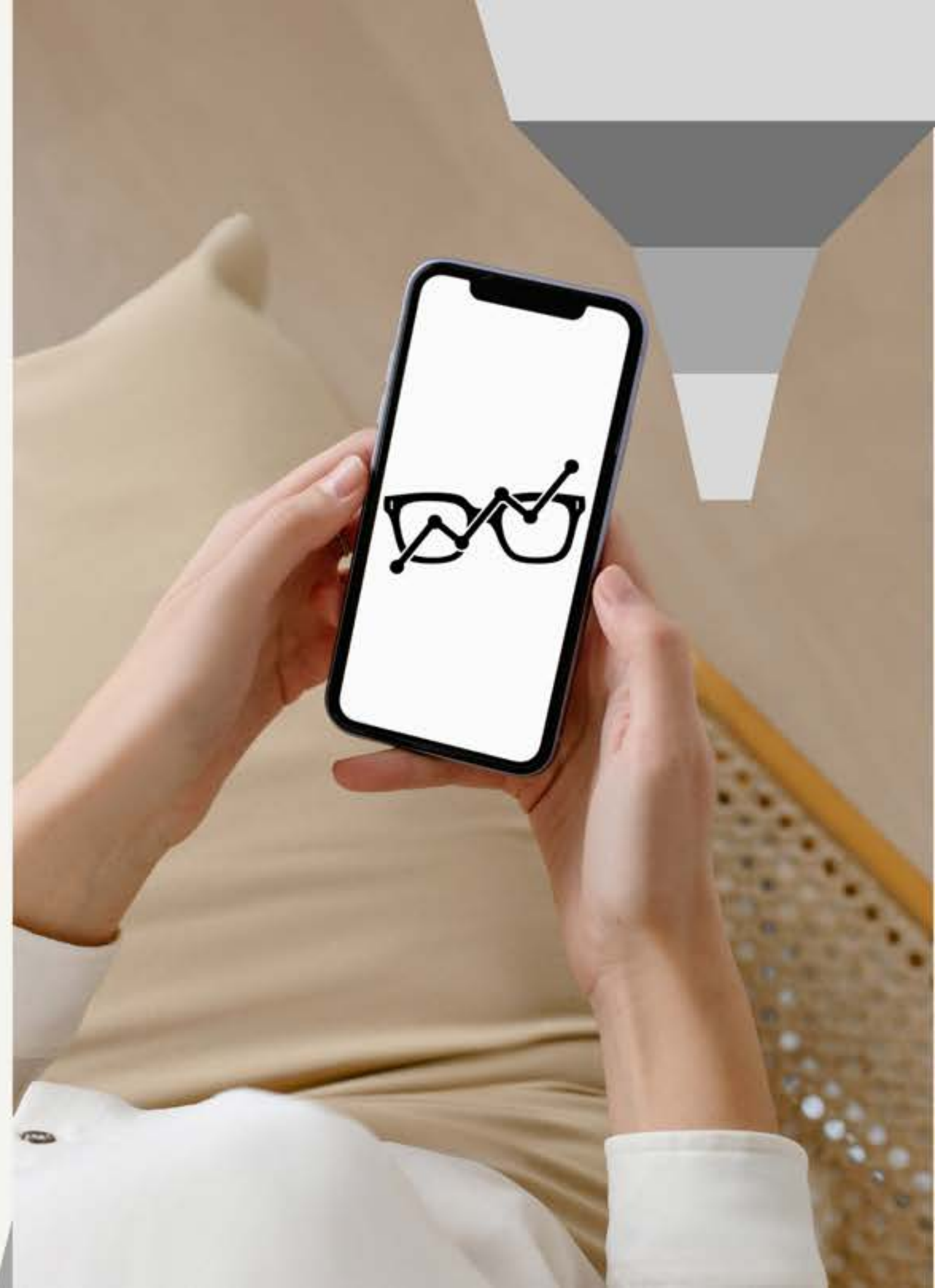


**Helping brands achieve growth success
with smart marketing tools**



ForgedMart

"ForgedMart, a SaaS company, provides AI-powered tools and solutions aimed at accelerating brand growth. Our diverse range of offerings is designed to help brands and marketers achieve their marketing goals quickly and efficiently. We redefine social marketing through blogging, offering strategic marketing tools, social blogging, and an agency-level platform. These solutions deliver substantial value by assisting marketers and brands in realizing their marketing objectives."

The Problem

Here are some of the major problems that brands and marketers face when it comes to growth marketing:

Brands

- Lack of resources: Growth marketing can be expensive and time-consuming, and many brands don't have the resources to invest in it properly.
- Adapting to Technological Advancements such as keeping up with the latest marketing technologies and tools, such as AI, automation, and analytics.
- Leveraging emerging technologies for improved marketing performance.

Marketers

- Meeting client expectations: Marketers have to balance the demands of their clients with the need to deliver results. This can be challenging, especially when clients have unrealistic expectations.
- Keeping up with the latest trends: The growth marketing landscape is constantly changing, and marketers need to stay up-to-date with the latest trends and technologies in order to be successful.
- Finding right tools: Just like brands, marketers also struggle to find the right tools to achieve optimal result.
- Pricing services: It can be difficult for marketers to price their growth marketing services in a way that is both profitable and affordable for their clients.

Our Solutions

Brands and marketing teams can utilize our platform as an ecosystem to connect with influential individuals who excel in spreading the word—bloggers. Bloggers, spanning various industry sectors and reaching millions through their stories and articles, serve as valuable assets for brands seeking partnerships. In addition, our software and AI-powered tools automate numerous tasks, including market research, identification and profiling of qualified leads, and enhancement of email marketing. With these tools, businesses can precisely generate qualified leads, expand customer reach, and increase sales of products or services through social blogging and targeted email marketing.

The Platform

ForgedMart serves as an All-in-One Marketing Hub, offering a platform where brands can:

1. Research, plan, and launch marketing campaigns within minutes. Our AI-powered software aids in identifying the target audience, crafting effective messaging, and selecting the optimal channels for outreach.
2. Automate email/newsletter campaigns, delivering personalized messages to subscribers. The platform simplifies audience segmentation, facilitates the creation of targeted email content, and provides result tracking.
3. Bloggers can utilize our AI-powered 'Article Assistant' tool as a research aid on their article pages. This tool enables real-time interaction with articles, allowing readers to ask article-related questions, conduct research, and receive factual answers from trained LLM models.

Tools

Article Assistant is a groundbreaking tool that empowers bloggers to engage their readers by providing a chatbot for interaction, enabling on-page research of articles, and delivering valuable insights. This tool utilizes the article's content as a knowledge base, supplementing it with information sourced from the web to address readers' queries. Bloggers can leverage this tool to enhance reader loyalty, foster readership growth, and establish partnerships with brands and marketers.

Email Conversational Tool is an AI-Powered marketing tool that helps businesses improve their email communication by embedding a chatbot into their emails and newsletters. This allows email recipients to interact with a knowledge-based chatbot that can answer their questions and provide support, help with fundraising, sales, marketing, and more all within the body of an email message.

Here is an example of how Email Conversational Tool can be used:

- A non-profit organization could use Email Conversational Tool to embed a chatbot into their supporters email, and could answer questions about the organization's mission and programs, and help donors make a donation.

- An e-commerce company could use Email Conversational Tool to embed a chatbot into their product newsletter. The chatbot could answer questions about the company's products, help customers place an order, and track their shipments.
- A software company could use Email Conversational Tool to embed a chatbot into their customer support email. The chatbot could answer questions about the company's software, help customers troubleshoot problems, and create support tickets.

Email Conversational Tool can drastically improve the **21.33%** average open and click-through rate according to survey conducted by MailChimp:

<https://mailchimp.com/resources/email-marketing-benchmarks/>

Automated Marketing Platform

An agency-level digital marketing platform that employs various autonomous AI agents to analyze latest trends, purchasing patterns, create comprehensive marketing strategies, engage with influencers, and execute campaigns with intelligence. This enables brands to gain insights, make informed adjustments, and achieve successful outcomes in an intuitive, inexpensive way

Unlocking language AI at scale

This communication tool uses large language AI model to translate phone calls in real time, allowing marketers to do business without language or border barriers. AI transcribes and translates phone conversations between callers from one language to another.

Benefits

Here are some of the benefits of using **Email Conversational Tool**:

- Increased engagement: Email recipients are more likely to interact with emails that contain a chatbot. This can lead to higher open rates, click-through rates, and conversions.
- Improved customer service: Chatbots can provide 24/7 customer support, answering questions and resolving issues quickly and efficiently.
- Increased sales: Chatbots can help customers find the products or services they're looking for, and guide them through the purchase process.
- Reduced costs: Chatbots can automate many tasks that are currently handled by human customer service representatives, which can save businesses money.
- Email Conversational Tool is a valuable tool for any business that wants to improve its email communication and achieve its marketing goals.

Here are some of the benefits of using **Article Assistant**:

- **Effortless Replication of Writing Style:** Bloggers can easily upload their writing style and customize preset features. The tool is trained to mimic their writing style and can autonomously publish articles on their behalf upon approval.
- **Enhanced Reader Interaction:** Readers can extract meaningful insights from researched articles and conduct their own research directly on the page. This fosters reader loyalty, leading to the creation of a dedicated fan base.
- **Brand-Blogger Partnerships:** Brands can seamlessly connect and collaborate with bloggers through the "Sponsored Reference" feature. This allows bloggers to earn income by writing and referencing related products or services within their stories.
- **Efficient Social Blogging:** The Social Blogging feature formats articles for diverse media options such as blogs, newsletters, and social media. This empowers bloggers to write once and share their content across multiple platforms effortlessly.

Here are some of the benefits of using **Automated Marketing Platform** :

- **Identifying New Trends:** AI can assist in identifying emerging trends, allowing brand and marketers to stay ahead of the curve and launch campaigns that resonates with their intended targets.
- **Data-Driven Insights:** Analyzing buying trends and sales data through AI can provide brands with valuable insights into market trends and consumer behavior.
- **Efficient Content Management:** AI tools can automate the process of generating content, scheduling posts, and managing responses, saving brands time and effort.
- **Precision Posting:** AI-driven scheduling can help brands reach their target audience at the optimal times for maximum engagement and impact.

- **Improved Audience Engagement:** By automating responses and content generation, brands can maintain consistent and timely communication with their audience, leading to higher engagement levels.
- **Time and Resource Efficiency:** Automation through AI allows brand to focus on creating high-quality content, rather than spending excessive time on administrative tasks.
- **Scalability:** With AI-driven tools, brands can potentially scale their outreach efforts to reach a larger audience without sacrificing quality or personalization.
- **Predictive Analytics:** AI's predictive capabilities can assist brands in making data-driven decisions about content creation and marketing strategies.

- **Adaptability to Market Changes:** AI-powered analysis allows brands to quickly adapt to shifts in consumer behavior and market trends, ensuring that their campaigns remains relevant and effective.
- **Maximized ROI:** By using AI to optimize content creation and delivery, brands can potentially maximize their return on investment (ROI) by reaching the right audience with the right content at the right time.

Market Size

AI-powered automation digital marketing agencies is expected to grow significantly in the coming years. The global artificial intelligence (AI) in marketing market size is projected to surpass around USD 145.42 billion by 2032 with a CAGR of 25.68% from 2023 to 2032

The use of automation and personalization achieved via the application of artificial intelligence are perfect combinations that lead to a high level of personalization in marketing

Furthermore, the use of AI in marketing is forecasted to grow in the coming years and is estimated to become a \$107.5 billion market by 2028

AI marketing agencies leverage artificial intelligence and other related technologies to equip businesses with a smarter, data-driven approach to marketing.

Financing

Launching an ambitious fundraising campaign to secure \$1,800,000 for sustained growth until the end of 2024, we have identified key objectives. These include building a high-caliber team with two developers and establishing strategic partnerships with brands, bloggers, and agency marketers.

Furthermore, we plan to drive growth through 'Co-selling,' forming strategic partnerships with platforms, marketplaces, and networks catering to potential users. Our target is to achieve 10,000 Monthly Active Users (MAUs) by Q2 of 2024.

Partners



Pricing model

User Type	Tool	Pricing
Brands	Email Conversational Tool	<p>\$0.099 per email (sent, delivered, opened)</p> <p>Sponsored Reference: 10% Platform transaction fee.</p>
Agency/ Enterprise	Email Conversational Tool	Yearly flat rate of \$35,000
Bloggers	Article Assistant	\$49.99/month

Team



Chris Bitoye
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Thank you

We can't wait for you to be part of this journey.

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