



LAGRANGE.AI

# Proposed Marketing ~~Strategy~~ GAME PLAN



# Executive Summary

The aim of this report is to review Lagrange.AI's current digital marketing strategy and in turn, present a revised and more effective strategy. A situational analysis was conducted using a PESTLE Analysis, Competitor Analysis and SWOT Analysis to get a better understanding of the whole market landscape. The report follows up with identifying who the target customer is. By using a micro-segmentation breakdown, the target audience of Corporate Client is selected and further analysed through a Customer Persona and Customer Journey Map. With all that information, this report devises a digital marketing game plan highlighting its marketing objecting and key messaging clearly. The integrated marketing communication include: social media marketing (through LinkedIn), Personalised Digital Marketing (via website improvements and search engine optimisation). Finally, this report concludes with performance metrics of the proposed tactics and a brief budgeting plan.

# Table of Contents

01	<i>Introduction</i>	p 02
1.1	<i>What is Lagrange.AI?</i>	
1.2	<i>Unique Selling Points</i>	
02	<i>What's Happening Now?</i>	p 03
2.1	<i>PESTLE Analysis</i>	
2.2	<i>Competitors Analysis</i>	
2.3	<i>SWOT Analysis</i>	
03	<i>Who are Our Customers?</i>	p 06
3.1	<i>Micro Segmentation</i>	
3.2	<i>Proposed Target Audience</i>	
3.3	<i>Current Customer Journey Map</i>	
3.3.1	<i>Customer Pain Points</i>	
04	<i>Marketing Game Plan</i>	p 10
4.1	<i>Marketing Objectives</i>	
4.2	<i>Key Messaging</i>	
4.3	<i>Integrated Marketing Communications (IMCs)</i>	
4.3.1	<i>Social Media Marketing</i>	
4.3.2	<i>Personalised Digital Marketing</i>	
4.3.1.1	<i>Website Improvements</i>	
4.3.1.2	<i>Search Engine Optimisation</i>	
4.4	<i>Performance Metrics</i>	
4.5	<i>Budgeting</i>	
4.6	<i>Action Plan</i>	
05	<i>Conclusion</i>	p 19





# Introduction

## 1.1 WHAT IS LAGRANGE.AI?

Lagrange.AI is a cloud-based software company that specialises in supply chain data integration, modelling, advanced analytics, and reporting.

In addition, the company also orchestrates modular training and education for its clients through Lagrange Studio and Lagrange Academy. Unlike its competitors that choose to focus on specific fields, Lagrange.AI transcends boundaries and creates a holistic 360 approach to offer clients the best possible outcome.

**" ONE STOP SOLUTION TO DEVELOP "**  
**SUPPLY CHAIN DIGITAL TWINS**

## 1.2 UNIQUE SELLING POINTS

Lagrange.AI provides bespoke, one-of-a-kind supply chain solutions for all their clients in the form of supply chain analytics, visualisation and reporting.

In addition, the company also orchestrates modular training and education for its clients through Lagrange Studio and Lagrange Academy. Unlike its competitors that choose to focus on specific fields, Lagrange.AI transcends boundaries and creates a holistic 360 approach to offer clients the best possible outcome.

# What's Happening Now?

## 2.1 PESTLE ANALYSIS

This section of the report aims to uncover the macro-environment of the market Lagrange.AI operates in. Table 1 below shows a PESTLE analysis conducted to analyse the situational influences affecting the Software Industry. Through the PESTLE analysis, this report explores the Political, Economic, Social, Technological, Legal & Environmental factors which may influence the competitive forces within the Software Industry.

<b>P O L I T I C A L</b>	<ol style="list-style-type: none"><li>1. The Australian Government is actively encouraging businesses to adopt digital technology to boost competitiveness and promote economic growth (Australian Government, 2022).</li><li>2. The government's Digital Economy Strategy aims to develop Australia to become a leading digital economy and society by 2030 (Australian Government, 2021).</li><li>3. The Australian Government is heavily investing in initiatives to support Australia's quantum industry which would increase efficiency and expand capabilities for businesses across the economy (Australian Government, 2022).</li></ol>
<b>E C O N O M I C</b>	<ol style="list-style-type: none"><li>1. Australia's current inflation rate is at its peak since 1990, at 6.1% in June 2022 (Australian Bureau of Statistics, 2022). The high inflation rate inevitably leads to a decline in purchasing power due to and exposes supply chain disruptions to various firms. Hence, providing Lagrange.AI with a positive outlook as firms seek to adopt supply chain analytical tools to optimise their business operations.</li><li>2. Australia's economic success is dependent on the ability to adopt technological advances to improve existing business operations and develop new products and markets (Australian Government, 2022).</li></ol>
<b>S O C I A L</b>	<ol style="list-style-type: none"><li>1. 57% of businesses in Australia have adopted Cloud-technology softwares and 68% of innovation-active businesses utilize cloud-technology softwares (Australian Bureau of Statistics, 2021).</li><li>2. The use of Artificial Intelligence (AI) amongst firms remain low, with only 4% of innovation-active businesses utilizing AI technology in their business operations (Australian Bureau of Statistics, 2021).</li><li>3. There is a forecasted growth of 6.5% in IT spending driven by Australian businesses to accelerate their shift to become a digital business (Australian Bureau of Statistics, 2022).</li></ol>
<b>T E C H</b>	<ol style="list-style-type: none"><li>1. The constant technological advances driven by strong competition in the Australian software market forces companies to introduce increasingly competitive pricing strategies (MarketLine, 2022).</li><li>2. The software and technology industry is rapidly growing in Australia. With the Australian software market being forecasted to increase in value by 38.9% in 2026 compared to 2021 (MarketLine, 2022)..</li></ol>
<b>L E G A L</b>	<ol style="list-style-type: none"><li>1. Australia earns a rank of 14th out of 190 countries, in terms of its ease of doing business. (MarketLine, 2021)</li><li>2. Australia possesses strong legal rights and ranked on the 98.1 percentile in terms of regulatory quality in 2020 (MarketLine, 2021). This indicates that the country is successful in implementing policies and regulations for private sector firms.</li></ol>
<b>E N V .</b>	<ol style="list-style-type: none"><li>1. Australia is ranked 13th out of 180 economies in the 2020 Economic Performance Index. This is achieved by the government's actions to reduce emissions by implementing measures under the Direct Action Plan (MarketLine, 2021).</li></ol>



## 2.2 COMPETITOR ANALYSIS

	PRIMARY SERVICE	SECONDARY SERVICE	PRICE	DIGITAL STRATEGY	SOCIAL MEDIA
<b>Coupa</b> (previously known as LlamaSoft)	<p><b>Supply Chain Modeller</b> All-in-one modelling solution for supply chains to run design scenarios &amp; capture data</p>	<p><b>Supply Chain App Studio</b></p> <ul style="list-style-type: none"> <li>• Connects data and domain expertise using animated visuals</li> <li>• Helps with presentations to key decision makers</li> </ul> <p><b>Demand Modeller</b></p> <ul style="list-style-type: none"> <li>• Machine learning to predict patterns, quantify the impact of external factors and create models reflecting future demands</li> </ul>	-	<p>Website</p> <ul style="list-style-type: none"> <li>• Highly interactive &amp; informative</li> </ul>	1. Facebook 2. Twitter 3. LinkedIn 4. YouTube 5. Glassdoor
<b>MuleSoft</b>	<p><b>Anypoint Platform</b></p> <ul style="list-style-type: none"> <li>• One stop shop for all Application Programming Interface (APIs) and integration</li> <li>• Connectors include: Salesforce, SAP, Azure, AWS</li> </ul>	-	-	<p>Website</p> <ul style="list-style-type: none"> <li>• Includes a tab called "<u>MuleSoft Videos</u>" and features customer testimonials, behind-the-scenes of how the product works, webinars, etc</li> </ul>	1. Facebook 2. Twitter 3. LinkedIn 4. Instagram
<b>Tableau</b>	<p><b>End-to-End Data and Analytics Platform</b></p> <ul style="list-style-type: none"> <li>• Partnering up with Salesforce to offer fully-integrated data management and governance as well as visual analytics and data storytelling</li> </ul>	<p><b>Tableau Cloud</b></p> <ul style="list-style-type: none"> <li>• Providing access to data and analytics anytime and anywhere</li> </ul> <p><b>Tableau Desktop</b></p> <ul style="list-style-type: none"> <li>• Desktop app that allows users to access everything through an intuitive interface</li> </ul> <p><b>Tableau Server</b></p> <ul style="list-style-type: none"> <li>• Offering client companies full visibility of the data through a governed self-service analytical platform</li> </ul>	\$21 to \$98 a month	<p>Website</p> <ul style="list-style-type: none"> <li>• Easy to navigate</li> <li>• Offers free trials of products</li> <li>• Informative and regularly updated blog</li> </ul>	1. Facebook 2. Twitter 3. LinkedIn

## 2.3 SWOT ANALYSIS

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Time saving – solution for supply chain professionals to create supply chain digital twins within days instead of months</li> <li>2. Money saving – Low levels of visibility causes US\$179 million per year, with market size reaching US\$330 billion</li> <li>3. Highly skilled team</li> <li>4. Real-time data – A.I driven platform to automatically source, collect, and model supply chain data in a scalable manner. Using our domain knowledge, we develop pre-built modules to create a structured supply chain data warehouse to facilitate system interoperability and analytics. The platform has real-time data processing capability to automatically integrate and clean data in real-time and in a cost-effective way.</li> </ol>	<ol style="list-style-type: none"> <li>1. Website design – Not a strong landing page</li> <li>2. Short dot points to educate the consumer on a complex system</li> <li>3. Not a strong social media presence/lack of strategy</li> <li>4. Small team with limited resources</li> <li>5. Expensive</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Growth of the supply chain market is expected to continually grow annually at approximately a rate of 41.50% between 2022 to 2022 (CAGR)</li> <li>2. Estimates of the AI supply chain market has been valued at approximately USD 1594.0 Billion in 2021 and is expected to reach USD 12798.62 billion by 2028</li> <li>3. Usage rates of vision technology within supply chain activities across the industry is rising fast, with the category expected to grow at its fastest rate between 2022-2028.</li> </ol>	<ol style="list-style-type: none"> <li>1. Existing players within the logistics a.i space (have to look further into direct/indirect competitors compared to Lagrange.AI's offerings – substitutes)</li> <li>2. Potential for new competitors within the market to utilise emerging a.i technology that can cannibalize the potential target market of Lagrange.AI – substitutes</li> <li>3. High cost allows for new entrant low-cost competitors to enter the market</li> </ol>

# Who is our Customer?

It is essential for Lagrange.AI to identify their audience to ensure its marketing effectiveness. By understanding their customer base, Lagrange.AI is able to focus its marketing efforts towards customer segments that are most likely willing to make a purchase.

This section of the report provides a comprehensive analysis of Lagrange.AI's potential group of customers through market segmentation. Market segmentation is the process adopted by marketers to cluster potential customers into groups that share the similar characteristics and needs. Segmentation maps have been developed to identify the client's current market segmentation (Figure 1) and to recommend a proposed target market (Figure 2) for Lagrange.AI to target.

## 3.1 MICRO-SEGMENTATION

Figure 1 illustrates Lagrange.AI's current market segmentation by breaking down the market through its market and buyer characteristics.

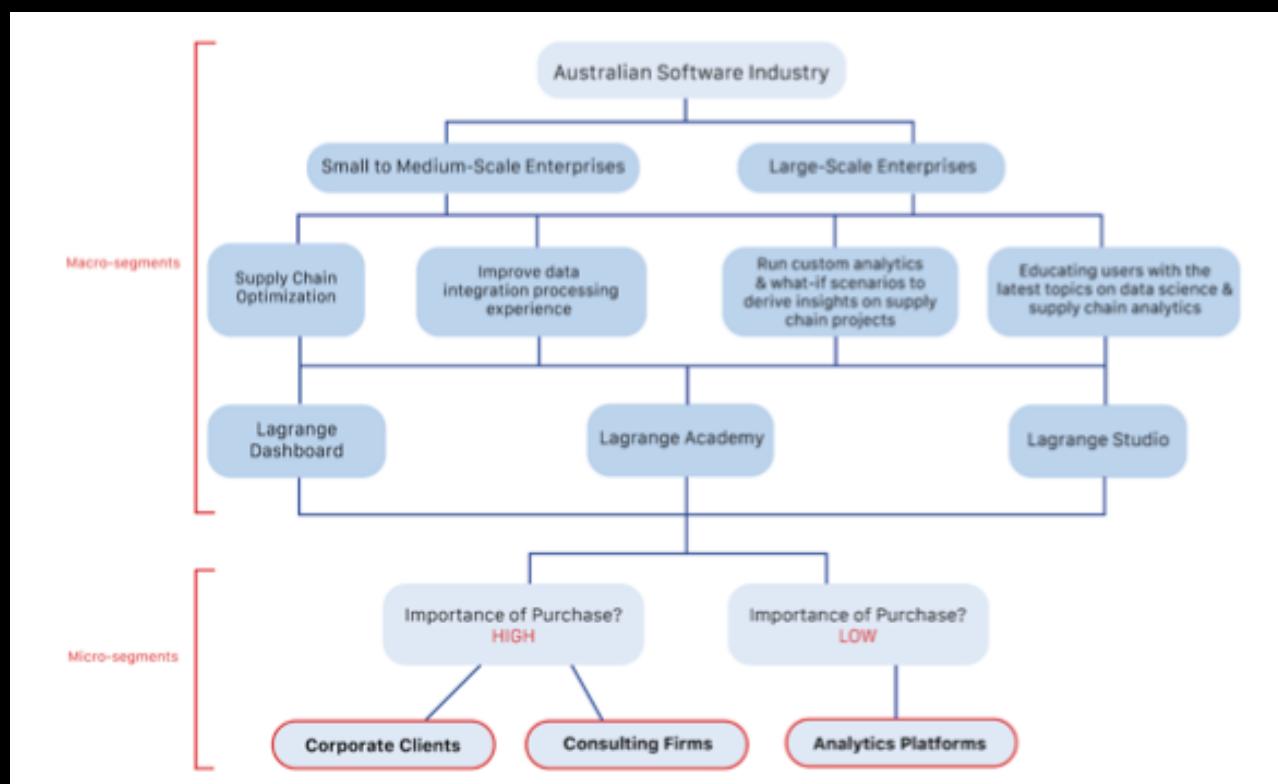


Figure 1: Lagrange.AI's Current Market Segmentation

Based on the current market segmentation in Figure 1, the following table identifies the potential market segments for Lagrange.AI.

We recommend Lagrange.AI to pursue the 'Corporate Clients' segment as their primary target market. The 'Corporate Clients' segment were identified to be extremely invested in utilizing supply chain analytical tools to optimize supply chain efficiency due to the COVID-19 pandemic which had caused major supply chain disruptions. Additionally, this market segment generates the highest revenue compared to 'Consulting Firms' and 'Analytics Platforms.'

	<b>Corporate Clients</b>	<b>Consulting Firms</b>	<b>Analytics Platforms</b>
<b>Example Business</b>	Unilever Caltex BHP Australia	Deloitte KPMG Boston Consulting Group	Voxware Tableau Oracle
<b>Geography</b>	Located in Sydney CBD	Located in CBD districts of major cities	Located in CBD districts of major cities
<b>Revenue</b>	Approximately above AUD \$21 billion	Approximately above AUD \$2.5 billion	Approximately above AUD \$1 billion
<b>Staff Size</b>	1,000 to 45,000 Employees	5,000 to 10,000 employees	1,000 to 5,000 employees
<b>Digital Investment &amp; Future</b>	Extremely invested in utilising supply chain analytical tools to optimise supply chain efficiency.  Businesses within this segment are proactively working to achieve an agile and resilient supply chain.	Very interested in adopting a faster and cheaper supply chain analytical tool to implement on their supply chain projects.  However, businesses within this segment are likely to be utilising other supply chain analytical tools to assist in alleviating supply chain problems of their clients.	Interested to enhance their platform experience amongst users.  However, businesses within this segment reflect little interest in outsourcing solutions to improve the data integration processing experience for their users.

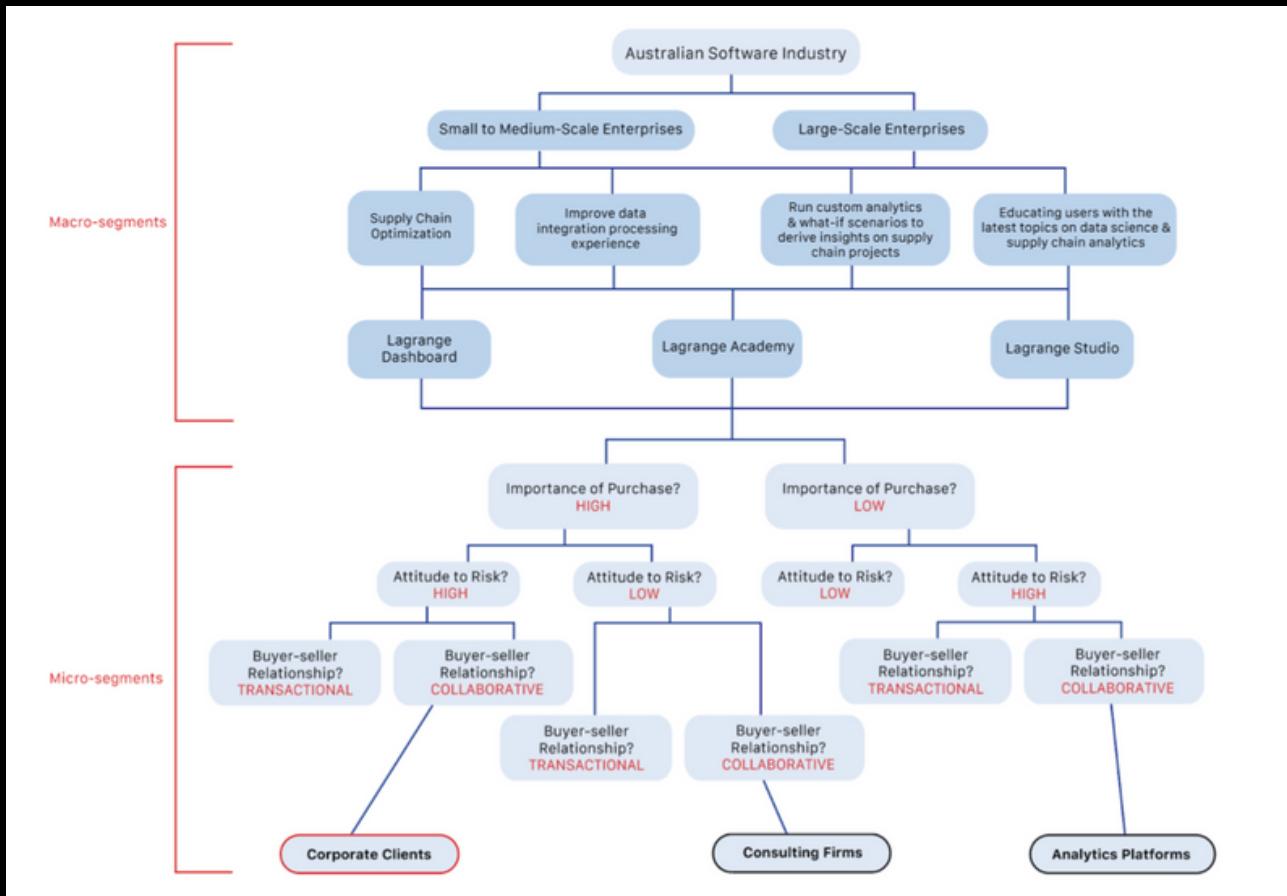


Figure 2: Lagrange.AI's Proposed Market Segmentation

Through an analysis of Lagrange.AI's segmentation map in Figure 1 and Figure 2, Lagrange.AI is recommended to focus its marketing strategies onto the 'Corporate Clients' segment. Based on the analysis of the micro-segments, the 'Corporate Clients' perceive adopting Lagrange.AI's products and services to have an importance to purchase and are willing to build a long-term collaborative relationship with Lagrange.AI.

### 3.2 TARGET AUDIENCE

Lagrange.AI is recommended to focus its strategy onto organisations and corporate professionals, who are looking to adopt supply chain analytical tools in order to develop an agile and resilient supply chain, mitigate supply chain disruptions and optimise supply chain efficiency.

Through an in-depth analysis of the micro-segments, the proposed market segment 'Corporate Clients' is likely to perceive Lagrange.AI's products and services with a high importance of purchase and seeks to build a collaborative relationship with Lagrange.AI.

TARGET SEGMENT Corporate Clients		Dylan McMillan
		
Bio		Dylan works 9am to 5:30pm as a Supply Chain Analyst at Bondi Sands. He 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.
Demographics	Age	36
	Gender	Male
	Location	Metropolitan, City Centre
	Generation	Gen X
	Marital Status	Married with kids
	Education	University Degree/Masters
	Occupation	Supply Chain Analyst at Bondi Sands
	Income	Middle to Upper Middle
	Social Class	Middle to Upper Middle
Psychographics	Struggles	His job was severely affected during the COVID pandemic by all the breakdowns in the supply chain. He did not have 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 to Category	Unsure of what applications are out there to help him, needs education on the subject
Behavioural	Brand Loyalty	High

Figure 3: Customer Persona of Dylan McMillan

### 3.3 CURRENT CUSTOMER JOURNEY MAP

	AWARENESS	CONSIDERATION	CONSULTATION	TRIAL	PURCHASE
User Actions (Activities)	Dylan is frustrated with all the supply chain breakdowns and miscommunications	Dylan comes across a few platforms including Lagrange.AI and its competitors	Dylan clicks "Sign Up" on the Lagrange.AI homepage and is redirected to a "Contact Us" page to fill in his information	Lagrange.AI reaches out to Dylan and creates a free trial package for him	Dylan presents his report of Lagrange.AI to his team and gets it approved. He signs up for a 1-year package!
Touchpoints (Interaction Points)	Searches "supply chain tool" on Google	Lagrange.AI's website	Lagrange.AI's website	Lagrange.AI platform	Lagrange.AI platform
Sentiments (Thought Bubbles)	"I wonder what is out there that can help me...."	"What's the difference between all these platforms?"	"I can't wait to test this out!"	"I am LOVING Lagrange.AI... I need to make a report to prove that this platform is useful for the company!"	"I'm so excited to have a new way to see my supply chains!"
Emotions (Mood Meter)	DELIGHTED				
Possible Solutions (Opportunities to improve the experience)	Increasing activity on social media platforms to expand reach	Add more product benefits, differentiation and straight-forward educational information on the site	Streamline the signing up process and respond to interested parties as soon as possible	Streamline the signing up process and respond to interested parties as soon as possible	Follow-up with Dylan every month to check how he is liking the platform and introduce him to other benefits like Lagrange Academy

Figure 4: Dylan's Customer Journey Map

#### 3.3.1 CUSTOMER PAIN POINTS



# Marketing Game Plan

## 4.1 OBJECTIVES

An impact report is a way for organizations to communicate the issues they are trying to improve, as well as their strategy on how they facilitated change.

↑ 20%



Increase overall brand awareness by 20%

↑ 50%



Increase followers on LinkedIn by 50%  
(from 746 to 1119 followers)

↑ 20%



Increase click rates to the website by 20%

## 4.2 KEY MESSAGING

SUPPLY CHAINS DON'T HAVE  
TO BE COMPLICATED.

LIKE AT ALL.



## 4.3 INTEGRATED MARKETING COMMUNICATIONS (IMCs)

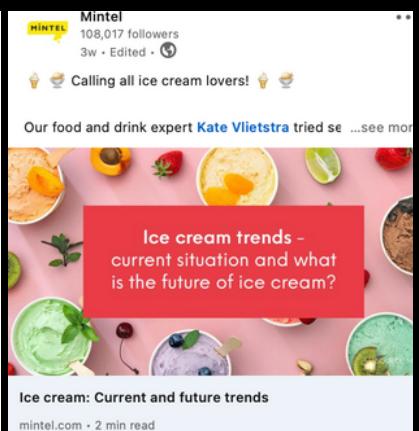
### 4.3.1 SOCIAL MEDIA MARKETING

As Lagrange.AI is a B2B product with a target demographic of “Corporate Clients”, this report proposes LinkedIn as the main social media marketing platform.

LinkedIn is the perfect site for “internal public relations” and to boast about happenings within the company. For example, milestones, company expansions and major deals. In addition, it is a great avenue for talent scouting. A study by the platform itself shows that approximately 40 million people a week are on LinkedIn looking for jobs (Bhagwat, 2015). Attracting talented individuals is especially important for a growing company like Lagrange.AI. Being an organic social media platform, using LinkedIn as a means to expand reach is relatively low cost. It is free to set up a profile, to post and interact with the community – all of which can gain Lagrange.AI valuable eyeballs on its own page. It also provides instant two-way communication and incredible shareability. LinkedIn’s algorithm reshares all posts liked and shared on the user’s own feed – thus, it would be very beneficial for all Lagrange.AI employees to always “like” every post the brand releases to increase impressions, reach and overall engagement.

#### Lagrange.AI’s LinkedIn Strategy:

- Increase the posting cadence to 2 a week
- Types of post
  - Educational infographics
  - Thought-provoking questions to stir up conversation
  - Links to the website/blog
  - Interactive posts (polls and memes)
  - Internal happenings (i.e. company events, celebrating milestones)



## **4.3.2 DIGITAL MARKETING STRATEGY**

Digital marketing leverages online media and the internet to distribute a brand message and facilitate a two-way communication between a company and its customers. In today's world, digital marketing is essential to grow a business.

This section of the report outlines the digital marketing strategies Lagrange.AI is recommended to implement to achieve its marketing objectives through website optimization and search engine optimization (SEO).

### **4.3.2.1 OPTIMISING THE WEBSITE**

There are many benefits for a company to own an official website. A website establishes the company's online presence, credibility and enhances brand recognition. Currently, Lagrange.AI's website is the main source of information consumers refer to when seeking for product and service information. Therefore, it is essential for Lagrange.AI to develop a website that provides comprehensive information about the firm.

To optimise Lagrange.AI's website we suggest the following: Implementing Chatbots and Enhancing Website Design.

#### **Implementing Chatbots**

Lagrange.AI operates through an online platform, where potential customers make a purchase on their official website. A common issue that arises in an online marketplace is the confusion customers encounter due to a lack of understanding of which product or service best satisfies their core need. This issue can be avoided in an offline marketplace as consumers have access to a dedicated sales assistant who can assist them throughout the customer journey. Therefore, Lagrange.AI is suggested to implement chatbots into their website to alleviate this matter.

Chatbots are virtual conversational assistants, which take on the role of a personalized sales assistant in an online environment. With the implementation of chatbots, consumers can interactively seek assistance throughout their customer journey.

**Strategy Implementation:** Chatbots will be built into the Lagrange.AI website and located in the bottom right of the homepage as shown in Figure 3 . This chatbot is programmed to alert the user by emerging with a sound notification after one minute of the user scrolling the website.

**Strategy Benefits:** Chatbots bring a lot of benefits for Lagrange.AI such as lead generation, reducing customer service costs, monitoring customer data to gain insights and to ensure a smoother customer journey.

### 1. Lead Generation

- a. Potential customers can clarify their doubts and receive Langrange.AI's product and service recommendations through the Chatbots.

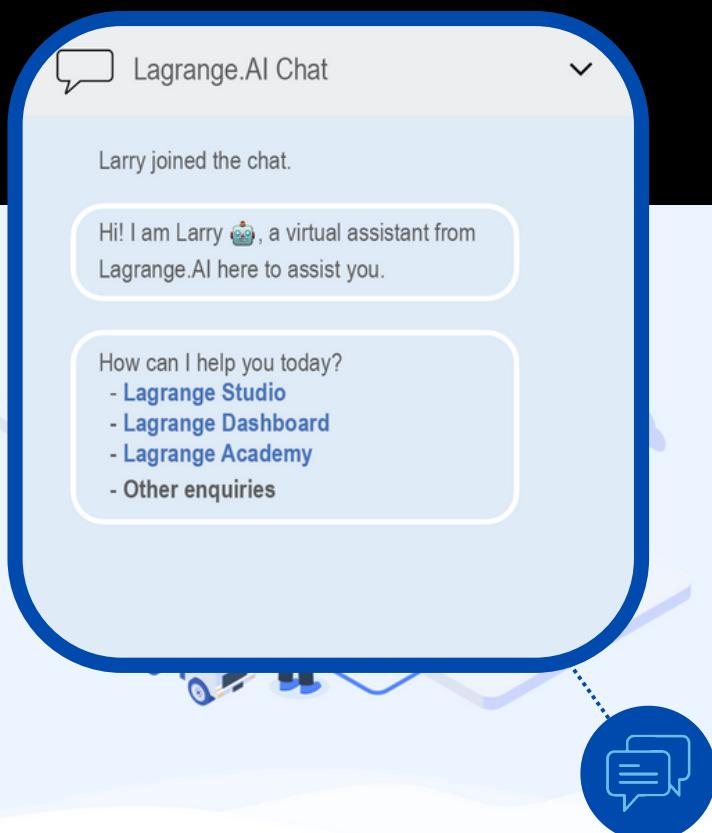
### 2. Reduction in customer service costs

- a. Chatbots are available 24/7, therefore, customers would not need to wait for the next available customer service operator to seek assistance. Additionally, chatbots are cost-effective.

### 3. Monitoring customer data to gain insights

- a. Lagrange.AI can utilize the Chatbot to track customer purchasing patterns and analyse consumer behaviours by monitoring user data. For example, Lagrange.AI can analyse the most frequently asked questions customers ask the chatbot and improve their website to provide more detailed information of these areas of concern.

(Figure 3 : Chatbot Mock-up on Lagrange.AI's 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

#### 4.3.2.2 SEARCH ENGINE OPTIMISATION

Search Engine Optimisation is a crucial element of any digital marketing strategy, it drastically improves website discoverability in a cost-efficient manner. A strong SEO strategy also builds credibility, trust and allows a deeper understanding of the customer through real-time analytics. By implementing a strong SEO strategy, Lagrange.AI also gains the benefit of providing a better user experience, acquire more traffic, conversions and engagement.

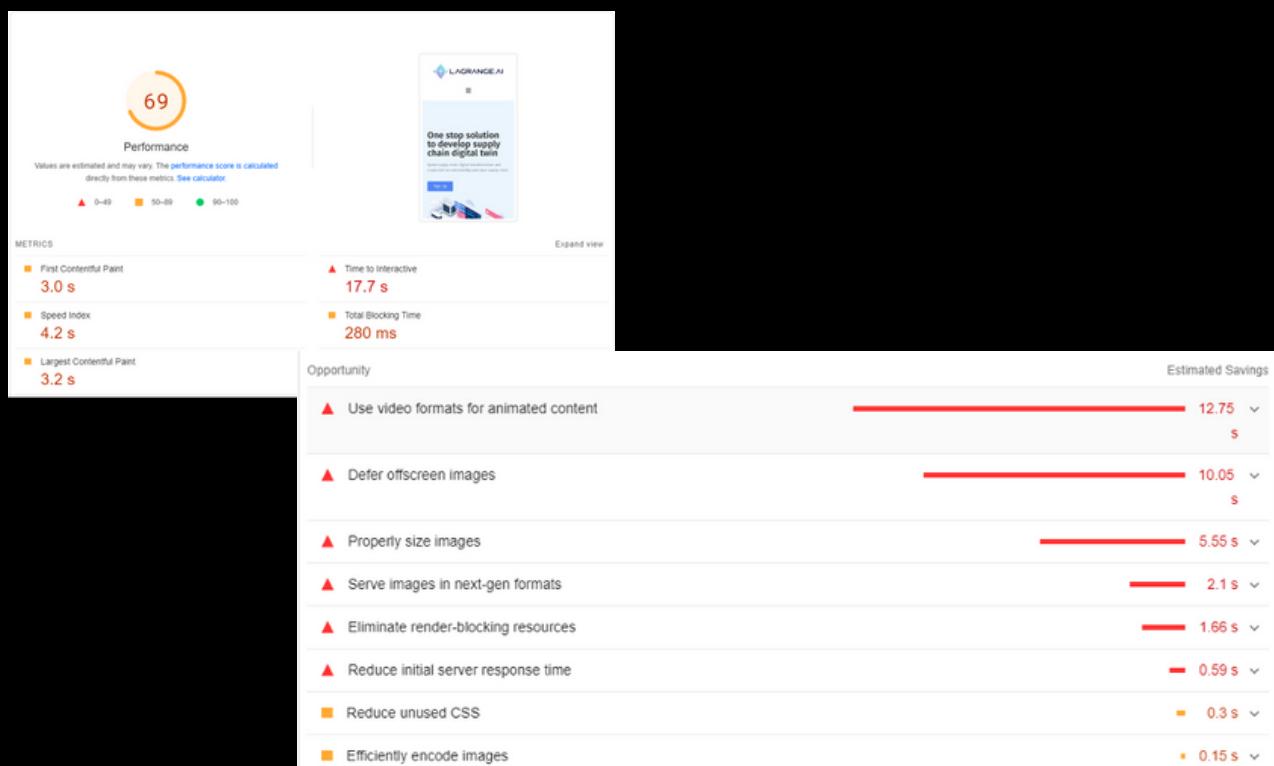
To provide a holistic SEO strategy to reap the aforementioned benefits, Lagrange.AI is recommended to make changes pertaining to On-page SEO, off-page SEO and technical SEO.

#### Implementing SEO Strategy

The recommended implementation strategy for Lagrange.AI will be focused on providing zero cost changes, due to their current position as a new start-up as well as new entrant with few resources. The proposed changes will allow Lagrange.AI to provide an improve browsing experience, discoverability, lead generation and more.

#### Technical SEO

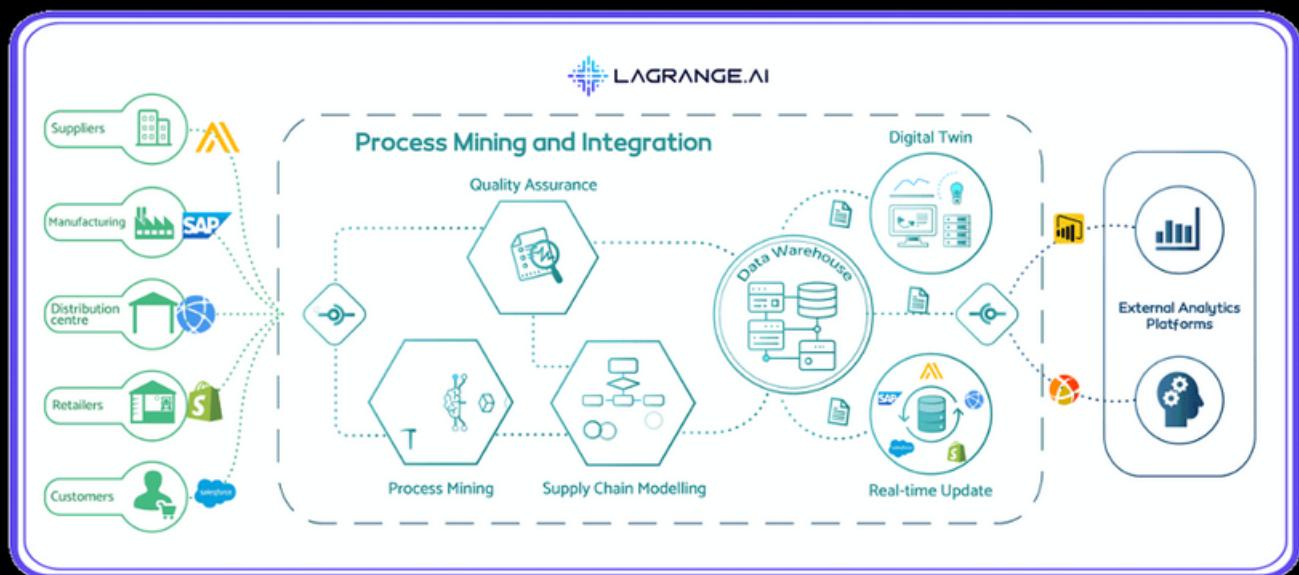
In order to identify key performance mitigants a google page insights analysis was conducted on the Lagrange.AI mobile web page. The highlighted areas are key areas of concern and are preventing a professional website experience.



## Technical SEO

**Opportunities:** Through the opportunities listed within the analysis above, Lagrange.AI has the opportunity to enhance the browsing experience for users for no cost. The major detriments to the website include the animated content that is present on the landing page as well as off screen images.

**Video Format:** The Lagrange.AI mobile website is running poorly, the time to interactive score for the website is currently 17.7 seconds with the gif contributing to 12.75 seconds of that duration. By presenting this gif in a simpler video format, it will drastically reduce this load time but also presents an opportunity to creatively educate the potential target market. Additionally, this change can ensure that our key messaging tactics are properly portrayed as the current image may still be misinterpreted or not completely understood.



**Lazy Loading:** The cumulative impact of offscreen images is the second most impactful for the mobile website, reducing the time to interactive by 10.05 seconds. Through the implementation of a lazy-load wordpress plugin such as Smush allows the Lagrange.AI website to load all the critical resources first, thus reducing the time to interactive score. Alternatively, a change in the theme that provides an inbuilt Lazy-loading functionality can also be considered if there were issues with the plug-in.

## On-Page SEO

The on-page strategy is inclusive of changes, tweaks and content that will be presented on the Lagrange.AI website to improve search engine rankings.

To improve on-page SEO is to provide the user with content that is high quality, inclusive of keywords and considers the customers position in the decision-making process. In order to meet our business goals of educating the potential customer, Lagrange.AI is recommended to focus on building educational pieces within the awareness stage through blogs, videos tweaks to the website. These changes will ensure the target market has enough information to place Lagrange.AI within their consideration set.

While within the consideration set, customers will then require access to further information about the brand through an FAQ, about page and case studies highlighting the benefits of Lagrange.AI to help them make their purchasing decision. Lastly, to finalise the decision-making process, the customers should be presented with information such as pricing and product demonstrations.

## Off-Page SEO

Off-page SEO involves the strategic elements of pulling customers to the Lagrange.AI website from other sources other than the home page. This strategy has been included within the social media strategy, although additional strategies should be included to diversify customer leads. The following zero cost tactics are to be considered for future website design and content creation posts:

1. **Link Building** – in short, link building is the process of acquiring leads to the website by promoting the webpage through external content pieces leading back to the homepage. This can be done through existing networks and future promotion strategies such as collaborations
2. **Content & social media marketing**
3. **Podcasts & guest posting**

Each of the mentioned strategies will improve Lagrange.AI position within the search rankings organically when done correctly.

## 4.4 PERFORMANCE METRICS

### **Chatbots**

The following performance metrics can be utilized to measure the effectiveness of Chatbots onto Lagrange.AI's website.

- **Chatbot Activity Volume**

Lagrange.AI can evaluate how frequently customers employ the Chatbots to seek assistance. The usage of these chatbots can be deconstructed into voluntary use or prompted use. Voluntary use refers to when users initiate the interaction with the Chatbot at their own time, whereas prompted use indicates that the user initiated the interaction with the chatbot after receiving the sound notification. Overall, the voluntary usage rate is a preferred indicator to demonstrate the usage of the chatbot and if the chatbot is well-positioned during the customer journey.

### **Enhanced Website Design**

The following performance metrics can be utilized to measure the effectiveness of Lagrange.AI's website.

- **Number of Website Visits**

- Lagrange.AI can measure the number of customer visits to their website over the given period of time.

- **Time on Page**

- This metric measures the duration users spend browsing the Lagrange.AI website. With the recommended strategy in Step 3 of Section 4.3.2.1, Lagrange.AI can track which section of the website users spend most of their time on. For example, the average user would spend 2 minutes on the Lagrange Studio page. By utilising this metric, Lagrange.AI can discover which product or service offering best captures customer interest.

- **Time on Site**

- This metric measures the duration an average user spends on the entire Lagrange.AI website. Although a higher value of this metric is desirable and may conclude that the average user is engaged on the Lagrange.AI website, it may also be inferred that the website is difficult to navigate.

- **Exit Rate**

- The exit rate measures the number of users who have left BFA's website from a certain page. BFA can identify the specific pages that have a high exit rate and take action by redesigning and optimising the layout of the specific page.

- **Conversion Rate**

- The conversion rate is a versatile metric that measures the total outcomes (ex. Number of users who sign up or Number of website shares) divided by the total number of visits to the website. A higher conversion rate is desirable and it indicates that the websi

## 4.5 BUDGETING

Strategy	Task	Detail	Cost
Linkedin	Increasing posting to 2 times a week	Current team can add it to their job	\$0
Website Optimisation	Implementing Chatbots	Custom chatbot development: 1. Overall design 2. Integration of data analysis	Ranges from \$20,000 to \$80,000
	Enhancing website design	Self-designing through website builders such as Zyro and Squarespace	\$17 per month
		Hiring a professional web-development team	\$6,000 for a project and the maintenance costs range from \$500 - \$1,000 a year
Search Engine Optimisation	On-Page	Development of high quality self made videos, pictures and blog posts	
	Off-Page	LinkedIn, guest posting and link building	\$0
	Technical SEO	Make changes according to insights from google page speed insights	

## 4.6 ACTION PLAN

In reference to Section 4.3, this section of the report intends to align the goals of the proposed strategies and initiate them into action through a deliberate action plan. The campaign is set to launch in January 2023 over a one-year period.

NO.	KEY ACTIONS	PRIORITY	START	DURATION
<b>SOCIAL MEDIA MARKETING</b>				
1	Develop content	High	Jan 2023	Ongoing
2	Schedule content to post 2 x a week	High	Jan 2023	Ongoing
<b>WEBSITE OPTIMISATION</b>				
1	Redesigning website layout	Medium	Feb 2023	1 month
2	Develop unique landing pages for Lagrange Studio, Lagrange Dashboard and Lagrange Academy	High	March 2023	1 month
3	Implementing Chatbots	Low	Oct 2023	8 weeks
<b>SEARCH ENGINE OPTIMISATION</b>				
1	Replace animated content with content	High	Jan 2023	Once off
2	Implement lazy loading strategy	Medium	Feb 2023	Ongoing
3	Develop Frequently Asked Questions (FAQs)	High	March 2023	Ongoing (update when necessary)

# Conclusion

The purpose of this report is to develop an effective marketing plan for Lagrange.AI based on their current position in the market. An in-depth situational analysis of Lagrange.AI was conducted to uncover Lagrange.AI's competitive landscape. The report utilised segmentation maps to recommend the 'Corporate Client' segment as the most profitable target market for Lagrange.AI to pursue their marketing strategy. From the insights drawn, a digital marketing strategy consisting of an integrated marketing communication was developed to achieve Lagrange.AI's marketing objectives. Finally, this report concludes with performance metrics to measure the success of the proposed strategy and a brief budgeting plan.

# References

Australian Bureau of Statistics 2019–20, Characteristics of Australian Business, ABS, viewed 20 September 2022,

Australian Bureau of Statistics 2022, Consumer Price Index, Australia, ABS, viewed 20 September 2022, <<https://www.abs.gov.au/statistics/economy/price-indexes-and-inflation/consumer-price-index-australia/latest-release>>.

Australian Government (2021) Digital Economy Strategy 2030, [Digitaleconomy.pmc.gov.au](https://digitaleconomy.pmc.gov.au). Australian Government. Available at: <https://digitaleconomy.pmc.gov.au/> (Accessed: September 20, 2022).

Australian Government (2022) Technology, Department of Industry, Science and Resources. Available at: <https://www.industry.gov.au/science-technology-and-innovation/technology> (Accessed: September 20, 2022).

Bhagwat, H. (2021) 5 mindblowing linkedin statistics for job search, LinkedIn. LinkedIn. Available at: <https://www.linkedin.com/pulse/5-mindblowing-linkedin-statistics-job-search-harshad-bhagwat-1e/> (Accessed: October 20, 2022).

MarketLine 2021, 'Australia In-depth PESTLE Insights,' MarketLine Industry Profile, viewed 20th September 2022.

MarketLine 2022, 'Software in Australia,' MarketLine Industry Profile, viewed 20th September 2022.