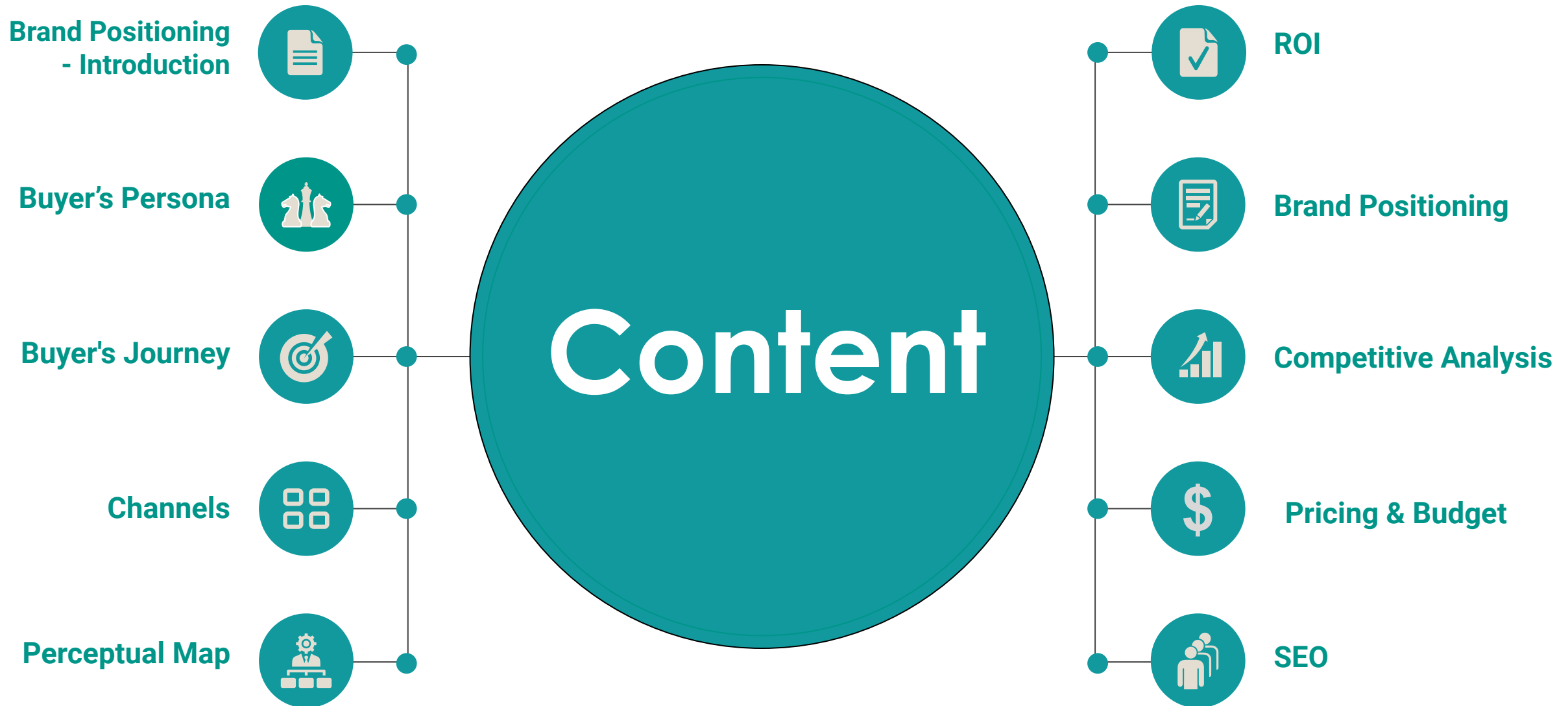


Product Marketing



<https://www.mentorengageb2b.com/>

Table of Content / Agenda



Mentor Engage B2B



Richard - the Human Resource Manager



"Change equals self-improvement. Push yourself to places you haven't been before."

Age: 28-40

Work: HR Manager

Family: Married, kids, etc.

Location: Bangalore

Character: Influencer

Ethical

Engaging

Empathetic

Motivator

Fearless

Goals

- Enhance the employee onboarding, organisational awareness help the employee to succeed in the career ladder.
- Support the Learning & Development team.

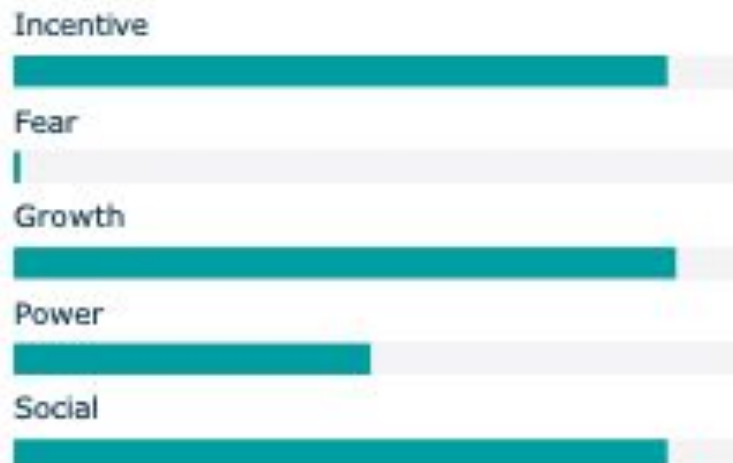
Pain Points

- Legacy inefficient new hire onboarding process.
- Getting everything done by himself or the limited number of support.
- Lack of expert mentors and tools which he can take help or use to simplify the tasks which he does to accomplish the Goals.
- Low employee satisfaction/engagement index.

Personality



Motivation



Lalit - the Learning and Development Manager



"Investing in yourself is the best investment you will ever make. It will not only improve your life, it will improve the lives of all those around you."

Age: 30-40

Work: L&D Manager

Family: Married, kids, etc.

Location: Bangalore

Character: Influencer

Mentor

Goal Oriented

Problem Solver

Goals

- To come up with an automated mentoring and automated program.
- Create a curated course curriculum for each business vertical or unit.

Pain Points

- Not enough support or mentoring available to effectively engage the employee and address career concerns.
- Fresher employees not satisfied with the current mentoring process due to the non-availability of enough skilled mentors.
- No proper scheduling software, not happy with the current solution.

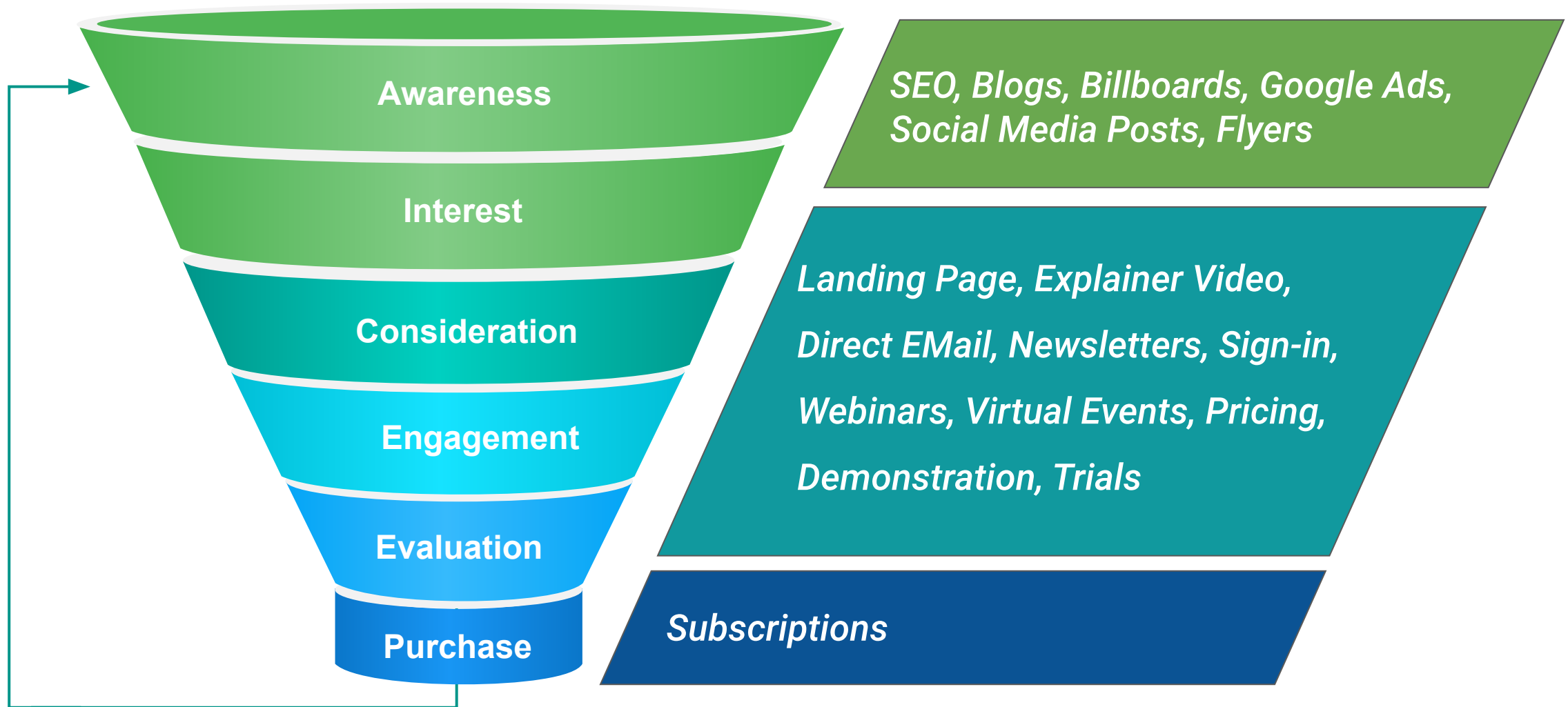
Personality



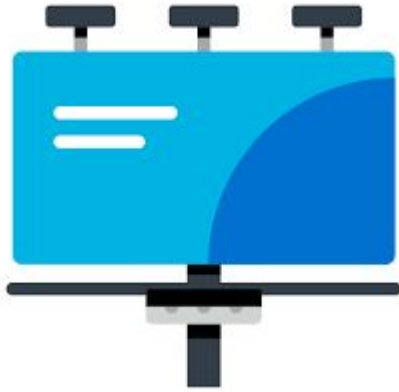
Motivation



Buyer's Journey Marketing Funnel



Channels



BillBoard



LinkedIn



Google Ads



Email campaigns



Webinars & Videos

Online Webinar



HR Portal

Brand Positioning Statement



Target Customer



Executives who are passionate and responsible for employee engagement, development and leadership

Market Definition



Employee engagement and mentoring solutions in B2B category for medium and Large businesses

Brand Promise



Increase in business performance, teamwork, Peer relationships, job satisfaction

Reasons to Believe



Our customer base and testimonials

Positioning Message



For HR and L&D Managers of medium and large businesses
Who need to enhance employee skill and engagement.
MentorEngage(B2B) is a platform that allows to upskill, manage and measure employee engagements that provide real-time actionable insights **Unlike** manual procedures and solutions like Chronus, MentorCity etc.

MentorEngage(B2B) brings out the best in your employees and keeps them engaged during the process by offering the best learning experiences from the industry best of mentors and business experts.

Positioning Message



140 Characters (~25 Words) Mentorengage(B2B) is a digital mentoring platform that assists businesses to realise the full potential of their employees.

280 Characters (~50 Words) MentorEngage(B2B), a platform that assists organisations with its visionary digital mentoring solution. Some of the main services include mentor- mentee collaboration, coaching by subject matter experts and industrial specialists, online curated coaching content, AI based program and mentor matching, lucid visualisation and planning.

500 Characters (~100 Words) For HR and L&D Managers of Medium and Large Businesses who need to Enhance employee Skill and engagement. MentorEngage(B2B) is a platform that allows to upskill, manage and measure employee engagements that provide real-time actionable insights Unlike manual procedures and solutions like Chronus, MentorCity etc.

MentorEngage(B2B) brings out the best in your employees and keeps them engaged during the process by offering the best learning experiences from the best of mentors and business experts.

Messaging Pillars



Supporting Messages	Value For Money	Ease of Use	Stellar Customer Service
	Feature Rich	Intuitive User Interface	24/7 Customer Support
	Flexible Pricing Model	Access Anywhere	Chat Bot
	Company Brand and Affiliation	Seamless Integration	Intuitive Manuals Video Tutorial

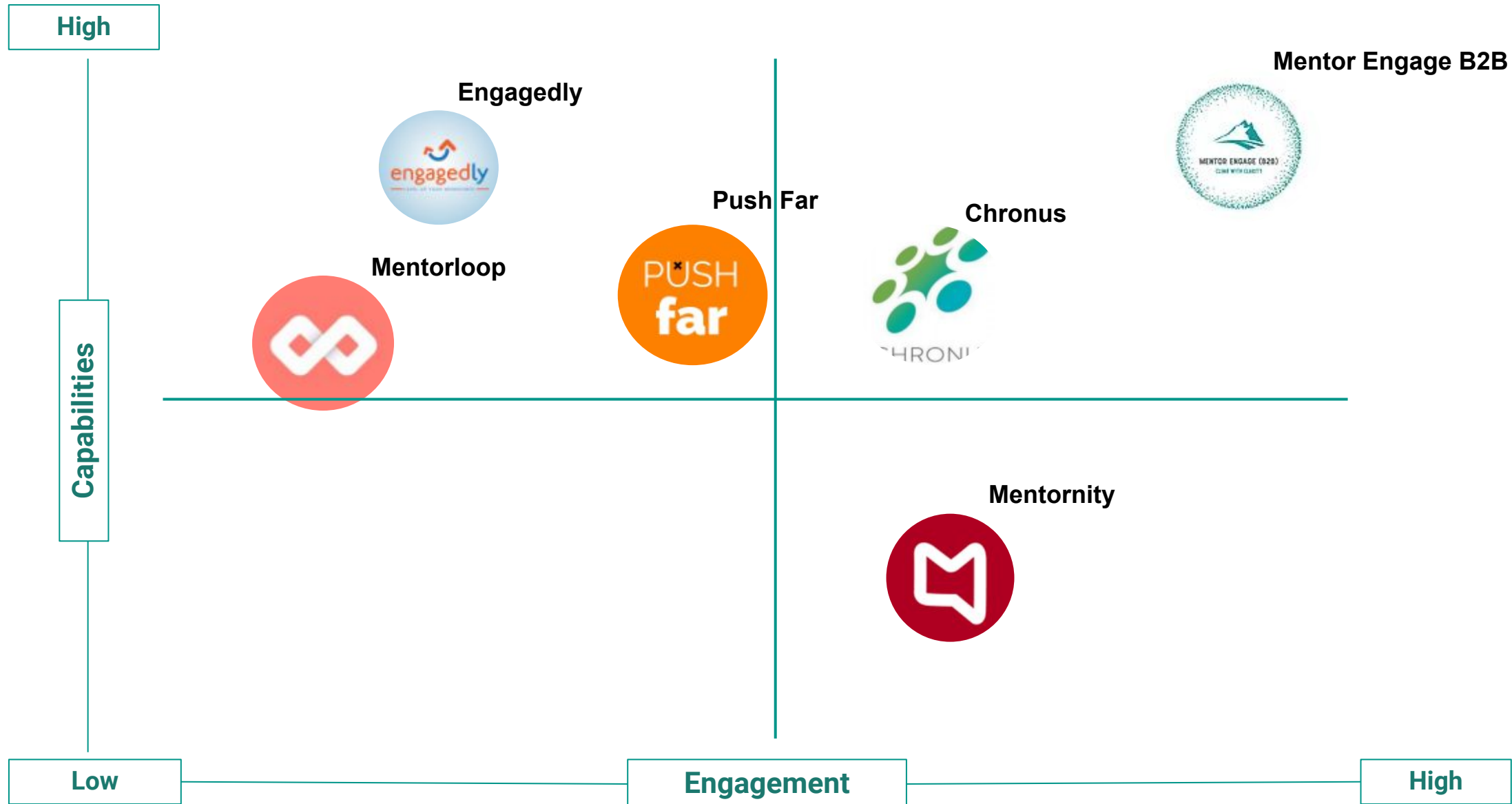
Value Proposition



Employee engagement and **employee mentoring** are serious affairs and that is why we have created **MentorEngage(B2B)**.

With MentorEngage(B2B) there would be **less attrition**, a **better employee satisfaction index**, **increased promotion rates** and no missed training or repeated follow-ups. The platform has many useful tools that are intuitive and easy to use. **AI-based** Tools that **schedule, track, recommend** and **report** out for the best experience and satisfaction. We also have a **certificate program** for **L&D managers** curated by **50 top-notch industrial experts**, which is completely free.

Product Positioning: Perceptual Map



Competitive Analysis



Company & Product



Target Customers



Professionals and Students who want to become mentors and companies who want mentorship programs

Medium and Large companies who want mentorship programs

Medium and Large companies who want mentorship and engagement programs

Key Benefits



mentorship on a vast range of subjects

mentorship targeting remote and diverse workforce

mentorship and engagement pertaining to maximise potential, develop skills, improve performance and to become the person one wants to be

Price



User Based Pricing model

User Based Pricing model

User Based Pricing model

Value Proposition

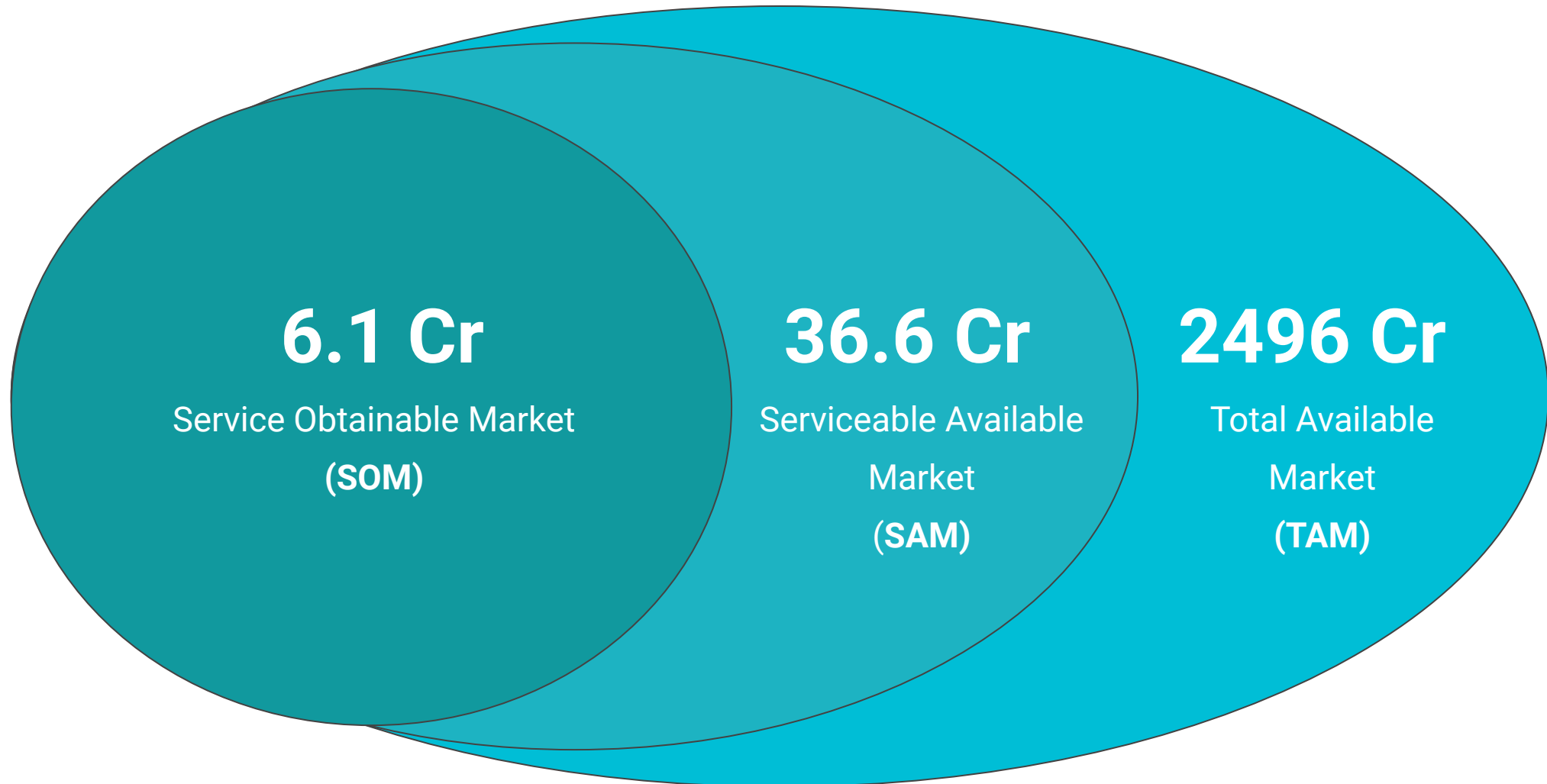


PushFar's mentoring platform is open to everyone from students through to professionals and those recently retired professionals. We thrive on helping everyone to share their knowledge and experience, mentoring each other.

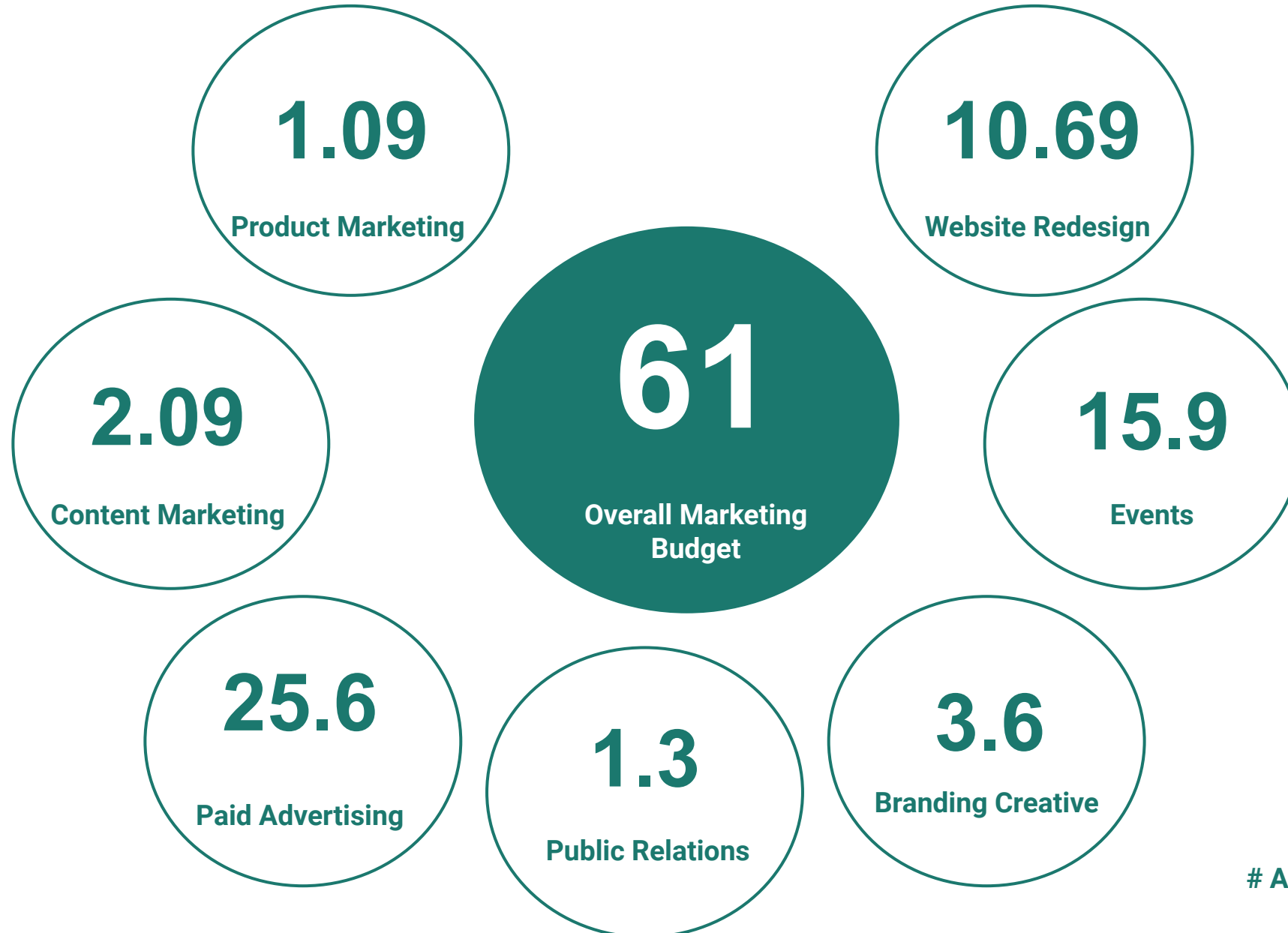
Impactful mentoring programs to develop people and deliver results

Digital mentoring platform which help businesses to unleash their full potential

Market Sizing (Bottom Up)



Marketing Budget



All amount in lakhs

Pricing



120/ month

Basic

A Perfect plan for a
good start



- Action Item Tracking
- Appointment Scheduling,
- Goal Setting

200/ month

Professional

A good plan for the
advanced



- Action Item Tracking
- Appointment Scheduling
- Curriculum Manage

260/ month

Premium

A perfect plan for the
Experts



- All Features

0/ 14 days

Freemium

Try all the features



- All Premium Features

Pricing Model



Features	Basic	Professional	Premium
Mentor Matching	✓	✓	✓
Mentor Management	✓	✓	✓
Reporting	✓	✓	✓
REAL-TIME FEEDBACK	✓	✓	✓
Customer Support	✓	✓	✓
Platform Support	✓	✓	✓
Training Support	✓	✓	✓
ONLINE LEARNING	✓	✓	✓
D&I - ERG Programs		✓	✓
Advance Analytics		✓	✓
Industry Insights		✓	✓
Multilingual Support			✓
New Hier Onboarding			✓
Career Progression			✓
High Potential & Leadership Development			✓

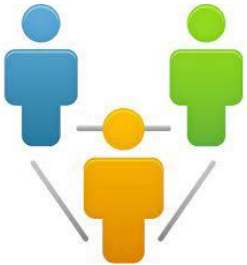
Multifold Return on Investment (ROI)



Business
Performance



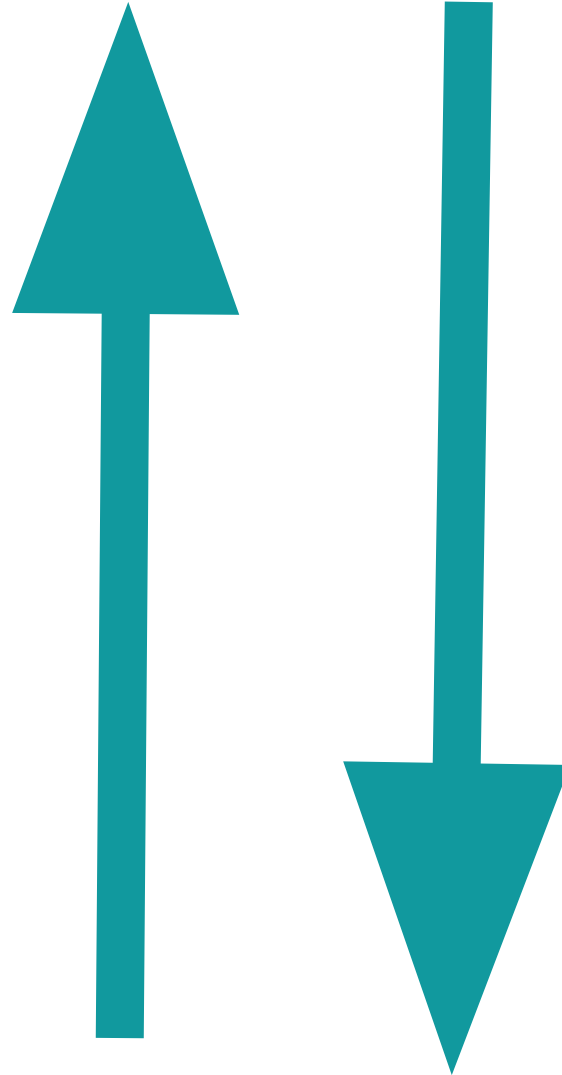
Teamwork



Peer
Relationship



Job
Satisfaction



Reduced Conflict



Reduced Attrition



Missed Trainings



Repeat Reminders

SEO Strategy to Increase Online Visibility



1. Keyword Research

Researched most popular and high ranking keywords and added them as positioning, tagline, Landing page for better probability of showing up in google search.

2. Competitor Research

Analyzed and researched PushFars's and Chronus's Domain Authority, backlinks, referring domains and Organic monthly



3. Content Strategy

Guest Blogging paid support from HR.com. HR.com works as our influencer. Virtual Webinars on ROI of Employee mentoring and Employee engagement.

4. Link Build Campaign

L&D certificate page: This page has to self sufficient to entice the target audience for the free and valuable Certification to become L&D managers with superpower insightful Blogging linking the main page

Landing Page



Call Now
8 456 7890

[Blog](#)

[Book Online](#)

[Plans & Pricing](#)

[Home](#)

 [Log In](#)

We help you to Climb with Clarity

Your Success Begins With
MentorEngageB2B

[Request a Demo](#)

[f](#)
[in](#)
[t](#)

Explainer Video



Bill Board One



A push in the right direction...



Bill Board Two



Climb with Clarity...



#MentorEngageB2B



YOUR VISION. OUR EXPERTISE.

We will help you bring out only the best.

Featured Services:

Goal Based Mentoring
AI based Mentor Matching
Seamless Onboarding Experience
Advance Analytics
Initutive UI
24/7 Support

For a full list of our services, visit our website mentorengageb2b.com

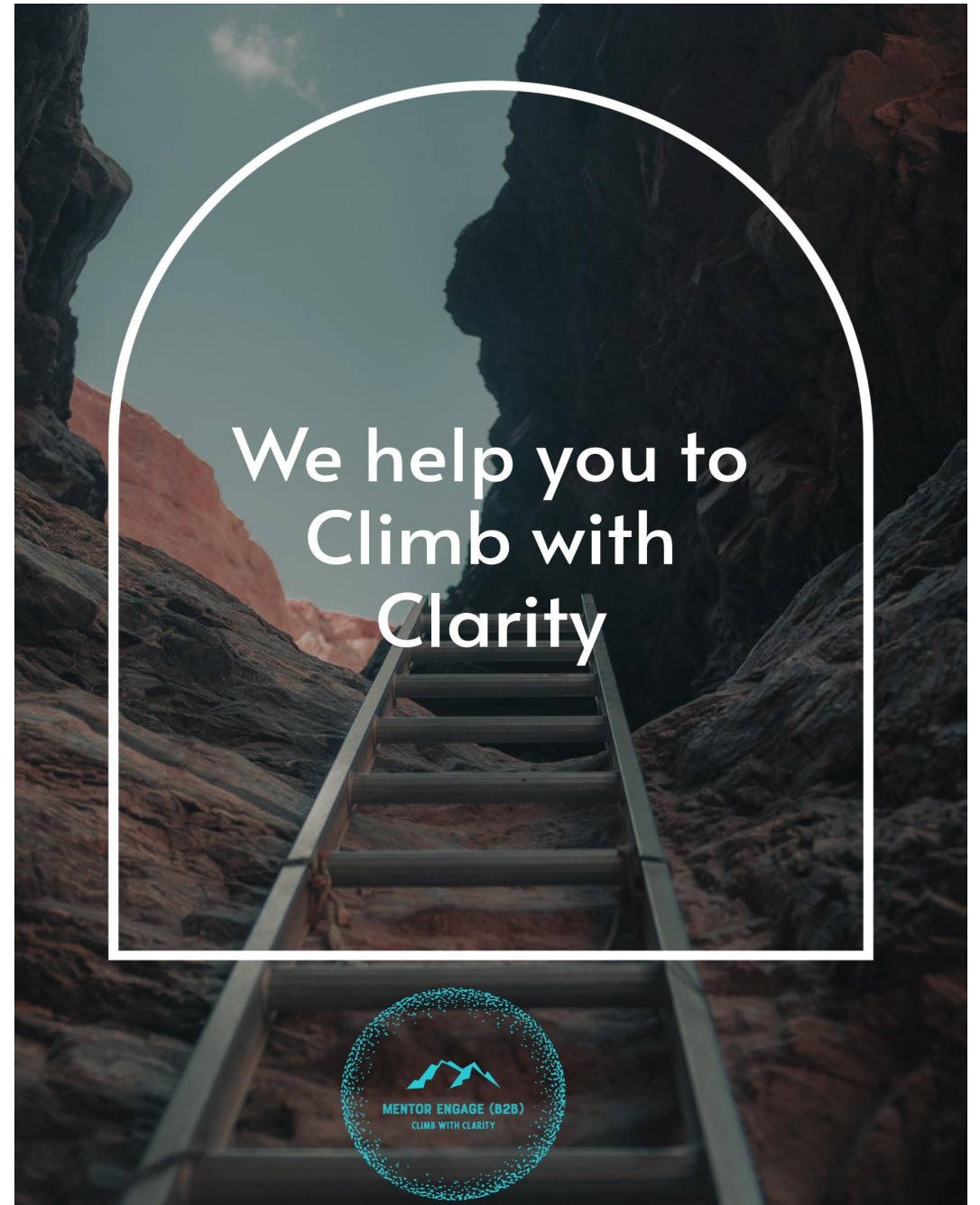
Mentor Engage (B2B)
416 887 5555
MG Road
founder@mentorengageb2b.com
mentorengageb2b.com



WE ARE THE BEST MENTORING PLATROFRM.

We are digital mentoring platform that
assists businesses to realise the full
potential of their employees.







Thank you!

<https://www.mentorengageb2b.com/>



Questions?

Appendix

Email Campaigns



How are you Richard?

I noticed you recently visited the MentorEngage(B2B) product page; I'm glad you're interested!

I wanted to reach out and see if there was anything I could answer for you.

I'd love to give you a personal tour of MentorEngage(B2B) and show you how similar businesses are currently utilising the platform.

Kindly schedule a time to speak 1:1 at a time that is convenient for you.

If you're not quite ready to request a demo but would like to learn more about how MentorEngage(B2B) can help your business scale, check out this case study about how Suraksha Fit increased employee mentor engagement by 78% using MentorEngage (B2B)

I appreciate your time and look forward to speaking with you again soon.

The best,

Email in the recipient inbox



**Climb The Corporate Ladder with
Clarity**



Are you looking to increase the revenue and employee productivity of your company? If you're not quite ready to request a demo but would like to learn more about how MentorEngage(B2B) can help your business scale, check out this case study about how Suraksha Fit increased employee mentor engagement by 78% using MentorEngage(B2B)

[Click Here](#)

Your street address
Your phone number



Check out our site [→](#)

Created with Ascend by Wix. [Explore Ascend](#)

Email Campaign



Email Marketing > My Email Campaigns > Statistics

Climb With Clarity

Sent on: April 22, 2021 at 12:56 AM

A Upgrade



Reuse

Email Statistics

Email Recipients

Social Statistics

Delivery Statistics

Your email was sent to **2 contacts**. See how they interact with your campaign. [Learn more](#)

2

DELIVERED

Delivery rate: 100%

2

OPENED

Open rate: 100%

2

CLICKED

Click rate: 100%

SEO for Google



Get Found on Google > Settings

< Settings

Cancel

Save

Make any changes to your site info, keywords and more right here.

General Info

Business or Site Name

MentorEngageb2b.com

Location

Bangalore, Karnataka, India

+ Add more

Keywords

You can try out new keywords here, and analyze them to get fresh suggestions.

engagement × Coaching × Mentoring × clarity × Career Progression ×

5/5 Keywords

[Analyze My Keywords](#)



Watch now to learn how to pick the right keywords

SEO for competitive analysis



Find the keywords driving traffic to a site.

Language / Country

chronus.com

English / India

SEARCH

Keywords by Traffic: chronus.com

EXPORT TO CSV ☐ COPY TO CLIPBOARD ☐ 0 of 250 Selected

LOCATIONS IN [2,748] US [17,245] AU [2,050] CA [1,429] MORE

<input type="checkbox"/>	KEYWORDS		VOLUME	POSITION	EST. VISITS	SEO DIFFICULTY
<input type="checkbox"/>	mentorship	Search Results	40,500	28	7	44
<input type="checkbox"/>	mentoring	Search Results	40,500	43	1	44
<input type="checkbox"/>	gender bias	Search Results	4,400	9	81	20
<input type="checkbox"/>	gender biases	Search Results	4,400	12	6	20
<input type="checkbox"/>	gender bias meaning	Search Results	2,900	64	0	14
<input type="checkbox"/>	topics to discuss	Search Results	2,900	83	0	14
<input type="checkbox"/>	what is mentoring	Search Results	1,900	70	0	14
<input type="checkbox"/>	what is mentor	Search Results	1,900	97	0	14
<input type="checkbox"/>	mentor program	Search Results	1,300	1	395	20
<input type="checkbox"/>	mentorship program	Search Results	1,300	1	395	20

Pricing



	Standard	Professional	Premium
Per User /Month	INR 120	INR 200	INR 250
Fixed Run Rate 1 Year	INR 50	INR 125	INR 175
Fixed Run Rate 2 year	INR 35	INR 80	INR 100
Fixed Run rate 3 Year	INR 25	INR 60	INR 70

Pricing Basic



Value-Based Pricing					
			Here, companies price products or services based on what the customer is willing to pay. Even if they can charge more for a product, they decide to set their prices based on customer interest and data.		
			If used accurately, it can boost your customer sentiment and loyalty. It can also help you prioritize your customers in other facets of your business, like marketing and service.		
How much is our customer willing to pay?	₹ 1,500.00		Value-based pricing works well in any price-sensitive industry – be it for Products , Events , and/or Services .		
Unit Variable Cost (If Applicable)					
Contribution Margin	₹ 1,500.00				
Projected # of Users	₹ 41,500.00		₹ 125.00 user/month	for Basic	companies more than 10000 employees
Projected Revenue	₹ 6,22,50,000.00				
Projected Gross Revenue	₹ 6,22,50,000.00				

Pricing Professional



Value-Based Pricing

Here, companies price products or services based on what the customer is willing to pay. Even if they can charge more for a product, they decide to set their prices based on customer interest and data.

If used accurately, it can boost your customer sentiment and loyalty. It can also help you prioritize your customers in other facets of your business, like marketing and service.

Value-based pricing works well in any price-sensitive industry – be it for **Products**, **Events**, and/or **Services**.

How much is our customer willing to pay?	₹ 2,400.00
Unit Variable Cost (If Applicable)	
Contribution Margin	₹ 2,400.00

Projected # of Users	₹ 26,000.00	₹ 200.00 user/month	for Standard	companies more than 10000 employees
Projected Revenue	₹ 6,24,00,000.00			
Projected Gross Revenue	₹ 6,24,00,000.00			

List of Features



FeatureList per Pricing	Description
Mentor Matching	Matching is a fine art. Our technology recommends the best mentor matches for an individual, based on a wealth of data, insights and machine learning.
Mentor Management	Staying on top of mentoring goals, meetings, objectives and feedback can be tricky - with MentorEngage(B2B) intelligent reminders, tools and mobile apps too, it's a breeze.
Reporting	Visualize engagement trends, diagnose common pain points, and create standardized reports for
REAL-TIME FEEDBACK	Feedback drives productivity and engagement. MentorEngage(b2B) brings together managers, employees and their peers, regardless of distance and time. Offer feedback, ask for feedback and provide social praise
Customer Support	Email/helpdesk,Phone Support,24/7 (live rep), Chat bot,
Platform Support	Cloud,SAAS, WebBased, Android and IOS
Training Support	Live Online, Webinars,Documentation, Video,In Person
ONLINE LEARNING	With MentorEngage(B2B) Learning feature, anyone can share knowledge, take courses and accumulate points for it. Utilize this performance management system feature for new employee on-boarding or for introducing new areas. Watch your employees promote learning by creating an organization-wide knowledge base.
D&I - ERG Programs	<p>Improve inclusion and diversity in the organization:</p> <ul style="list-style-type: none"> Guide careers, skills, and inclusion with mentorship Create support groups and SME groups Provide training resources and conversation topica Automate program management work Report efficiently on career movements and performance
Advance Analytics	
Industry Insights	
Multilingual Support	
New Hier Onboarding	<p>Mentorship and buddy program</p> <ul style="list-style-type: none"> Goals, check-ins, feedback Visualize career paths New hire training resources Diversity and inclusion made visible
Career Progression	Above and beyond mentoring, our platform offers a wealth of additional career progression tools, such as event recommendations and organisational conversation feeds and Montoring from External Business expert
High Potential & Leadership Development Programs	<p>Prepare managers and future leaders through mentorship and training.</p> <p>Improve diversity among your leaders by guiding careers and leadership essential skills.</p>
Breakdown Silos between Departments & Locations	<p>Challenge: The larger the company, the more secluded the departments get. It gradually gets more difficult to exchange knowledge, create new connections and communities within the company.</p> <p>Solution: MentorEngage(B2B)'s smart matching algorithm creates new connections between employees, allows creating online communities and exchange of best practices between departments.</p>

Pricing Premium



Value-Based Pricing						
			Here, companies price products or services based on what the customer is willing to pay. Even if they can charge more for a product, they decide to set their prices based on customer interest and data.			
			If used accurately, it can boost your customer sentiment and loyalty. It can also help you prioritize your customers in other facets of your business, like marketing and service.			
How much is our customer willing to pay?	₹ 3,100.00		Value-based pricing works well in any price-sensitive industry – be it for Products , Events , and/or Services .			
Unit Variable Cost (If Applicable)						
Contribution Margin	₹ 3,100.00					
Projected # of Users	₹ 20,000.00		₹ 260.00	user/month	for Premium	companies more than 10000 employees
Projected Revenue	₹ 6,20,00,000.00					
Projected Gross Revenue	₹ 6,20,00,000.00					



People who have a **negative brand experience** on mobile are **62%** less likely to purchase from that brand in the future.



<input type="checkbox"/>	upskilling	Search Results ▾	5,400	\$3.75	6	67
<input type="checkbox"/>	upskilled	Search Results ▾	5,400	\$6.92	5	34
<input type="checkbox"/>	upskill	Search Results ▾	5,400	\$3.75	6	75



Marketing Budget



Expense Head	Projection	Actual	Remaining
Product Marketing	₹109,800.00	₹9,150.00	
Content Creation	₹287,544.00	₹23,962.50	
Paid Advertising	₹2,568,996.00	₹214,083.00	
Public Relations	₹136,284.00	₹11,357.50	
Branding & Creative	₹368,100.00	₹30,675.00	
Events Management	₹1,590,000.00	₹132,500.00	
Website Redesign	₹1,069,800.00	₹7,429.17	
Total:	₹6,131,724.00		



A Push in the right direction...

#MentorEngageB2B



#MentorEngageB2B



**A PUSH IN THE
RIGHT DIRECTION**

MentorEngage(B2B)



Climb with Clarity...



#MentorEngageB2B

Climb with Clarity...



#MentorEngageB2B