

Insight 360

MAD9143 Branding and Marketing for the Mobile

Marketing Plan Presentation



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Our Team

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Team Lead

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Dev Lead

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Design Lead

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Full Stack Developer

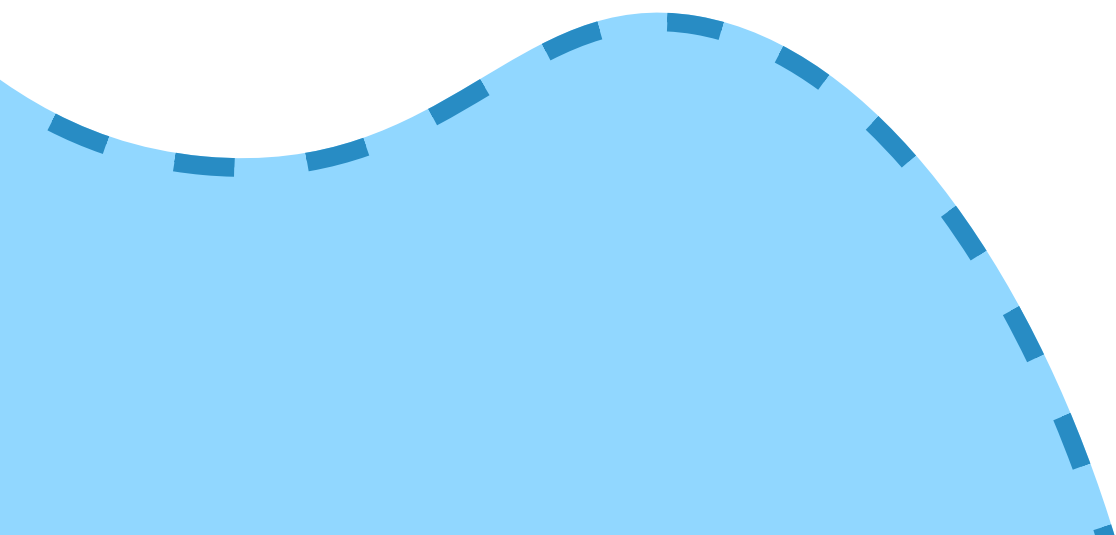
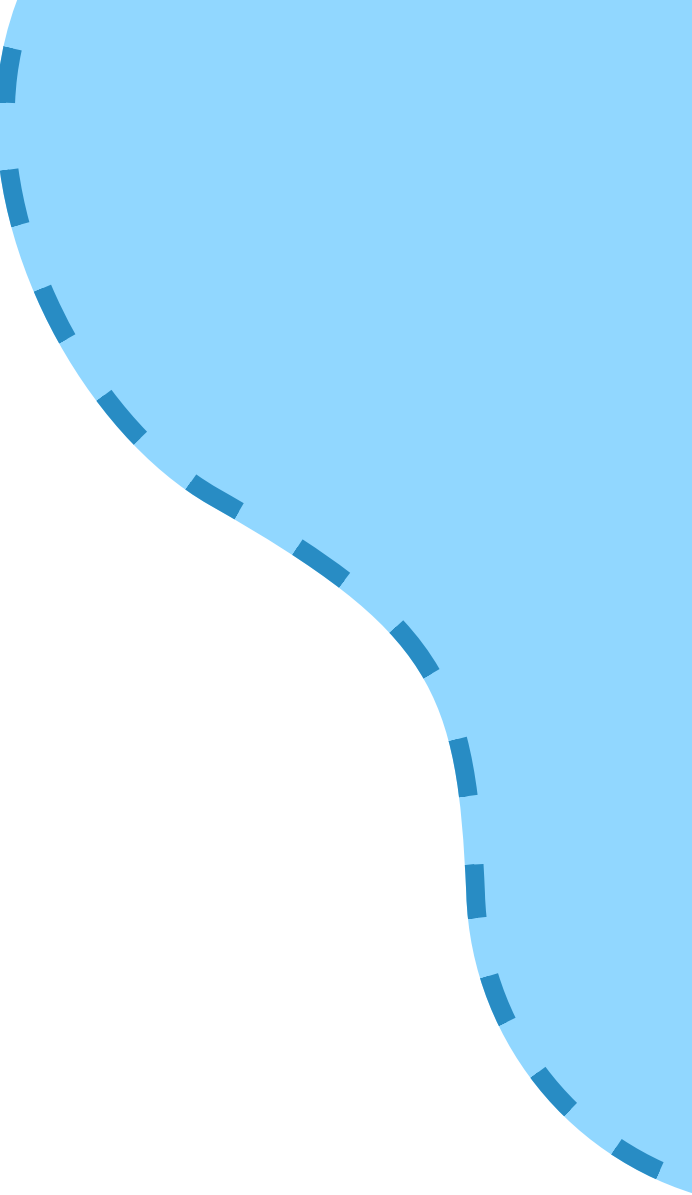
Oyindamola Ajide

Full Stack Developer

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UI/UX Designer

Agenda

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1. Problem/Opportunity
 2. Value Proposition
 3. Underlying Magic
 4. Target Market
 5. Competitors
 6. Marketing Plan Objectives
 7. Marketing Strategies
 8. Key Performance Indicators
 9. Implementation Plan
 10. Summary

Problem/Opportunity

Problem

- SEO analysis is time-consuming & complex.
- Manual SEO is inefficient & inconsistent.
- Businesses struggle to track competitors.
- Lack of clear, actionable insights.

Opportunity

- Automate SEO analysis.
- Benchmark against competitors.
- Growing demand for all-in-one SEO tools.
- Simplify insights for small businesses.

Why does it matter?

- Saves time & improves decisions.
- Boosts competitiveness.
- Empowers small businesses.

Value Proposition

① Comprehensive SEO Insights

Provides automated, real-time SEO and digital performance analysis.

② Competitive Benchmarking

Compares businesses against local competitors for strategic improvements.

③ Automated Reporting

Saves time with one-click, white-label reports for businesses and agencies.

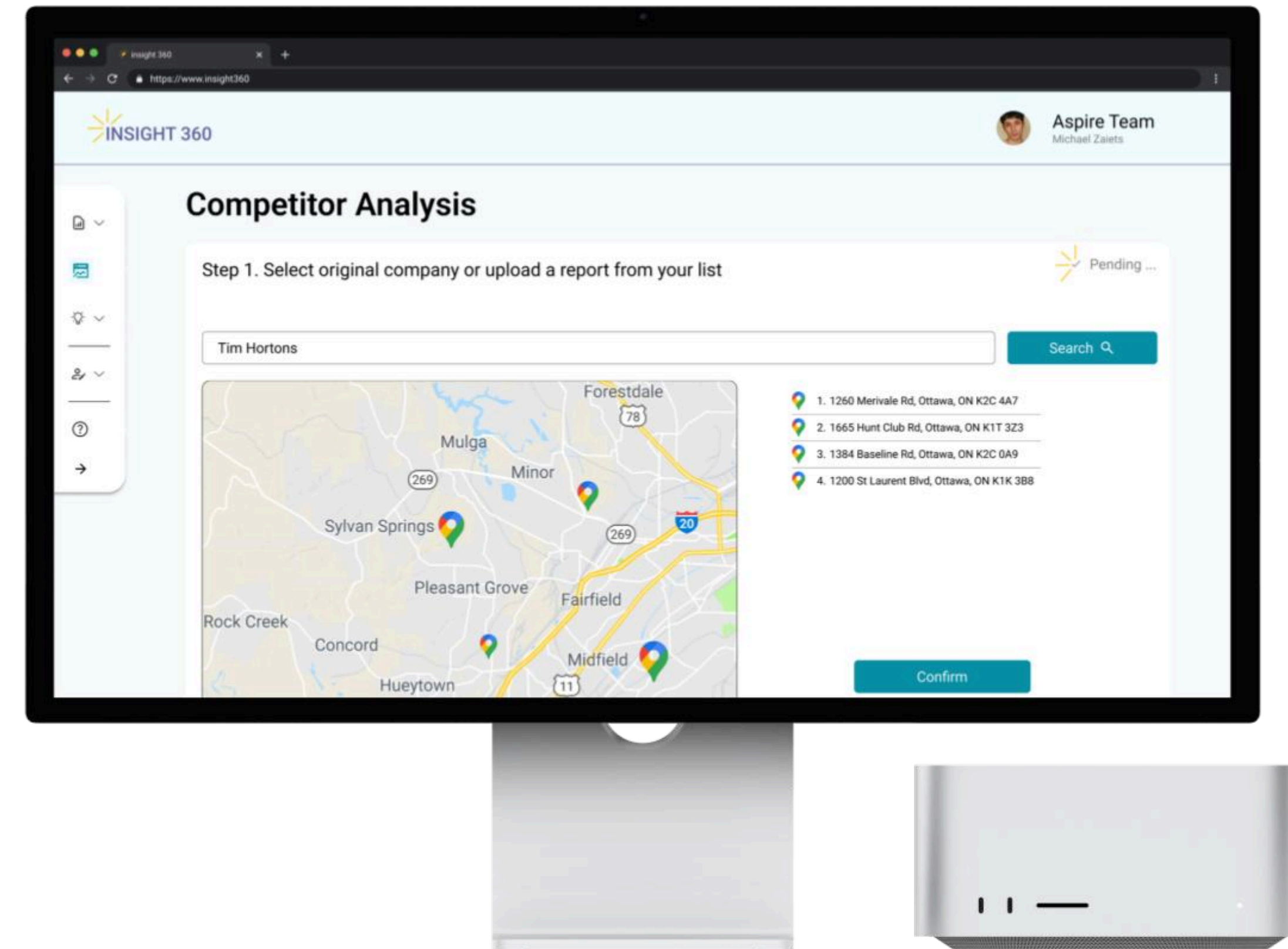
Underlying Magic

REAL-TIME SEO ANALYTICS

- Automatically tracks and updates SEO performance.
- Provides up-to-date insights on rankings, traffic, and digital presence.

COMPETITIVE BENCHMARKING

- Compares businesses against local competitors.
- Identifies strengths and weaknesses in SEO strategy.



Competitor Analysis Prototype



Target Market



Audience Overview

Demographics: Business owners, SEO professionals, and marketing agencies aged 25-60.

Location: Ontario, Canada

Key Customers

Light User: Small Business Owners & Service Providers

High-volume users: (SEO Specialists & Marketing Agencies)

Key Attributes

Limited or tech-savvy SEO knowledge.

Looking for simple yet effective SEO solutions.

Requires in-depth SEO reports for clients.

Personas Research

Persona 1 - Light user

“Our services are exceptional, but now I want my clinic to stand out too easy to find, easy to recognize”

Needs:

- Self-explanatory report generation.
- Affordable solutions for small businesses.
- Clear competitor comparisons.
- Personal recommendations to boost visibility.

Frustrations:

- SEO tools are too complex and made for professionals.
- Reports have too much jargon and overwhelming data.
- Tracking online performance is unclear and time-consuming.
- SEO agencies are expensive and lack transparency.



Dr. Emily Tilan

36

Ottawa

Lead Dentist

Personas Research

Persona 2 - High volume user

“I need tools that save time and deliver results. My clients count on me to simplify SEO for them, not make it more complicated.”

Needs:

- An all-in-one SEO platform for analysis, reporting, and visualization.
- Tools for competitor analysis, keyword gaps, and updates.
- Clear, visually appealing reports.

Frustrations:

- Complex tools slow Michael's workflow.
- Intricate interfaces make navigation difficult.
- Affordable, feature-rich tools are hard to find.



Michael Koorst

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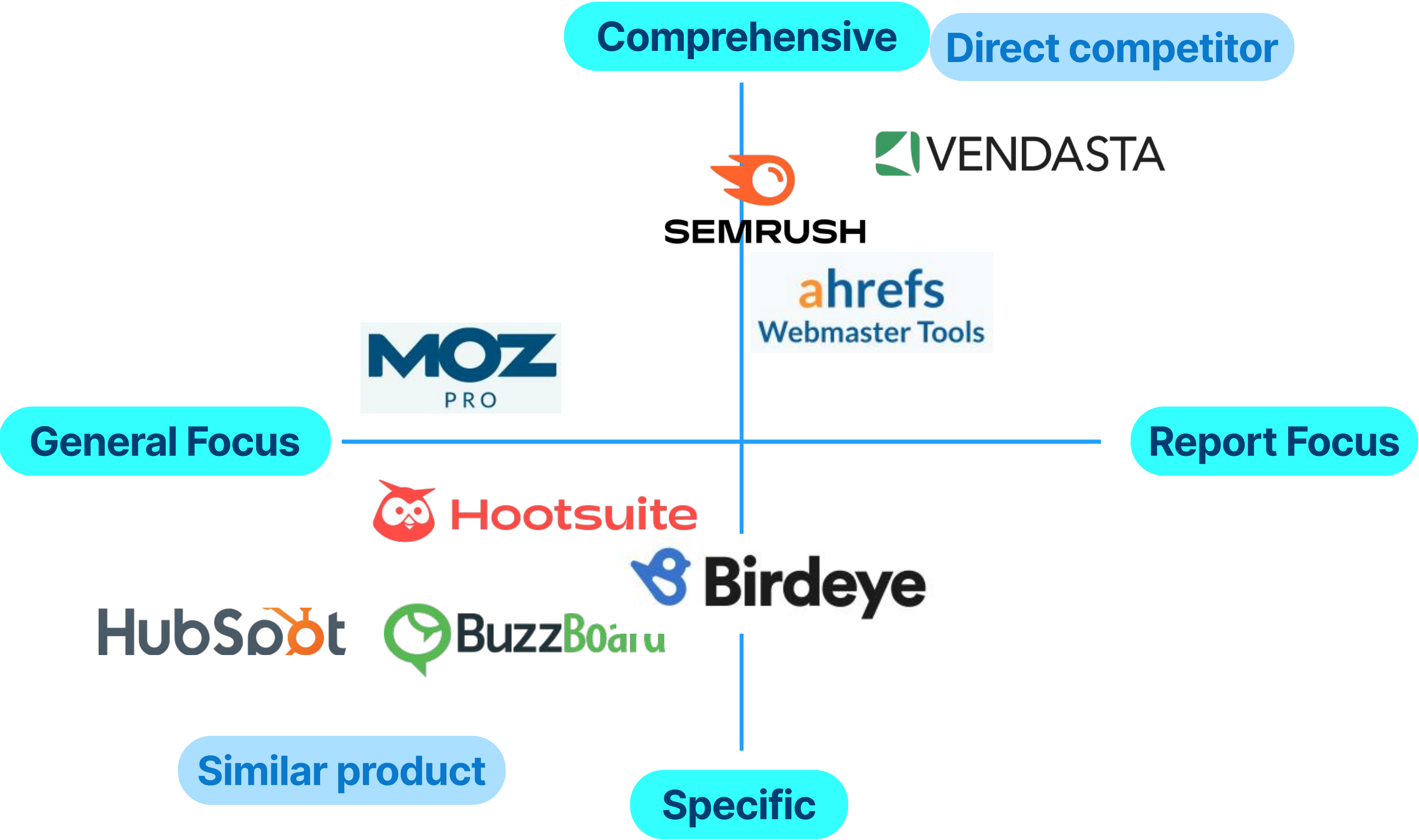
Toronto

SEO Specialist

Competitors



INSIGHT 360



Marketing Plan Objectives

Market Goal

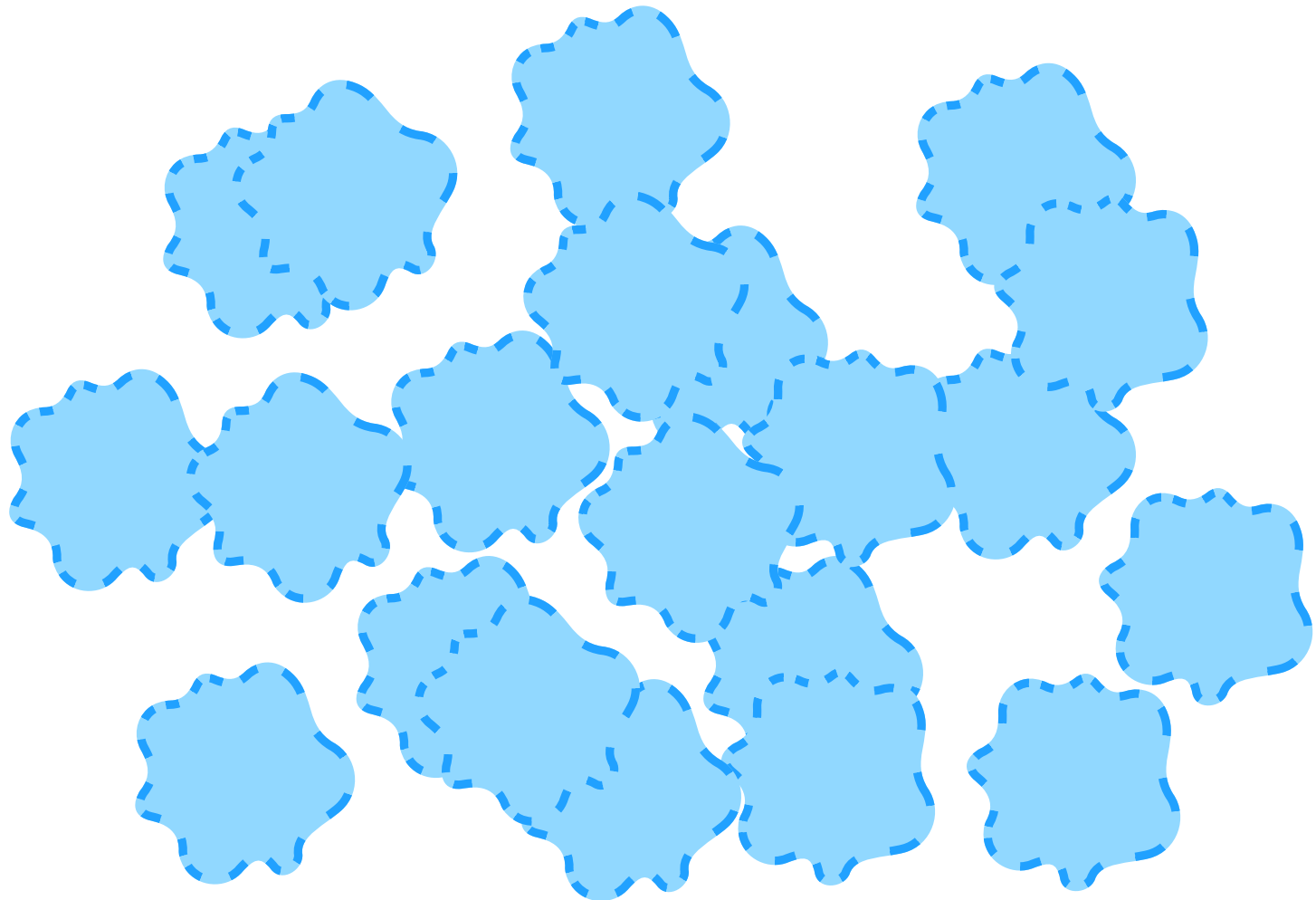
- Acquire 41 paid users in this year



Marketing Plan Objectives

Market Goal

- Acquire 41 paid users in this year



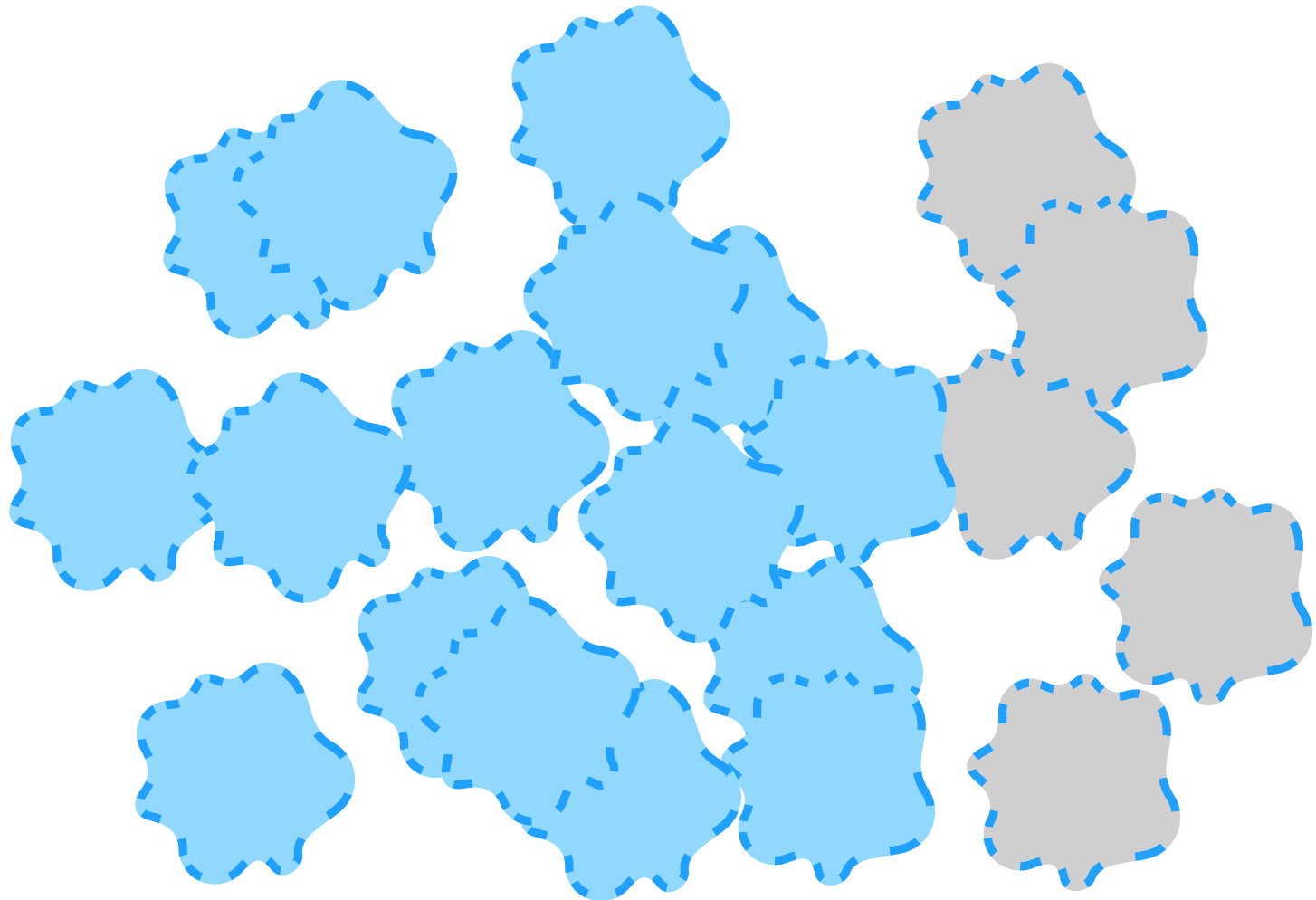
- Small Businesses in the Ottawa-Gatineau Area (41181)



Marketing Plan Objectives

Market Goal

- Acquire 41 paid users in this year



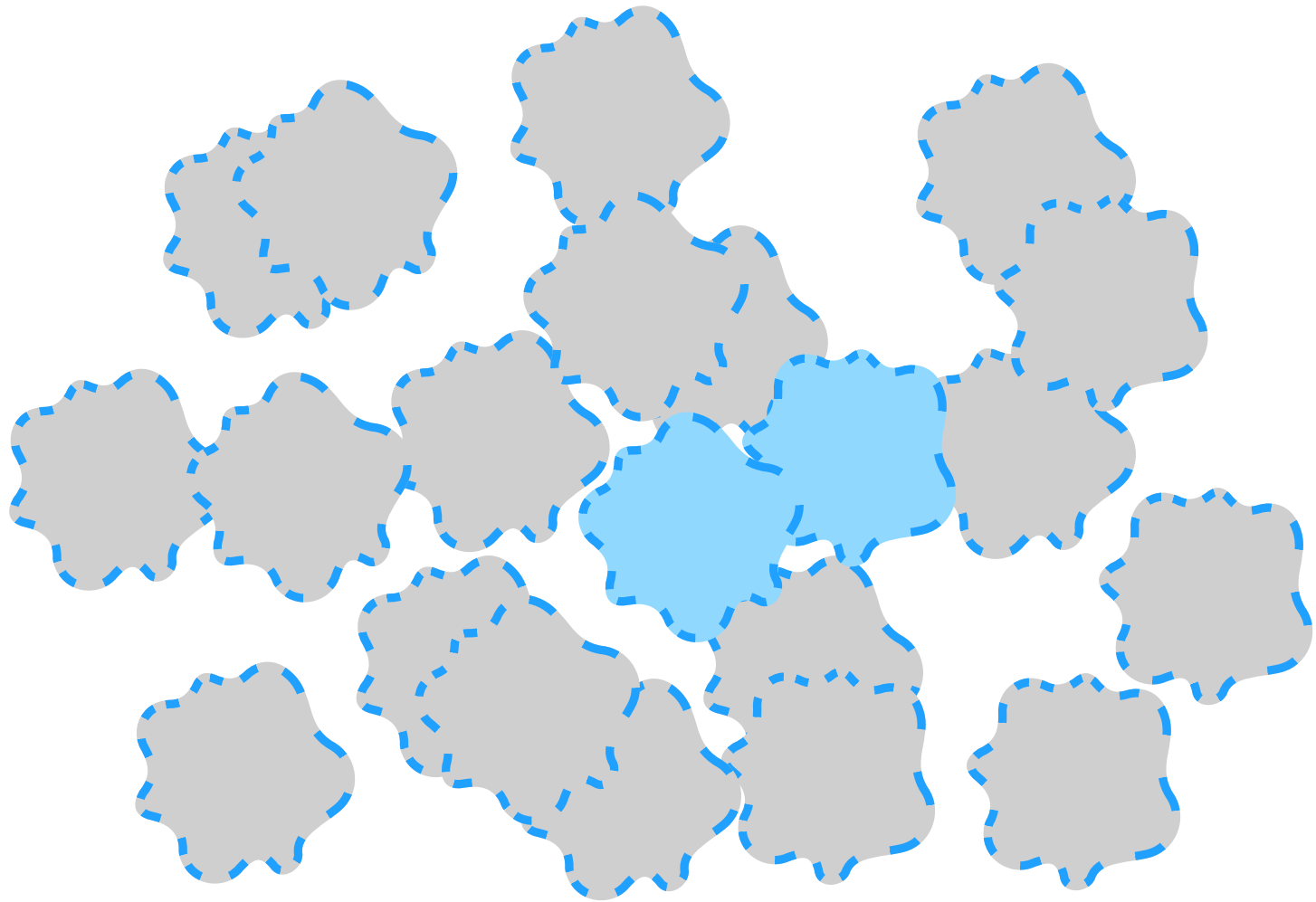
- Small Businesses in the Ottawa-Gatineau Area (41181)
- Businesses with a Digital Presence(36101)



Marketing Plan Objectives

Market Goal

- **Acquire 41 paid users in this year**



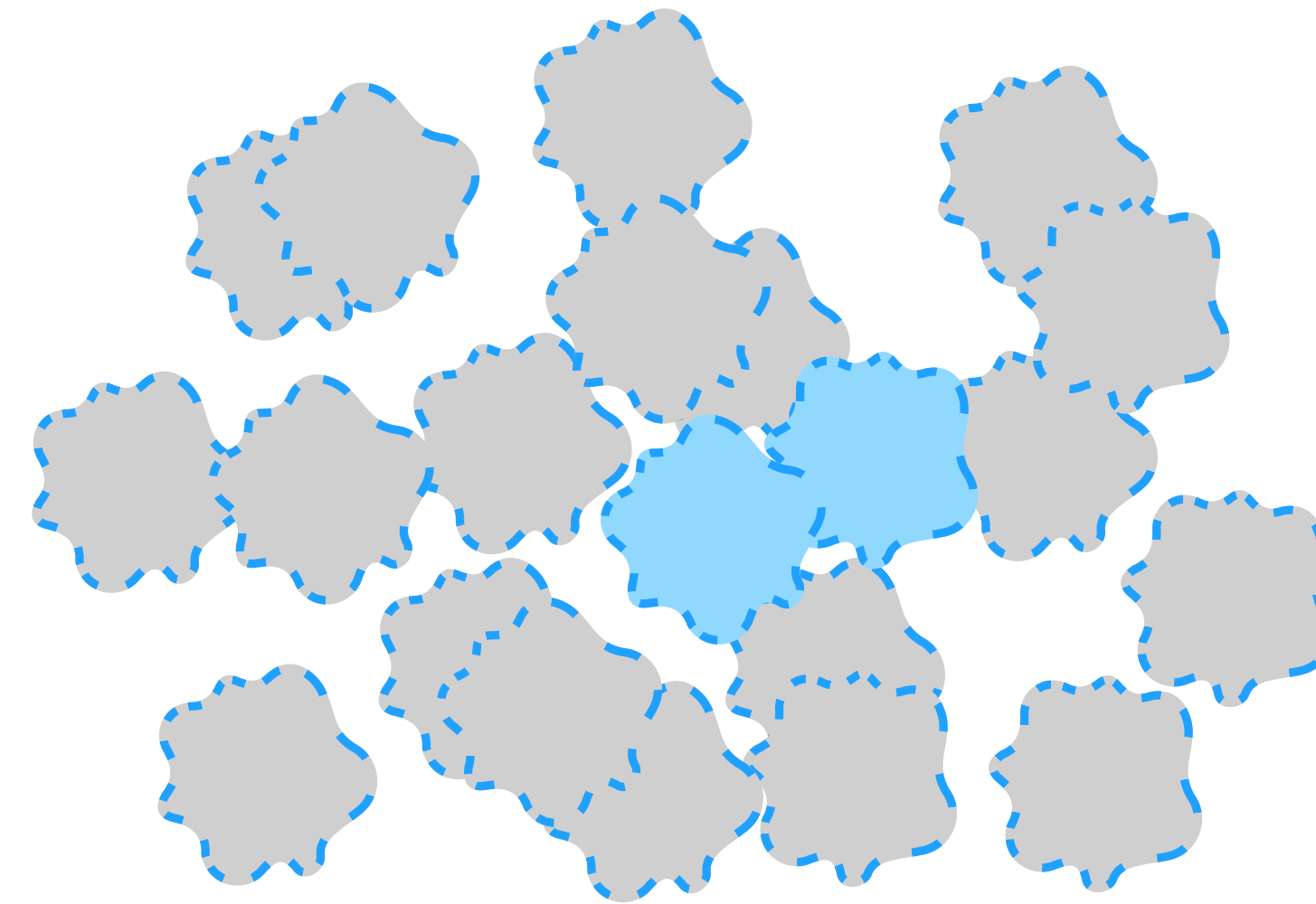
- Small Businesses in the Ottawa-Gatineau Area (41181)
- Businesses with a Digital Presence (36101)
- **Businesses Seeking SEO Services (1805)**



Marketing Plan Objectives

Market Goal

- **Acquire 41 paid users within the first year.**



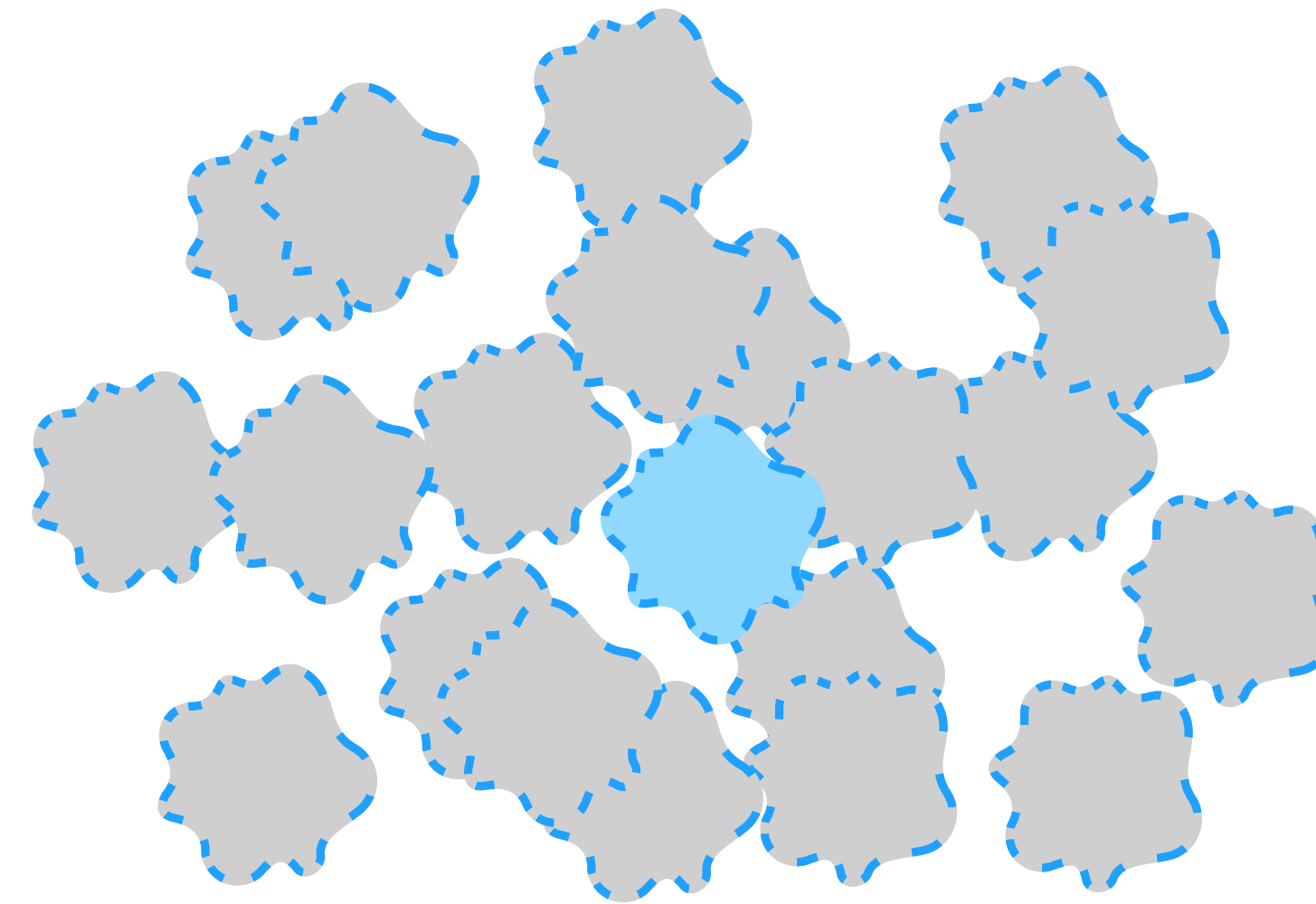
- Small Businesses in the Ottawa-Gatineau Area (41181)
- Businesses with a Digital Presence (36101)
- Businesses Seeking SEO Services (1805)
- **Total Potential Market Calculation**
250 Marketing agencies + 1805 = 2,055



Marketing Plan Objectives

Market Goal

- Acquire 41 paid users within the first year.



- Small Businesses in the Ottawa-Gatineau Area (41181)
- Businesses with a Digital Presence (36101)
- Businesses Seeking SEO Services (1805)
- Total Potential Market Calculation
 $250 \text{ Marketing agencies} + 1805 = 2,055$
- **2% conversion = $2,055 * 0.02 = 41$**



Marketing Plan Objectives

Market Goal

- Acquire 41 paid users within the first year.

Product Goal

- Launch **three core features**

- business onboarding
- analytics tools
- marketing tools



Marketing Plan Objectives

Market Goal

- Acquire 41 paid users within the first year.

Product Goal

- Launch five core features

Pricing Goal

- **Boost Paid conversion rate** to 5% in this year



Marketing Plan Objectives

Distribution Goal

- Partner with **five** digital marketing agencies in this year

Digital Marketing Goal

- Increase website traffic to 10,000 unique visitors in this year

IMC Goal

- Reach 20,000 potential users via integrated SEO, social media, and PPC campaigns in this year

Marketing Plan Objectives

Distribution Goal

- Partner with **five** digital marketing agencies in this year

Digital Marketing Goal

- Increase website traffic to **10,000** unique visitors in this year

IMC Goal

- Reach 20,000 potential users via integrated SEO, social media, and PPC campaigns in this year

Marketing Plan Objectives

Distribution Goal

- Partner with five digital marketing agencies by December 2025.

Digital Marketing Goal

- Increase website traffic to **10,000** unique visitors by December 2025.

IMC Goal

- Reach **20,000** potential users via integrated SEO, social media, and PPC campaigns in this year

Marketing Strategy

Digital Advertising
• Google Ads • LinkedIn Ads • SEO forum sponsorships
Rationale
• Cost-effective & scalable • High reach & visibility • Competitor research insights

Sales Promotions
• Limited-time free trial • First-month discounts
Rationale
• Immediate Sales Boost • Incentivizing Loyalty



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Key Performance Indicators (KPIs)

Marketing KPI's

- Monthly Active Users
- Customer Acquisition Cost
- Customer Retention Rate
- Monthly Recurring Revenue

Product KPI's

- User Retention Rate
- Bug Resolution Time
- Feature Adoption Rate
- Customer Satisfaction Score

Pricing KPI's

- Paid User Conversion Rate
- Average Revenue Per User
- Customer Acquisition Cost



Key Performance Indicators (KPIs)

Distribution KPI's

- Number of Marketplace Listings
- Partner Acquisition Rate
- Referral Traffic & Leads
- Revenue from Partner Channels

Digital Marketing KPI's

- Organic Traffic Growth (%)
- Click-Through Rate on Ads
- Average Session Duration
- Lead Conversion Rate (%)

IMC KPI's

- Brand Reach & Impressions
- Engagement Rate
- Lead Generation



Implementation Plan

Develop Team Activities

- SEO Tool Development (Feb 2025 - Apr 2025)
- Website Launch (Apr 2025 - May 2025)
- Beta Testing (Jul 2025 - Aug 2025)
- Feature Updates & Product Improvements (Ongoing)

Sales Team Activities

- Personal Selling High-Value Client Outreach (Apr 2025 - Jan 2026)
- Referral Program (Oct 2025 - Jan 2026)

Marketing Team Activities

- SEO Forum Posting & Community Engagement (Apr 2025 - Ongoing)
- Email Marketing Campaign (May 2025 - Ongoing)
- Google Ads Campaign Setup (Aug 2025 - Sep 2025)
- LinkedIn Ads & Outreach (Aug 2025 - Sep 2025)
- First Month Free & Discount Promotion (Aug 2025 - Sep 2025)

Summary of the plan!

Key Takeaways

Targeted digital advertising

Multi-Channel Marketing Approach

Sales promotion

Ensuring Success

Data-Driven Strategy

Continuous User Feedback

Q&A



Thank you for listening!