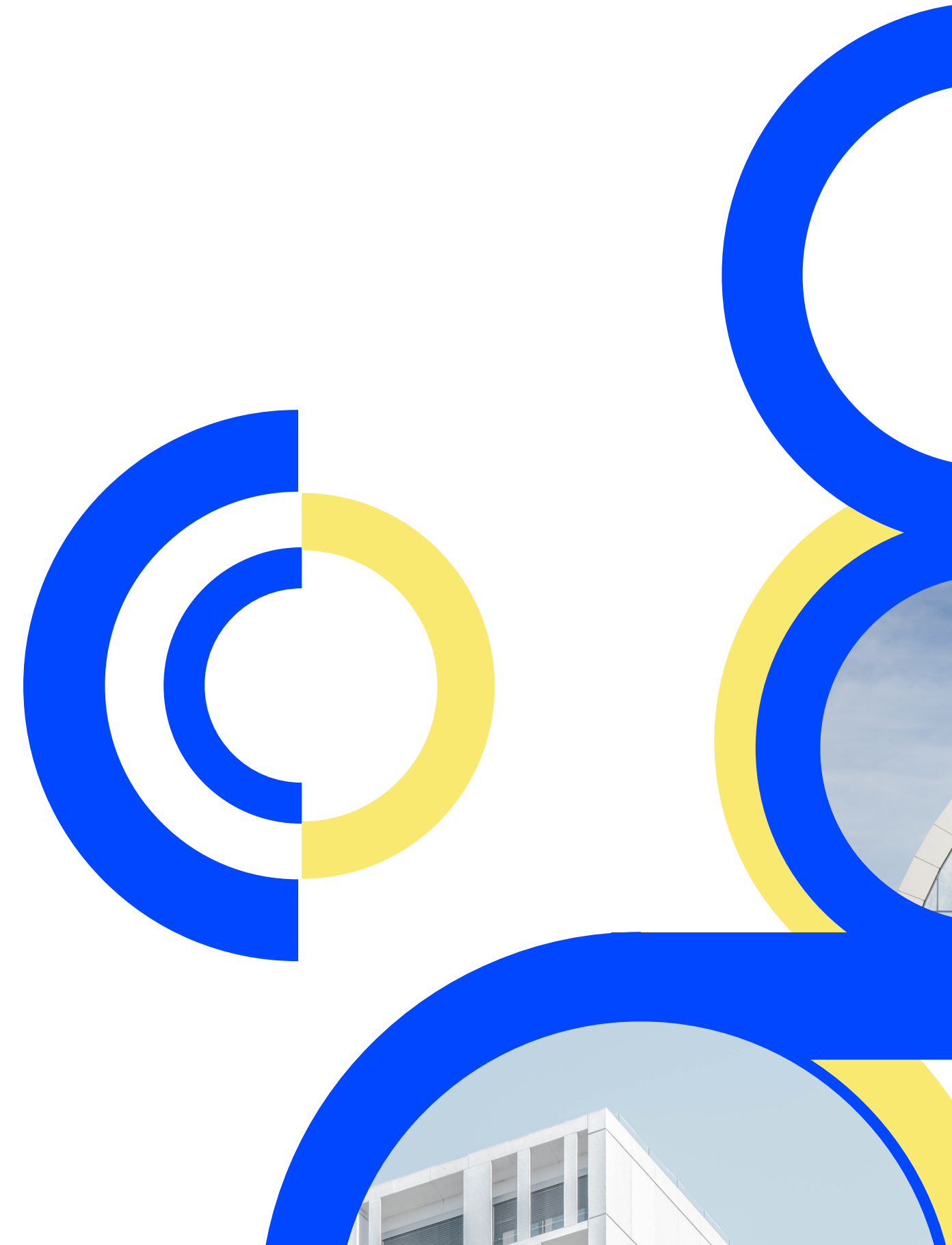# WeLoveNoCode Academy

Case Study   **March 2022**

How might we 100x the potential of WLNC Academy to generate more direct revenue, increase brand value and create a robust talent pipeline for WLNC Inc.

PRODUCT STRATEGY
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Key Assumptions I Made

- WLNC Inc. wants to increase the sign-up rates for WLNC Academy to create a new revenue source and build a no-code talent pipeline.
- WLNC Academy has past students already
- WLNC Inc. has a team that is dedicated to the Academy, or is willing to dedicate a team for this.

This case study treats WLNC Inc and WLNC Academy as different but closely related entities.

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An Overview of WeLoveNoCode Academy

- WeLoveNoCode Academy (WLNC Academy) is a product of WeLoveNoCode; a no-code developers agency.
- WLNC Academy is a learning platform that currently has 11 no-code classes listed on the public library.
- The content is pre-recorded and available on-demand.
- The price of courses range from $19 to $39; there are 2 free classes currently available.
- The Academy is a sub-domain of the main WLNC company's webpage meaning it has a small level of SEO independence.

CONCEPTION
The Background Work

Here's what I looked at to analyse the current state of WLNC Academy and where it stands in the market in comparison to it's competitors:

1. User problem Identification: What are people saying about WLNC Academy? What do those reviews look like?
2. Market Research and Analysis. I tied this in with competitor research. I checked what the search volume was for no-code learning, what results came up, and where WLNC Academy fell in the search results.
3. Finally, I checked what competitive advantages WLNC Academy might have compared to other no-code learning providers.
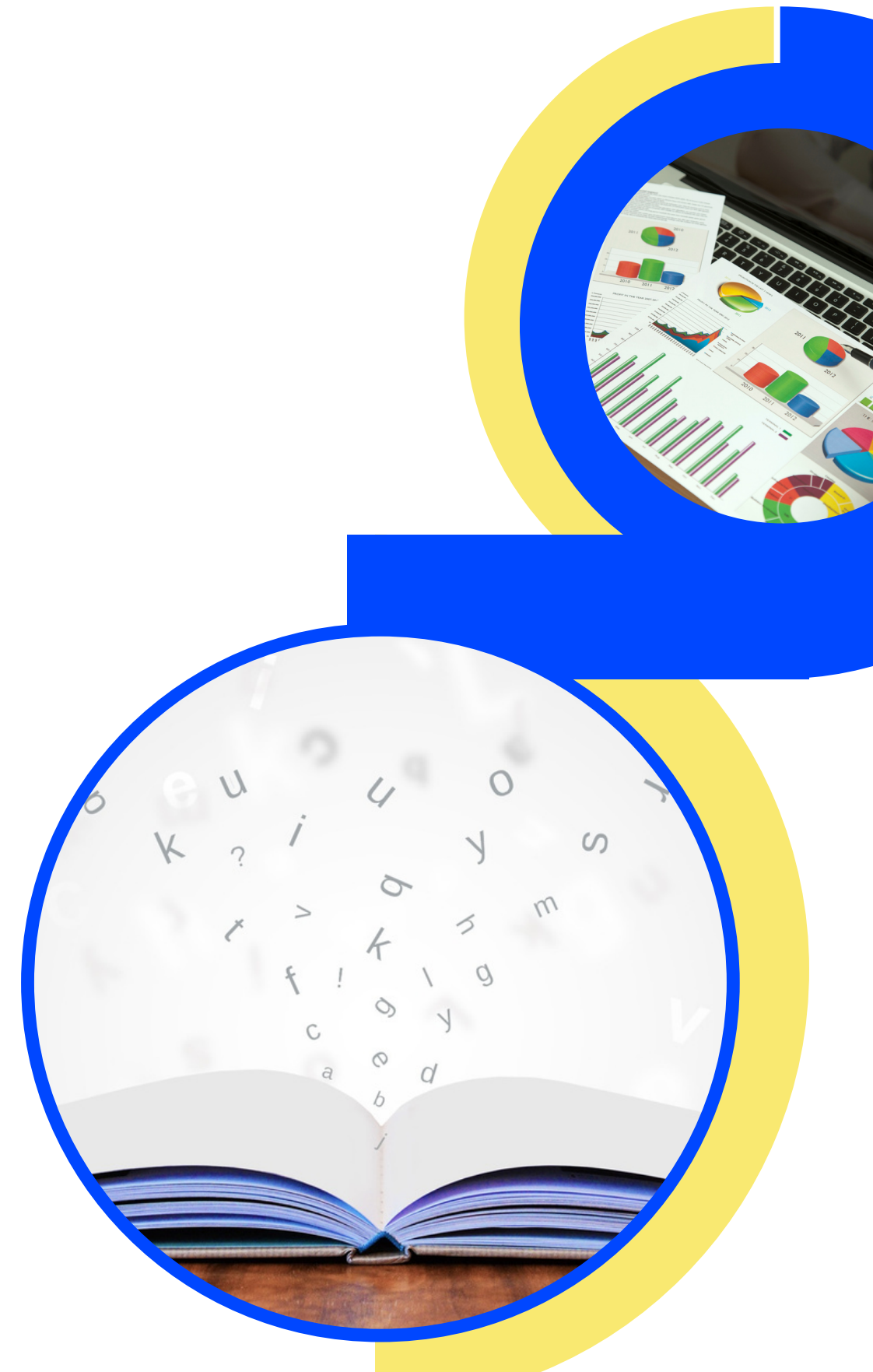
What people are saying about the WLNC Academy

NOTHING. No one on Page 1 of Google is saying anything about the online learning platform.

However, here's what they are saying about WLNC Inc. Perception of main company may affect perception of Academy.

Positive reviews focused on platform, speed of delivery, engagement and price

Negative reviews mentioned disappointment in delivery time, delivery quality and how their case was managed.

Verdict: Positive reviews for WLNC Inc. were so much more than negative reviews. They could be better; but we have a good stating point for the WLNC Brand Sentiment

WeLoveNoCode
★★★★☆ 22 reviews | 1 discussion
♥ Favorite   ! Claimed

Posts → WeLoveNoCode → Reviews

WeLoveNoCode
We make your ideas real with NoCode

Get it   ▲ Upvote 1,275

Welovenocode
Reviews 14 • Average
★★★½☆ 3.4 ⓘ
In the Website Designer category

g2.com   Product Hunt   Trust Pilot

WELOVENOCODE

Market Research [Incl. Competitor Analysis]

It started with a simple search " Where can I learn no-code"?

WeLoveNoCode Academy appeared on Page 3 of Google. I used different keywords to search for the same thing; in some of them, WLNC Academy appeared nowhere.

Here's the top 3 **ORGANIC** search results that came up:

UDEMY	NOCODE MBA	HELLO GURU

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WELOVENOCODE

How WLNC Compares:

	Price	Community	Traffic
Udemy	Less than $20	⭐⭐⭐	Less than 100/mo
No Code MBA	$16-$25 pm	⭐⭐⭐	Less than 10/mo
Hello Guru	$0/$159pm	⭐½	Less than 10/mo
WLNC Academy	$19-$39 pm	⭐	Less than 100/mo

WELOVENOCODE

Why WLNC Academy is not like the rest: Competitive Advantage
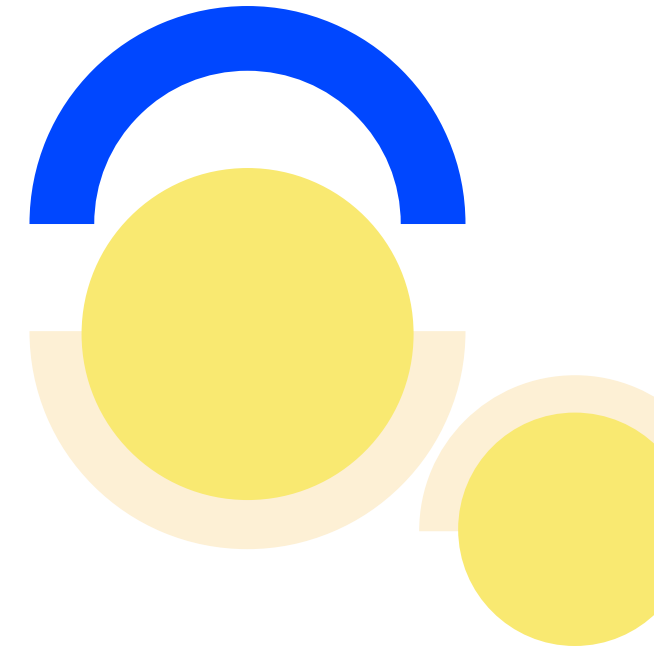
Backed by Main Web High Volume Traffic

WLNC Inc. has 137, 1K (high) traffic and 40.92% (acceptable) bounce-rate. This level and efficiency of traffic can be leveraged to drive substantial traffic to the Academy and increase sign-ups. Platforms like Udemy with thousands of content cannot dedicate the same power to individual no-code classes hosted there.

Symbiosis

WLNC Inc. and WLNC Academy can beautifully leverage each other to generate income on both sides. High ratings by one side can generate the same positive sentiment for the other product.

Niched

WLNC has a very clear, very obvious niche that communicates to the target audience that it is a one-stop shop for all things no-code. This is a good thing for SEO, for brand visibility and for growth potential.

PLAN [IDEATION]
Reducing Weakness
+Capitalizing on strength areas

SEO

Technical SEO performed on the current learning platform targeting both on-page and off-page difficulty/rankings.
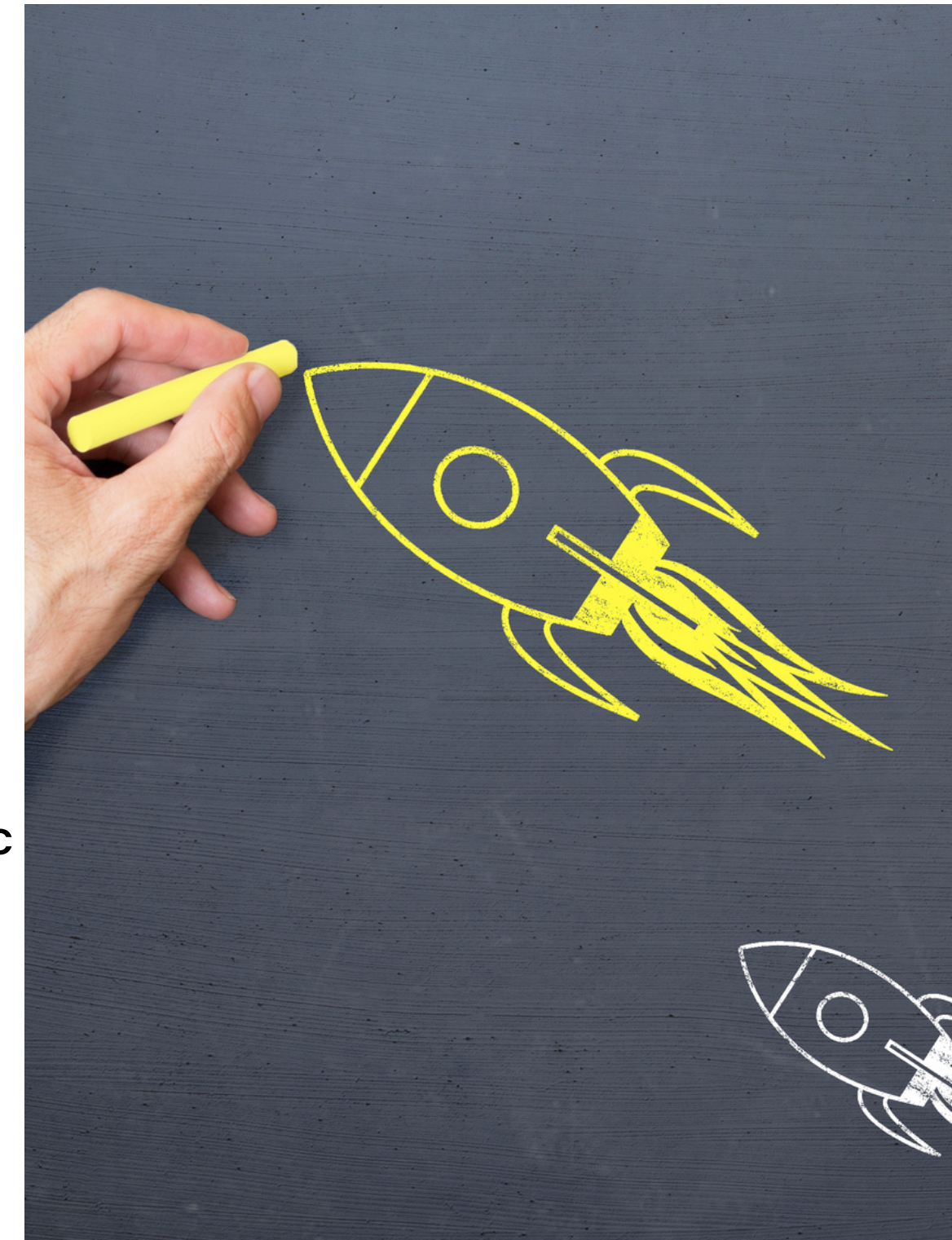
Community

Allow 'view' without needing to sign-up to the community page. Add translation plug-in to auto-translate language. Improve the community page U.I Support user-generated content

More Courses

Commission or license more relevant no-code courses to add on the platform. Consider approaching content creators on other platforms for collaboration/cross-posting.
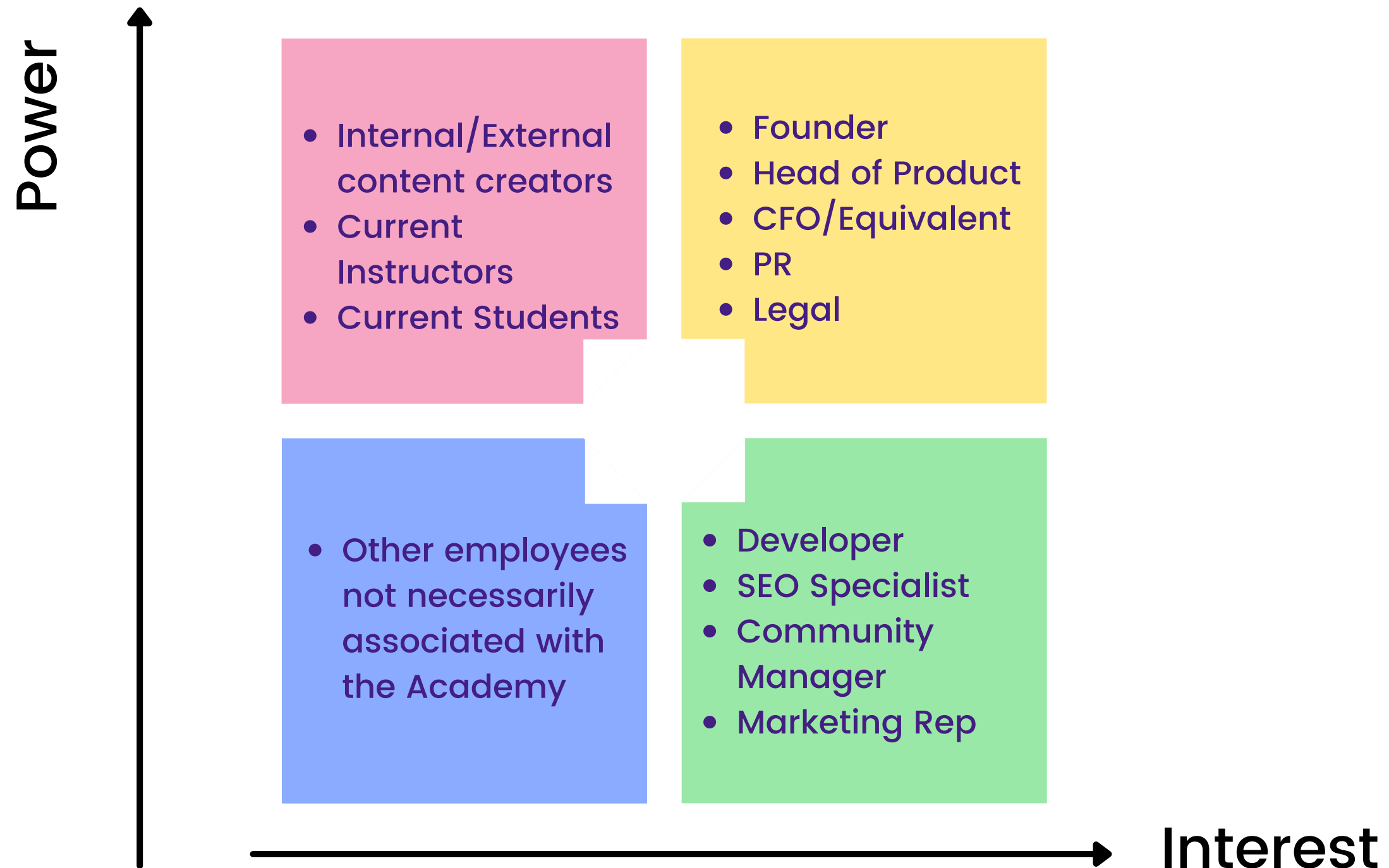
Content: Testimonials, Use Cases, etc

Add a blog page and include student stories, success stories or stories of relevant use-cases for no-code tools. This will help with S.E.O rankings as well. Because this is a sub-domain, the blog will be independent from the main blog to reap SEO benefits.

Stakeholder Mapping

Power

Interest

- Internal/External content creators
- Current Instructors
- Current Students

- Founder
- Head of Product
- CFO/Equivalent
- PR
- Legal

- Other employees not necessarily associated with the Academy

- Developer
- SEO Specialist
- Community Manager
- Marketing Rep

DEVELOPMENT
Creating the MVP

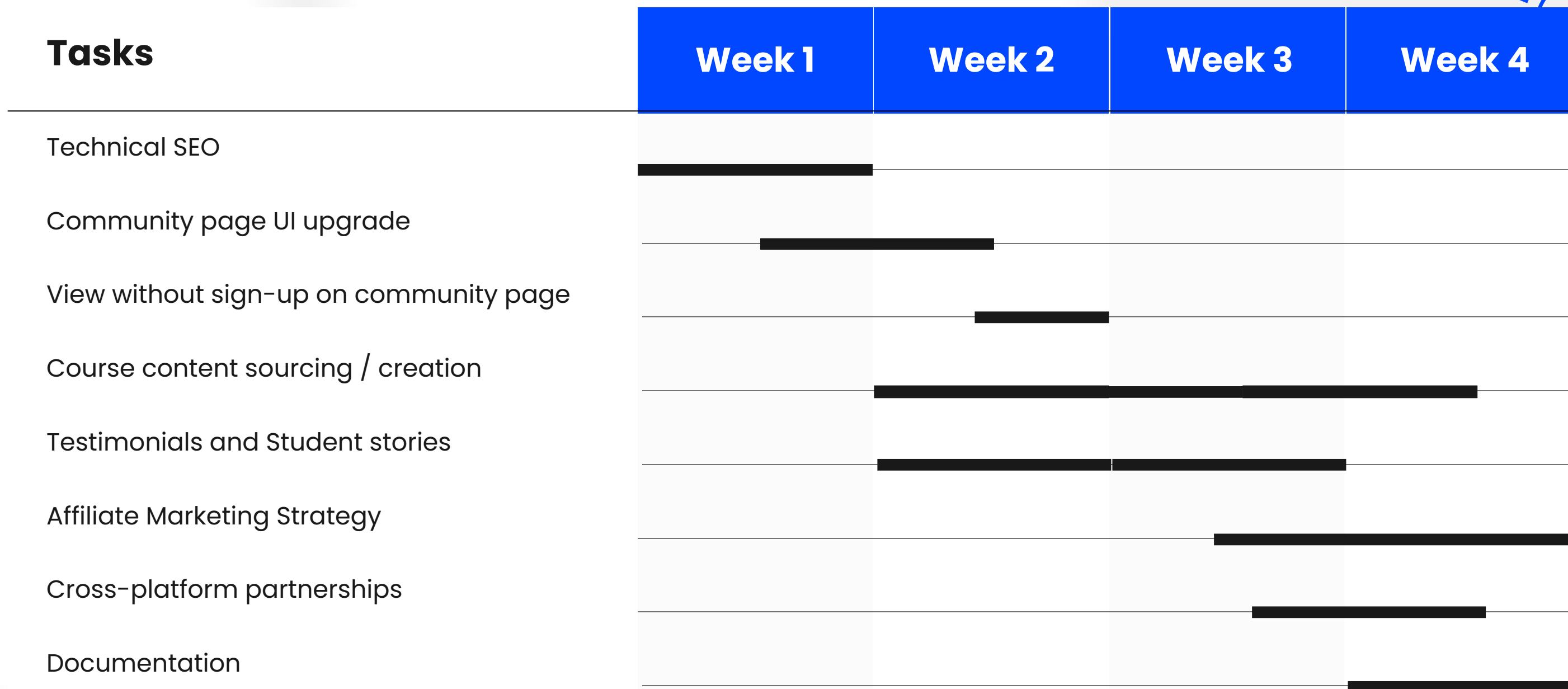### Developing the WLNC Academy upgrade MVP in a 4 week Sprint

As soon as the project is approved by the management and key high power, high interest stakeholders, I would come up with a cross-functional scrum team to dedicate the next 4 weeks towards knocking off tasks.

Stakeholders will be engaged depending on where they fall in the Power-Interest Matrix.
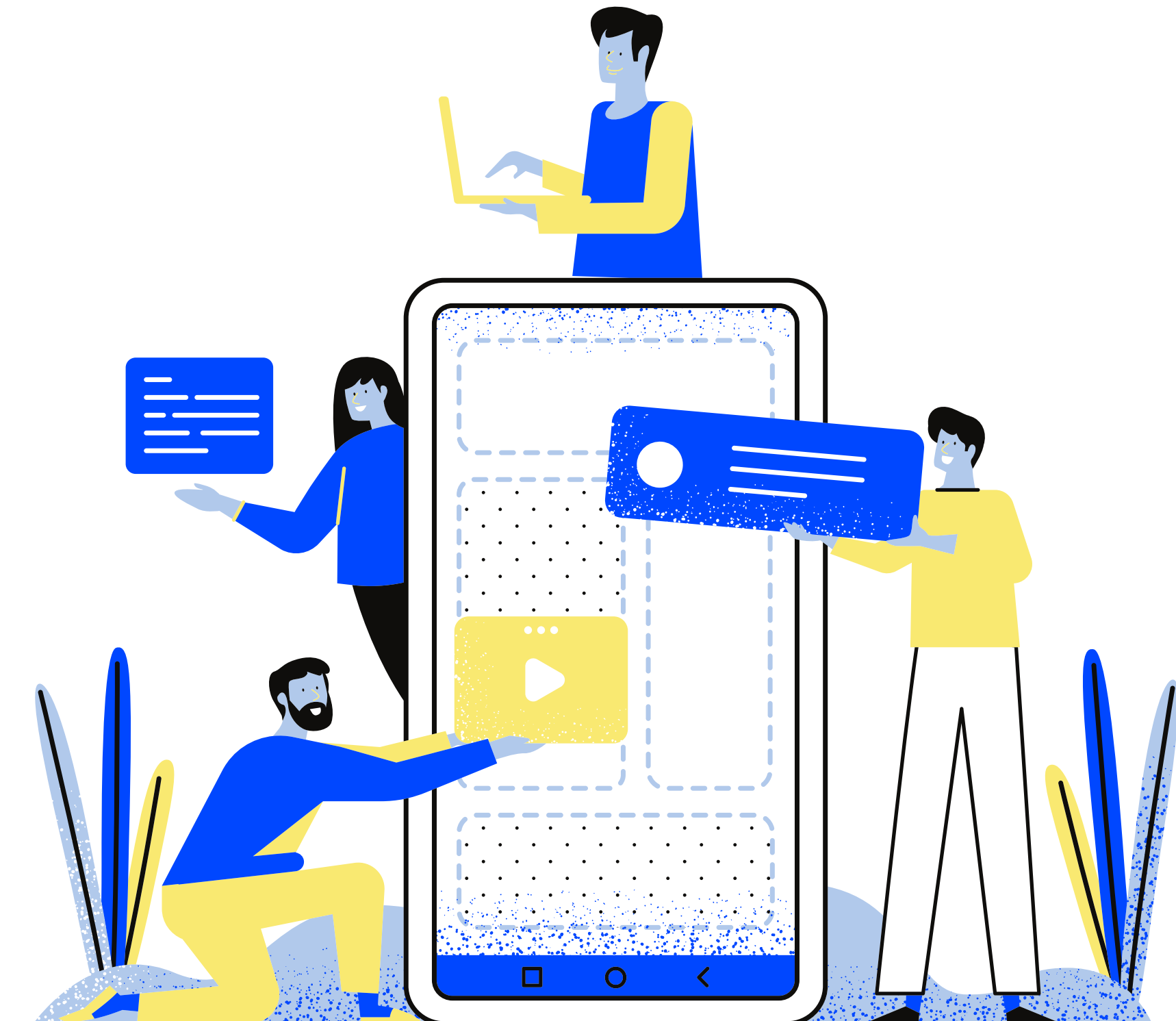
Timelines

The following Gantt Chart outlines proposed timelines. Iteration done after every 3 key tasks.

Tasks	Week 1	Week 2	Week 3	Week 4
Technical SEO	▬▬▬			
Community page UI upgrade		▬▬		
View without sign-up on community page		▬		
Course content sourcing / creation		▬▬▬▬▬		
Testimonials and Student stories		▬▬▬▬		
Affiliate Marketing Strategy			▬▬▬	
Cross-platform partnerships			▬▬	
Documentation				▬▬

ITERATION

Key elements of perfecting before launch

User Feedback

We'll bring in former and current students, current and prospective instructors, and other similar users and get their thoughts on the changes we're making as we go.
We can incentivize feedback by offering discount codes for courses, early releases or 1-1 live coaching.

HADI Assumption Testing

HADI= Hypothesis, Action, Data and Insight
Some of the Hypothesis we can test include:
- If we allow 'view' before sign-up, more users end up signing up because they see value before-hand.
- If we provide testimonials and user stories, more students are willing to pay for the courses.

Alpha/Beta Testing

We'll first test the user journey in-house across different interest areas for users, and then enlist power users to use our platform as we observe how they interact with it.

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LAUNCH
The checklist

Key stakeholder Sign-off

From management to P.R to Legal, we'll ensure that all of them give a thumbs-up to the 'launch'. P.S, legal ensures that all outsourced content has the right license permissions.

More Courses

We have at least 30 no-code courses available on our platform; produced in-house or outsourced.

User Experience

We'll confirm that the learning platform is usable, equitable, enjoyable and useful. We'll confirm zero spelling/grammar errors, no broken links and mobile friendliness.

Content: Testimonials, User Cases, etc

We have at least 5 testimonials and 5 user cases on the platform that are SEO-optimized and appear prominently on the homepage of the parent WLNC platform; and on the homepage of the WLNC Academy

Some non-common Launch Strategies

Crowdfunded Engagement

The no-code hackathon with actual prices won. Prices could include MacBooks, iPhones, software subscriptions, etc. Target both current and new markets with ads. Great for link building, SEO, engagement and traffic.

Cross-Platform Collaboration

Partnership with no-code companies such as Bubble and Wix would lead to a natural win-win as they bring more students, WLNC gives them more subscribers and potential high-value no-code developers.

Key Post-Launch Metrics

01 Number of new students signing up for classes at WLNC Academy

02 Number of Instructors wanting to teach/create content for WLNC

03 Page ranking on search results for both WLNC Inc. and WLNC Academy

04 Number of new referrals to WLNC Inc. from Affiliate Links

05 Number of repeat students/multiple purchasers of WLNC Academy course content.

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Message from the creator of this case study

I developed this case-study to show WLNC the opportunities that exist for the WLNC Learning Platform. The suggestions I've included are a mere indicator of what I can do within a couple of hours and with insufficient insider information.
There are a number of things I have not touched on, but I hope to do should we end up working together.

I hope you enjoyed reading it.

Contact Me

Cindy H. Adem

PRODUCT MANAGEMENT PROFESSIONAL

What I bring to the Table:

- 4 years experience of leading no-code product dev in an emerging market; 5-figure acq. of a SaaS before launch.
- Managing a cross-functional team of up-to 18 members; remote and across time-zones.
- Fluent in at least 4 no-code tools: Wix, Mixergy, Zapier and Google Analytics. Intermediate in 3 others.
- Excellent communication and collaboration skills across different stakeholders.

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