



LAGRANGE.AI

Digital Marketing ~~Strategy~~ GAME PLAN



Today's Agenda

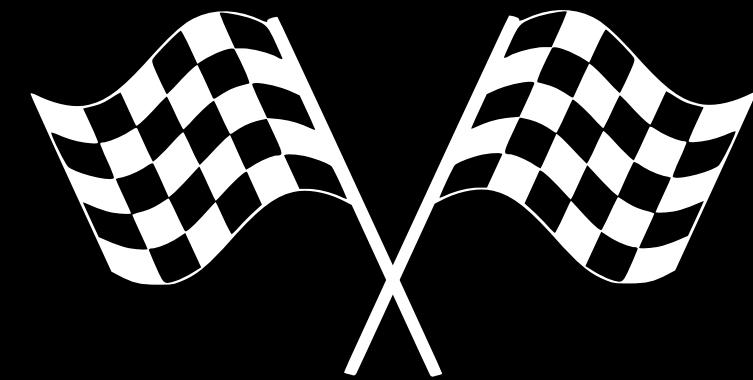


LAGRANGE.AI



- 1 **What's the Problem**
- 2 **Who is our Customer**
- 3 **GAME PLAN**
- 4 **Social Media Strategy**
- 5 **Digital Marketing Strategy**
- 6 **Conclusion**

SO WHAT'S THE **ERROR**?



PROBLEM 1

Low subscription rate
due to the lack of
product education

PROBLEM 2

Low brand awareness
among target audience

PROBLEM 3

Very competitive and
fast-growing market

OK... BUT WHO IS OUR
CUSTOMER



DYLAN MCMILLIAN, 36

Supply Chain Analyst
Sydney, Australia

Meet Dylan.

Dylan works 9am to 5pm and spends most of his day working with the Head of Logistics, the Retail team and the Demand Planners to map out stock. He enjoys spending his free time at the gym, hiking or with family.

Struggles

- His job was severely affected during the COVID pandemic by all the **breakdowns in the supply chain**. He had **no clarity on stock** and had **trouble reporting to his supervisors**. He is looking for a way to streamline the whole process and provide **transparency**.

Motivations

- Get promoted and his end of year bonus, being able to take care of his family

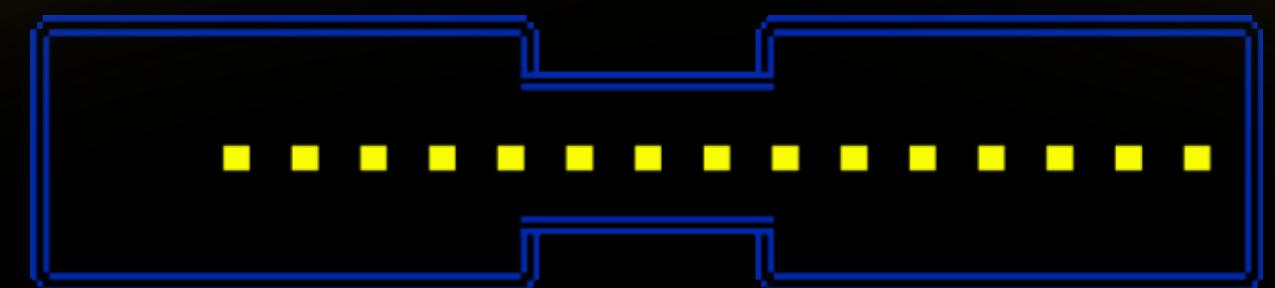
Attitudes towards category

- Unsure of what applications are out there to help him, **needs education** on the subject

Most Used Social Channels:



TIME FOR OUR...
GAME PLAY



" Supply chains **don't**
have to be complicated. "

Like at all ☺

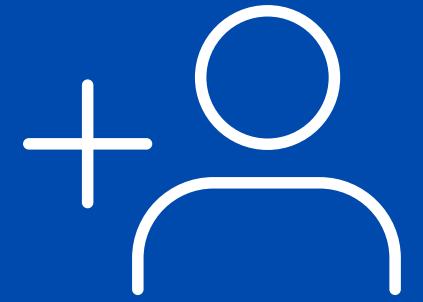
OBJECTIVES

1



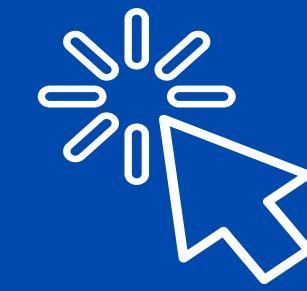
**Increase overall
brand awareness
by 20%**

2



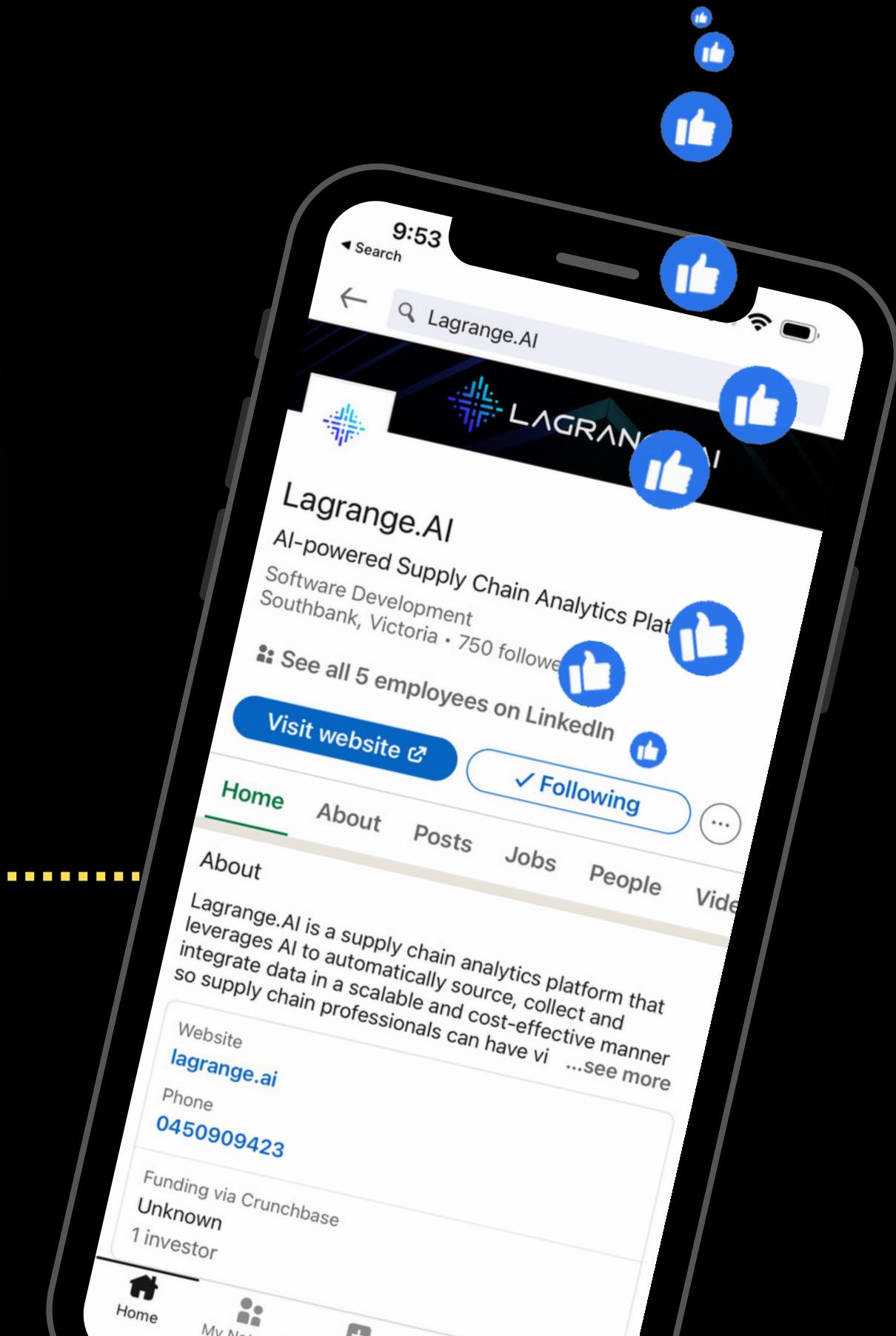
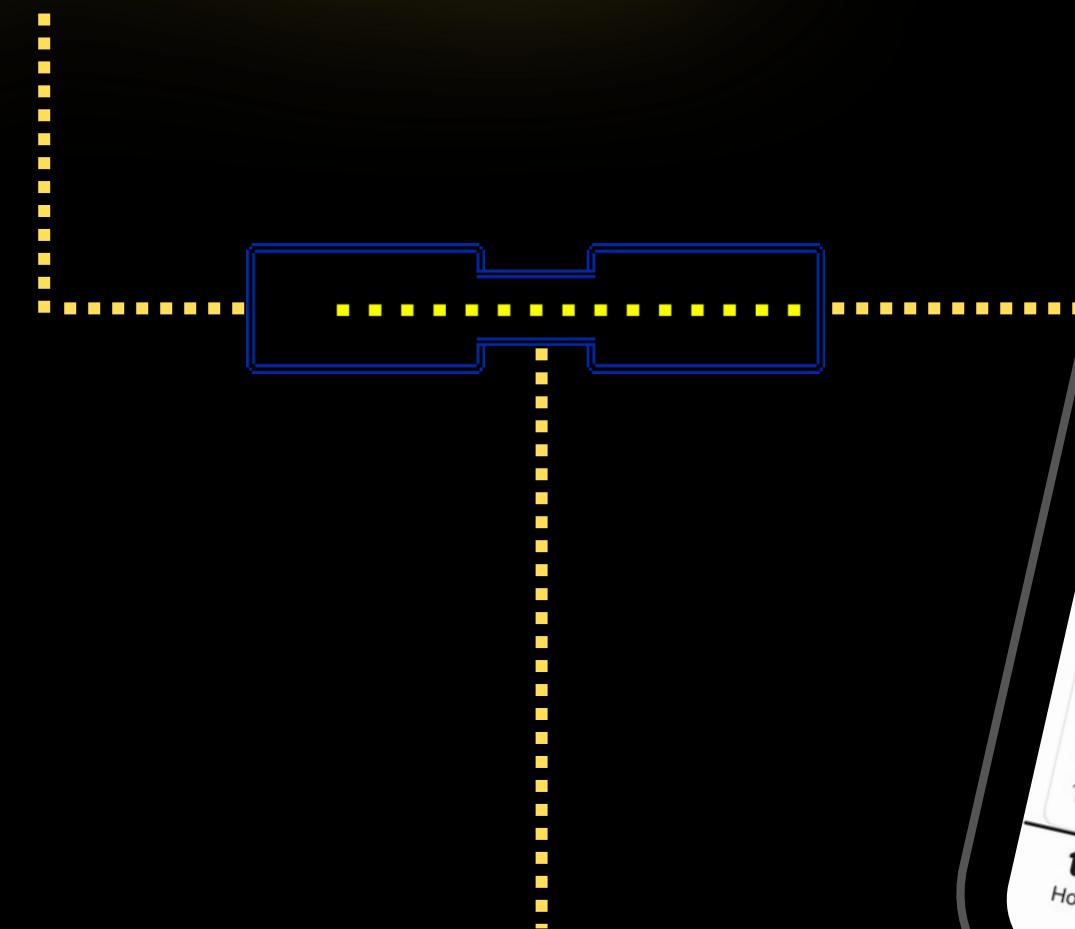
**Increase followers
on LinkedIn by 50%**
(FROM 746 TO 1119 FOLLOWERS)

3



**Increase click
through rates to the
website by 20%**

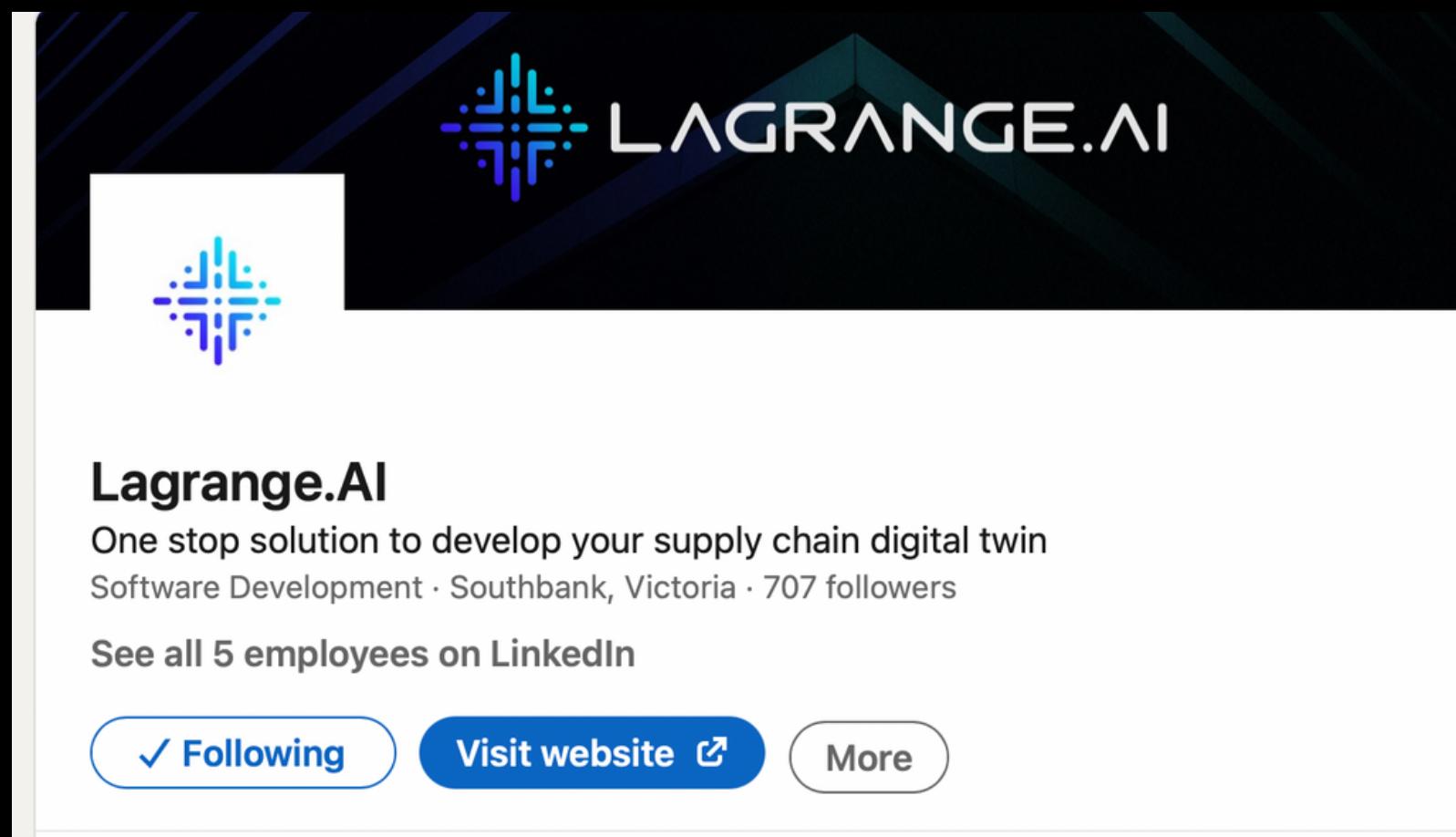
Social Media GAME PLAN



But first,



why LinkedIn?



"Internal PR" + talent scouting too!

Low cost (practically free!)

↔ **Two-way** communication instantly

LinkedIn's amazing **shareability**

LEVEL
UP

LINKEDIN

NEW Posting Cadence: 2x a week

Educational posts about supply chains

➡ **Interactive** polls, quizzes & thought-provoking Qs for discussions

Internal company activity (i.e. company milestones, exhibitions, etc)

Link to **blog** instead of external websites

Mintel 108,017 followers 1w •

Is there going to be a Halloween candy shortage this year?? 🍬🎃🍫 Hershey's caused a bit of a panic when they hinted that supply chain issues could cause just ...see more

Are you stocking up on Halloween candy this year? 🎃🍭🍬👻

The author can see how you vote. [Learn more](#)

Response	Percentage
I am! Gotta be ready 🍬🍫	15%
No, just normal purchasing 🤷	42%
Why do I need to stock up?? 🤔	28%
No Halloween, just candy plz.	15%



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Digital Marketing **GAME PLAN**

PART I:

**Improvements to
Lagrange.AI's
Existing Website**

PART II:

**Search Engine
Optimisation**



PART I:

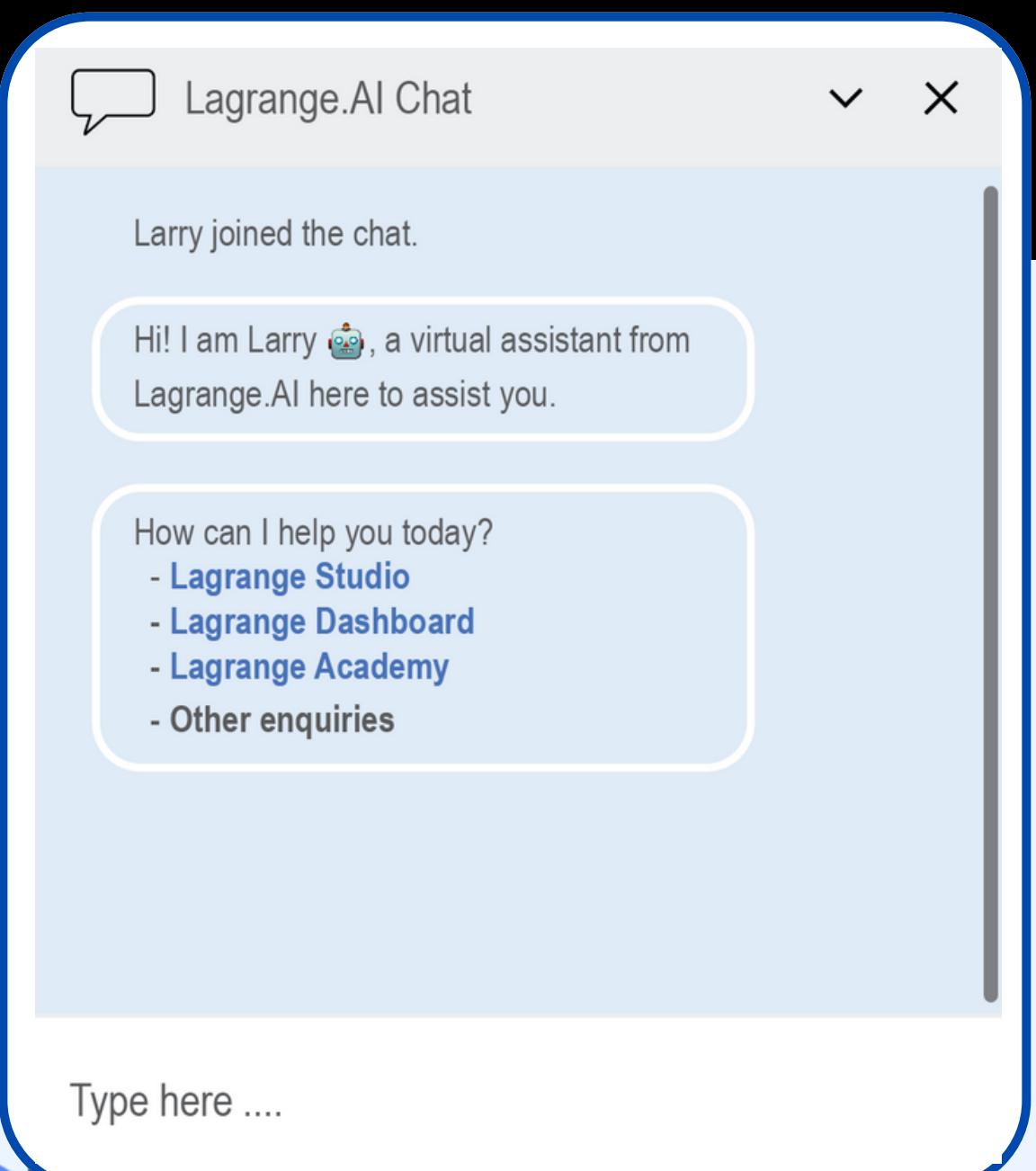
Improvements to Lagrange.AI's Existing Website

One stop solution to develop supply chain digital twin

Speed supply chain digital transformation and create end-to-end visibility over your supply chain

[Sign Up](#)

CHAT BOTS



CHAT BOTS

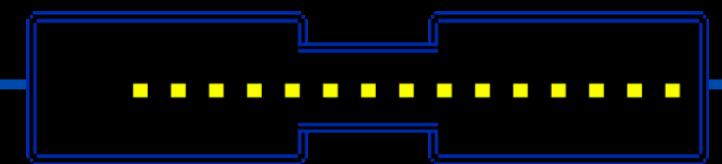
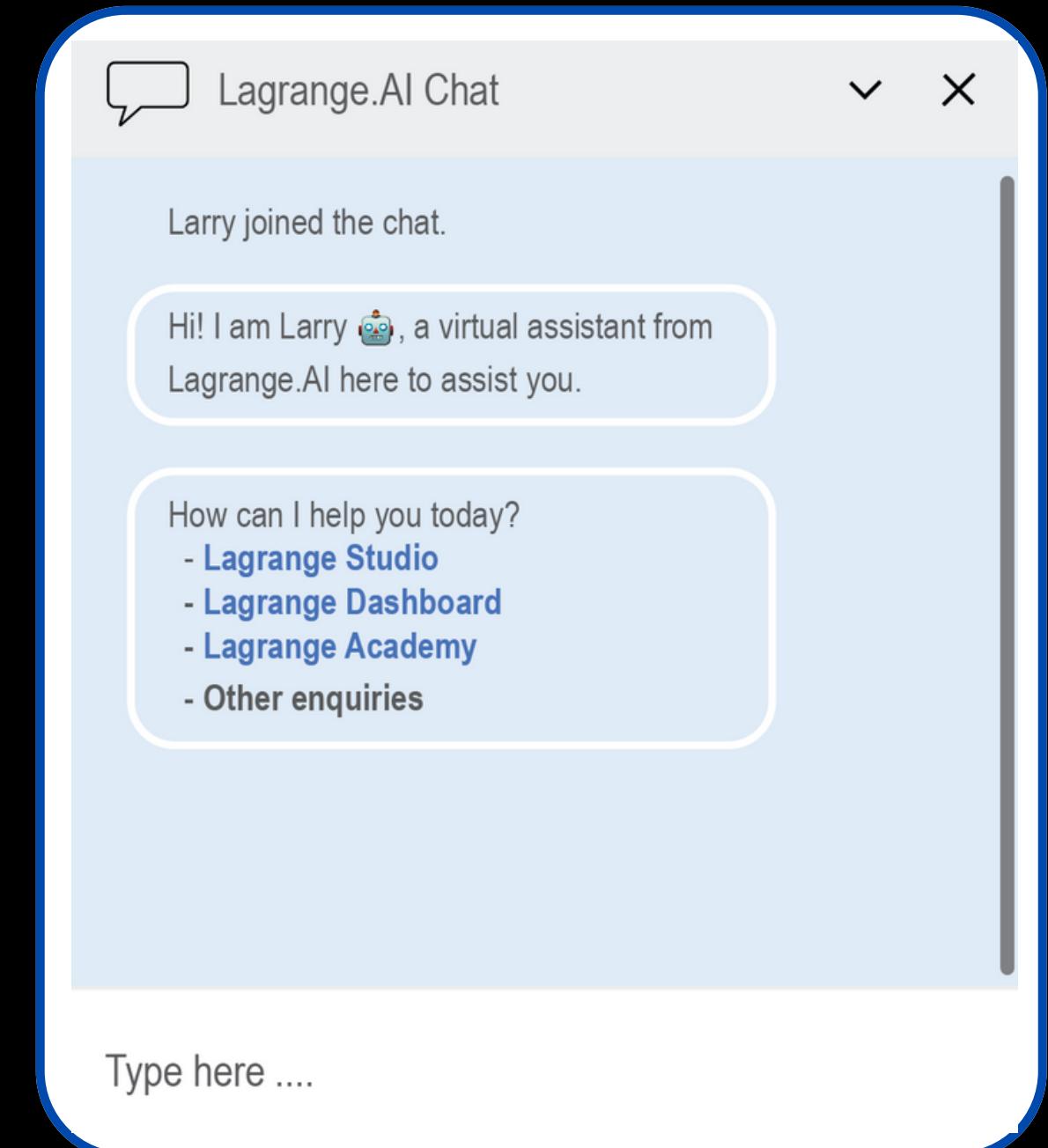
- **Why Chat Bots?**

😊 Improve customer engagement

Lead generation

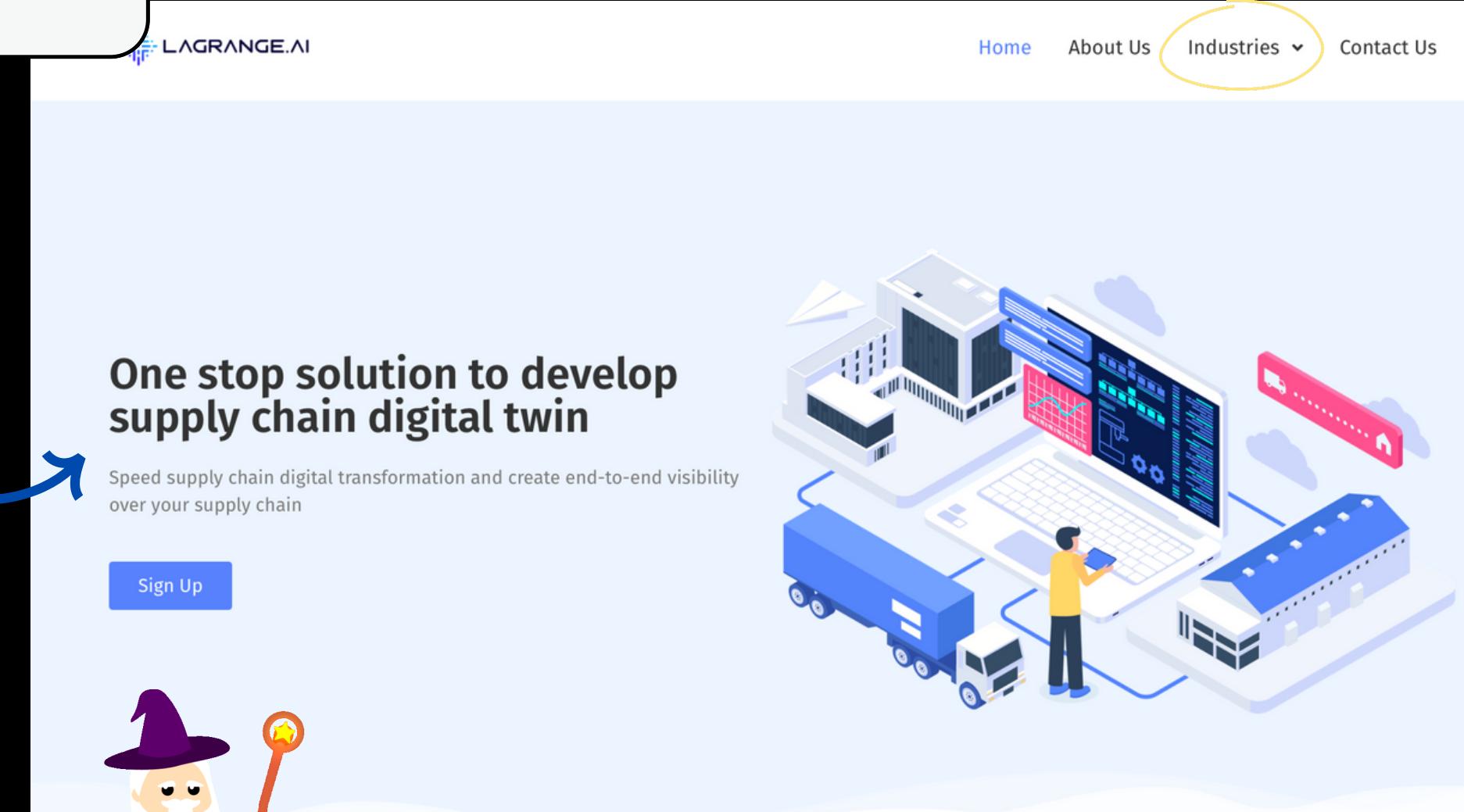
Reduce customer service costs

Monitor consumer data to gain insights





WEBSITE



Improved navigation

Intriguing content

Use videos and pics
to tell your story!

Create unique landing pages for specific topics
(Lagrange Academy, Lagrange Dashboard, Lagrange Studio)

Keep the website
up-to-date!

INTRODUCING...

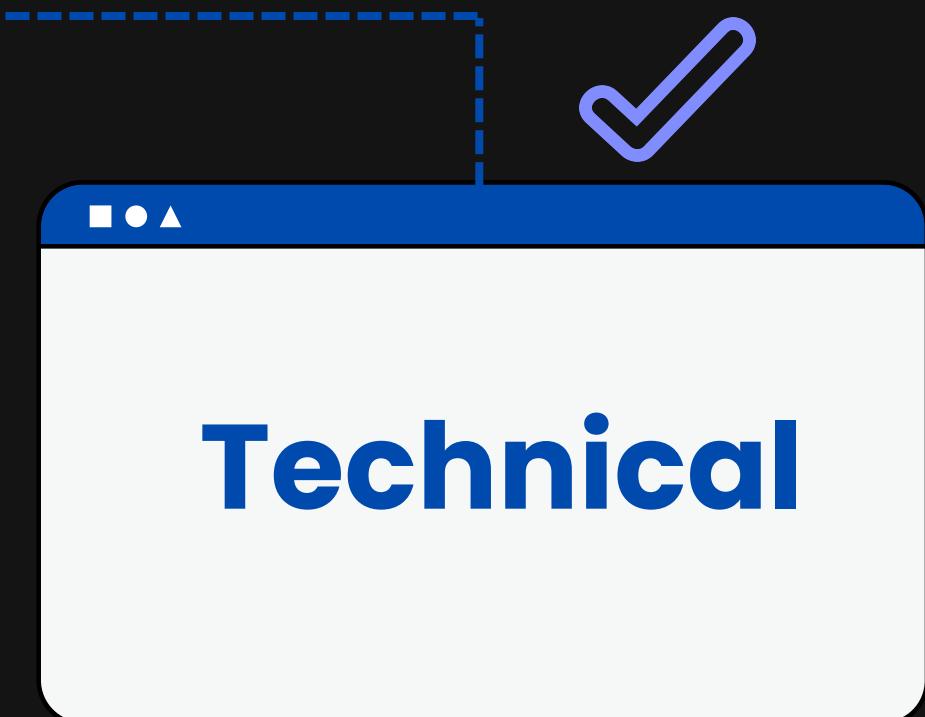
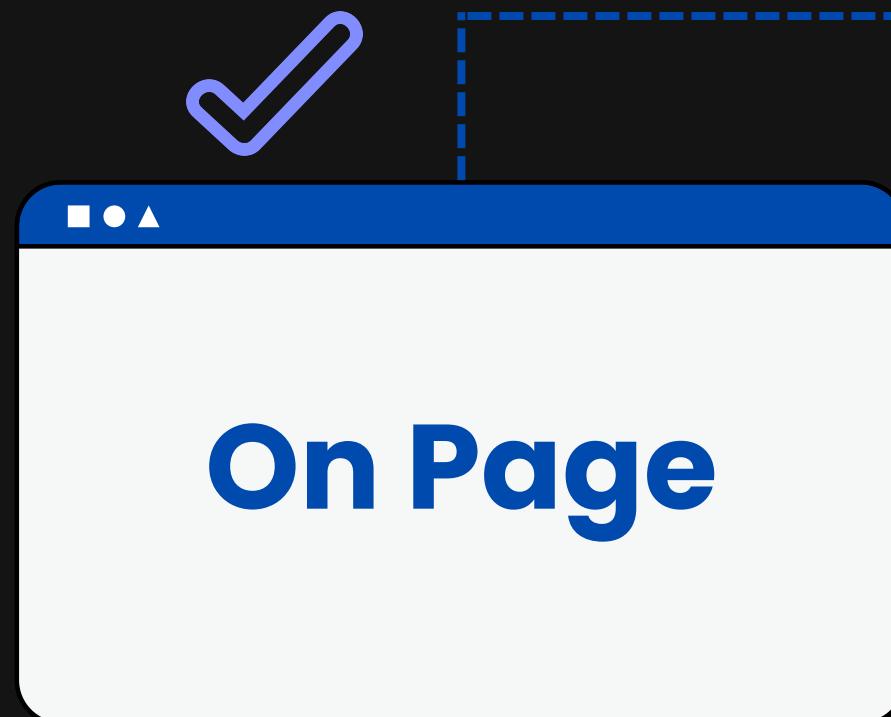
LA GRANGE
ACADEMY





SEO

LOADING



Search Engine Optimisation



ON PAGE



Store the cleaned data in a supply chain data warehouse in a ready-to-analyse format

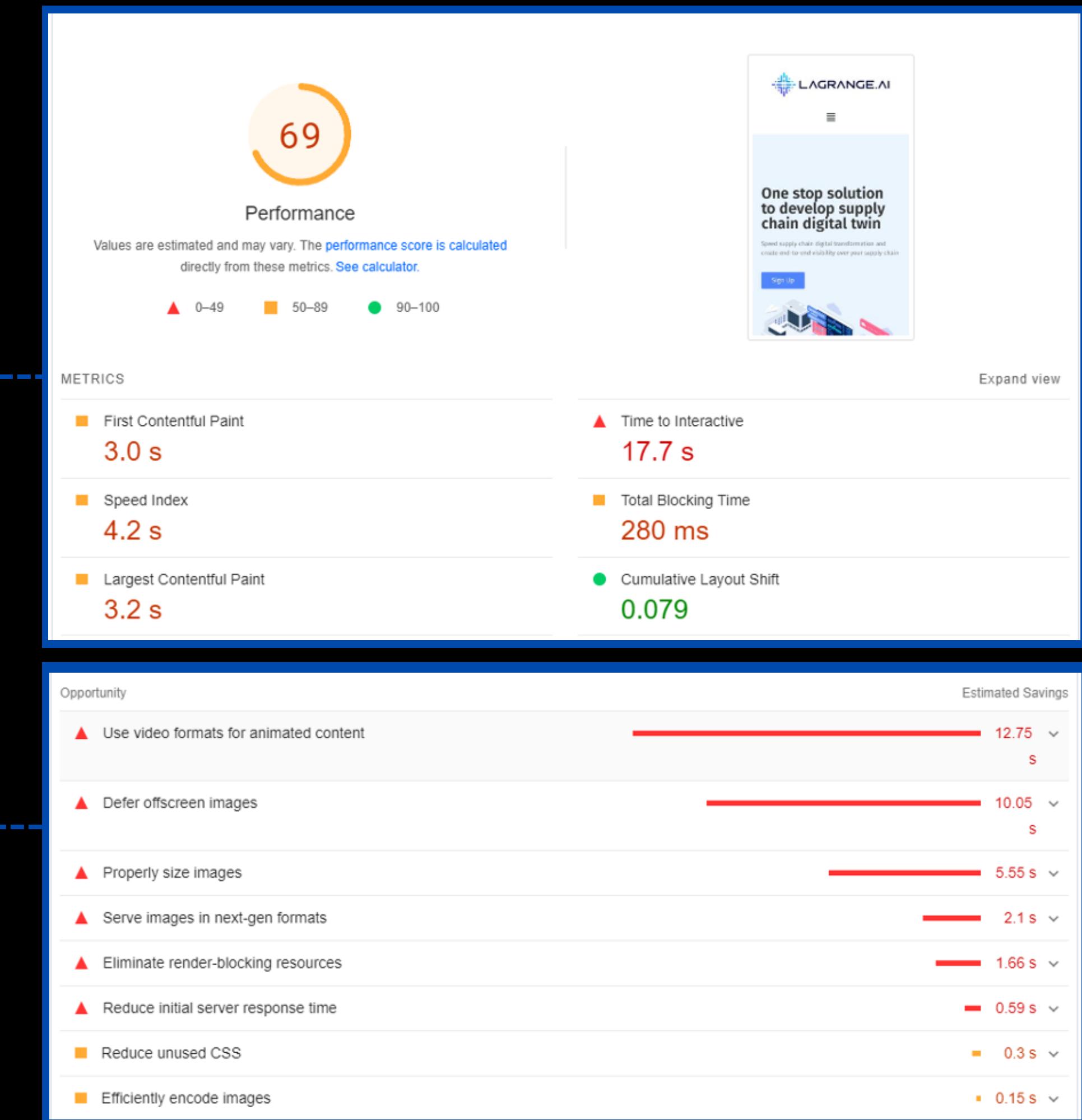
Lagrange.AI empowers supply chain professionals with ready-to-analyze data to design, develop and deploy supply chain digital twins in weeks instead of months

Search Engine Optimisation



TECHNICAL

↳ Google Page Speed Insights ↳



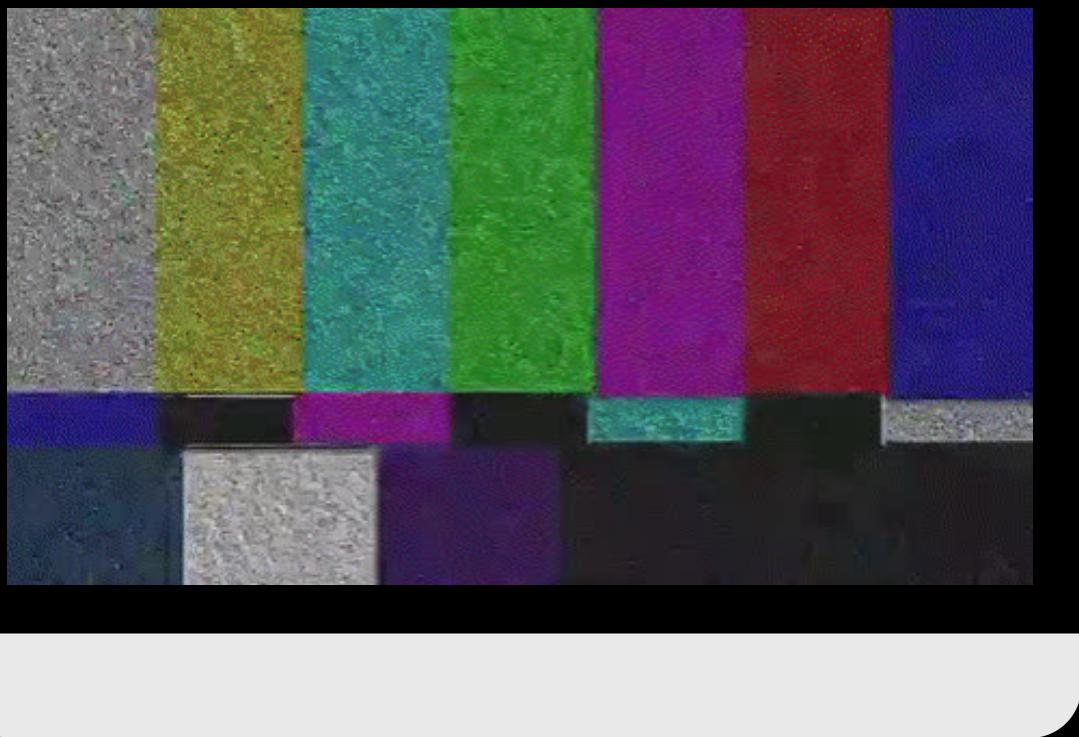
STRATEGY 1: VIDEO FORMAT

Current loading:
17.70 seconds

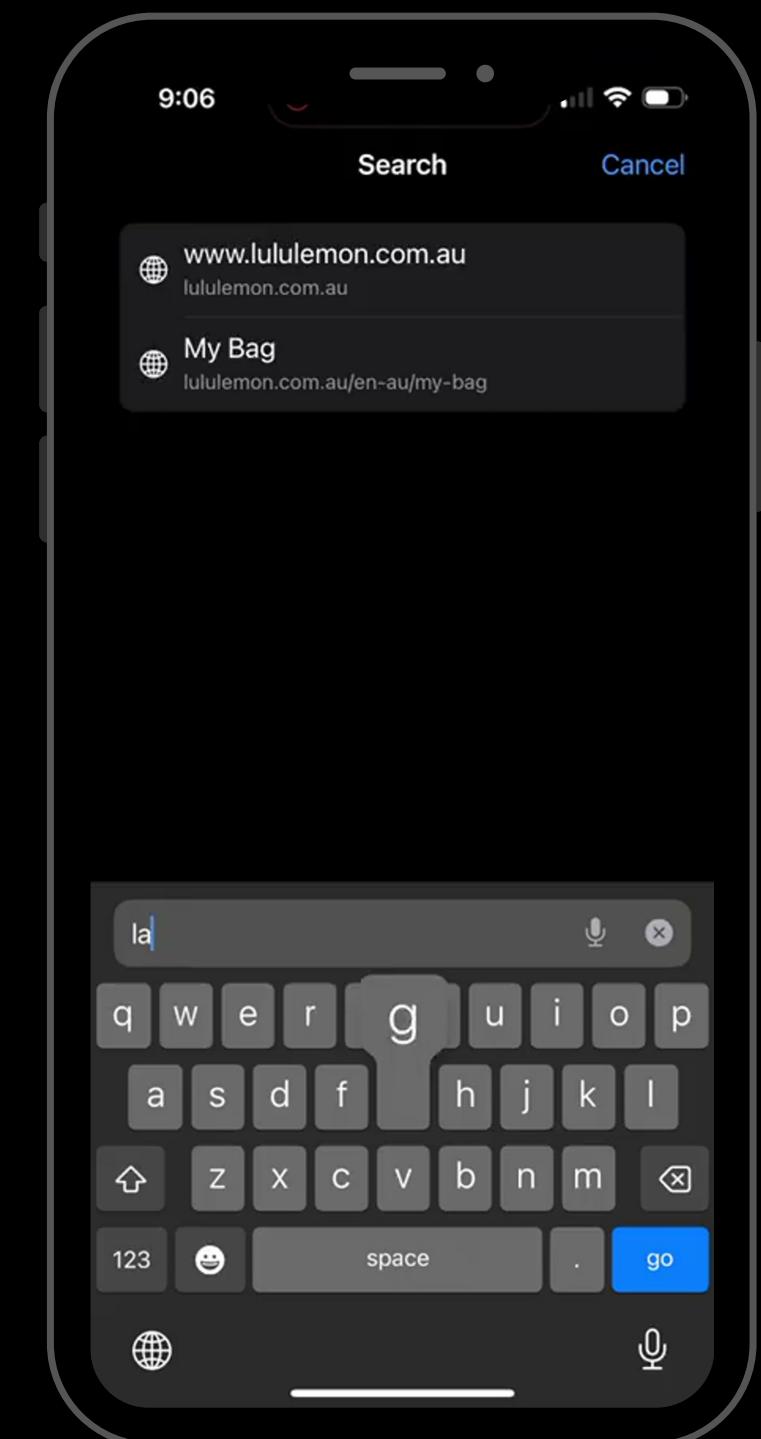
- Slow loading times
- Laggy navigation

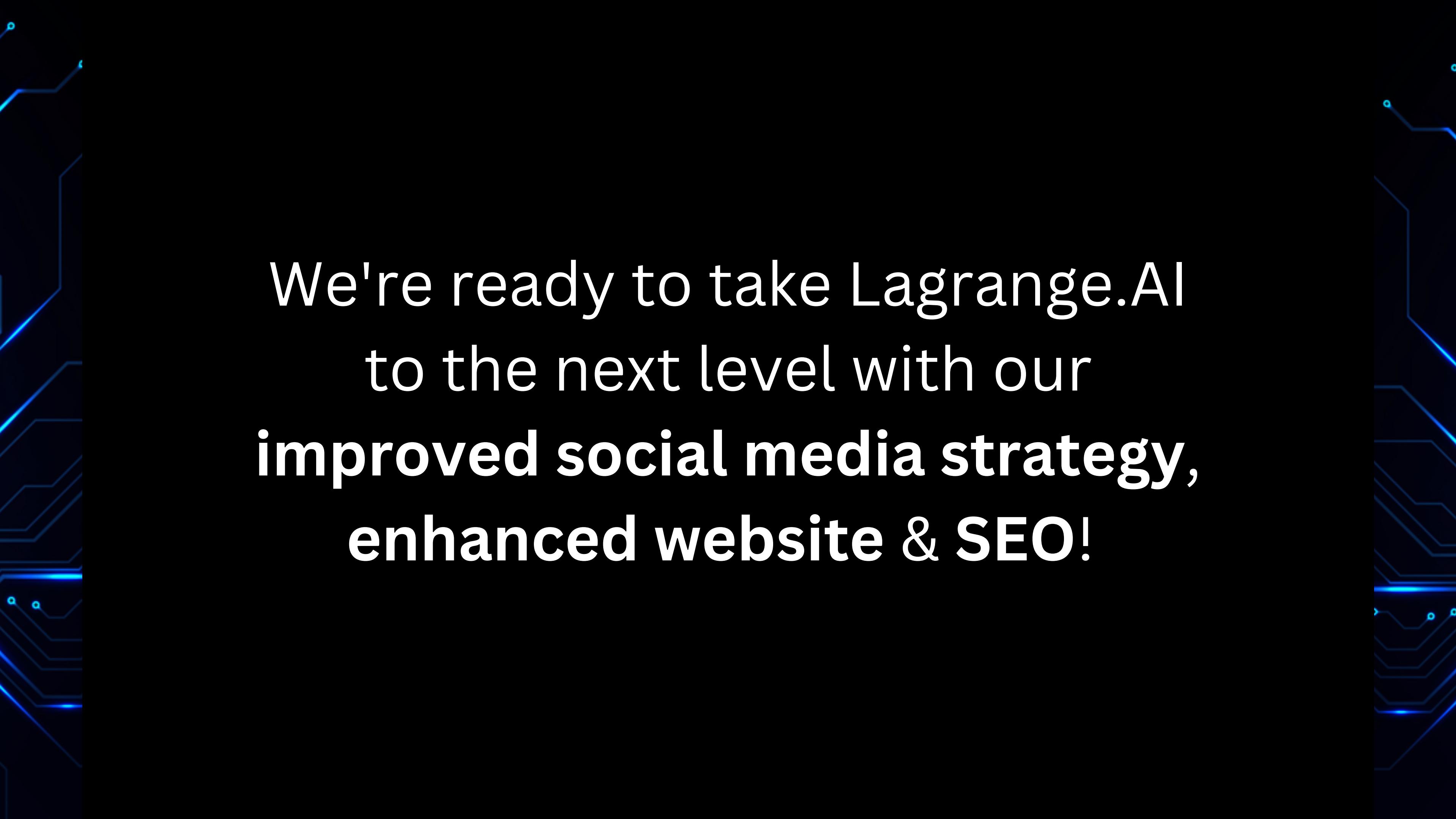
NEW loading:
4.95 seconds

- + Opportunity to educate
- + Clear key messaging



STRATEGY 2: LAZY LOADING





We're ready to take Lagrange.AI
to the next level with our
**improved social media strategy,
enhanced website & SEO!**



LAGRANGE.AI

Digital Marketing

GAME PLAN

PRESS PLAY



EXIT GAME