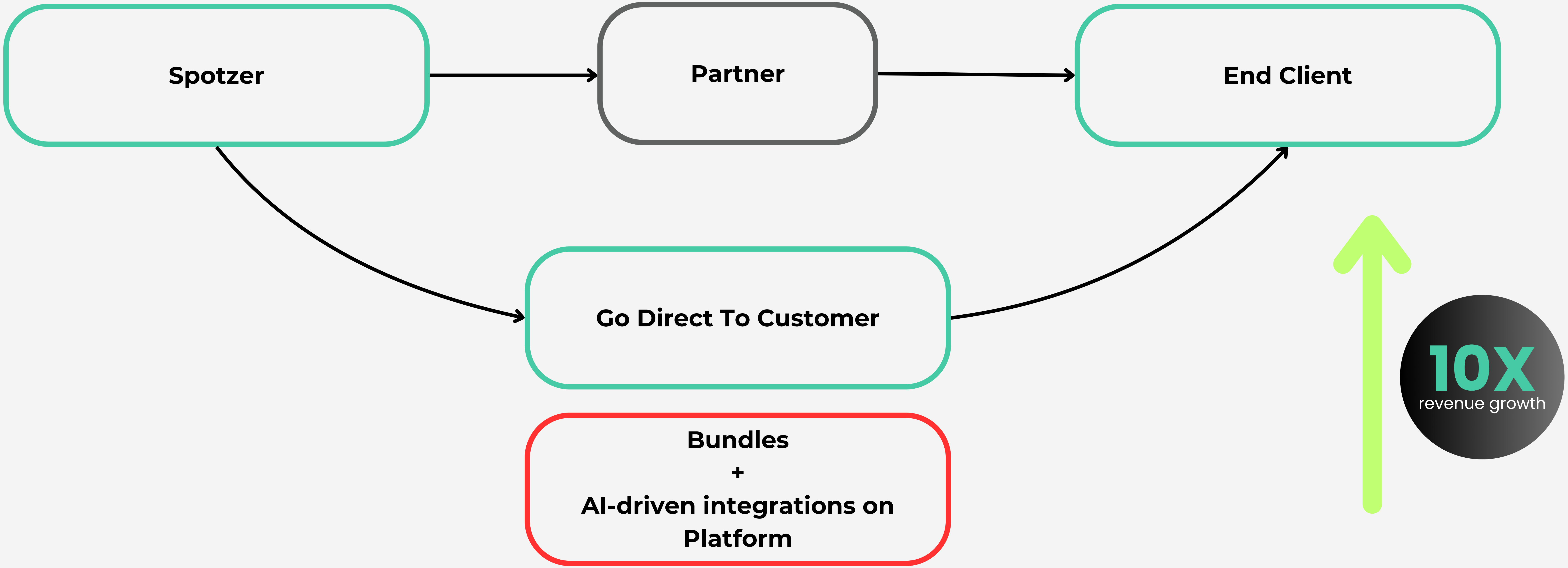
Tasks

Mass Market Launch

Scalable Growth Strategies

AI Integrations

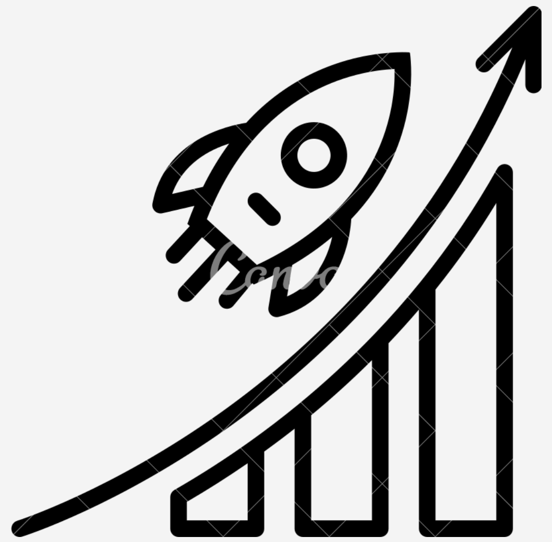
Operating Model



Five Steps

General Market Research → Data Gathering → Modelling Market Trend → Market Opportunity → Product Suggestion

Task 1 - Mass Market Launch



What does the market look like?

- General market research (qualitative analysis)
- Data visualisation (quantitative analysis)

How will the market evolve?

- General market research (qualitative analysis)

- Modelling for gap in market -> interpretation
    - e.g., Regression model to analyse the implication of specific factors
        - eg. market segments/channels and revenue
    - e.g., Forecasting Model to predict
        - utilise company data

Task 1 – Mass Market Launch

- Using the STP (segmentation, targeting, positioning) model to analyse the broad segments
  - EU, AU: broad & selective regions
    - Segmentation:
      - Professional Business Services
      - Trade and Services
      - Health and Beauty
      - Hospitality
    - Targeting: Business looking for efficiency and expertise
    - Positioning: Bundle

- Product suggestion based on the insights

Task 1 - Mass Market Launch

- Product suggestion based on the market insights
    1. Identify interested segments in each country based on previous research
        a. Note: different approaches for each country considering culture etc. differences
    2. Analyse competitive landscape for unique selling proposition direct to market
    3. Curate bundle offerings specific to each region

Task 2 - Scalable Growth Strategies

- Goals:
  - 10x business/revenue
  - 1,500 to 5,000 website volume

- Previous work -> Revenue-increasing Solutions:
  - Mass Market Launch
    - Increase vendors & customer numbers

  - Market Analysis & Bundle Offering Suggestions:
    - Boost volumes of high-profitable services & Cut down low-profitable services (ie., with high-maintainence cost)

Task 3 - Impact of AI

IN PROGRESS / *in development / roadmap*

- Instant product generation at Sale Call
- AI Website Design - no templates
- Lead Enrichment for Sales
- AI Generated Full SEO & Online Ads
- AI QA processes - subjective scoring
- AI Task Automation
- Revisions user feedback regenerate content

pg 18 - Spotzer Digital_Introduction to UniMelb June 2024

10X
growth

leverage
opportunities

Distruptive AI Innovations in the Digital Marketing space

combat

Deliverables

1. AI integration

Identify Possible AI Integrations that would help automate processes and sell direct to customers

2. Market Trend Analysis

Modelling for current market behaviour and future market landscape

3. STP Analysis Outcome

Customer profile for each region

4. Product suggestion

Identify interested segments in each country based on previous research

Competitive Landscape Analysis

Curate bundle offerings specific to each region