Business Proposal – Prodaio

1. Title: Prodaio

The Product-First Social Platform with Multi-Level Tenant Architecture

2. Executive Summary:

Businesses today face challenges managing content marketing across social platforms—juggling designers, chats, scattered files, and inconsistent scheduling wastes time and limits growth.

Prodaio solves this by offering a unified SaaS platform that connects product catalogs with content creation, approval workflows, and publishing—all centralized for both marketing agencies and their client businesses.

This document presents an opportunity to launch the first product-first social marketing platform with a two-level tenant architecture, enabling agencies to efficiently manage multiple client brands, while each business maintains control over its products and campaigns.

By bridging creative marketing, campaign performance, and product visibility through automation, personalization, and analytics, **Prodaio** empowers teams to scale smarter and faster.

3. The Problem:

Marketing teams face key challenges that reduce productivity, increase costs, and lower output quality:

- Disconnection between product data and marketing content.
- Inefficient collaboration between design, agencies, and business teams.
- Difficulty managing large volumes of media assets across clients and brands.
- Lack of real-time visibility into campaign status and performance.
- No platform supports the full cycle from product catalog to published social posts.

These issues slow time-to-market, weaken brand consistency, and reduce engagement. Agencies and businesses rely on scattered tools—spreadsheets, shared drives, chat apps—leading to redundant work and lost creativity.

Without a unified, multi-tenant system, scaling social media marketing efficiently is nearly impossible.

4. The Solution: Prodaio – The Product-First Social Platform

Prodaio is a unified SaaS platform that links product data with media creation, approvals, scheduling, and analytics — all in one dashboard for agencies and their client businesses.

It automates content creation and publishing directly from product catalogs, centralizing assets and campaign insights to boost efficiency and consistency.

Key Features:

- Product-aware content generated from product details.
- AI-powered captions, hashtags, and scripts.
- Multi-stage approval workflows with role-based access.
- Schedule and auto-publish across Instagram, TikTok, Facebook.
- Campaign grouping by product lines, offers, or regions.
- Real-time product-linked analytics via Power BI.
- Custom fields and dynamic templates.
- Auto-suggest top posts for resharing.
- Multi-language support.
- Brand template library with drag-and-drop layouts.
- Automated reminders for deadlines and approvals.

5. Target Market:

- **Marketing Agencies:**
  - Manage multiple client brands with centralized control, collaboration, and reporting.

- **Business Owners / Brands:**
  - D2C brands, retail chains, SMBs, franchises, and consultants needing product-driven, automated social media marketing.

This platform serves industries like fashion, beauty, food, electronics, and lifestyle—over 70% of which rely on product-based promotion.

6. Market Gap & Competitive Landscape:

There are many tools for content planning (like Buffer, Hootsuite, Later) but none offer true product-content linking or automation driven by product data.

Prodaio fills this gap by:

- Integrating product catalogs directly with media creation and workflows.

- Combining design, product data, approvals, and analytics in one platform.

- Eliminating the need for agencies and brands to piece together multiple tools.

SMM differentiates by:

- Understands product performance to recommend *what* to post, not just *when*.

- Centralizes media workflows with real product data at its core.

Market Opportunity

- Over **50 million businesses** actively use social media marketing globally.

- In the **fashion, beauty, food**, and **electronics** verticals alone, there are:

  o **1M+ Shopify merchants** with daily content needs.

  o **70%+** of product-led brands use more than 3 disconnected tools for content.

- The global **social media management market** is expected to reach **$41B by 2030** (CAGR of 23.6%).

7. Business Model:

We adopt a hybrid SaaS + Service revenue model:

Revenue Streams:

- **Monthly Subscriptions:** Based on users/brands/content volume.
- **AI Credits:** Pay-as-you-go for caption generation, media tagging.
- **Add-Ons:** Power BI modules, white-label support, storage expansions.
- **Custom Integration Fees:** Shopify, WooCommerce, or ERP-specific plugins.
- **Agency-as-a-Service:** For clients who want full campaign execution.
- **Marketplace Plugins:** Extensions for marketplaces like Etsy or Amazon.
- **Insights as a Product:** Exportable insights and PDF reports.
- **Training Packages:** Onboarding, advanced workflow training, and certification.

8. Go-to-Market Strategy:

- **Phase 1:** Launch and test it internally within our agency, **Cogent Marketing**.
- **Phase 2:** Launch as an add-on to existing ERP **DivSuite**.
- **Phase 3:** Offer as standalone SaaS to agencies and SMBs.
- **Direct Sales:** Target agencies managing 5+ brands.
- **Inbound Funnel:** Product-led growth via trials and freemium.
- **Partner Channel:** Affiliate program for creative studios and consultants.

- **Webinars & Demos:** High-conversion sessions that educate and attract leads.
- **Content Marketing:** Publish SEO-focused guides on product-led social strategies.
- **Agency Directory:** Showcase Prodaio-certified agencies to attract clients.

Prodaio is positioned as both a powerful platform and a new strategic standard for modern social marketing.