

## Landing Labs – Complete Company Information (1–100)

1. Company Name: Landing Labs
2. Company Tagline: We Build Brands That Convert
3. Mission Statement: To empower startups, SMEs, and enterprises with high-performance marketing, branding, and automation solutions that drive measurable growth.
4. Vision Statement: To become India's most trusted mar-tech ecosystem helping businesses scale through data-driven execution, creativity, and innovation.
5. Core Values: Innovation, Transparency, Speed & Efficiency, Ownership, Customer-first, Data-driven execution
6. Industry: Mar-Tech (Marketing + Technology)
7. Headquarters: Office 610, Suratwala Mark Plazzo, Hinjewadi, Pune – 411057
8. Year of Establishment: 2024
9. Founder: Mr. Janak Sonare
10. Leadership Team: CEO + UI/UX Designer, MERN Developers, Content Creator, Graphic Designer, Intern Developers
11. Business Model: Subscription-based mar-tech services, branding, digital marketing, automation systems, and development.
12. USP: ROI-driven execution, startup-friendly pricing, full-stack tech + marketing, automation-first delivery.
13. Short Description: A mar-tech agency helping brands grow through marketing, development, and automation.
14. Long Description: Landing Labs is a full-stack mar-tech company offering branding, digital marketing, website development, UI/UX, SEO, paid ads, automation systems, and growth strategies...
15. Target Audience: Startups, SMEs, service brands, founders.
16. Types of Customers: B2B and B2C.
17. Customer Demographics: Age 22–50; founders, CEOs, small businesses.
18. Customer Pain Points: Low leads, poor branding, slow execution, no automation.
19. Customer Expectations: ROI, creativity, performance, speed.
20. Main Solutions: Branding, websites, SEO, SMM, paid ads, automation.
21. Services: Brand identity, marketing, website development, CRM setup, automation workflows.
22. Service Categories: Branding, Marketing, Tech Development, Automation, Consulting.
23. Service Features: Full-stack capability, reporting, strategy, execution.
24. Benefits: Higher conversions, better branding, more visibility.
25. Pricing Structure: Customized pricing based on scope.
26. Delivery Process: Discovery → Strategy → Execution → Reporting → Optimization

27. Technologies Used: MERN, WordPress, Figma, Canva, Analytics, Meta Ads Manager.
28. Automation Tools: Zapier, Make.
29. AI Tools: ChatGPT, Jasper.
30. Marketing Tools: Buffer, Meta Suite.
31. CRM Overview: Custom CRM setups.
32. Chatbot Purpose: Lead generation, FAQs, support.
33. Chatbot Personality: Professional and friendly.
34. Greeting: "Hello! Welcome to Landing Labs. How can I help you grow today?"
35. Fallback: "Sorry, I didn't understand that."
36. FAQs: Available on request.
37. FAQ Answers: Available on request.
38. Support Process: Bot → Team → Manager → CEO.
39. Communication Channels: Email, WhatsApp, calls, social media.
40. Email Support: support@landinglabs.in
41. WhatsApp: +91 7387392708
42. Social Media Presence: Instagram, LinkedIn, Facebook, YouTube.
- 43–46. Social Links: To be added.
47. Website Structure: Hero → Services → Case Studies → About → Testimonials → Contact.
48. About Page: Vision, mission, founder, team.
49. Contact Page: Form + details.
50. Contact Numbers: +91 7387392708
51. Support Email: support@landinglabs.in
52. Sales Email: info@landinglabs.in
53. Office Address: Office 610, Suratwala Mark Plazzo, Hinjewadi.
54. Office Timings: 10 AM – 7 PM, Mon–Sat.
55. Team Introduction: Multi-skilled marketing & tech team.
56. Team Expertise: MERN, UI/UX, branding, ads, content.
57. Certifications: Not provided.
58. Awards: Not provided.
59. Media Coverage: Not provided.
60. Portfolio: Available on request.
61. Case Studies: Not provided.

62. Testimonials: Not provided.
63. Client Industries: Real estate, salons, politics, startups, local businesses.
64. Lead Generation: Ads → Bot → CRM → Sales.
65. Sales Funnel: Awareness → Interest → Consideration → Demo → Conversion.
66. Conversion Strategy: Strong CTAs, remarketing, website funnels.
67. SEO Strategy: Blogs, on-page optimization, local SEO.
68. Advertising Strategy: Meta ads, Google ads.
69. Branding Guidelines: Minimal, bold, modern.
70. Logo: Clean tech-inspired design.
71. Brand Colors: Not specified.
72. Typography: Sans-serif clean fonts.
73. Tone of Communication: Professional & confident.
- 74–80. Legal Policies: To be drafted (refund, cancellation, privacy, GDPR, cookies).
81. Website Navigation: Home, About, Services, Portfolio, Blog, Contact.
82. Products: None (service company).
83. Product Features: N/A.
84. Product Benefits: N/A.
85. Internal Workflow: Strategy → Execution → Review.
86. Marketing Workflow: Content → Design → Scheduling → Analytics.
87. Sales Workflow: Lead → Qualification → Call → Proposal → Closing.
88. Onboarding Workflow: Welcome → Requirement → Access → Kickstart.
89. Project Management: Tasks → Review → Reporting.
90. Delivery Timelines: 7–30 days based on scope.
91. SLAs: 24-hour response time.
92. Support Tiers: Basic, Priority, Enterprise.
93. Escalation: Support → Manager → Founder.
94. Bot Escalation: Human request, emergencies, sales.
95. Lead Qualification Questions: Budget, timeline, goals.
96. Customer Screening: Industry, target audience, platforms.
97. Chatbot Intent List: Pricing, services, meetings, support.
98. Keywords: Marketing, website, ads, branding, SEO.
99. Response Templates: Standardized for service replies.
100. Emergency Response: “For urgent concerns call +91 7387392708.”

