



Monospace

# MIKANO DIGITAL PARTNERSHIP

POSITIONING MIKANO TO LEAD THE  
AUTOMOTIVE DIGITAL REVOLUTION.



Mikano



# Executive Summary

Mikano faces the challenge of growing market share and enhancing customer delight in a digital-first world. Our vision is a seamless digital experience that attracts more buyers, streamlines operations, and boosts sales.



## More Leads & Sales

Drive immediate revenue growth



## Enhanced Customer Experience

Create lasting customer loyalty



## Operational Efficiency

Streamline processes, reduce costs

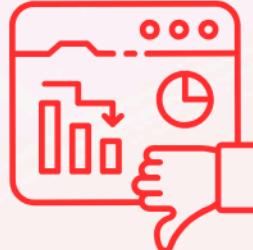


## Stronger Brand & Market Position

Establish digital leadership



# Why This Matters Now



## Lead Drop-Off Across Digital Channels

- No centralized system to track or follow up on leads from web, social, walk-ins, or WhatsApp
- Manual processes = lost opportunities



## Poor Visibility into Customer Activity & Sales Funnel

- Limited insight into marketing, service, or sales.
- No daily dashboards or automated reports



## Broken Customer Experience from Online to Showroom

- CTAs exist but lead to fragmented follow-up processes with no centralized tracking
- Inconsistent follow-up and service booking process.



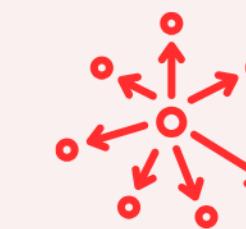
## Brand Confusion & Reputation Risks

- Duplicate Google listings, wrong Instagram locations, outdated Stallion pages
- Online presence isn't unified or trustworthy



## No Consistent After-Sales Engagement

- Lack of structured CSAT collection, service reminders, or post-sale feedback loops
- Missed chance to build loyalty or catch issues early

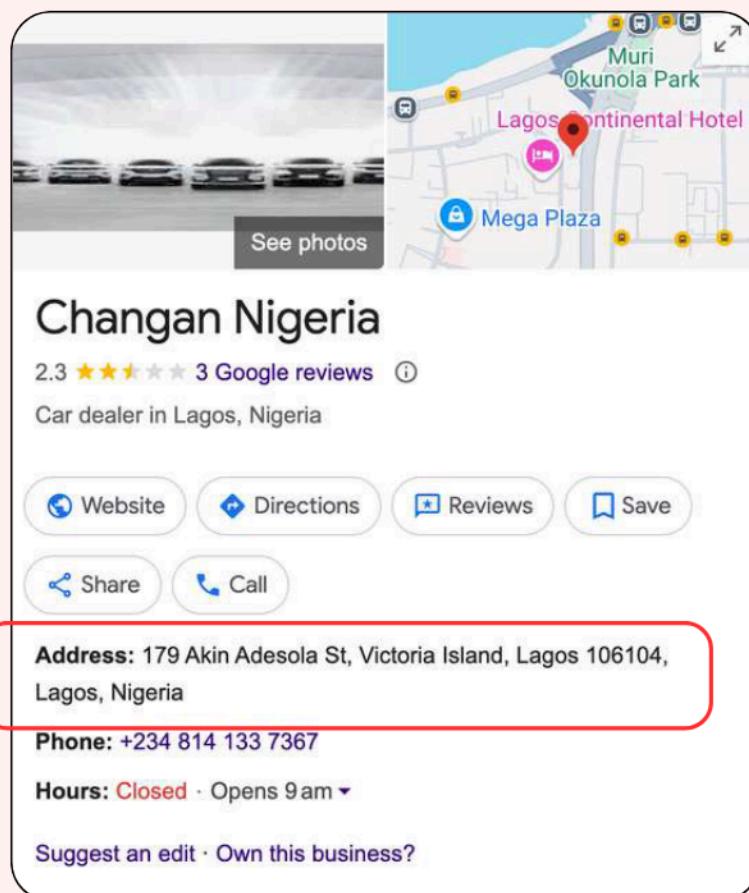


## Manual & Fragmented Internal Processes

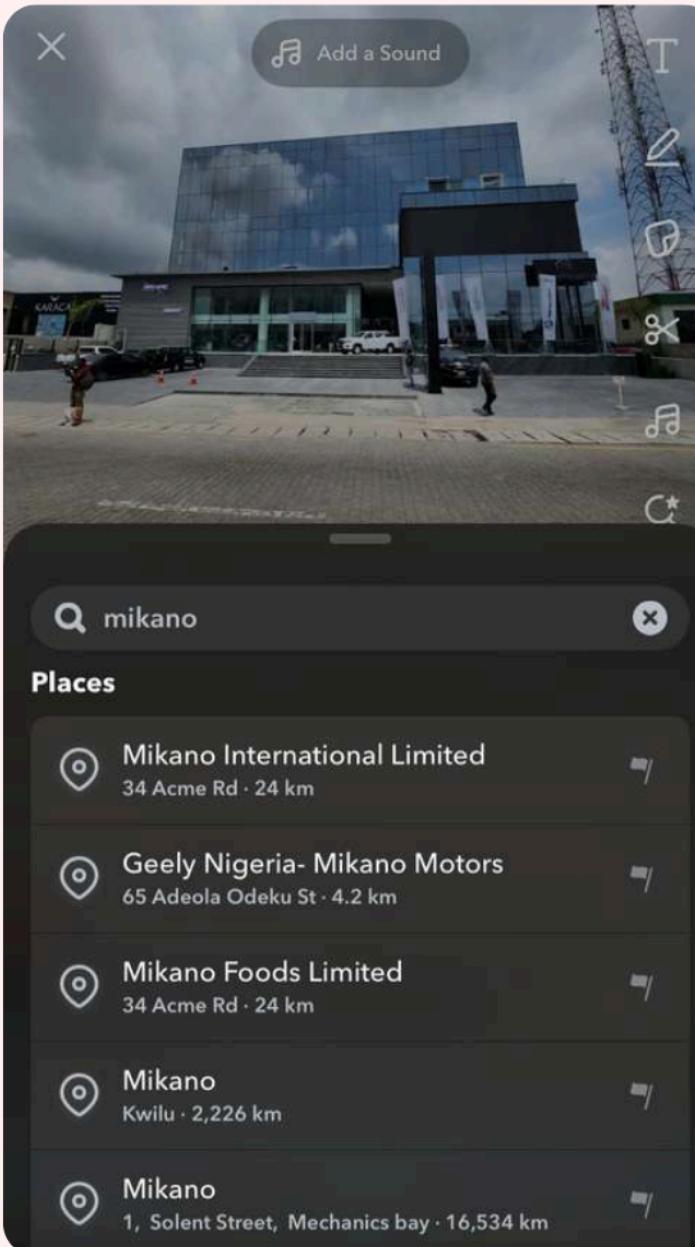
- No automation between ERP and lead/CRM systems
- Data duplication, errors, and delays in sales admin

**Without fixing these issues, Mikano risks losing leads, weakening its brand perception, and falling behind competitors in the digital space**

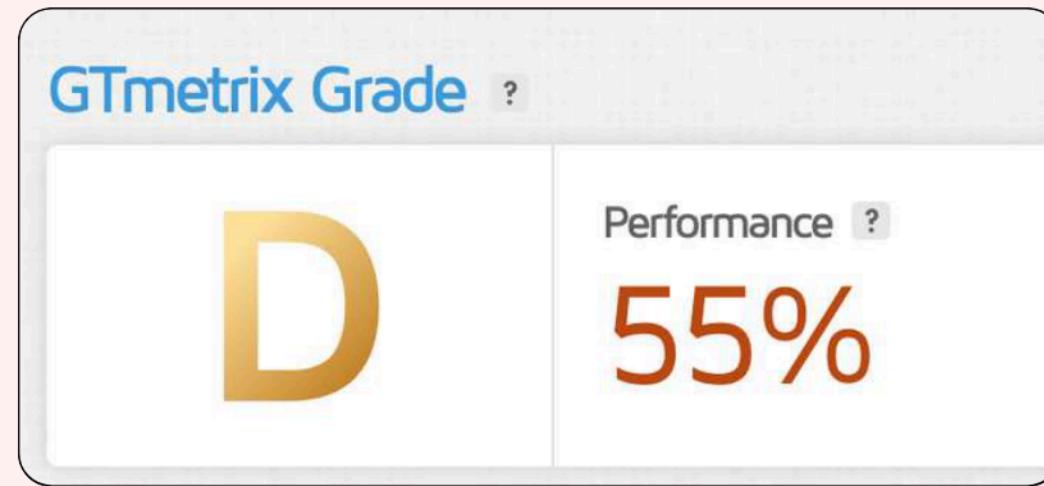
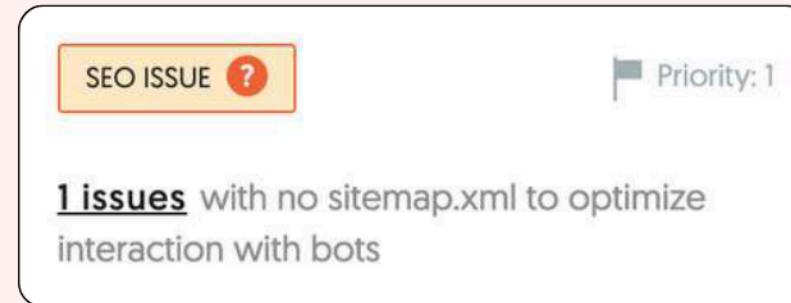
# Some other issues



**Wrong showroom location currently showing for Mikano**



**Location currently not showing on some platforms**



- Critical On-Page SEO Gaps:** Missing title tags, meta descriptions, and improper heading structure, alongside unoptimized images and content.
- Performance and Security Issues:** Slow page speed, and JavaScript errors



# Proposed Solution: A Phased Digital Transformation Journey



## Phase 1: Foundational Digital Overhaul & Quick Wins (0-60 Days)

**Core Objective:** To rapidly establish a modern, accurate, and fully controllable online presence, address critical brand representation issues, and implement foundational mechanisms for lead capture, customer interaction, and performance tracking.



## Phase 2: Enhanced Digital Showroom & Customer Engagement (Months 3-6)

**Core Objective:** To significantly elevate the online customer experience by introducing interactive tools, deepen customer engagement across multiple touchpoints, and improve the quality, tracking, and nurturing of sales leads.



## Steady-State Retainer (From Month 3, Ongoing)

**Core Objective:** To provide continuous, proactive management, optimization, and support across all deployed digital assets and marketing initiatives, ensuring sustained digital growth and performance.



# PHASE 1

Fixing the Foundation

# Phase 1: Foundational Digital Overhaul & Quick Wins

## AI-First Website & CMS Implementation

Development of a new mobile-first, SEO-optimized website with "Book Test-Drive" CTA. Empowers Mikano marketing staff with a Headless CMS (initial training included).

## Multi-Lingual AI Chatbot Deployment

24/7 AI Chatbot (English, Pidgin, Yoruba) for FAQs, lead capture, and hot-lead routing.

## Online Brand & Location Rectification Strategy

GMB profile claiming/optimization, resolution of outdated/incorrect listings (Stallion Motors), and correction of Instagram location tagging.

## Oracle ERP Integration Strategy

Custom middleware database with manual CSV export system. Includes Lead ID tracking, automated follow-up sequences, and conversion verification through customer surveys to maintain attribution despite closed ERP system.

## Marketing Attribution & Analytics Setup

GA4 setup, standardized UTM system, and basic performance dashboard.

## Performance Marketing Campaign Initiation

Targeted campaigns on Google, Meta (Facebook & Instagram), & LinkedIn (₦1.5M initial ad-spend cap).

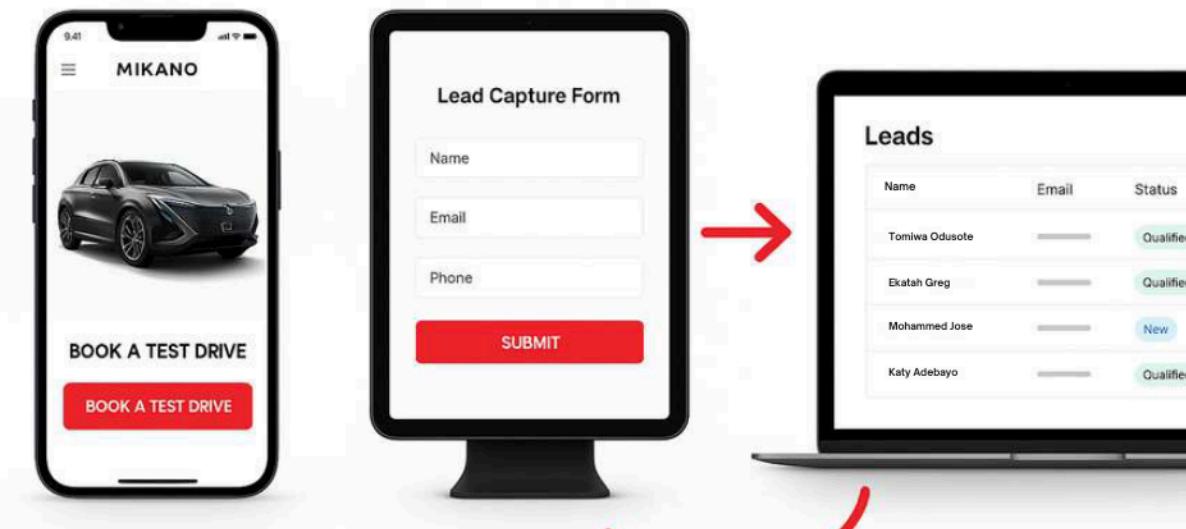
# What the Future Looks Like

## Smarter Lead Capture + Instant Support

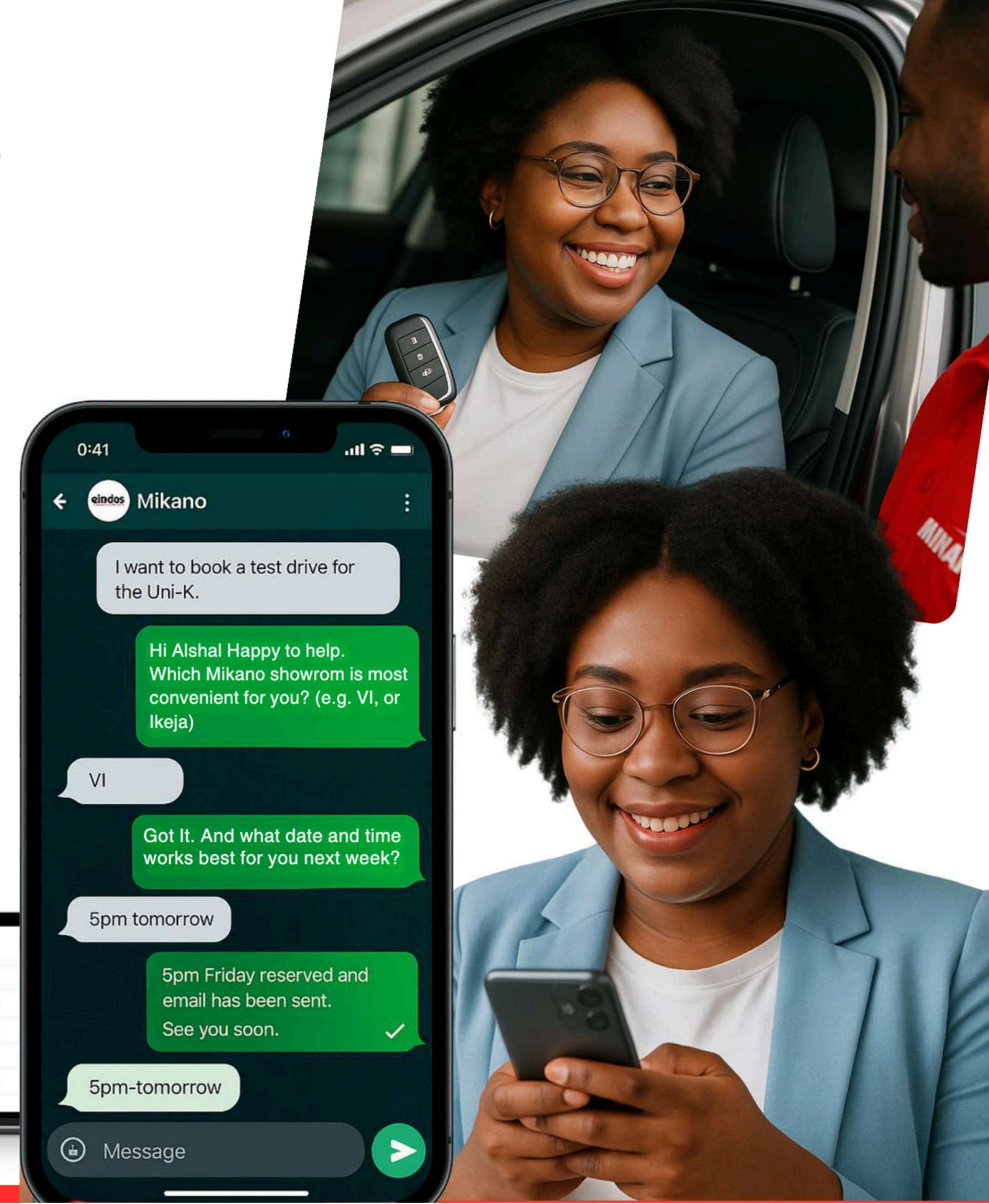
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### Seamless Customer Capture and Test Drive Handoff

- Modern, mobile-first **website** with easy-to-use test drive booking
- WhatsApp-first **lead collection** from website, QR codes, and social platforms
- In-store lead capture tablets web application with offline sync and CRM connection.



**Note:** organic-SEO uplift typically realises after ~6 months; quick-win traffic will come from paid search in the interim



# What the Future Looks Like

## Smarter Lead Capture + Instant Support

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### Instant, Intelligent Customer Support

- Multilingual AI Chatbot (Web & WhatsApp) in English, Yoruba, and Pidgin
- Complaint triage, lead qualification, and FAQ automation
- Option of voice, image, and video input support from customers **in phase 3**



### Track Status

Bimbo Ademola (Changan Uni-K)

Sretus:	1 seat
Features	Reverse Camera Mechanical Key
Estimated Delivery:	November 30
Order Reference ID:	#MKN230198
Delivery Location	VI Showroom, Lagos
Estimated Delivery	<a href="#">View Order Status</a>

# What the Future Looks Like

## Clean Digital Presence + Lead Attribution

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### Real-Time Business Visibility

- Dashboards showing lead sources, sales performance, and ROI
- Daily summaries for execs via WhatsApp
- Clear reporting on service bookings, campaign performance, and conversions



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### Trustworthy & Unified Brand Presence

- Cleaned-up Google listings and fixed Instagram location errors
- Removal of outdated Stallion Motors search results

# What the Future Looks Like

## Connected Sales Data + Smart Nurture

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### Smarter Sales Process & ERP Integration

- Custom middleware bridges the Oracle ERP's limitations
- Tracks leads from first click to final invoice
- Exports data in ERP-friendly format with deduplication and error detection

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### Always-On Customer Engagement

- Automated service reminders and CSAT feedback after delivery or service
- Follow-up sequences via WhatsApp and email
- Lead nurture flows across the funnel





## Phase 1: Additional Deliverables



### Email Marketing Platform & Foundational Automation Implementation

Dedicated SMTP, initial list segmentation, and automated Welcome, Test-Drive Reminder, & Re-engagement flows.



### Staff Training Program

Comprehensive training sessions for marketing and customer service teams on new AI tools, and CMS management.



### WhatsApp-First Customer Experience Setup

Primary customer service channel optimization with QR code system for easy access, automated complaint routing, and integration with existing customer service workflows.

# PHASE 2

Enhancing Experience &  
Intelligence

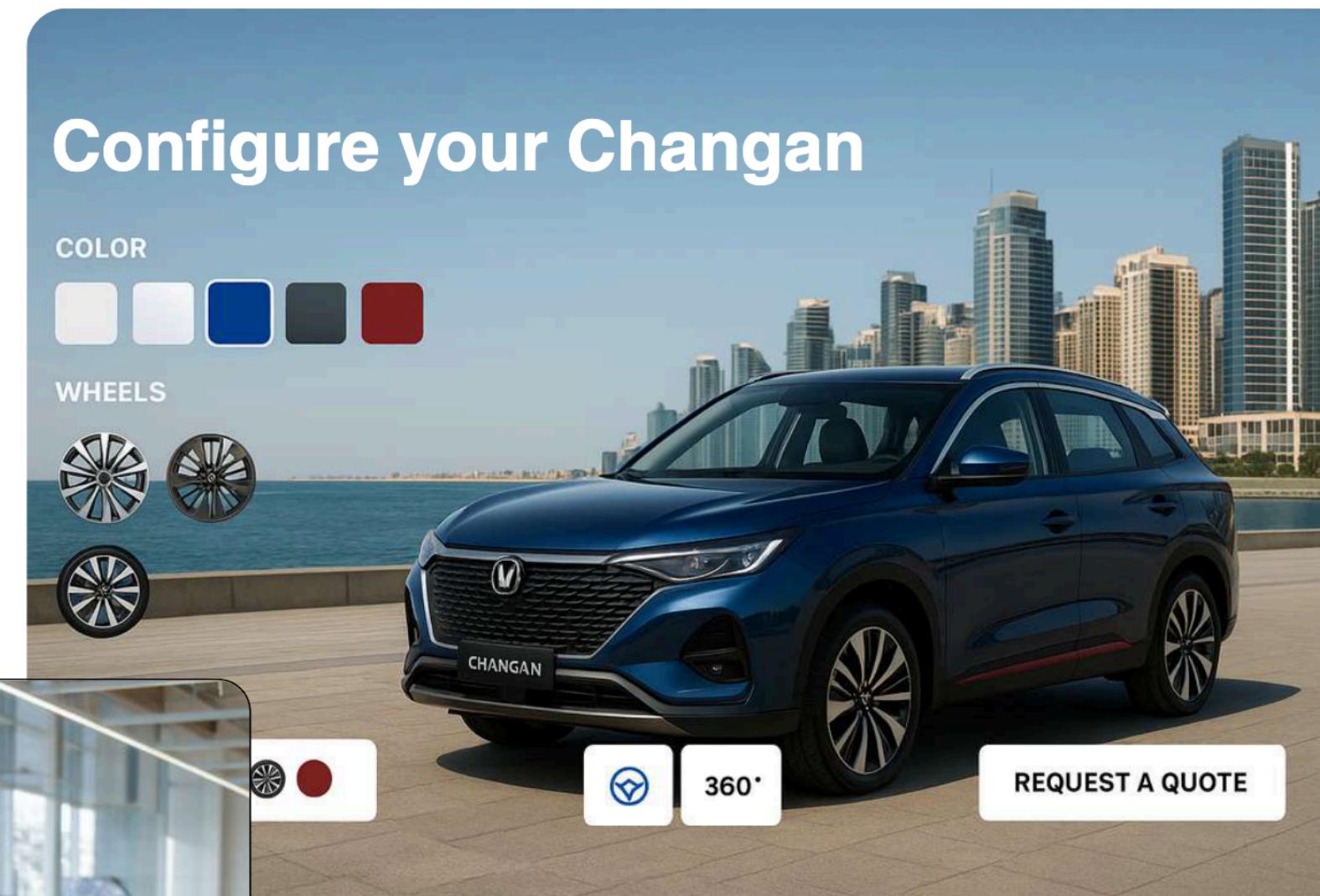
# What the Future Looks Like

## Interactive Sales Tools + Customer Loyalty

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### Engaging Showroom & Content Experience

- 3D Car Configurator with pricing, trims, and 360° view
- Lead capture web app for showroom tablets with offline CRM sync— eliminates paper forms and prevents lost showroom leads



*falls back to 2-D colour/trim selector if OEM 3-D assets are delayed > 60 days*

# Enhanced Customer Engagement



## Interactive Online Car Configurator

Dynamic tool for virtual vehicle customization with real-time color/trim selection, 360° views, and live pricing.

## Driver QR-Sticker Engagement Kit

Interactive QR-sticker system linking VINs to driver phones for enhanced data capture and engagement.

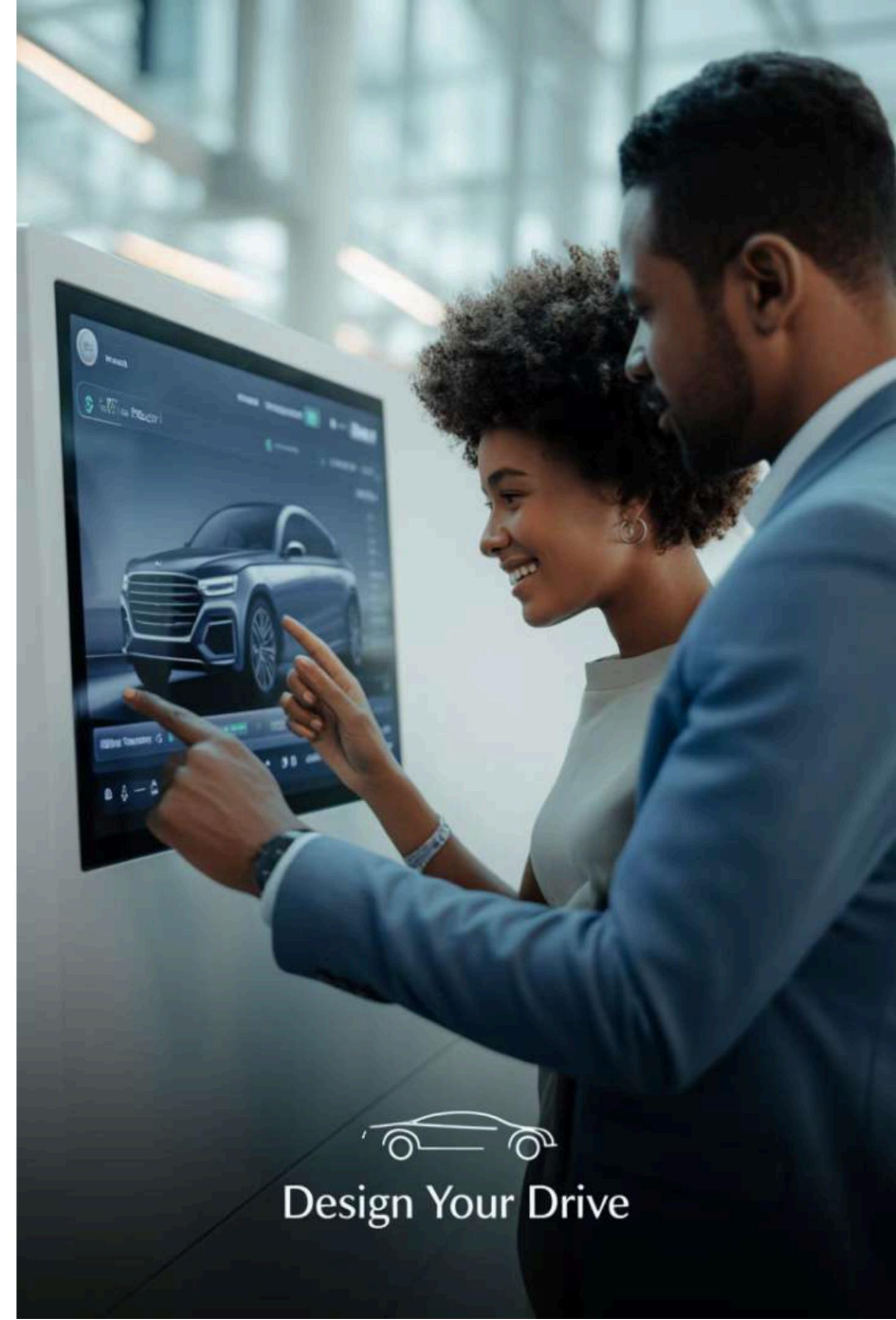


## After-Sales Process Automation

WhatsApp-based service booking bot and automated CSAT surveys post-service.

## Executive BI Dashboards & Reporting

Comprehensive dashboards visualizing sales funnels, revenue attribution, and KPIs, with regular email digests.



Design Your Drive

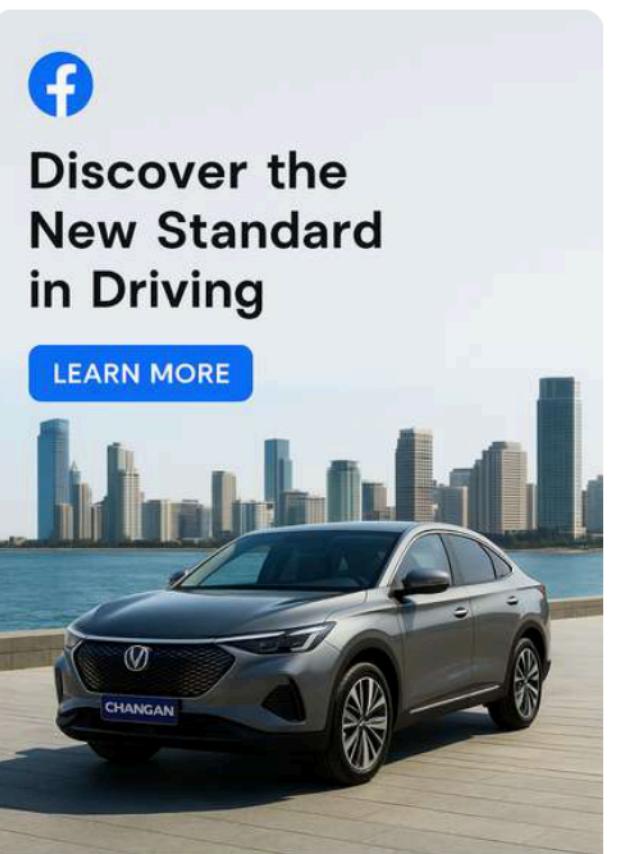
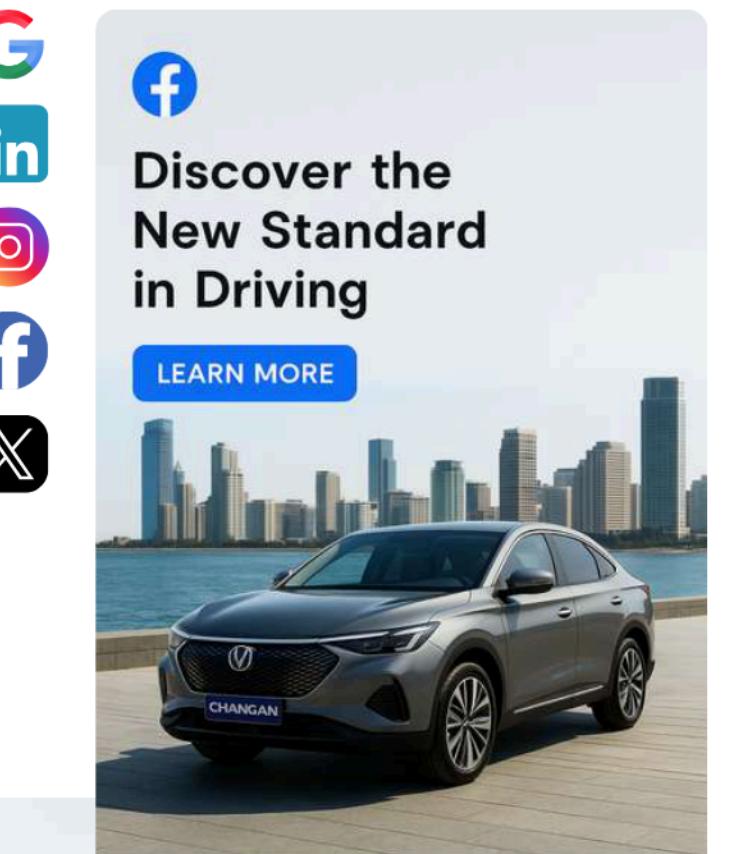
# What the Future Looks Like

## Advanced Campaigns + Fleet Buyer Outreach

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### Powerful & Precise Marketing Engine

- Segment-specific ad campaigns across Google, Facebook, Instagram, and LinkedIn
- Structured outreach to fleet buyers with high-trust content
- Monthly email automation campaigns and optimized WhatsApp broadcasts
- Thought-leadership articles and case studies for credibility



Drive Away  
in a New  
Changan

Shop Now



# Phase 2: C-Suite Content & Outreach Program



## Content Creation

- Thought-leadership articles
- New-owner email/video series
- Customer success case studies crafted for executive and fleet audiences.



## Platform Optimization

Executive profile tuning, strategic content scheduling, and optimized reuse of marketing assets across LinkedIn and CRM touchpoints.



## B2B Engagement

Targeted outreach to fleet buyers and business decision-makers using high-trust content and structured follow-up flows.

This program will establish Mikano's executives as industry authorities while deepening buyer trust and accelerating lead conversion through narrative-driven content and CRM-integrated campaigns.

# What the Future Looks Like

## Advanced Campaigns + Fleet Buyer Outreach

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### Interactive Tools for Lead Capture

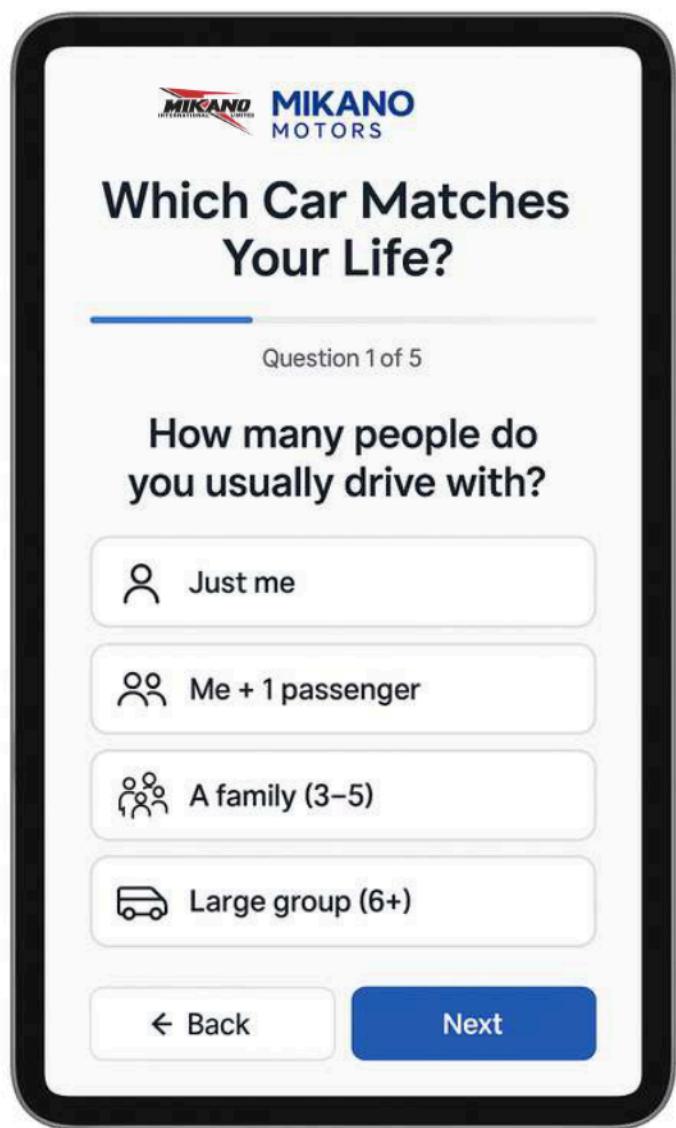
- Lifestyle-based car matching quiz to convert interest into qualified leads
- Personalized vehicle recommendations tied to test-drive CTAs
- Lead data collection synced to WhatsApp and email follow-up
- Seamless transition from ad engagement to CRM onboarding



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### After-Sales Customer Engagement

- QR-linked vehicle identity system connecting each car's VIN to a digital support portal
- Intelligent data capture via chatbot to log service experiences and preferences
- AI-powered complaint assistant that ensures < 2-hour response for post-purchase issues
- CSAT Survey Automation, and Service Reminder System



Detailed workflow on After-Sales slide

# What the Future Looks Like

## Advanced Campaigns + Fleet Buyer Outreach

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### Executive Visibility & Thought Leadership

Position Mikano's executives as trusted voices in the automotive space through strategic content and visibility:

- Interviews and quote graphics distributed via LinkedIn and email
- Articles and videos highlighting vision, industry perspective, and innovation
- Campaigns tailored for C-suite buyers, fleet decision-makers, and partners
- Optimized for engagement, SEO, and lead nurturing



# Addressing the Oracle ERP Challenge

Mikano's Oracle ERP presents significant integration challenges, operating as a closed system without API access. This creates attribution gaps and requires manual data entry.



## Parallel Data Collection

Custom middleware database captures all digital interactions while maintaining lead tracking integrity.

## Lead Qualification Bridge

Automated scoring qualifies prospects before manual ERP entry, optimizing sales team efficiency.

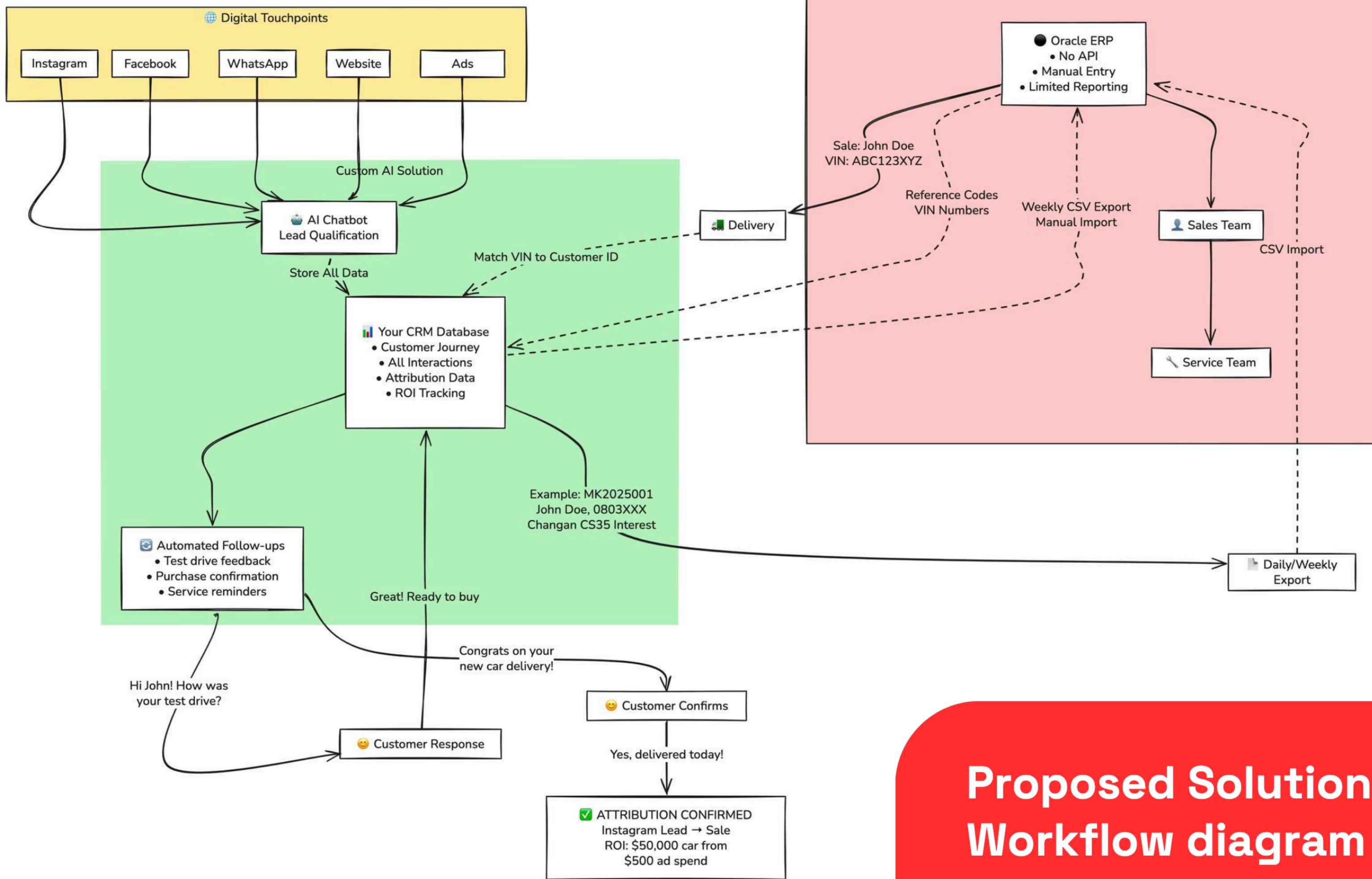
## Oracle-Compatible Exports

Nightly CSV generation in required format enables seamless import while maintaining data accuracy.

## Attribution Tracking

Unique Lead ID system with confirmation surveys bridges the attribution gap across touchpoints.

This strategic workaround creates immediate value while positioning Mikano for future system integration as Oracle's API capabilities evolve.





# PHASE 3

Retainership

# Phase 3: Steady-State Retainer Services

## Performance Marketing Management

Ongoing optimization of campaigns across platforms (Ad spend separate)

## AI Systems & Middleware Management

Hosting, monitoring, updates for chatbots, middleware, CRM tools

## Technical Support & Security

24/7 support and security monitoring

## Reporting & Consultation

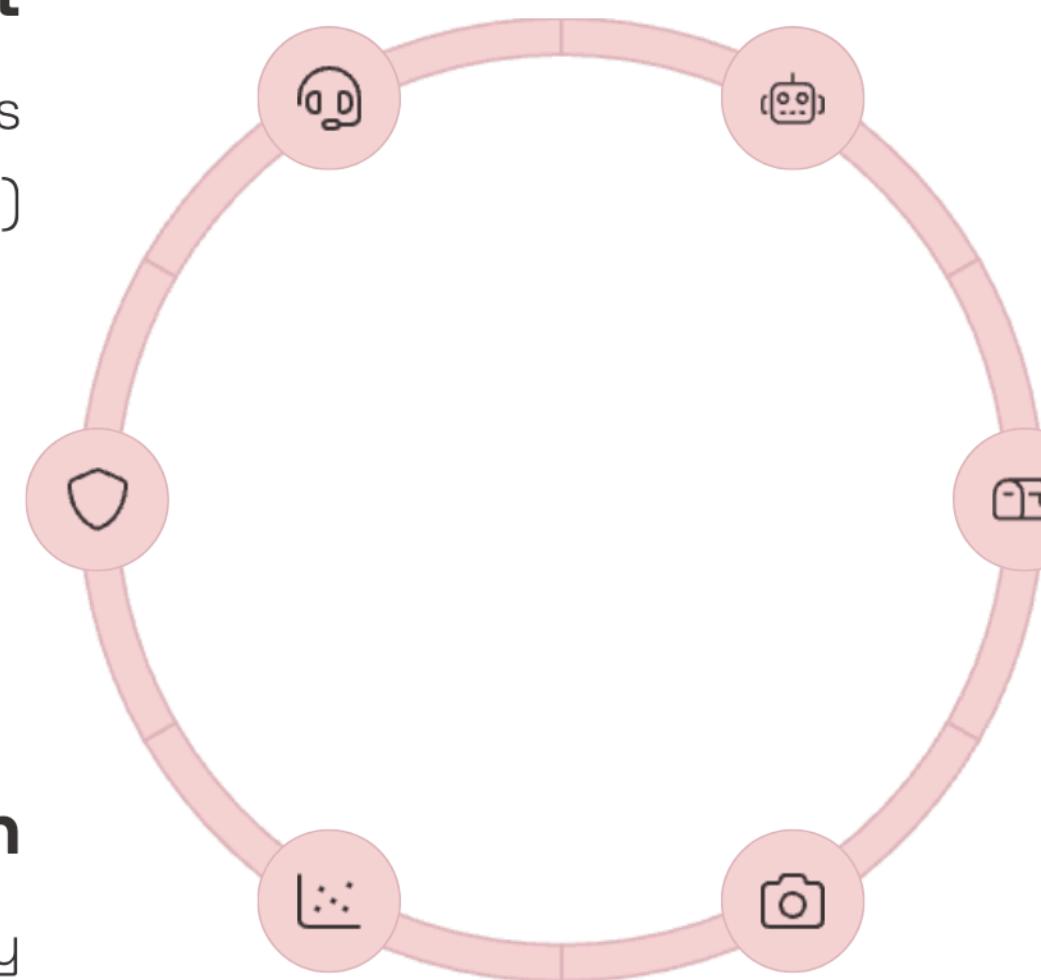
Weekly analytics summaries & quarterly strategy reviews

## Email Marketing Operations

Campaign management, list hygiene, up to 30,000 email sends/month

## Content Creation & Social Media

Ongoing content strategy refinement, 25 social posts & 1 short-form video/month



# Methodology & Approach

## Discovery & Strategy

Deep dive into your business, goals, and current systems

## Ongoing Optimization

Continuous monitoring, analysis, and refinement based on performance data

## Launch & Training

Smooth rollout accompanied by comprehensive training for your team

## Design & Development

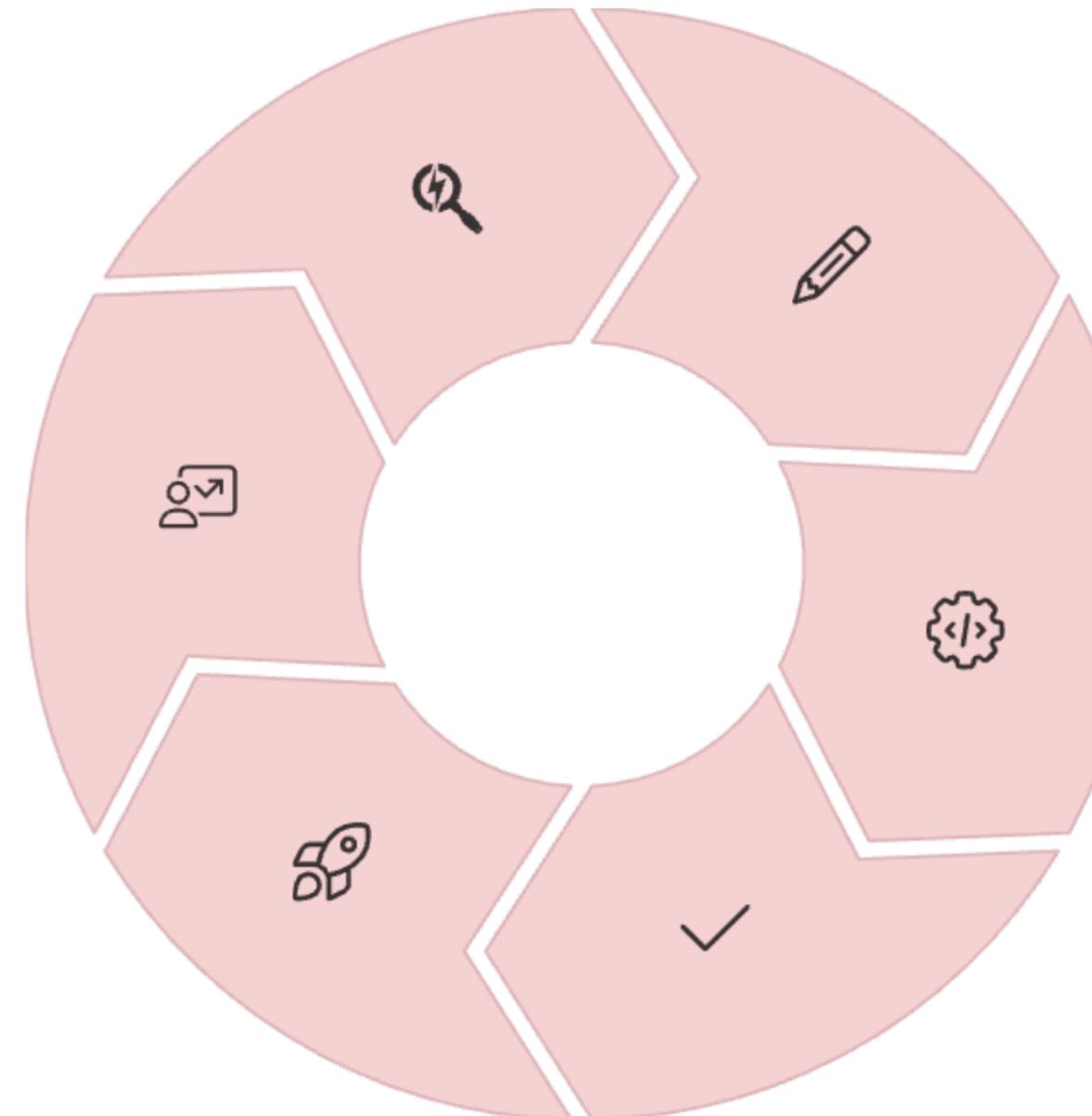
Iterative design and agile development processes

## Implementation & Integration

Careful deployment and focus on integrating with your existing workflows where possible

## Testing & Quality Assurance

Rigorous testing to ensure all solutions are robust and reliable



# Success Metrics & Key Performance Indicators (KPIs)

## Phase 1 KPIs

- GMB profile ranking and accuracy
- Successful launch of new website with improved engagement metrics (e.g., lower bounce rate, increased time on site)
- Number of leads captured via website forms and initial chatbot
- Clearly defined SQL criteria agreed upon by sales and marketing

## Phase 2 KPIs

- Increase in qualified leads (SQLs) from digital channels
- Conversion rate of car configurator usage
- Uptake of automated service booking
- Improved CSAT scores from after-sales surveys
- Engagement with LinkedIn thought-leadership content

## Retainer KPIs

- Ongoing growth in lead volume and quality
- Improved Return on Ad Spend (ROAS)
- Sustained or increased website traffic and engagement
- Positive sentiment and growth on social media channels
- Overall contribution of digital efforts to sales (via reconciled data)

# Assumptions / Pre-requisites



## Timely Access

Provision of necessary access to existing digital assets, relevant personnel for workshops, and information required for project execution.



## Decision-Making

Prompt feedback and approvals from Mikano stakeholders at key project milestones.



## Content & Asset Provision

Collaboration on providing necessary brand assets, existing content (for migration), and product information. (Specific content creation by Monospace is outlined in the retainer).



## Collaboration on Oracle Data

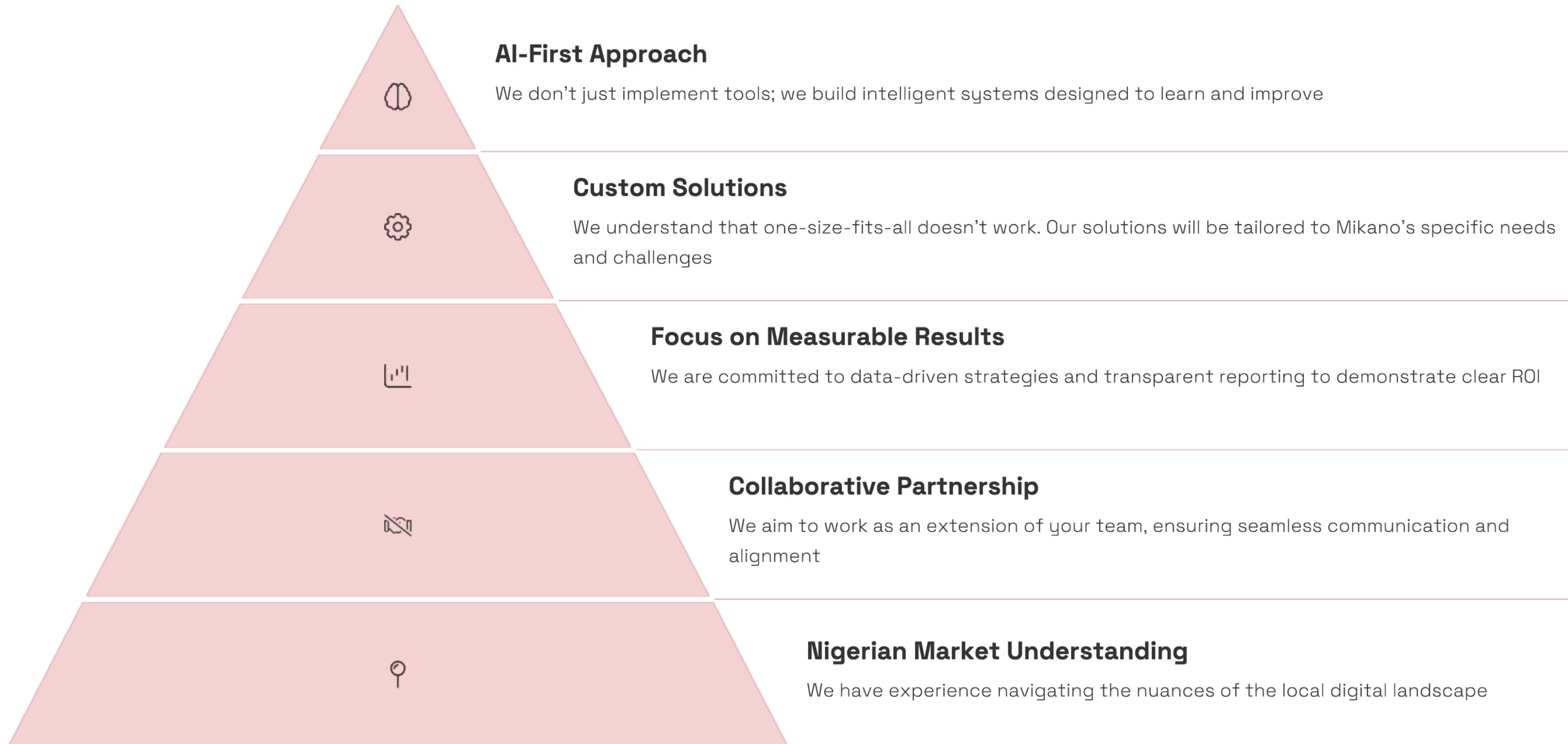
Willingness to explore and facilitate the proposed manual/semi-automated data reconciliation processes for sales attribution.



## Ad Spend Budget

Separate and timely funding of the agreed-upon ad spend for performance marketing campaigns.

# Monospace's Unique Value Proposition & Expertise





# Timeline & Project Plan

## Phase 1: 0-60 Days

Rapid deployment of foundational elements

- Website development and launch
- AI chatbot implementation
- Brand rectification on digital platforms
- Initial marketing setup

A more detailed project plan with specific milestones will be developed upon project initiation.

## Phase 2: Months 3-4

Building advanced engagement features

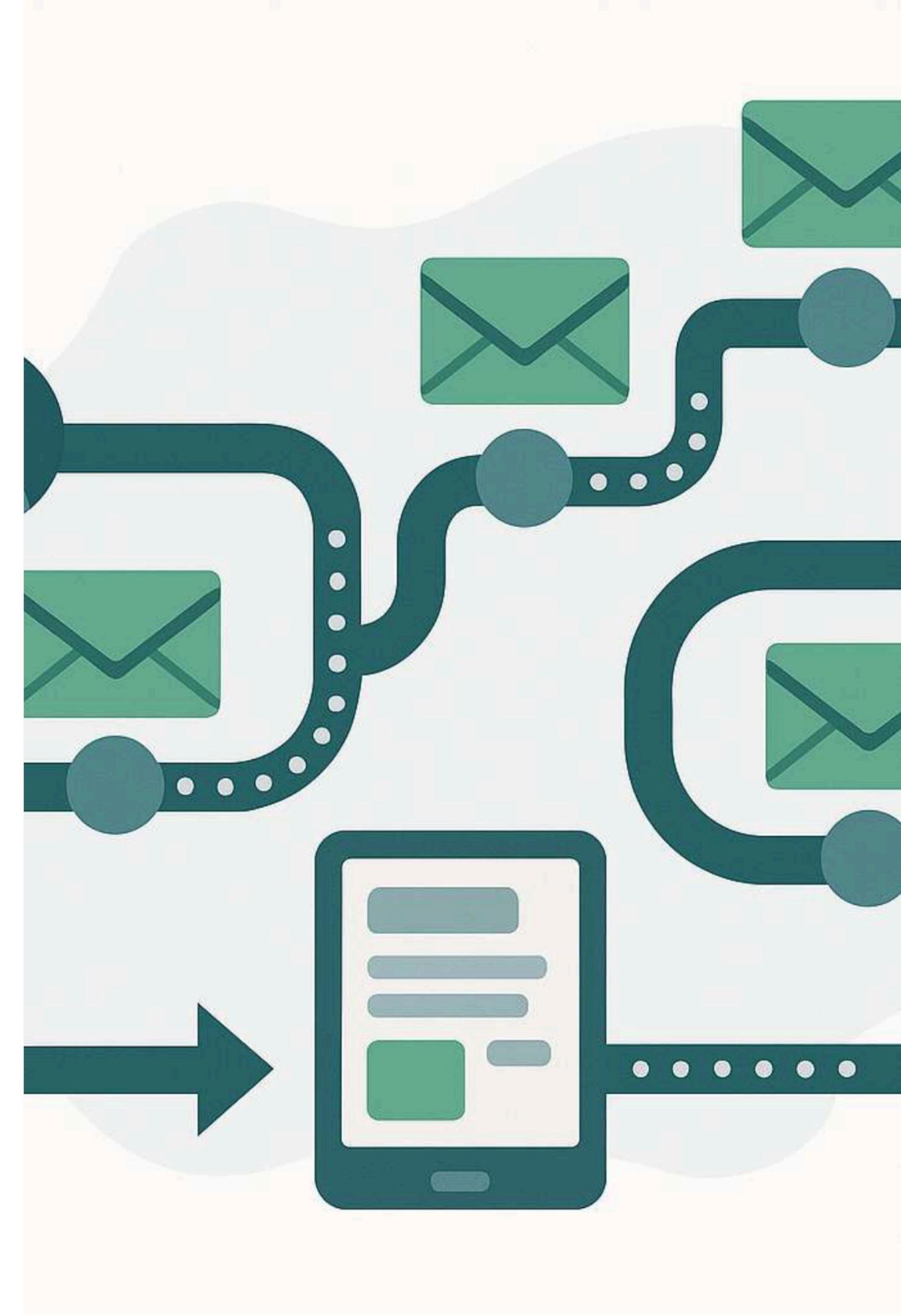
- Car configurator development
- After-sales automation implementation
- Executive dashboard creation
- LinkedIn program launch

## Phase 3: Steady-State Retainer: From Month 3

Ongoing support and optimization

- Continuous marketing management
- Regular content creation
- System maintenance and updates
- Performance reporting

# Phase 1 Implementation Timeline



# Get in touch with us.



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