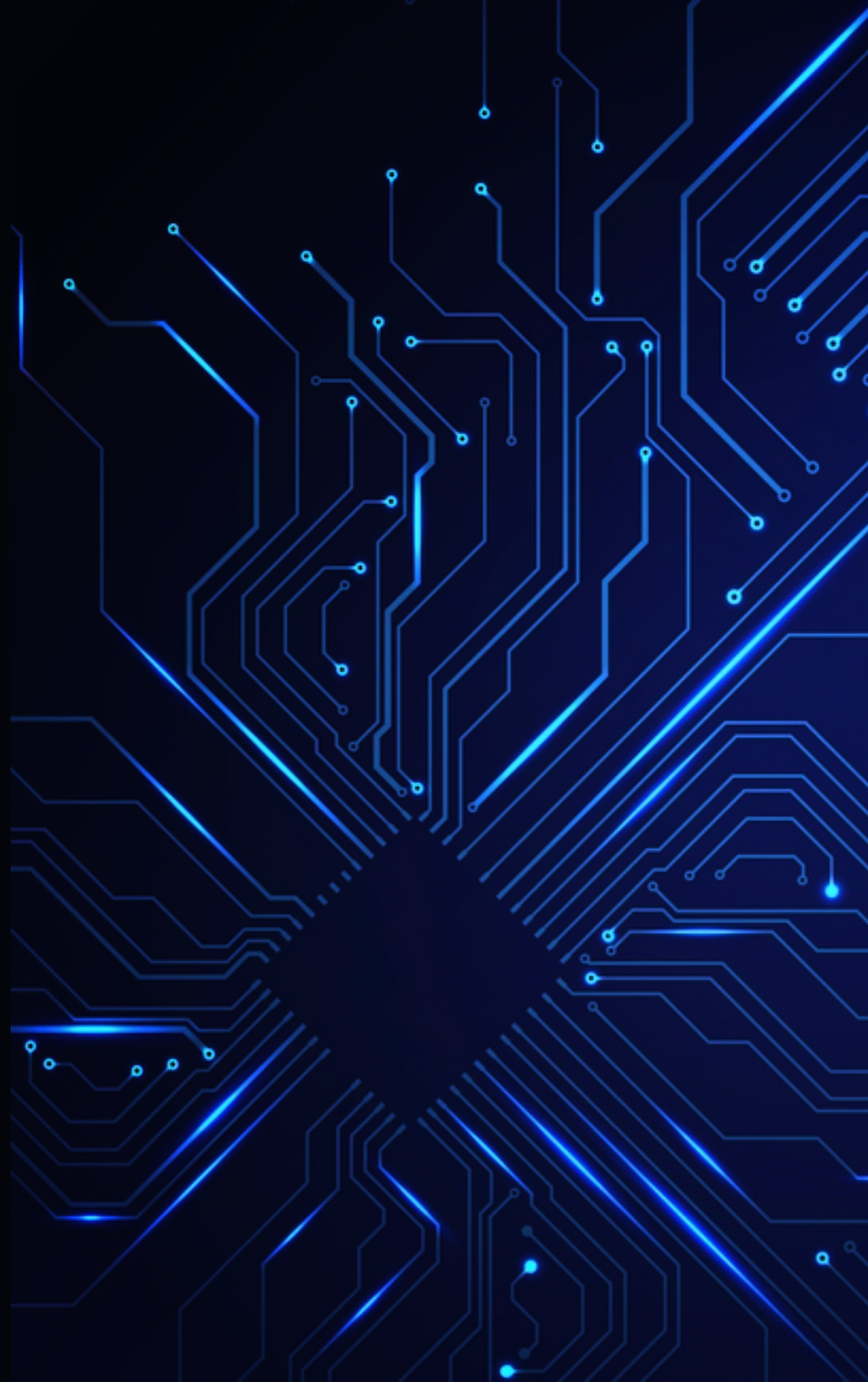
LAGRANGE.AI

Digital Marketing ~~Strategy~~ GAME PLAN



Analysing data

Followers		Location		Function		Industry		Size
Spikes		Australia		Operations		Logistics		1000+
10/01/2021- 30 followers 09/20/2021 - 33 followers 07/19/2022 - 44 followers		Most interested clients are domestic with additional interested in Singapore		Operations and Business development are the most interested		Logistics and supply chain, I.T Services as well as HE		Interest from big industry clients (135 followers)

Strengths

Unique product offering and has a competitive advantage over their competitors

Opportunities

The post-pandemic era provides a positive outlook for Lagrange.AI as supply chain professionals are adopting digitalization to optimize their supply chain.

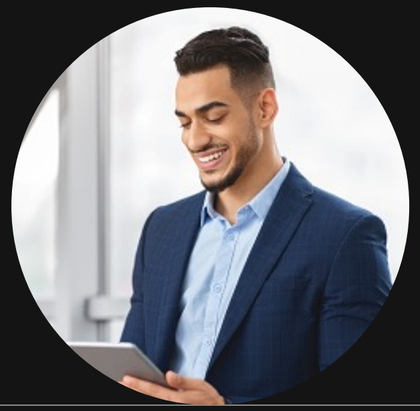
Weaknesses

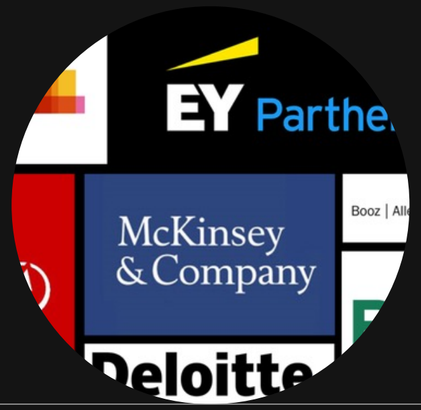
Lagrange.AI is operating in a concentrated market, with low brand awareness.

Threats

Lagrange.AI is relatively new to the market, with major competitors such as Tableau, Linkedin Learning and Mulesoft operating in the market.

Who are we targeting?





CORPORATE CLIENTS		CONSULTING FIRMS		ANALYTICS PLATFORMS
Professionals holding positions ranging from supply chain analysts to chief supply chain officer/chief operating officer.		Consulting companies (such as McKinsey, BCG, KPMG, ...) searching for faster and cheaper solutions for their supply chain projects.		Analytics platforms (such as LLamasoft, anyLogistix, ...) searching to improve data integration processing experience for their users.

Competitor Analysis

Llamasoft

Founded in 1982

Offers expertise to help organisations design and improve their supply chain network operations

MuleSoft

Founded in 2006

Acquired by Salesforce in 2018

An integration platform to facilitate businesses connect data, applications and devices across on-premises and cloud computing environments

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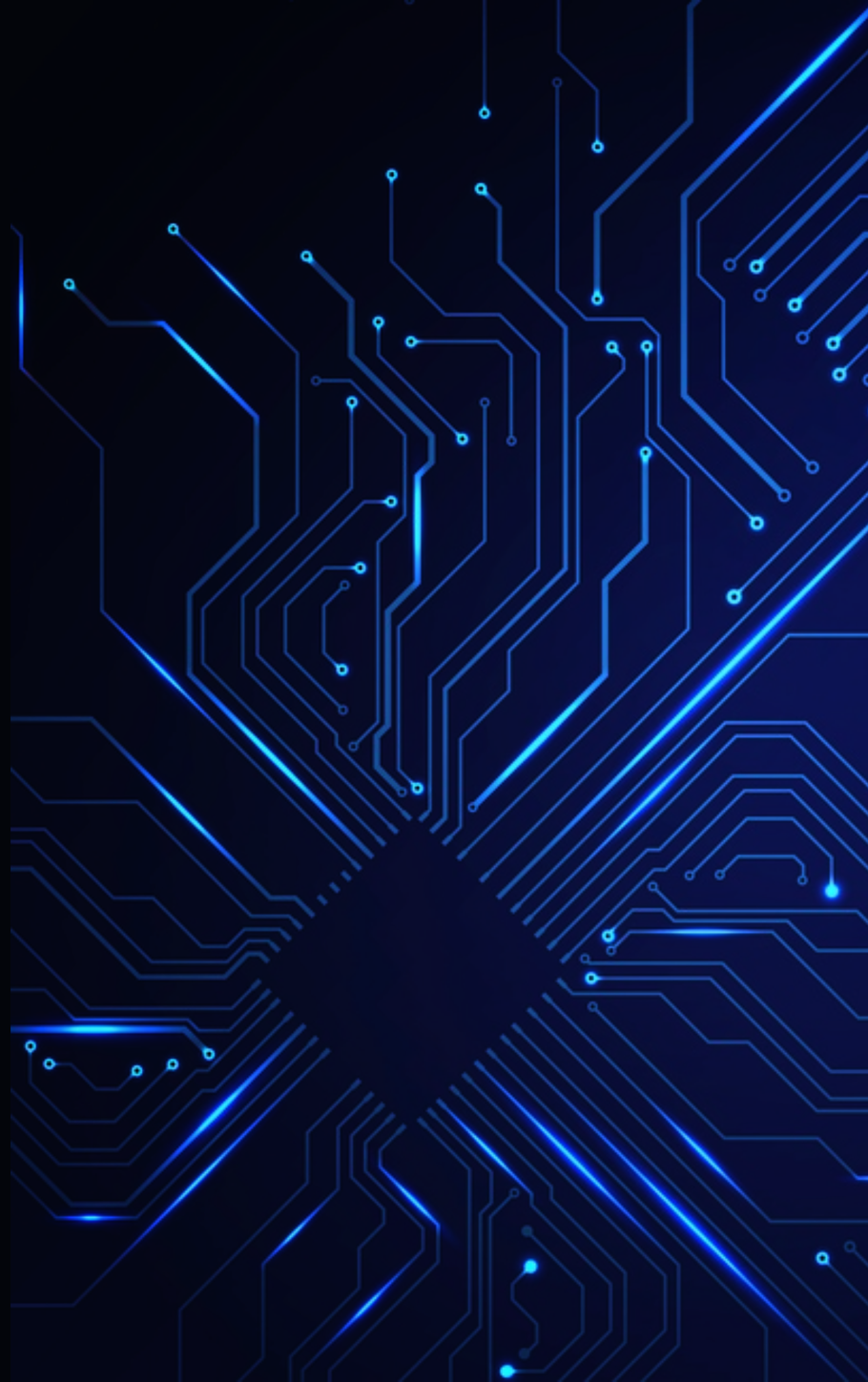

Today's Agenda

- What Is Lagrange.AI?
- The Market Situation
- Who is our Customer?
- Digital Marketing Strategy
- Value of Information
- Social Media Marketing
- Multichanel Multimedia
- Customer Experience

What we need to cover:

- What is the problem? - no one really knows about Lagrange.AI - how can we increase brand awareness and gain more customers
- very complex product - needs more product education (through a video demo)

- Deeper analysis of the target customer - i.e. what social platforms they use, what kind of digital media they consume, etc so we know how to target them

- digital marketing strategy: