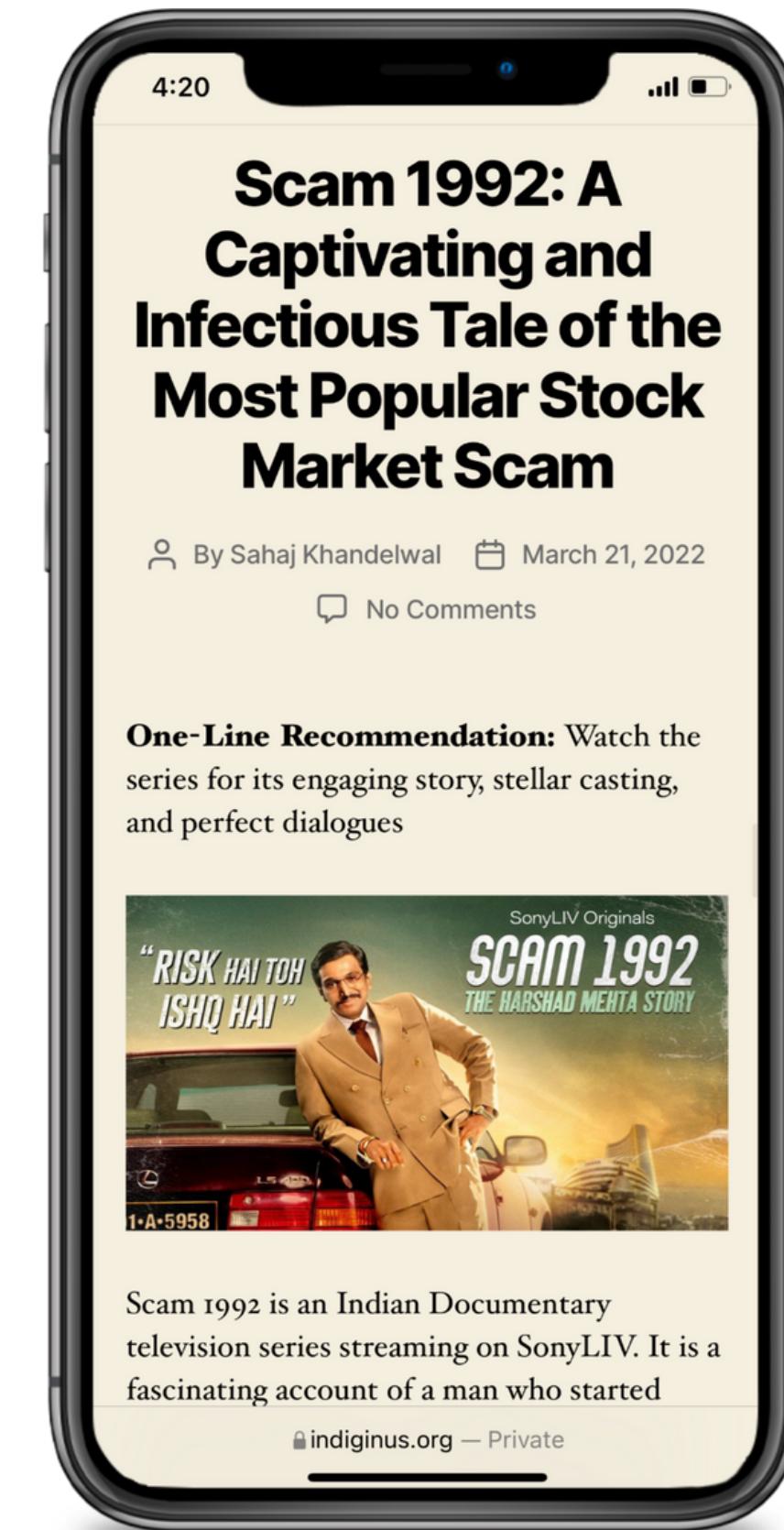
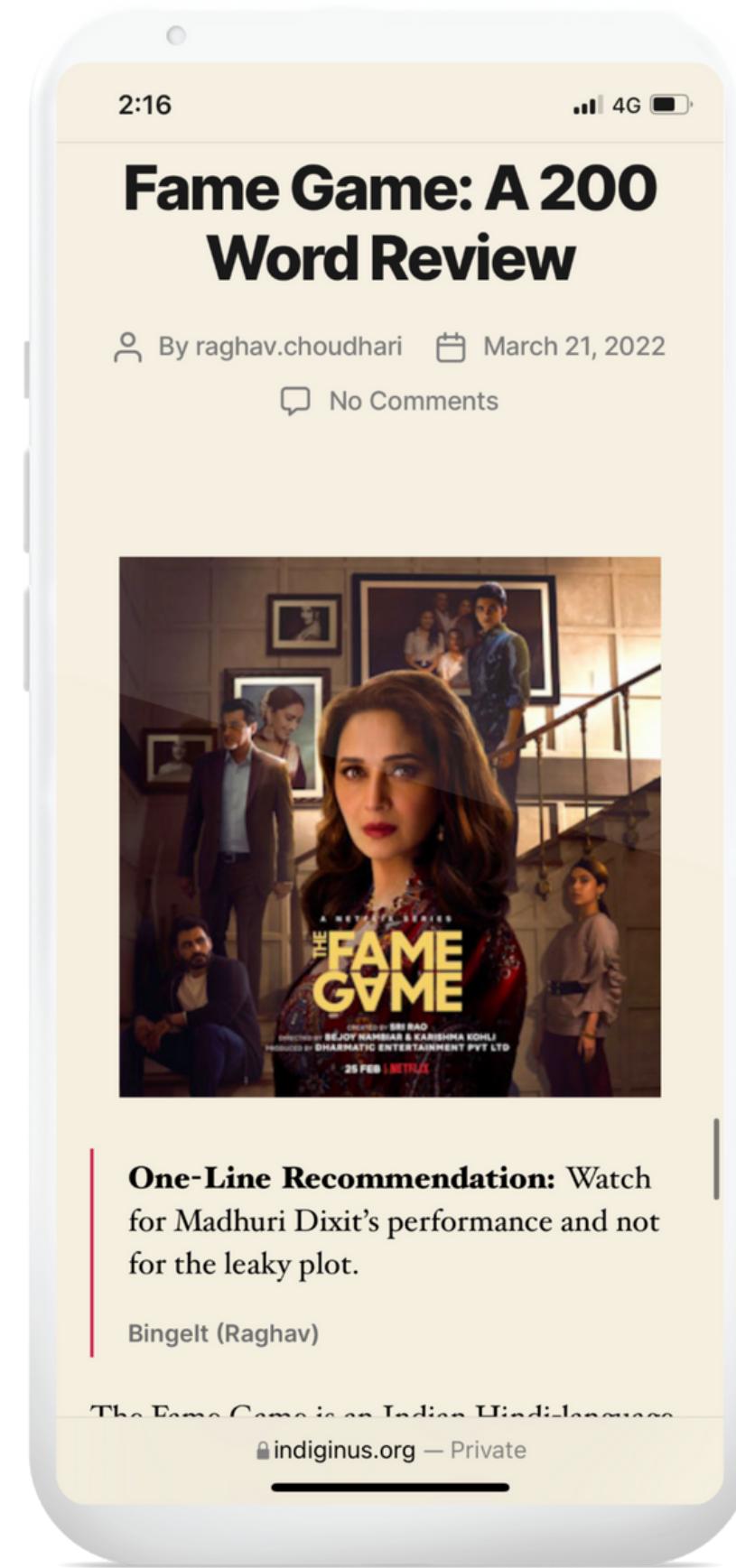
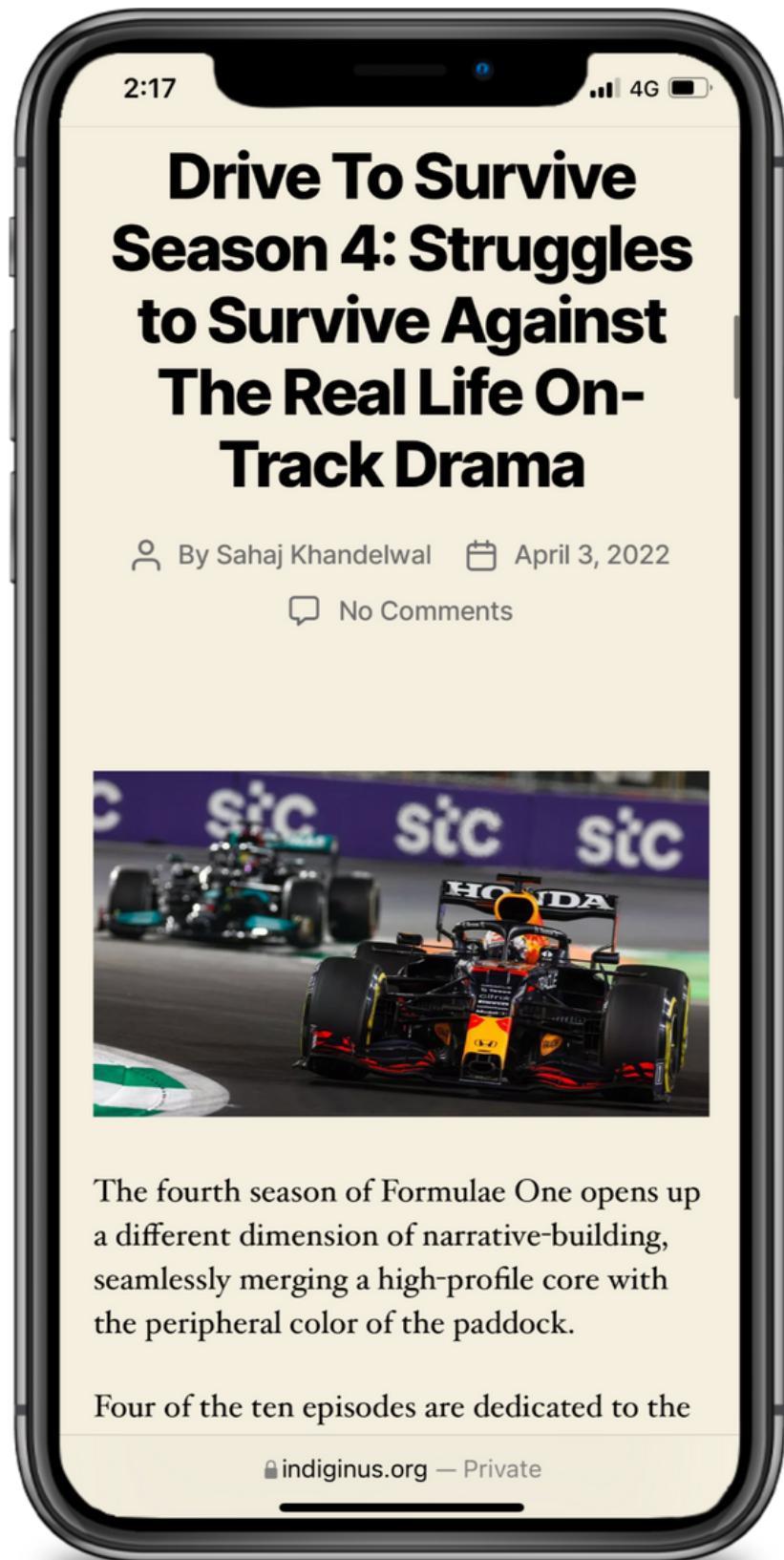


Desktop

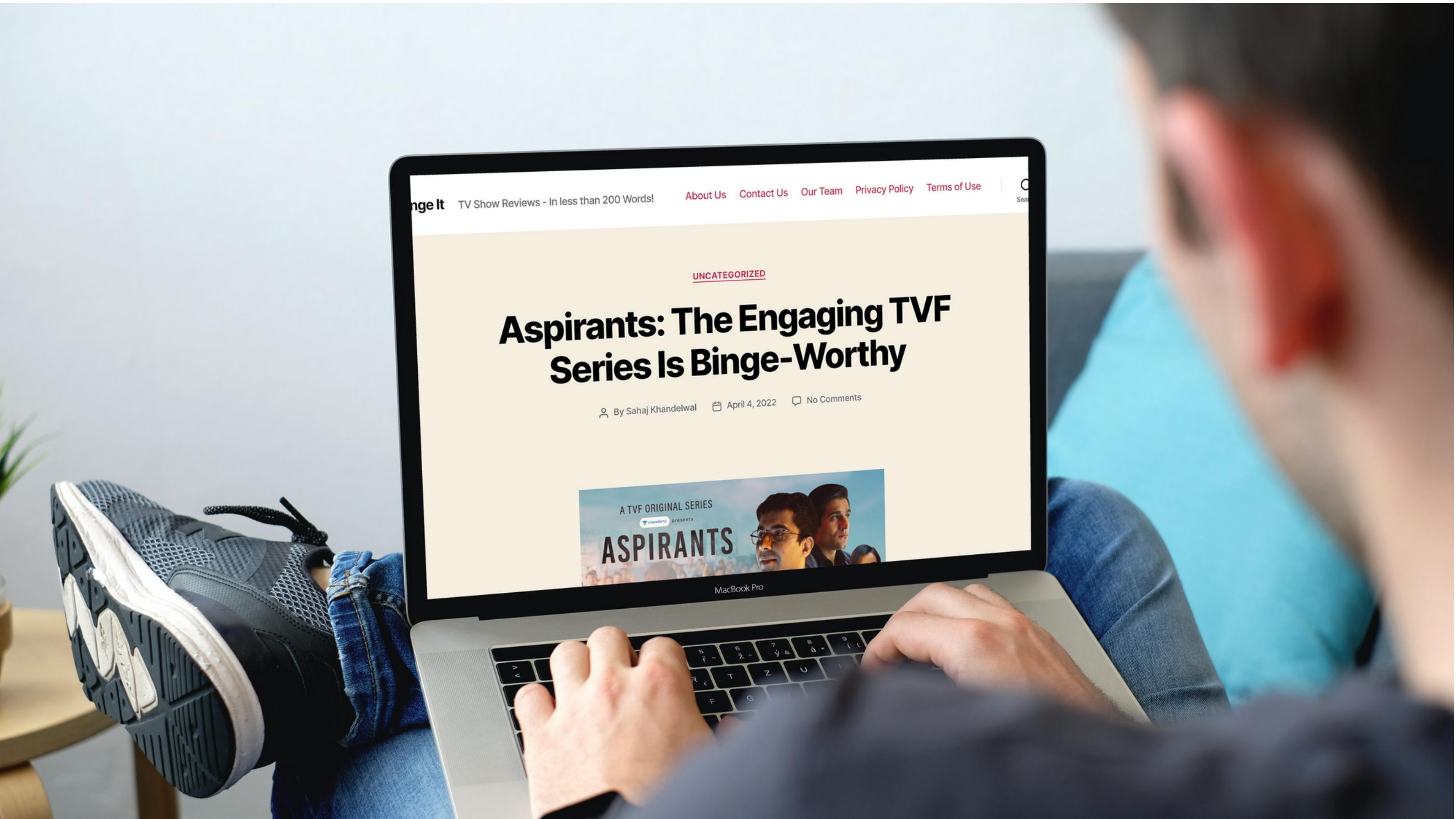
40.3%

↑1,250.0%

Mobile Interface



Desktop Interface



Google Trends



Analyze the popularity of top search queries on Google across various regions and languages.

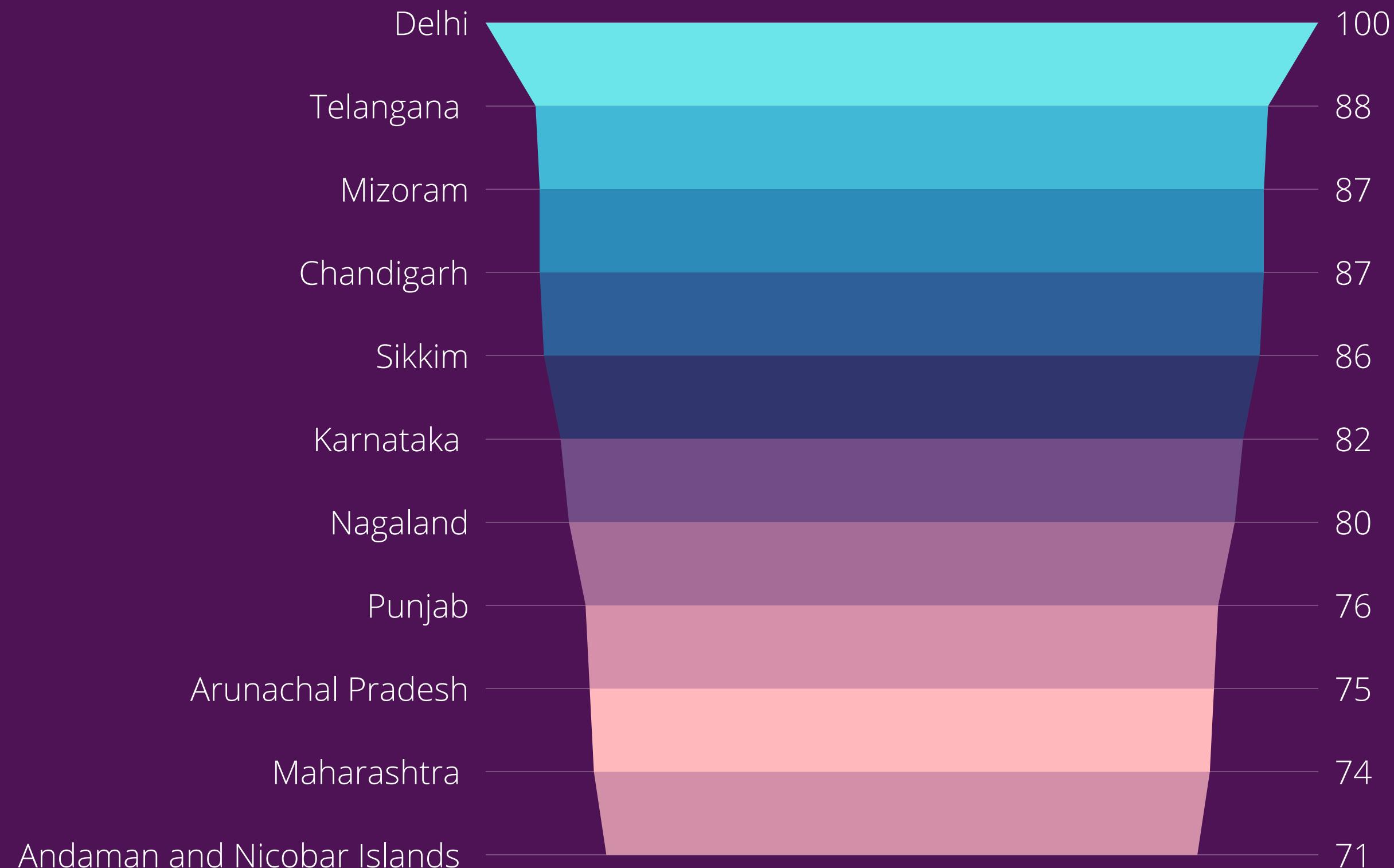
Targeting

Keyword popularity can be checked in different locations

Curation

By finding what is trending and where, we can boost our organic reach

Location Based Targeting



Content Curation

Find what's trending and capitalize on it!

Trending shows we wrote about

1. Squid Games
2. Orange is the New Black
3. Human
4. Drive to Survive

Top 10 in the U.S. Today



SEO

KEYWORD IDEAS

SUGGESTIONS

KEYWORD <small>?</small>	TREND <small>?</small>	VOLUME <small>?</small>
netflix shows best		 18,100
netflix shows new		 3,600
netflix shows to watch		 2,900
what netflix shows to watch		 2,900
netflix shows india		 1,600
netflix shows for teens		 1,600
netflix shows list		 1,600

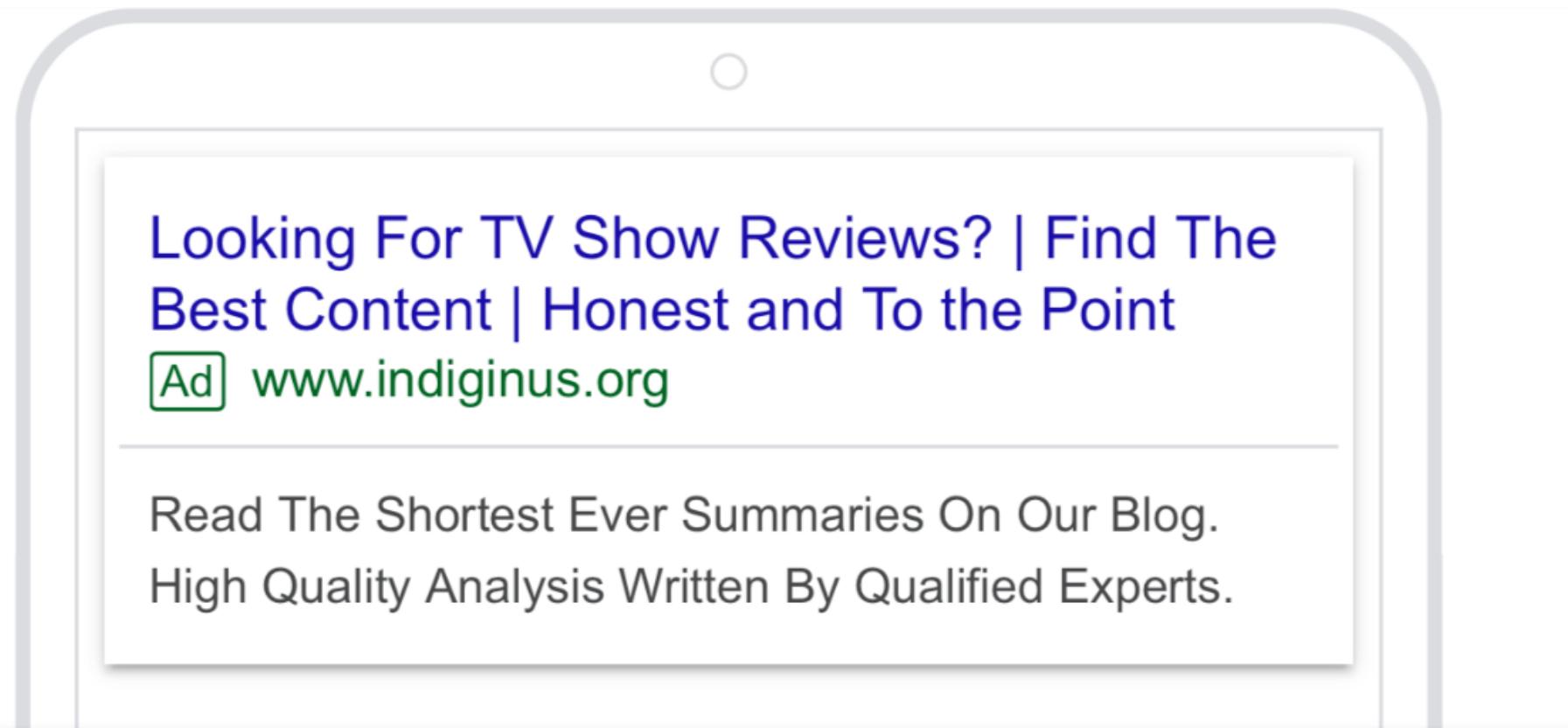
Google Ads Campaign Setup

6 Step Process :

- Analyzing Customer Behavior
- Setting Goals and Deciding Markets
- Choose Right Keywords
- Select the Right Type of Campaign
- Create Ads Explaining Value Proposition
- Analyze and Optimize



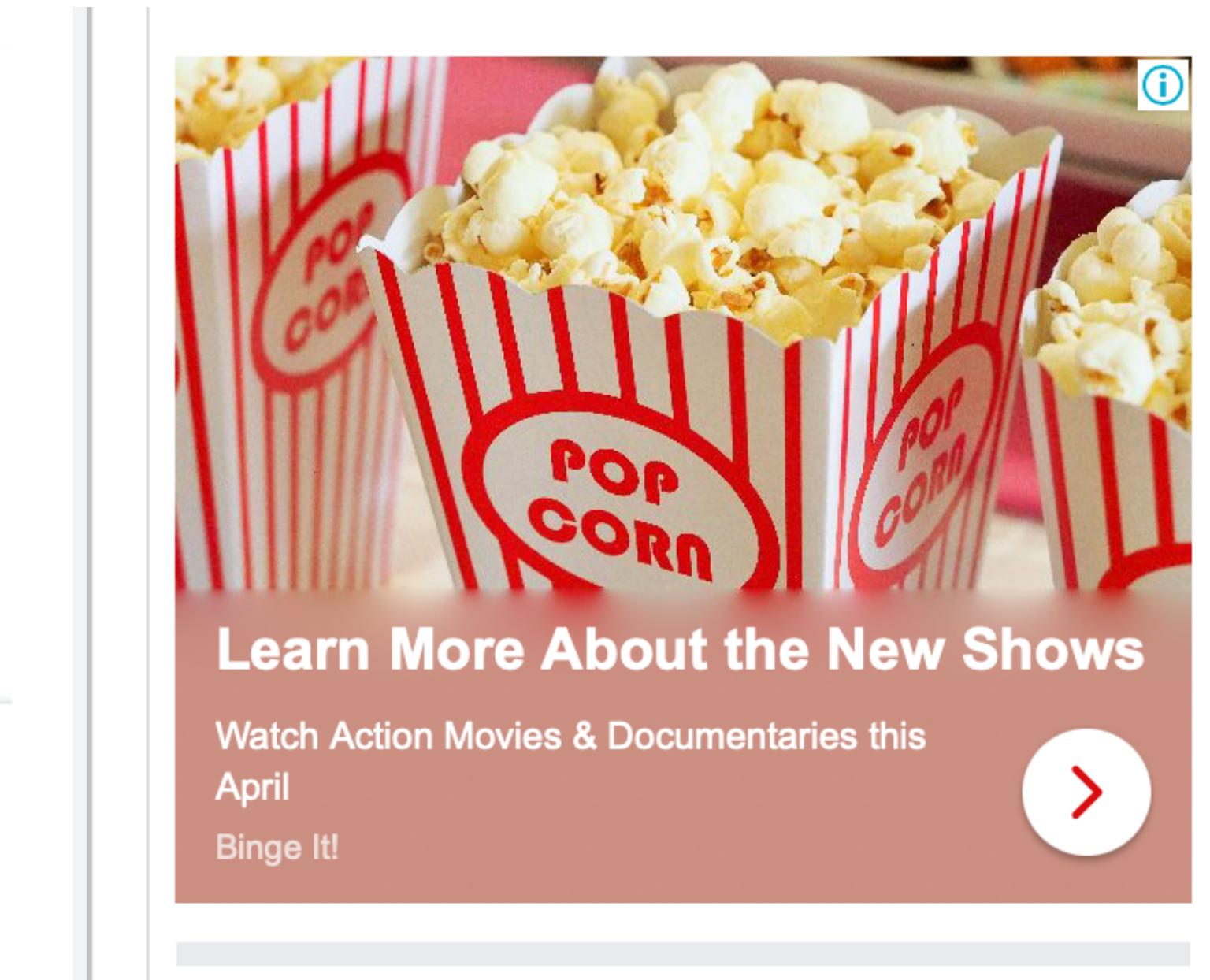
Search and Display Campaigns



A smartphone screen showing a search result. The text in the result is as follows:

Looking For TV Show Reviews? | Find The
Best Content | Honest and To the Point
Ad www.indiginus.org

Read The Shortest Ever Summaries On Our Blog.
High Quality Analysis Written By Qualified Experts.



A display advertisement featuring several red and white striped popcorn boxes filled with popcorn. The text in the ad is as follows:

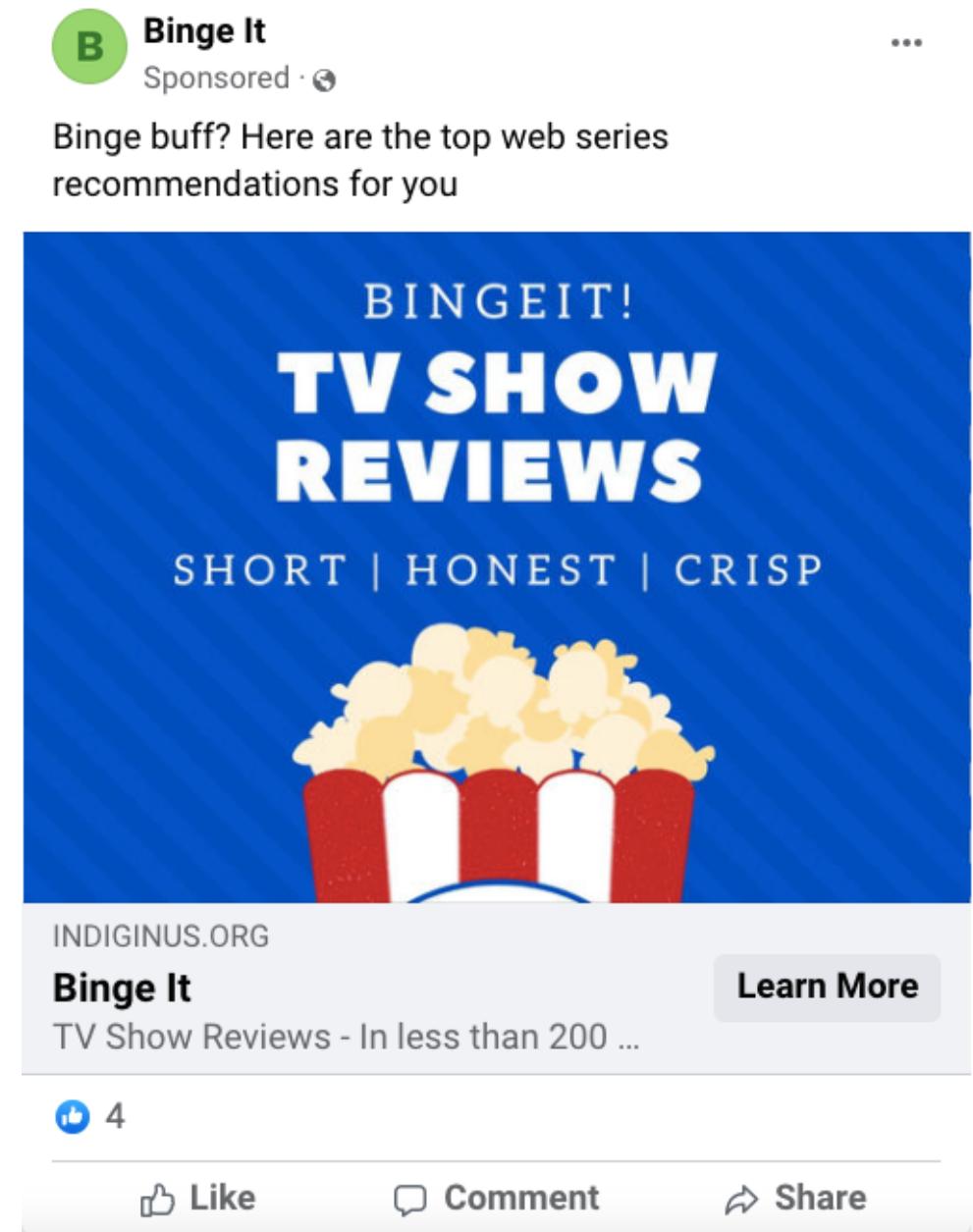
Learn More About the New Shows
Watch Action Movies & Documentaries this
April
Binge It!

A red circular arrow icon is located in the bottom right corner of the ad area.

Facebook Ads Campaign Setup

5 Step Process :

- Choose a goal (Website Traffic here)
- Set a Budget (Rs.100/day here)
- Deciding Target Audience
- Choosing Keywords to target Interest Groups
- Insert Ad Poster and a Headline



Desktop News Feed



TARGET AUDIENCE

Age: 18-40

Location: India

Language: English and Hindi

Interest Areas

- Films
- HBO
- Netflix
- Entertainment

Average Audience Size:
273,300,000

Ad Statistics

Off/On	Ad name	Reach	Impressions
<input checked="" type="checkbox"/>	 Binge It	2,646	3,013
	Results from 1 ad ⓘ	2,646 People	3,013 Total

Off/On	Ad name	Amount spent	Ends	Frequency	Unique link clicks	Link clicks
<input checked="" type="checkbox"/>	 Binge It	₹300.74	Ongoing	1.14	104	108
	Results from 1 ad ⓘ	₹300.74 Total Spent		1.14 Per Person	104 Total	108 Total

Marketing Ratios

CTR

(Clicks/Impressions)

3.58%

CPC

(Amount Spent/Link Clicks)

Rs.2.78

Our Learnings

01

Iterations are
important

02

How Customer
Journey In
Digital Looks so
Different

03

Segmentation Is
the Key To Get
A Good ROI

04

Optimizing
Organic Reach
Goes a Long
Way