* + - **MARKETING OF A SOFTWARE PRODUCT**
* **Brand Name:** **AIQOD ANALYTICS TOOL PACK**
* **PRODUCT:** AIQOD ANALYTICS TOOK PACK is an add-on for Tally/ERP software designed to give **DESCRIPTIVE, DIAGONISTIC, PREDICTIVE, PRESCRIPTIVE ANALYSIS USING AIQOD ANALYTICS TOOLPACK** for informed decision making and business intelligence solutions to give visual insights through dashboards and reports for company data.
* As a Marketing Executive, the goal is to create a comprehensive launch plan to introduce**AIQOD ANALYTICS TOOL PACK** to the market effectively.

### **Activities from Planning the Campaign to Execution**

* **Planning Phase:**
* **Market Research:**
  + - 1.Identify target audience: Businesses using Tally/ERP software.
    - 2. Analyze competitors and market demand.
    - 3. total selling count of **aiqod analytics tool pack**
* **Campaign Objectives:**
  + 1.Create brand awareness.
  + 2.Generate leads and conversions.
  + 3.Position **aiqod analytics tool pack** as a must-have tool for Tally/ERP users.
* **Budget Allocation:**
  + 1.Allocate budget for digital marketing, events, promotions, and advertising.
* **Pre-Launch Phase:**
* **Branding and Messaging:**
  + 1.Develop a brand story and messaging.
  + 2.Design a professional logo, tagline, and brand collateral.
* **Content Creation:**
  + 1.Create a product landing page with detailed information, benefits, and a call-to-action (CTA).
  + 2.Develop enhanced content using blogs, videos, case studies, and whitepapers.
* **Partnerships and Influencers:**
  + 1.Identify and collaborate with industry influencers and partners NASSCOM associations, IT tech groups for endorsements.
* **Email Marketing Campaign:**
  + 1.Build an email list of potential customers and partners.
  + 2.Design emails, subscriptions, newsletters.
* **Launch Phase:**
* **Digital Marketing:**
  + 1.Execute a targeted social media campaign across LinkedIn, Facebook, and Twitter.
  + 2.Run Google Ads, Meta ads and PPC campaigns to drive traffic to the landing page.
  + 3.Leverage ONPAGE SEO to enhance organic search visibility.
* **Webinars and Live Demos:**
  + 1.Host webinars and live demos to showcase the features and benefits of **AIQOD ANALYTICS TOOL PACK**.
* **Press Releases and PR:**
  + 1.Distribute press releases to industry publications and online media.
  + 2.Arrange interviews with key stakeholders in tech blogs and magazines.
* **Sales Enablement:**
  + - 1.Equip the sales team with product brochures, presentations, and demo scripts.
    - 2.Offer limited-time promotions and discounts to early adopters.
* **Post-Launch Phase:**
* **Customer Onboarding:**
  + - 1.Provide detailed user guides and tutorials.
    - 2.Offer 24/7 customer support for troubleshooting.
* **Feedback Collection:**
  + - 1.Gather feedback from initial users to identify areas for improvement.

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### **2. Pre-Requisites for the Campaign**

* **Product Readiness:**
* 1.Ensure **AIQOD ANALYTICS TOOL PACK** is tested and ready for deployment
* 2.Prepare comprehensive documentation and support resources.
* **Marketing Collateral:**
  + 1.Develop all marketing materials including landing pages, email templates, and promotional content.
* **Team Alignment:**
  + - 1.Align marketing, sales, and customer support teams with the campaign goals and timelines.
* **CRM and Analytics Setup:**
  + - 1.Set up CRM tools for lead management.
    - 2.Configure analytics tools to track campaign performance.

### **3. Key Performance Indicators (KPIs) to be Measured**

* **Awareness:**
  + Website traffic and unique visitors.
  + Social media engagement (likes, shares, comments).
  + CTA, CPM,CPC,PPC, metrics measured
* **Engagement:**
  + Webinar and demo attendance.
  + Email open and click-through rates.
  + Time spent on the landing page.
* **Conversions:**
  + 1.Number of leads generated.
  + 2.Conversion rate from lead to customer.
  + 3.Sales revenue and ROI.
* **Customer Satisfaction:**
  + 1.Customer feedback and reviews.
  + 2.Customer support tickets and resolution times.

**Regards,**

**Infant Collins.**