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Product Launch Plan: Smart Ads Platform Self-serve Advertisement (Private Beta)

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1. EXECUTIVE SUMMARY

Moving into self-serve ads allows us to accomplish a few things.

1) New Revenue stream that is pure SaaS

2) Lead generation to sell "interested" clients to managed ads-optimization

3) Go after smaller target clients that we are currently priced out of

4) For customers that try managed ads-optimization, and want to churn, this can be an alternative so that we don't lose all revenue

2. OBJECTIVE

Acquire 15 beta-customers by EOY 2022.

2. MARKET RESEARCH

1. Refer to the Market Plan for more information
2. *How big is the market?*
    a. About Amazon Sellers
        i. **TAM ($5.8B)**: 9.7M sellers worldwide x $50/mo
        ii. **SAM ($36M)**: 60,000 sellers doing $1-5M annual revenue x $50/mo
        iii. **Serviceable Obtainable Market (SOM):** who we can expect to purchase our product … this is where we include
    b. Advertising on Amazon
        i. The average Amazon cost-per-click (CPC) was $1.13 in 2021 compared to $0.85 in 2020. (Marketplace pulse, 2021)
        ii. The average advertising cost of sale (ACoS) was 22% in 2020 (Marketplace pulse, 2021)
        iii. **85%** of sellers spend an average of $2,500 or less on advertising for their Amazon business. **32%** plan to increase ad spend in 2022. (Junglescout 2022)
        iv. **16%** of Amazon sellers currently work with an agency to manage their business. (Junglescout 2022)

3. DESCRIPTION OF THE PRODUCT: SELF-SERVE ADS

Unlike our (premium) fully-managed service + ML-driven tools, our product offering is:

1. Self-serve advertising platform
2. Free Analytics & Dashboard
3. Onboarding + customer support of tool

Table

↗ OLD: Competitive Analysis by Features

Feature (Click to Learn More)	Internal Description	External Description	Mayan
Keyword Discovery	Leverages Natural Language Processi		YES
Automated Full Campaign Coverage	Distributes high performing keywords		YES
Inventory Informed Actions	Is informed of inventory activity as we		YES
Category Targeting	Helps target categories in which to ad		YES
Competitor Product Targeting	Expands the competition you advertis		YES
Day of week bid optimizations	Optimize bids on high performing days		YES
Manual Changes for Campaigns	Adjust bids for Top of Search and Proc		YES
(In progress) Customizable Optimizations	Create optimization recipes based on		YES
(In progress) Search query expansion	Leverage user search and purchase da		YES

3. BUSINESS CASE

Use your market, competitor, and user research to justify why you are launching the product and how it meets market needs. Collecting and analyzing this data in-depth is key to your product's success. Ask:

1. *What are my target user's pain points?*
    a. Advertising on Amazon (getting customers to find your products) was listed as #3 top challenge, below getting customer reviews & finding products to sell (Junglescout 2022)
    b. Advertising on Amazon is becoming more expensive and competitive (Marketplace pulse, 2021)
    c. There are users that want to have control over their advertising budget and automations
2. *What already exists on the market to resolve this issue?*
    a. Amazon Seller Central/Self - no real automations, basic reporting
    b. Teikametrics - AI based automations, ok performance
    c. Quartile - AI based automations, ok performance
    d. Perpetua - AI based automations
    e. Scale Insights - Rules based automations - Recommended by Amazon influencer
    f. Advertising management from agencies
3. *Where does my product fit in?*
    a. This will open up the door to go more after the 500K - 1M sellers, that today don't fit into managed ads ICP, but that could with this automation technology get there in 1-2 years time
4. *What is my company's USP or the key value that we bring to users where competitors fall short?*
    a. With Teikametrics/Quartile they have a lot more control on the targets, not necessarily how to get there
    b. With our tech, they will have control both on targets, how to structure automations, and manual overrides
    c. What about key value compared to advertising management by agencies?
    d. What about key value compared to doing advertising yourself?
    e. Not advertising at all
5. *What is the value to Mayan?*
    a. Goal 1: Improve margins
        i. By having a fully self-serve solution, we can increase our margins as it will be more traditional SaaS, meaning it will only be tech-stack costs which are much more scalable
        ii. We can go after smaller target clients that we are currently priced out of
        iii. For customers that try managed ads-optimization, and want to churn, this can be an alternative so that we don't lose all revenue
    b. Goal 2: Increase Upsells
        i. By having a self-serve entry point, we can be have more information to be more strategic with qualified customers to upsell them on upgrading from self-serve to managed
        ii. For this launch, we will focus for now on smaller sellers (while we improve the experience), then go up-market to larger sellers like Active Life, Juvo+, agencies

Julia Gall Aug 23
will want to clarify with @Ernesto Reza on what this means

Julia Gall Aug 23
Does this mean they need extensive training? Where do Account Managers come in when it comes to USP?

4. COMPETITIVE ANALYSIS

Every single other way that the problem can be solved. Not just other B2B software providers, for example. Competitive alternatives usually come first.

Table

↗ Competitive Comparison

Competitor	Pricing	G2 Rating (of 5)	Ease of Use (G2)	Quality of Support (G2)	Marketp
Teikametrics	**Self-serve "AI-powered" option:** $59 per month + 3% ad spend + $0.30 per tracked search term (first 50 free!)	4.1	8.4	7.8	Amazon
Quartile	**Includes "Account Manager" with tech:** Flat fee ($1495 for up to $35,000 per month in ad spend)	3.7	6.3	7.6	
Perpetua	**"Starter" option:** $250 per month	4.7	8.8	9.5	

COMPETITOR 1: Doing It Yourself (Using Only Amazon Seller Central)

ASIN-targeting

Amazon much newer than Google Ads.

COMPETITOR 2: Teikametrics

Julia Gall Aug 23
Teika's bad rep can actually harm our ability to market/convince ppl that they need an automation tool

Ernesto Reza Aug 23
I believe this can be an opportunity, for us to really understand the pain-points they have with existing automation tools … more

Teikametrics Competitive Analysis

Description & Summary:

Offers managed services & self-service Flywheel platform

Strengths

1. Nice web app portal and clean user interface
2. They advertise on both Walmart and Amazon
3. If you have multiple products and need to reduce ACoS
4. Offer both managed advertising services + AI
5. Offer free 30 day trial for tech if monthly marketplace sales are under $10k
6. Includes inventory optimization

Weaknesses

1. Ineffective automations
2. Difficult to use and scale your business, heavy account management is still needed for the tech to work
3. Difficult customer support experience and/or unresponsive Account Managers who don't understand or appreciate the business of customers
4. Teikametrics is trying to tackle both Amazon and Walmart advertising and end up doing both poorly
5. It takes some time for the customer to be trained and learn the platform

COMPETITOR 3: Quartile

Read detailed info about Quartile here: Quartile

Summary

Artificial intelligence and machine learning-powered pay-per-click (PPC) ad optimization platform built by and for sellers. Sellers connect their retail marketplace accounts, including Amazon Seller Central, Google Shopping, Instacart, Shopify

Strengths

1. Quartile claims to be able to do advertising for all ecommerce channels (Amazon, Google, Facebook, Walmart, Instacart)
2. AI-driven technology that can lower ACoS and automate bidding
3. Provides Dashboard and Analytics that allows you to manage ASINs at a detailed level
4. Flat pricing structure
5. Software includes Account Manager (no additional fee)

Weaknesses

1. Platform doesn't prioritize keywords with a different target ACoS, the customer has to do this manually
2. No automation for adding negative keywords, customer also has to do manually
3. Software may struggle to optimize campaigns for products that are too similar (ex: different types of yoga mats)
4. It takes a while for Quartile's algorithm to "optimize" and can result in ad spend being depleted and result in high ACoS, up to 10 weeks
5. Account Manager mainly helps with onboarding, reports of language barriers and lack of PPC knowledge
6. Tackling multiple ecommerce channels (Google, Fbook, Amazon, etc) can mean they do all of them
7. Numerous reports of billing issues (where customer has terminated contract but Quartile keeps modifying the advertising and/or billing the customer)
8. Pricing is difficult to understand/find on the website

COMPETITOR 4: SellerMetrics

Seller Metrics: Competitive Analysis

Strengths

1. Offer a 14 day free trial

COMPETITOR 5: Perpetua

Read detailed info about Perpetua here:

Perpetua

Table

OLD: Competitive Analysis by Features

Feature (Click to Learn More)	Internal Description
Keyword Discovery	Leverages Natural Language Processing (NLP) to help expand the keywords that are ta
Automated Full Campaign Coverage	Distributes high performing keywords amongst exact, broad, phrase, ASIN, and Catego
Inventory Informed Actions	Is informed of inventory activity as well as sales forecasts to respond to accordingly in
Category Targeting	Helps target categories in which to advertise the product in
Competitor Product Targeting	Expands the competition you advertise against so that you have greater overall market
Day of week bid optimizations	Optimize bids on high performing days and lower spend when performance tends to b
(In progress) Customizable Optimizations	Create optimization recipes based on your preferences and have these recipes run pro
(In progress) Search query expansion	Leverage user search and purchase data to expand targeting and refine performance
Manual Changes for Campaigns	Adjust bids for Top of Search and Product Pages more quickly, and stick out above the

FEATURE 1: NLP Keyword Expansion

Read for more details on differentiators and competitors: ↗ Keyword Discovery

FEATURE 2: NLP Keyword Expansion

FEATURE 3: Inventory Informed Actions

FEATURE 6: Day of week bid optimizations

Quartile and Teikametrics both offer bid optimizations, but these competitors offer algorithmic hourly bidding.

5. SWOT ANALYSIS

STRENGTHS (Internal)	WEAKNESSES (Internal)
- Comes with partnership network, especially useful for new sellers	
OPPORTUNITIES (External)	**THREATS (External)**

6. TARGET USER PROFILE

Give a brief description of your target user persona(s): be careful not to assume an average user if different types of people will be using your product.

Which customer has enough demand for the product for us to achieve our desired outcome? Is the segment "large" enough for us to achieve our goal?

	Segment 1	Segment 2	Segment 3	Segment 4	Segment
High level description	Intermediate Amazon seller	Advanced seller	Agency	Aggregators	Large Se
Company employee count	1-5	1-5	10-25	25-100	10-25
Company annual revenue	$30-40k per month → $360k-$480k annual	$500k-1M	<$10M	$10M-$100M	$10M-$2
Ad Spend per month	$1-2k	$2-10k			
Who would actually use the product	Founder	Founder	Account Managers or PPC Specialists	Advertising team, various different levels (Think of how Mayan Ads team is structured)	Account Manager PPC Spe
User demographics	2/3 male, median age of 39	2/3 male, median age of 39	2/3 male, median age of 39		
# Years Selling					
What do they use now for analytics?	Self-managed (Seller Central / Excel)	Self-managed (Seller Central / Excel), Virtual Assistant or 3rd party tools	Self-managed (Seller Central / Excel) or 3rd party tools		Advertisi expert in house
Pains/Challenges (Motivators)	May have issues with Amazon Seller Central, Advertising not working, Do not understand Advertising	Want to save time to scale their business			
Benefits/Key Value to them… specify later	Priority 1: price sensitive Priority 2: want to save time				
Marketplaces	US only	US & Canada			
# Products	2-3				

4

Julia Gall Aug 23
Question - how many ppl looking for ppc TOOL versus ppc MANAGEMENT?

Julia Gall Aug 23
If we go after this segment, I wonder if it's actually more useful to segment this segment…

1 more comment

Julia Gall Aug 23 (edited)
^^segmenting by motivation/behaviors/needs is often more successful

Details About Target Segment:

Segment 1: Intermediate Amazon Seller

Our "beachhead" segment we will target for this beta launch will be Segment 1, the Intermediate Amazon Seller, who will be identified primarily by their ad spend ($1-2k)

***Note:** this does NOT include Ecommerce sellers who haven't yet started on Amazon, but are established outside of Amazon (ex: dot com site or Ebay) - only exception is if they are willing to spend $2K+ and be a managed customer for at least 3 months, because we don't have the campaign-creation and targeting-creation tools in self-serve yet*

Examples:

1. Jackie Bunn (jbunn@lifemadesimple.store) - 800k ad spend
2. Jennifer Del Giudice (jennifer@luxxehonor.com)
3. Lucky You Flowers (but Amy doesn't seem like type of person who wants to do it herself…)
4. Chug Buddy
5. Israel Ramirez - L2G Products
6. Wishclover (Versoma)
7. High Desert (when they first started w/us?)
8. Bobbi Toads (churn vs. self-serve)

Benefits/Interest in Self-Serve Ads with Proof Points:

- ▸ They are price sensitive. They want some way to manage and optimize their ads but they cannot afford a premium managed service.
- ▸ They want to decrease their time from 40-50 hours per week managing their ads to 10-20 hours per week.
- ▸ However, they also want more control over their own advertising strategy and budget
- ▸ They want to scale their business (and potentially upgrade to managed ad services in the future)

Segment 2: Established Seller who is Price Sensitive

We will consider this segment on a case by case basis. If they say 'no' due to Mayan's managed advertising service + tech due to budget, we can then let them know that we have a more affordable option available. They might want to keep it in-house.

HOWEVER we do not want to "down" sell right away (offer our self-service advertising option).

5 Cs (Identifying Your Target Market)

Customers: Who are we selling to, what problem do they have?

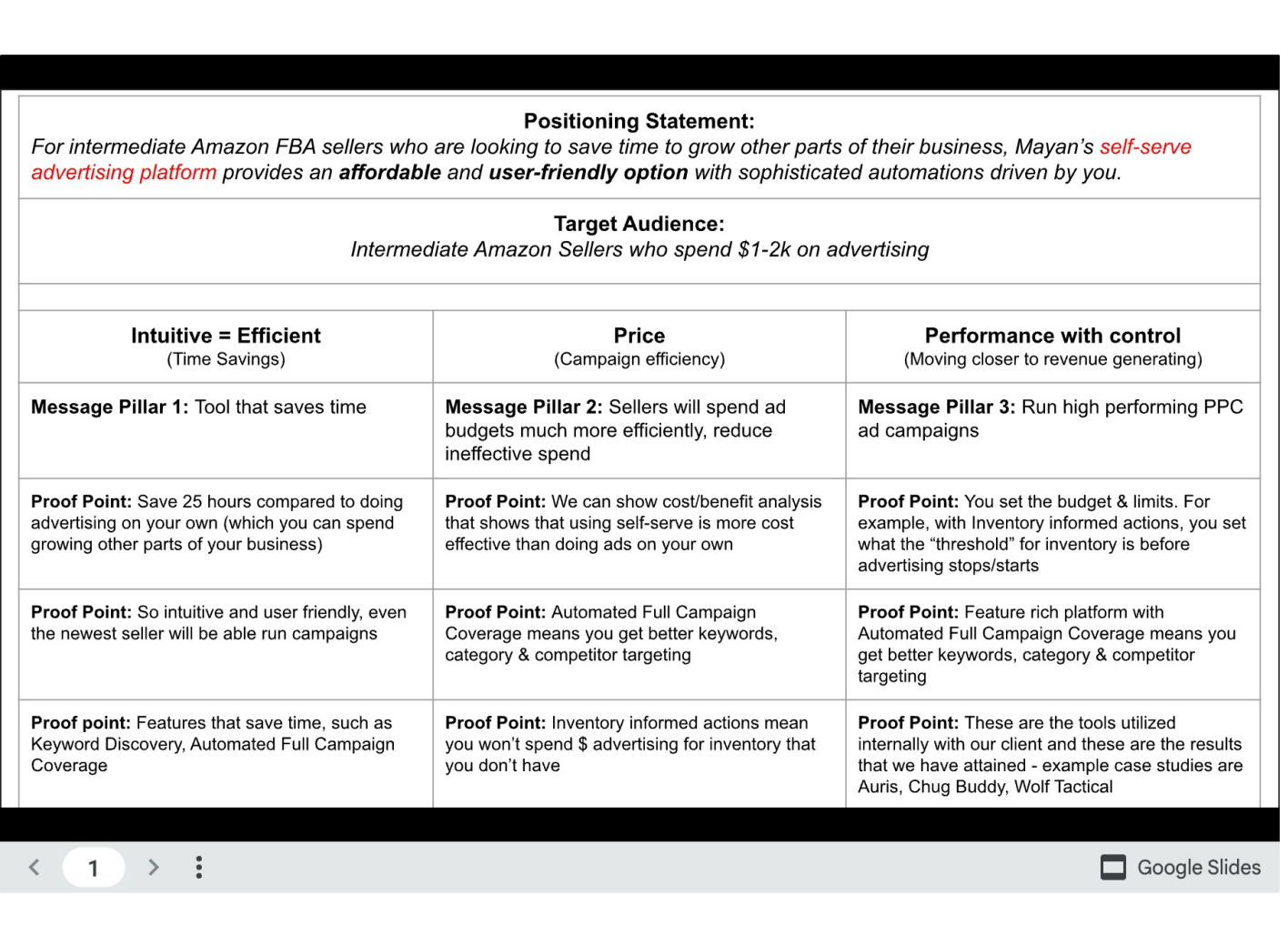
Company: our company, how do we solve our customers' problems, and how do we do it better than status quo / current solutions?

Collaborations: such as partners and influencers, are we relying on anyone to get the product into the hands of customers?

Context: is there a compelling environment that's driving purchase now, any new regulations to work around?

Competitors: who else is in market, how do people solve the problem now?

7. CORE MESSAGING & VALUE PROPOSITION:



Positioning Statement:
*For intermediate Amazon FBA sellers who are looking to save time to grow other parts of their business, Mayan's self-serve advertising platform provides an **affordable** and **user-friendly option** with sophisticated automations driven by you.*

Target Audience:
Intermediate Amazon Sellers who spend $1-2k on advertising

Intuitive = Efficient (Time Savings)	**Price** (Campaign efficiency)	**Performance with control** (Moving closer to revenue generating)
Message Pillar 1: Tool that saves time	**Message Pillar 2:** Sellers will spend ad budgets much more efficiently, reduce ineffective spend	**Message Pillar 3:** Run high performing PPC ad campaigns
Proof Point: Save 25 hours compared to doing advertising on your own (which you can spend growing other parts of your business)	**Proof Point:** We can show cost/benefit analysis that shows that using self-serve is more cost effective than doing ads on your own	**Proof Point:** You set the budget & limits. For example, with Inventory informed actions, you set what the "threshold" for inventory is before advertising stops/starts
Proof Point: So intuitive and user friendly, even the newest seller will be able run campaigns	**Proof Point:** Automated Full Campaign Coverage means you get better keywords, category & competitor targeting	**Proof Point:** Feature rich platform with Automated Full Campaign Coverage means you get better keywords, category & competitor targeting
Proof point: Features that save time, such as Keyword Discovery, Automated Full Campaign Coverage	**Proof Point:** Inventory informed actions mean you won't spend $ advertising for inventory that you don't have	**Proof Point:** These are the tools utilized internally with our client and these are the results that we have attained - example case studies are Auris, Chug Buddy, Wolf Tactical

Positioning statement:

The choice about which aspect of your product you're going to focus on to add the most value to your target audience:

For intermediate Amazon FBA sellers who are looking to save time to grow other parts of their business, Mayan's self-serve advertising platform provides an **affordable** and **user-friendly** option with **sophisticated automations driven by you**.

Value Proposition:

Value you bring to solve specific pains for the audience. Competitive Advantage, Positioning, USP.

Value

1. *Identify cost of nothing - continuing to live with pain*
2. *Costs + benefits (competitor)*
3. *What's cost of our product, and return they will get*

Cost Savings for 1 Month	Mayan	Competitor: Managing Ads on Own	Difference
Price for 1k ad spend	$199 + (5% * $1k) = (-) **$249**	$0	-$249
Expected Revenue Attributed to Ad Campaign	ROAS of 1.25 → (+) **$1,250**	ROAS of 1 → (+) **$1,000**	$250
User's Labor (assumes average 15 dollars per hourly rate)	15 hours * $15 = (-) **$225**	50 hours * $15 = (-) **$750**	$525
Opportunity Cost	Expand product line, expand to other marketplaces	NA	Priceless
Total $$ Earned:	**$776**	**$250**	**$526**

1

Julia Gall Sep 13
ROAS: You **divide the revenue attributed to your ad campaign by the cost of that campaign**

Competitive Advantage:

Economies of Scale, Customer Captivity, Enforced Competitor Advantages (ex: gov licenses), Technology Advantage (truly innovative product)

Our competitive advantage is a mixture of Customer Captivity (it is difficult for customers to switch to a competitor) as well as a Technology Advantage.

1. Mayan provides excellent customer support (you can stop whenever you want, no billing issues like w/competitors)
    a. Most of our customers stick with us (XX% have stayed with us since starting)
2. The automations make sense because they are driven by you - you set the automations you want and what thresholds you want:
    a. This means there are proper 'stops' in place (so you won't end up having crazy spending or the AI/ML platform won't do something irrational)
    b. Ex: inventory pausing, we want to pause ads when we have 10 units left, for another 1000 left
    c. This means it's not a "black box approach" - you should understand what is going on and what the automations are doing
3. Mayan adheres to your budget constraints, we never increase budget without aligning with you first
4. We have fair and transparent pricing, no need to call us to understand what you'll pay
5. Unlike competitors, we specialize in Amazon (versus they try to do everything poorly)
    a. We are focused on Amazon expertise
    b. We have Amazon Sellers on the Team
    c. If you have an issue with plumbing, you call a plumber, you don't call a jack of all trades (@April Beasley)

Unique Selling Point

Single reason that sets you apart from your competition in your category and from the next-best alternative. A combination of critical feature set, benefit the customer gets, how it relates to pain you solve for

Our technology provides automations that have proper 'stops' in place (so you can have better control of your business).

8. SUCCESS METRICS

1. Metrics to track
    a. # of signups
    b. % ad-spend managed
    c. conversion from self-serve → managed ads
    d. managed ads → to self serve
    e. ROAS, TACOS, ACOS improvements over time
    f. Most used automations
2. Goals and timeline
    a. Launch in October 2022
    b. 15 customers by EOY

1. Does your product create enough value for the customer to be worth buying?
2. Have you identified your competitive advantage, positioning, and unique selling proposition?
3. Have you calculated the value you add to your customer, and linked it to a specific benefit / feature?
4. Have you tied your value calculation to your USP, positioning, and competitive advantage to build a complete and robust value proposition?
5. Can the value you create be measured in dollars and cents, or are you bringing a more nebulous concept of value to your customers?
6. Have you identified the part of your product that brings the most value?

9. PRICING STRUCTURE

1. Current price plan is to launch with $199 + 5% of ad-spend
2. Other pricing plans (usage based)
    a. Can be based on # of automations used
    b. # of ASINs optimized
    c. # of campaigns

10. LAUNCH ROADMAP

Height Task: https://mayan.height.app/T-8436

Table

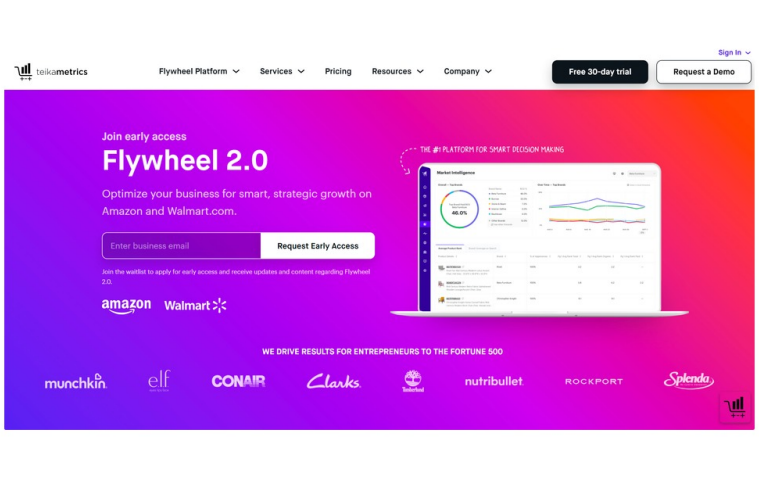
Launch roadmap

Task	Task details	Owner	Budget
Align on Product Launch Plan with Marketing			
Align on Product Launch plan with Product			
Determine budget with Finance			
Spec out feature details with Product			
Determine 3rd party press locations			
Create content strategy timeline			
Create content creative drafts (blog content, images, b			
Create a landing page or new website page draft			
Prepare launch materials for relevant launch sites (Pro			
Publish landing page or new website page			
Inform internal team of new live feature (soft launch)			
Send out email to current customers (soft launch)			
Send out email blast to marketing email list			
Publish social media posts			
Publish on relevant launch sites (Product Hunt, Hacker			
Launch paid campaign (if applicable)			
Host webinar (if applicable)			

11. MARKETING TACTICS

1. Landing page for early access (Webflow)

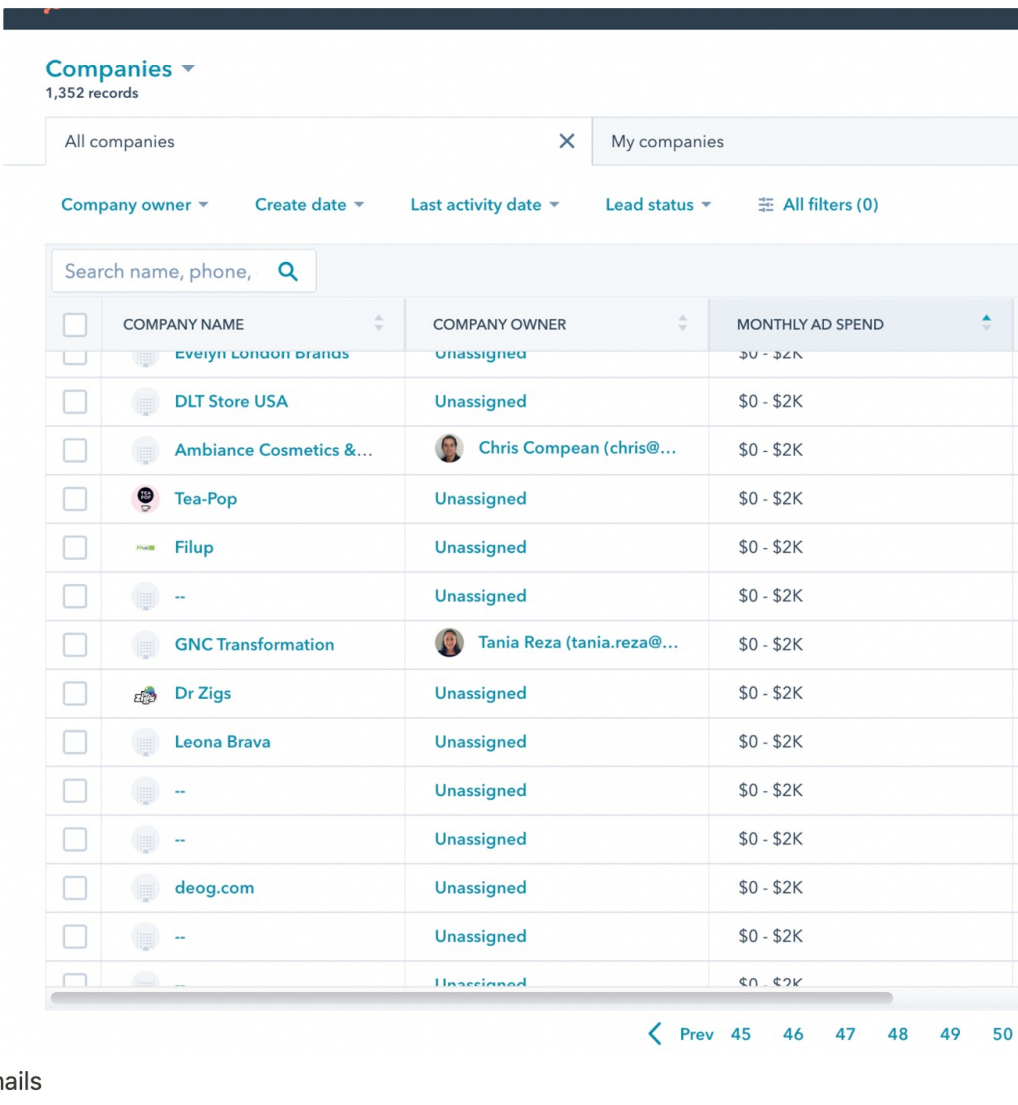
Example:



we could do an email capture on the website + follow up with survey to see if they fit the profile

2. Blogs, opportunity for education, philosophically this is what we believe in, we've seen customers who are doing hourly bid updates…we had to go in and clean it up. Opportunity for educating on certain areas of the product we are different

3. Go through Hubspot and reach out to those who are 0-2k and submitted information
    a. Ex: https://app.hubspot.com/contacts/9213997/company/8819151669



Companies
1,352 records

COMPANY NAME	COMPANY OWNER	MONTHLY AD SPEND
Evelyn London Brands	Unassigned	$0 - $2K
DLT Store USA	Unassigned	$0 - $2K
Ambiance Cosmetics &…	Chris Compean (chris@…	$0 - $2K
Tea-Pop	Unassigned	$0 - $2K
Filup	Unassigned	$0 - $2K
--	Unassigned	$0 - $2K
GNC Transformation	Tania Reza (tania.reza@…	$0 - $2K
Dr Zigs	Unassigned	$0 - $2K
Leona Brava	Unassigned	$0 - $2K
--	Unassigned	$0 - $2K
--	Unassigned	$0 - $2K
deog.com	Unassigned	$0 - $2K
--	Unassigned	$0 - $2K

4. Emails

5 email nurture

Incentivize a specific number for ad spend

Request Demo, if they put 0-2k, they get email, all about self-serve

3. Paid advertising going towards landing page

4. Sales Training
    a. Flyer
    b. Emails

FAQ for Self-Serve

12. RESOURCES

↗ Enhance Self-Serve Onboarding Experience

↗ MAYAN PRODUCT ROADMAP

Marketing Plan

All Customers

Meetings

↗ Aug 23: PLP Self-Serve Ads Meeting

↗ Aug 26: PLP Self-serve, Product/Marketing Sync

↗ 09/01: PLP Self-Serve Ads Meeting

↗ 09/16: PLP Self-Serve Ads Meeting

↗ 09/22: PLP Self-Serve Ads Meeting