



Go To Market Plan

Problem Statement



Organisations face the challenge of identifying skill gap of employees and struggle with upskilling them for leadership position

Key Value Proposition



We serves both HR managers and individual test-takers, enabling HR managers to identify employee skill gaps. For individuals, the app offers personalized skill assessments, allowing them to compare test reports through cloud analytics.

Education as a Benefit

Help me recruit and retain top talent



Reskilling

Help me retrain my workforce



On-Ramps

Help me find quality, diverse candidates for hard-to-fill roles



Upskilling

Help me keep my workforce relevant



Outskilling

Help me support employees who should transition to another company



Positioning



Streamlined Talent Management Solutions

UAssess offers a transformative platform designed for precision and efficiency, catering to the needs of small to medium-sized businesses.

Comprehensive Analytics

UAssess provides in-depth analytics, enabling informed talent decisions effortlessly. Gain valuable insights to drive strategic workforce planning.

Precise Talent Identification

UAssess ensures precise talent identification, allowing businesses to pinpoint and nurture the skills and capabilities needed for success.

Focused on Organizational Success

UAssess is committed to supporting businesses in making strategic talent decisions that contribute to overall organizational success.



For small and mid sized IT/ITES organisations

Who want to assess their employees

UAssess is an online talent assessment tool

Which helps companies with in-depth assessment for technical and leadership skills

Unlike our competition

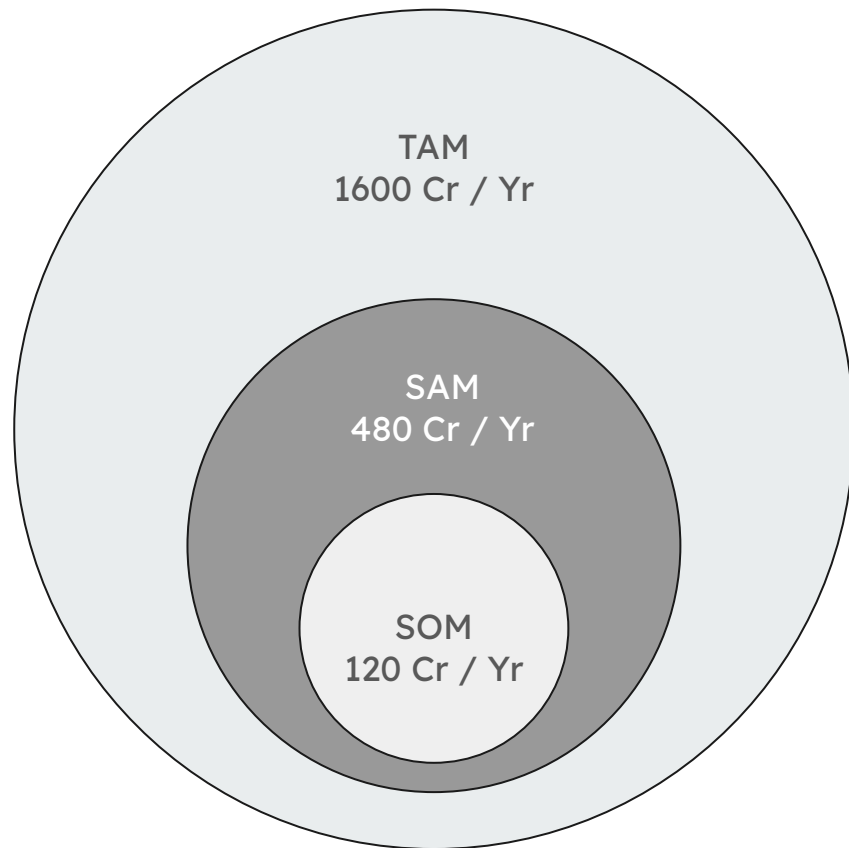
We provide continuous assessment with trend analysis and mentorship.

Segment

Small and Mid sized IT/ITES
organisations

50-200 employees

Pan India



Buyer Persona



Name

Amit

Job Title

L&D Manager

Age

35 to 44 years

Highest Level of Education

Master's degree

Industry

Technology

Organization Size

51-200 employees

Job Responsibilities

- Skill gap reduction
- Upskilling employees
- Improving Team's Productivity

Their Job Is Measured By

- Number of client escalations
- Team's productivity
- Low Attrition Rate

They Gain Information By

- Management Feedback
- Employee Interviews
- Company Performance Reports

Goals or Objectives

- Skill gap assessment
- Creating Skilled Leadership
- Upskilling Employees

Tools They Need to Do Their Job


- Email
- Employee Scheduling Software
- HRM

Biggest Challenges






- Employee Morale
- Professional Development
- Leadership skills
- Skill Development
- Cost to Company

Buyer Journey Map

	Awareness	Consideration	Evaluation	Decision	Implementation	Renewal / Advocacy
Touch Points	Online searches, industry events, social media discussions.	Uassess website, downloadable resources, webinars.	Free trials, personalized demos	Negotiation meetings, contract discussions, testimonials	Onboarding sessions, user training, customer support.	Ongoing support, regular feedback, Updates on new features, renewal reminders, and referral incentives.
Customer Actions	. Researching online for solutions, seeking industry insights	Visiting Uassess's website, exploring features and case studies. Comparing with similar sites	Signing up for trials, attending Uassess webinars.	Negotiating terms, discussing pricing, seeking internal approvals.	Collaborating with Uassess for a seamless onboarding experience.	Providing feedback, engaging in user forums, exploring new features, Sharing positive experiences, providing testimonials.
Feeling	Frustration with current assessment methods, curiosity about better solutions	Hopeful	Excitement, cautious, eagerness to explore functionalities.	Eagerness	Excitement about the new tool	Confidence, seeking reassurance, satisfaction with support received.
Pain Points	Lack of efficient talent assessment tools, gaps in current talent management strategies.	Uncertainty about the effectiveness of available solutions.	Concerns about implementation or compatibility with existing systems	Budget constraints, internal decision-making processes	Initial setup complexities, adjusting workflows.	Difficulty in using new features. Concerns about the perceived value of renewing



Competitor Analysis

Competitor	Offerings	Features	Market Reach	Competitive Advantage
	Assessment & hiring solutions	Customized assessments, analytics	Global, Large organizations	Broad assessment range, experience since years, talent development
	Talent measurement & assessment	Psychometric tests, employability index	Global, Large enterprises	Industry-specific tests, presence since 1977, talent development
	Skill assessment platform	Pre-employment tests, coding challenges	Global, Medium & Large	Remote assessment focus, tests in different language
 TALVIEW	Video interviewing & assessments	AI-driven assessments, remote hiring	Global, Medium & Large enterprises	Video-based solutions
 TestGorilla	Pre-employment testing platform	Multi-domain assessments	Global, Small organizations, Startups	User-friendly interface









Competitive Analysis

My competitors

Month

Year

+ Add competitor

Domain	Organic Keywords	Organic Traffic	Paid Keywords	Paid Traffic	Ref. Domains	Authority Score
mettl.com   IN 	6.4K -48.08% 	64.6K -21.91% 	81 -25% 	4.1K -20.25% 	7.9K +0.99% 	 45 -17 
www.shl.com/en-i...   IN 	181 -19.91% 	15.5K +23.78% 	0 0% 	0 0% 	5.8K -11.61% 	 52 -4 
imocha.io   IN 	5.7K +60.74% 	10.5K +54.28% 	5 -88.37% 	226 -64.91% 	3.1K +24.93% 	 36 -11 
testgorilla.com   IN 	17K +190.38% 	53.6K +374.77% 	69 +91.67% 	5.2K +224.36% 	7.1K +55.5% 	 48 -3 
talview.com   IN 	616 +11.19% 	4K +11.07% 	0 -100% 	0 -100% 	3.7K +68.74% 	 34 -16 

Competitive Advantage



Ease of Use

Instantly select a test, and receive immediate results from your phone.



Centralized Trend Analysis

Easily track and evaluate your progress over time by accessing past assessments(they are stored) conveniently in one location



Social Sharing through Cloud Analytics

Compare your scores within your network and globally. Gain a comprehensive view of your standing and progress.



Consultative Approach

Offering personalized guidance from experts who interpret assessment results and provide one-on-one advice for skill enhancement.

Sales Pipeline/Goal Mapping

1. Market Research, industry events, conferences etc . Outreach via targeted emails, calls, social media etc
2. Discovery calls or meetings to understand the needs. Assess readiness, budget, decision-making process.
3. Conduct presentations, demos and free trial
4. Pricing proposals, negotiate terms, Sign contract, finalize the sale
5. Smooth onboarding , training and assistance
Address any post-implementation queries or issues.
6. Conduct regular check-ins, feedback to ensure customer satisfaction



Goal



Overall Marketing Budget	INR 20,00,000
CAC	INR 20,000
Average Subscription Revenue	INR 60,000 - 1,00,000
Pilot	Acquire 4 customers at 90% discount and half of them repeat

Search Engine Strategy

SEO Keywords

- ❖ employment assessments
- ❖ Leadership Assessment Tools
- ❖ psychometric examination
- ❖ 360 degree evaluation,
- ❖ technical ability test,
- ❖ competency based performance evaluation

<div>Q Site: https://mettl.com/ India English Google Dec 2022 – Nov 2023</div>								
Broaden your search: No suggestions found Refine keywords								
<div> Exclude adult ideas X Add filter 1,855 keyword ideas available Columns Keyword view</div>								
<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> personality assessment	1K – 10K	0%	0%	Low	–	₹13.12	₹59.83	
<input type="checkbox"/> coding interview platform	10 – 100	0%	0%	Low	–	₹64.74	₹219.12	
<input type="checkbox"/> interview software	100 – 1K	0%	-90%	Low	–	₹30.41	₹206.99	
<input type="checkbox"/> aptitude test practice	1K – 10K	0%	0%	Low	–	₹4.45	₹16.02	
<input type="checkbox"/> leadership assessment test	100 – 1K	0%	0%	Low	–	₹6.64	₹68.06	
<input type="checkbox"/> 360 feedback examples	100 – 1K	0%	0%	Low	–	₹15.65	₹73.04	



Off Page SEO

Influencers: Technology Experts, Mentor Coaches, Bloggers.

Media: E-books, Framework for success

Gatherings : Meetups, Webinar, Live Broadcast

Communications: Podcast, Bloggers, video blogs

Social Media: Reddit, Quora



On-Page SEO

User Engagement:

A free assessment test for the people who login by their work email address this will help the UASSESS to reach prospective customers.

Industry related blogs:

Blogs on the website useful to employee helpful them moving higher up the leader. Also showing importance of these test

Tags:

Putting tags on header (h1) and sub header (h2).
Avoiding keywords in the body tags.

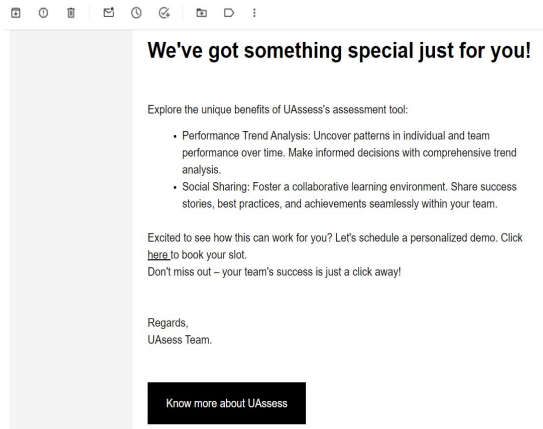
Others:

Title tag, Optimize Urls (non-cryptic), Add Internal link and reference relative authorized link.

Content Marketing Strategy

Content marketing strategy is your high-level plan for creating and distributing content to grow your audience and reach various business goals.

Newsletters



Youtube Vidoes



Quora & Reddit

What is the **leadership legacy assessment test** or **disc personality test**?



Keith Johnston · Follow

10+ years teaching leadership. Recently published a book on leadership. · 3y

There are many **leadership** tests. I am not familiar with the specific test you refer to, but I am familiar with the **DISC** personality test. The **DISC** test has been around since the early 1970's and has been used by millions of people around the world (more)

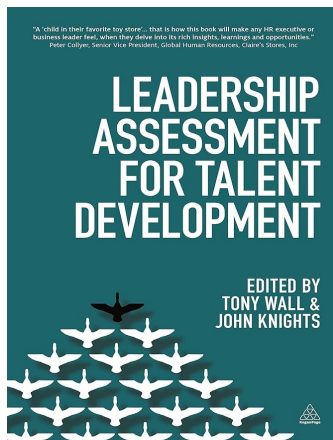


Content Marketing Strategy

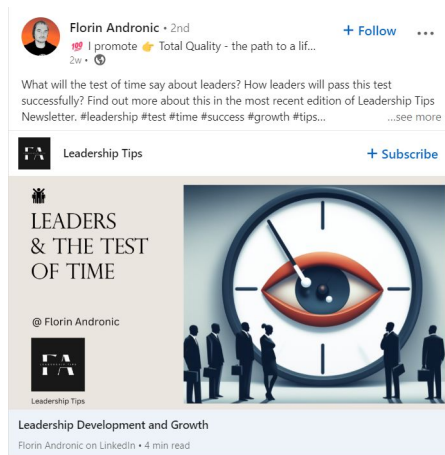
Podcast



Ebooks



Blogs



Social Media Post



Unveiling Test Leadership: Assessing and Nurturing Skills in Testing Environments

In the realm of testing, leadership isn't confined to managerial roles; it's a dynamic skill set that thrives in various testing scenarios, steering teams towards success. The capacity to lead in testing environments hinges on a blend of technical prowess, interpersonal finesse, and strategic acumen.

Assessment Framework for Test Leadership Skills

1. Technical Proficiency:

A competent leader in testing possesses a profound understanding of testing

Budget Plan

Budget distribution plan		20,00,000
Pilot	20%	400000
Digital marketing		
SEO, Google Ads, SMM, Blogs etc	40%	800000
Referrals	15%	300000
Email Marketing and Automation	10%	200000
Partnerships (Integrations, Strategic partnerships)	15%	300000

Pilot Budgeting

	2021						
	budget original	Qty	Rate	Budget	Expected Leads (MQL)	Conversion %(SQL)	Converted Customer
Awareness							
Event participation (offering 90% discount)	40000	1	40000	0	60	5%	3
Flyer	80000		80000	80000	20	1%	0
Digital Presence	280000						0
Email Marketing Tool		1	1000	1000			
Blogs & LinkedIn Posts		200	200	4000	20	1%	0
Landing Page		1		5000			0
google advertisement		100000	100	100000	100	2%	2
all software		1	10000	10000			
Total				200000	200		5
Interest							
email campaign			0	0		1%	1
			0	0	0		1
Consideration							
Product Guide PDFs + Product Walkthrough Videos		Digital presence team				1%	1
			0	0	0		1
Intent							
Product Demo						2%	1
			0	0	0		1

Search Engine Marketing

[Keyword Planner >](#)

Plan from Dec 16, 2023, 12 PM, GMT+08:00

[Keyword ideas](#) [Forecast](#) [Saved keywords](#) [Negative keywords](#)

Broaden your search:

+ assessment tools

+ tools

+ psychological assessment

+ psychological assessment services

+ psychoeducational assessment tools

+ psychiatric assessment tools

+ couples therapy tools

[Refine keywords](#)

1 selected Plan ▾ New ad group ▾ Broad match ▾ Add keyword to create plan ?								Copy	More	Close
<input type="checkbox"/>	Keyword	↓	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)		
<input checked="" type="checkbox"/>	psychological assessment tests online		1K – 10K	0%	0%	Low	–	SGD0.17		
<input type="checkbox"/>	psych assessment test		1K – 10K	+900%	+900%	Low	–	SGD0.15		
<input type="checkbox"/>	mental illness assessment test		1K – 10K	0%	0%	Low	–	SGD0.02		
<input type="checkbox"/>	online tests for mental disorders		1K – 10K	0%	+900%	Low	–	SGD0.17		

Launch Plan



				Launch Plan										
	Marketing Channels	Week 1	Week 2	Week 3	Week 4		Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
	PRE-LAUNCH						POST-LAUNCH							
ONLINE	Google Adwords					LAUNCH								
	Linkedin Ads													
	SEO													
	Content Marketing													
	Email Campaigns													
	Webinars													
	Videos													
OFFLINE														
	Industry Event Partcipation													
	Flyer													
	Influencers Marketing													
	Billboard													
	Networking meets													



Email campaign planning

Email marketing planner template


Campaign Name	Email Type	Audience Segment	Send Date	Time	Subject Line	Content Topics	Goals
Let them know about UAssess	Awareness	Subscribers	2023-04-10	10:00 a.m. EST	"Unleash the Power of Simplified Learning Assessments"	about product	Increase sa >= 20%
One specific feature about UAssess	Engagement	Subscribers opnened thier mails	2023-12-15	2:00 p.m. EST	"Ready to take your Learning and Development initiatives to new heights? We've got something special just for you!"	specific topic	click rate >



Evaluation & Metrics




- Number of test taken.
- Number of organization enrolled in a quarter.
- Number of test taken by employees per organization.
- Number of renewals per organization.
- Repeated test taken by Organization


Email Campaign metric


 Home



Create

 Campaigns ^
All campaigns
Campaign Manager New

 Automations ^
Overview
All journeys
Pre-built journeys
Transactional email

 Audience ^
Audience dashboard
All contacts

Audience: OnAnExpedition **Delivered:** Fri, Dec 15, 2023 1:08 AM

Subject: Elevate Your L&D Strategy: Exclusive Offer Inside! [View email](#) · [Download](#) · [Print](#) · [Share](#)

7 Opened	2 Clicked	3 Bounced	0 Unsubscribed
-------------	--------------	--------------	-------------------

Successful deliveries	40	93.0%	Clicks per unique opens	28.6%
Total opens	7		Total clicks	5
Last opened	12/15/23 2:25AM		Last clicked	12/15/23 2:31AM
Forwarded	0		Abuse reports	0

Landing Page



Uncover Your Team's Brilliance

Seamless Skill Gap Analysis for Agile Companies with Trend Insights, Social Sharing, and Personalized Reports, Anytime, Anywhere!"

Book a demo

Trusted by 500+ Enterprises

Explainer Video

Why Us



We help businesses to identify and upskill their employees

1. In-depth Assessment
2. 1:1 Mentor Connect
3. CRM Integration
4. Trend Analysis
5. 24/7 Support



invideo.io

Communication Flyer & Billboard

**UNLEASH POTENTIAL,
ACHIEVE EXCELLENCE**

Assessments tailored to bridge the gap in your team and succeed

MORE INFO

+91-8008365478

www.uassess.com

Koramangala, Bengaluru

0000



UAssess

Unlock Your Team's Potential

Talent assessment
solutions that takes your
team from 10x to 100x

- Cloud Analytics with Peer Comparison
- Performance Trend Analysis
- Personalized Reports
- 1:1 Mentor Support



Connect Now!

www.uassess.com

hello@uassess.com

Email campaign



Ready to take your Learning and Development initiatives to new heights? We've got something special just for you!

Explore the unique benefits of UAssess's assessment tool:

- Performance Trend Analysis: Uncover patterns in individual and team performance over time. Make informed decisions with comprehensive trend analysis.
- Social Sharing: Foster a collaborative learning environment. Share success stories, best practices, and achievements seamlessly within your team.

Excited to see how this can work for you? Let's schedule a personalized demo. Click [here](#) to book your slot.

Don't miss out – your team's success is just a click away!

Regards,

UAssess Team.

Know more about UAssess

Artifacts



1. [Sales Deck](#)
2. [Competitor Analysis](#)
3. [Buyer Journey](#)
4. [Buyer Persona Interviews](#)
5. [Budgeting Calculation](#)