

intuit The AM Club

(AM→PM) Devanshi, Anya, Isaac, Nati, Eileen





Ray Riojas

(Rio de Ojas)

Carol

(Crepes of Wrath)





baby pink bauble necklace
\$36.00 USD



blobby opal ring
\$79.00 USD



bow dangles
\$28.00 USD



chubby star studs
\$17.00 USD



Eileen Kang

<https://kinaesthetics.store/>

Keith

Nosy Neighbors
Coffee & Donuts

Pepo Melo



01.

Core Business Question

How do we help small ecommerce businesses owners with low marketing budgets leverage social media to acquire new customers?

02.

Why is this a problem?

5 OUT OF 5

SMB owners we met considered themselves tech-illiterate

71%

of small-to-mid-sized businesses use social media to market themselves

99.9%

of US firms are small businesses

33.2 MILLION

small businesses in the US



03.

What is our solution?

Our Proposal

We recommend building an AI powered extension onto Mailchimp which would allow users to make posts on social media, track post performance, make suggestions, and harness the nature of community in social media with a **collaboration corner**.

Features

- Mailchimp already offers marketing features for sms and email. However the nature of social media is different!
- Social media is **collaborative**
- Collaboration corner
 - Connect with other businesses and influencers
- More accessible and digestible reporting dashboard
- An AI powered Mailchimp Assistant **optimized for social media suggestions.**
- Will also integrate with instagram shopping

Collaboration Corner

Want to collaborate with other small businesses/creators? Explore our Collaboration Corner, in which you can share your mission and goals and easily search for possible partners.

Benefits of collaborating:

- Share customer bases (reach all of your partner's customers!)
- Create attention-grabbing events and partnerships

My Profile

Instagram successfully linked

My Tags:

My title: Vendor

Location: Claremont, CA

Hashtags : #modern #claremontvillage #minimalist

My Preferences (for potential partners)

Desired titles: Business Artist Creator

Location: Claremont, CA La Verne, CA Pomona, CA

Hashtags : #modern #claremontvillage #minimalist

Products: vintage clothing jewelry handmade

Match me!

My Matches:



@kaitlynsvintage

Bio: Ethical and sustainable vintage fashion for young women. Check out my Depop and shop in-person at the farmer's market!

Tags: #vintage #clothing

Metrics

Primary Metric:

- Customer Acquisition Costs: Money spent on marketing / total number of new customers
- The number of new customers who purchased a product on the social media platform (tiktok shop, Instagram shop, FB Marketplace etc)

Learning Plan for Next Steps

How do we know if it works?

SURVEYS

Conduct User Experience Surveys

USAGE DATA

How much are people using this product? Is it paying off?

ANALYTICS

Is this increasing engagement?

PAINT THE DOOR

Provide a placeholder within the platform. When users click here a survey will populate

A/B TESTING

Provide two version of the product to see which performs better and iterate

USER FEEDBACK

Surveys and focus groups to understand pain points

Success looks like...

Lower customer acquisition cost

Greater number of people exploring the product

Inter-small business interactions, collective and connected growth



Thank you
QUESTIONS?