

# **Technical Presentation**

## **for AEX**

**By Sphiwe Masela**

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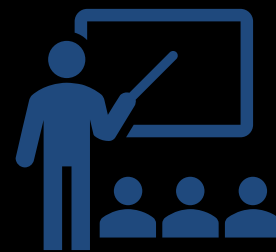
# Business background and context

# The purpose of the study is to create a digital marketing strategy that would increase AEX's brand awareness, digital presence and websites visits



## Grow online audiences

- Increases AEX's reach and engagement by reviewing historical data from previous campaigns to establish best-fit channels and growth strategies
- Identify the optimal target personas



## Educate Audiences

- Use the correct messaging for the different target audience
- The message should highlight the importance of investing
- Showcase the benefits of investing
- Promote financial inclusion and wellness



## Paid Advertising and Media

- Boost sign-ups from 1,350 to 3,000
- Increase purchases from 130 to 300
- Drive website visits, generate leads, and convert leads into investors

# A two-phased approach was proposed

## Phase 1



The historic data was collected, cleaned and analyzed



## Phase 2



Implemented learnings from historical data into a Sales funnel

# Deep dive into insights

# AEX's is distinguished from its core competitors because it utilizes blockchain technology and is not crowdfunding

## Primary competitors

**EasyEquities** : It is a well-known investment platform that allows individuals to invest in shares, ETTs and other investment products with low fees and no minimum investment amount

**Seedrs** : Is a UK based crowdfunding platform that allows people to invest in start ups and early-stage businesses. Although UK based it has gained significant traction in South Africa

**Thundafund**: It is a crowdfunding platform that focuses on funding creatives and innovative startups

## Secondary competitors

**JSE** : Africa's largest stock exchange platform. It provides a marketplace for retail and institutional investors to trade equities and offers a range of investment products





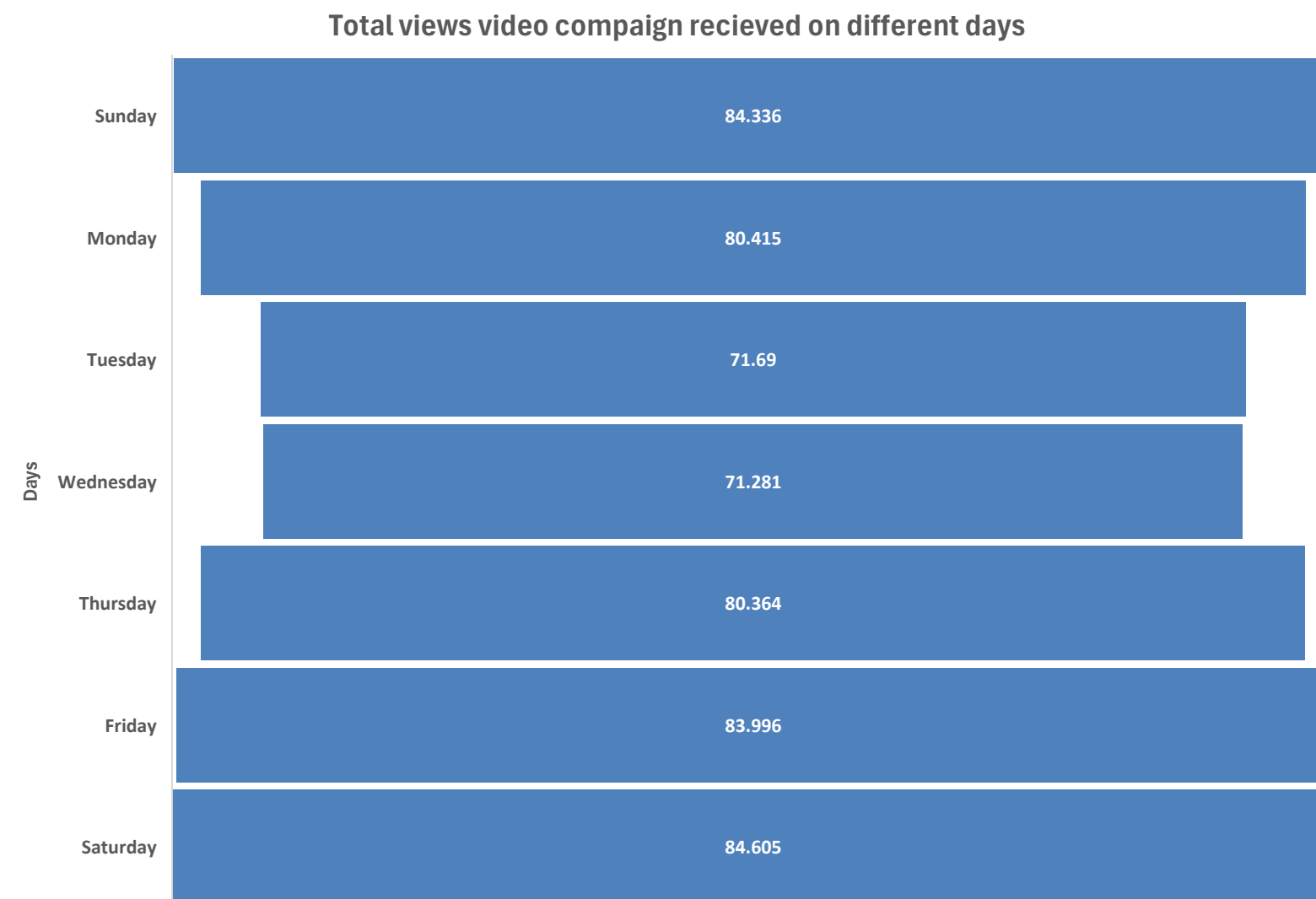
Let's have a look at AEX's historic data to develop a strong digital marketing strategy





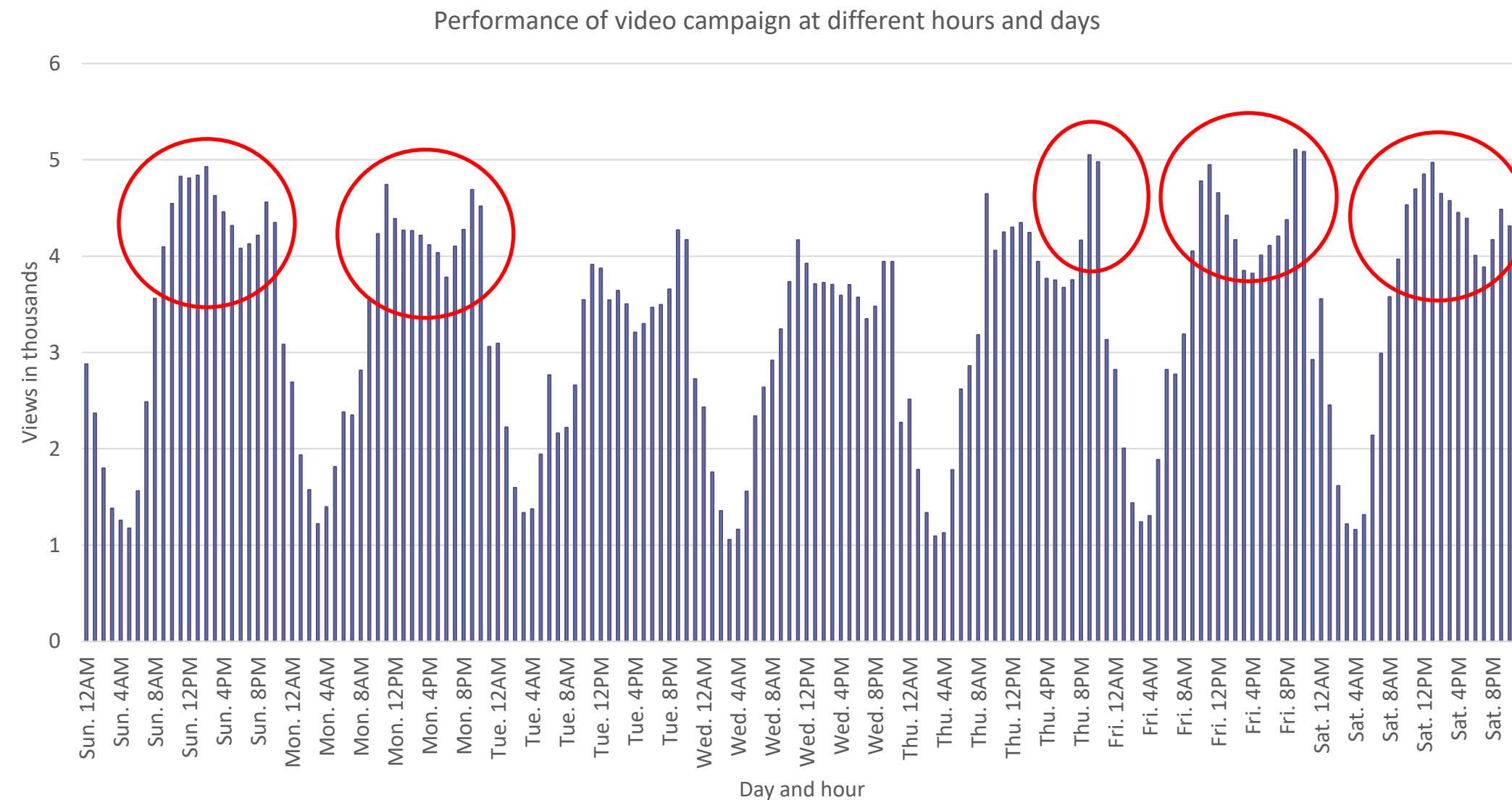
# The video campaign performed the best on Friday, Saturday and Sunday

The video campaign received various views throughout different days of the week, with a noticeable increase on days leading up to the weekend. Views start to rise on Thursday, peak on Saturday and remain stable on Sunday and Monday. Tuesday and Wednesday are the days with the least amount of views.





# Detailed look into the video campaign performance over 17 April to 4 June 2024



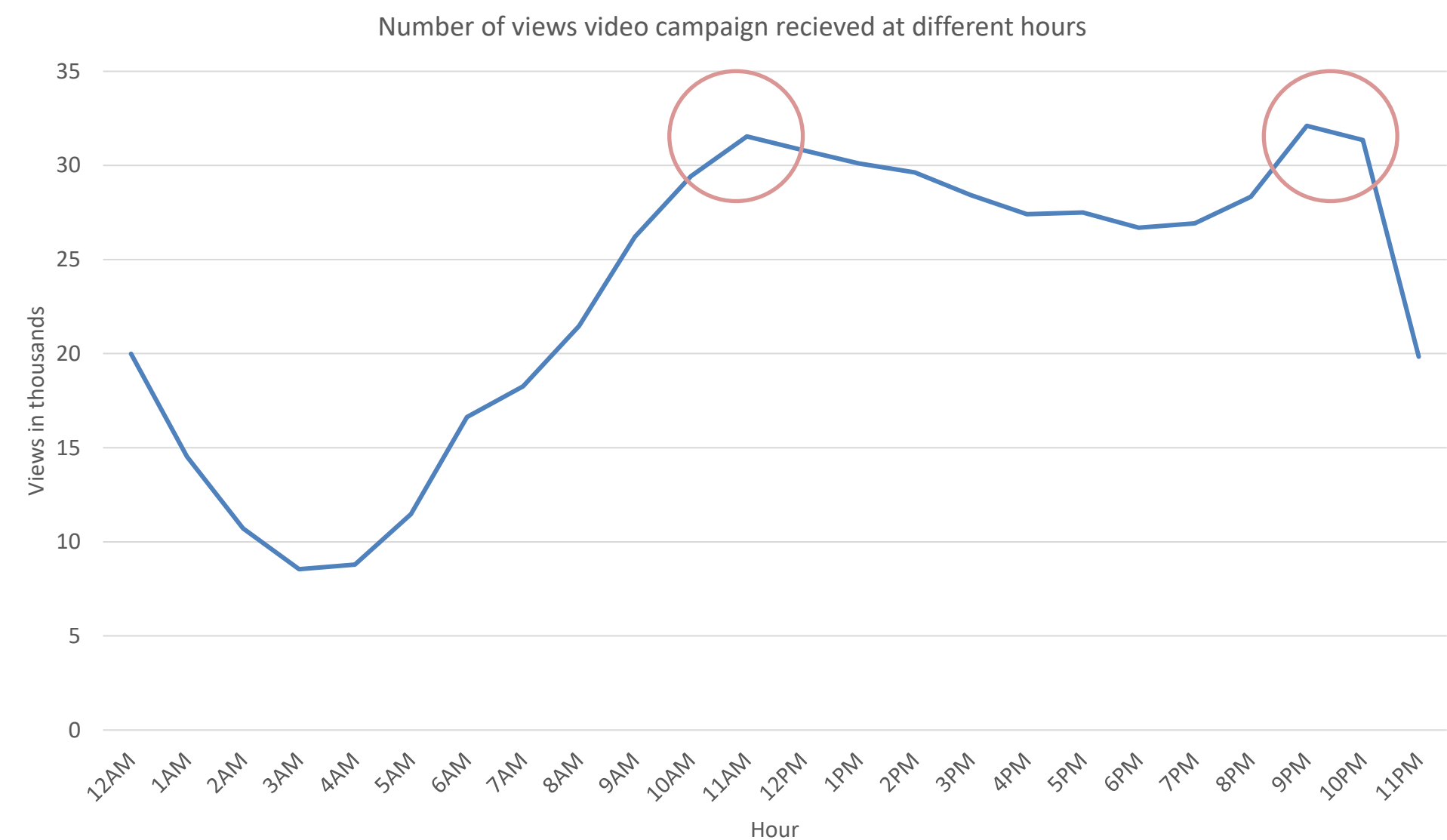
The data further validates that Thursday, Friday, Saturday, Sunday, and Monday are peak days for viewership, with peak times occurring at 11 AM and 9 PM on these days.





# Zoom in on how the video ad performed at each hour

The video campaign received the most engagement between 10 am and 10 pm, with peak times at 11 am and 9pm. The campaign had the least number of views in the early mornings between 1am and 6am





# What does this mean for the business?

AEX should strategically schedule its pivotal and compelling content for release during peak weekend hours (Friday through Sunday) from 10 am to 1pm and 8pm to 10 pm to optimize visibility and audience engagement

Utilize Monday and Thursday slots to post secondary important content

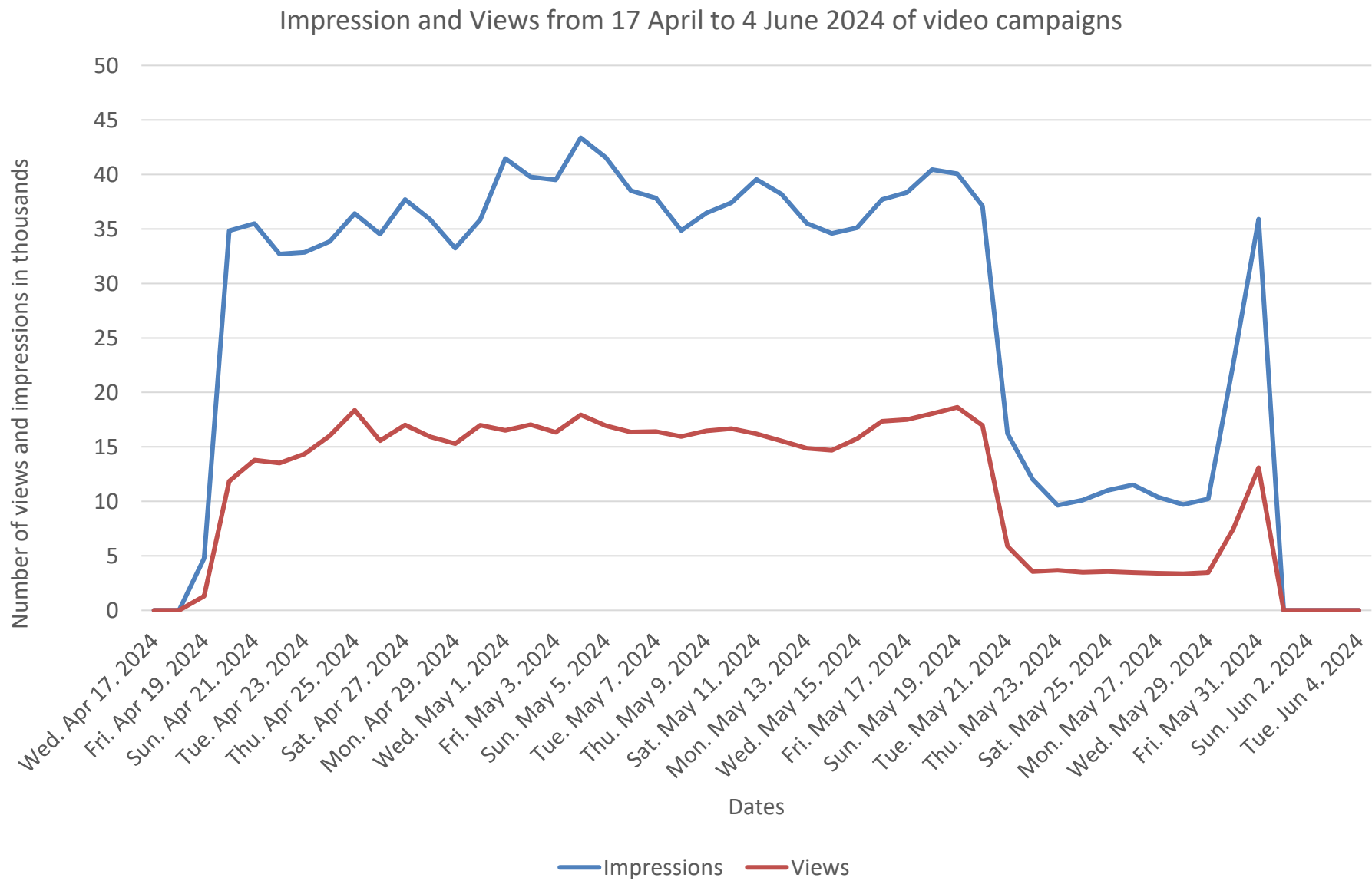
Allocate Tuesday and Wednesday for days to experiment with new types of content to gather insights without compromising engagement on core content

Now let's unpack key performance metrics .....

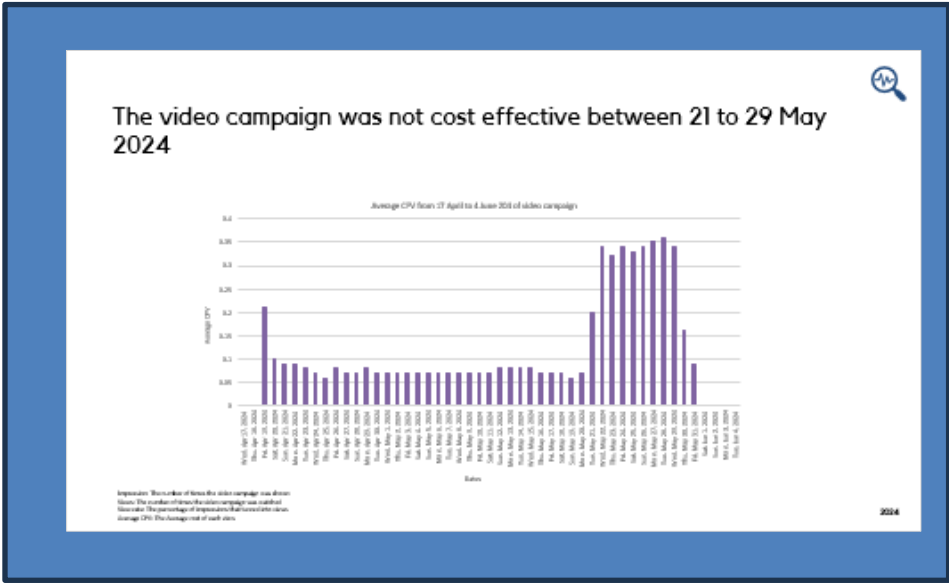
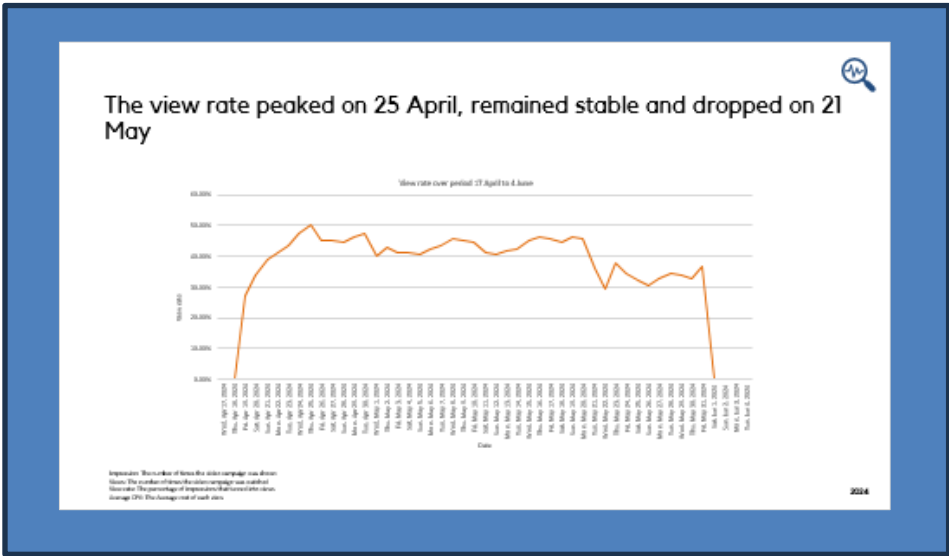


# Viewer engagement was stable between 24 April to 20 May 2024

The video campaign performed best on Thursday 25 April and remained stable till 20 May but dropped on Tuesday 21 May. From 21 May to 29 May there was a significant decrease in view rates which led to higher cost per views (CPV), making the video less cost-effective. We need to look deeper to understand what might have caused this decline in performance during that period.

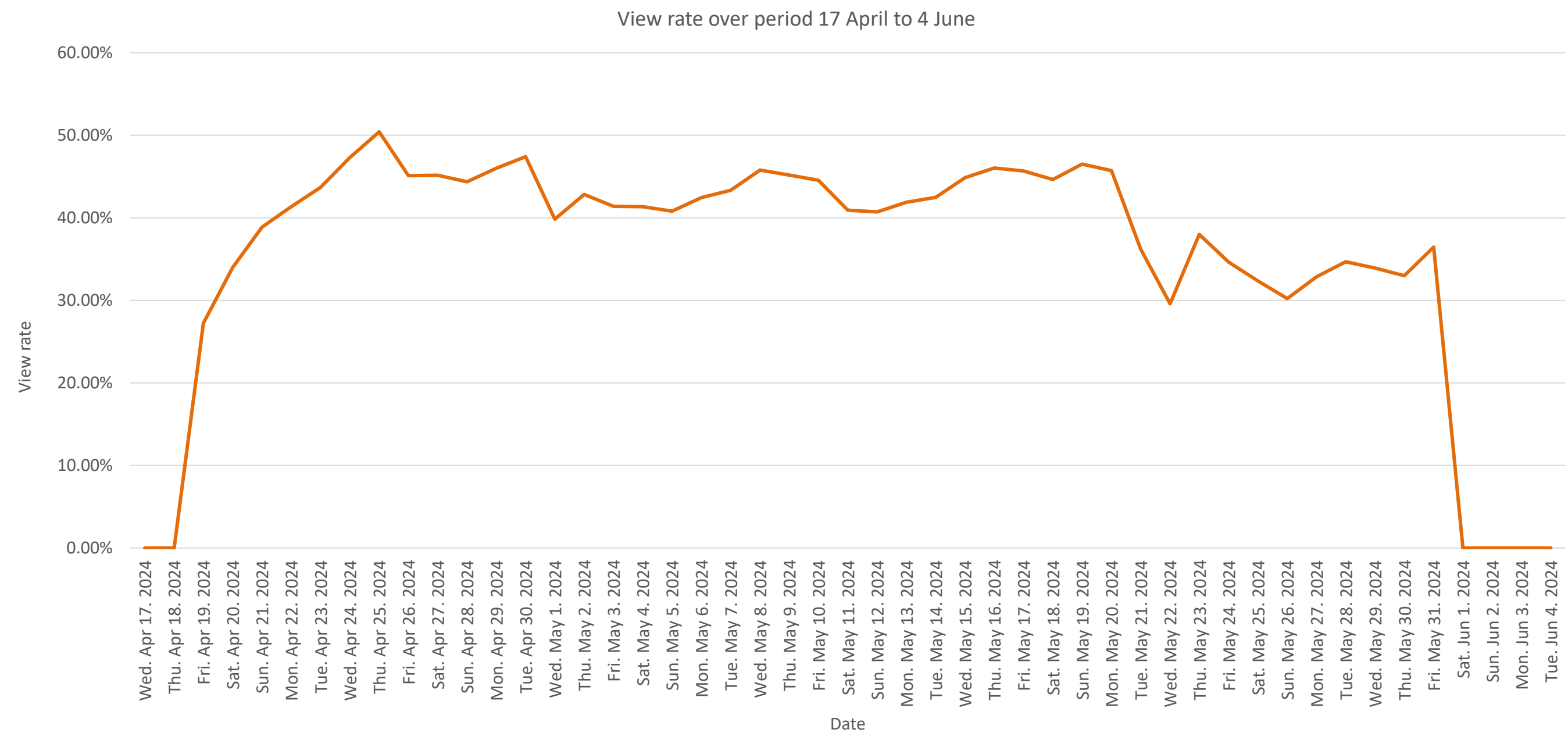


Impression: The number of times the video campaign was shown  
Views: The number of times the video campaign was watched  
View rate: The percentage of impressions that turned into views  
Average CPV: The Average cost of each view





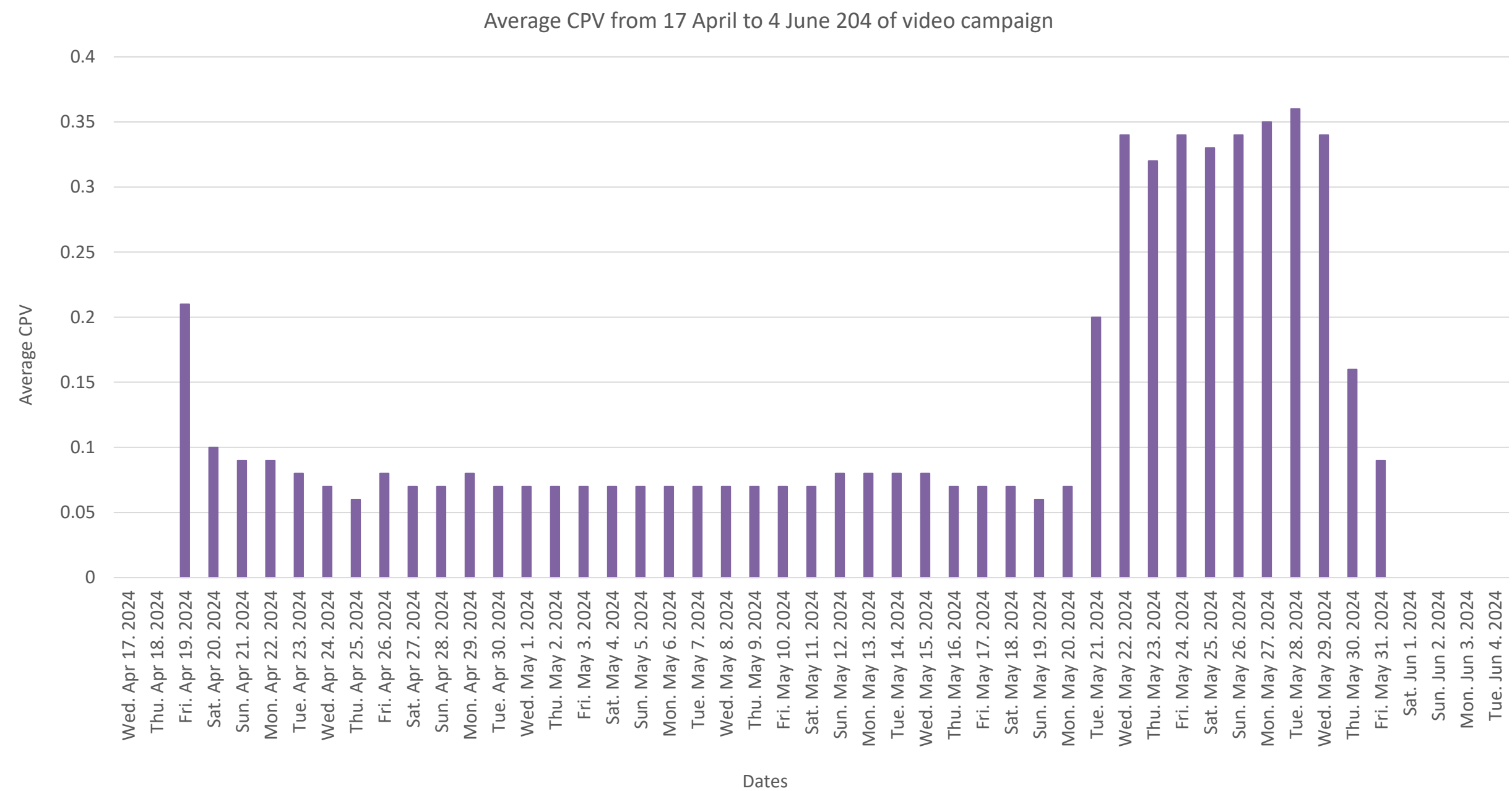
# The view rate peaked on 25 April, remained stable and dropped on 21 May



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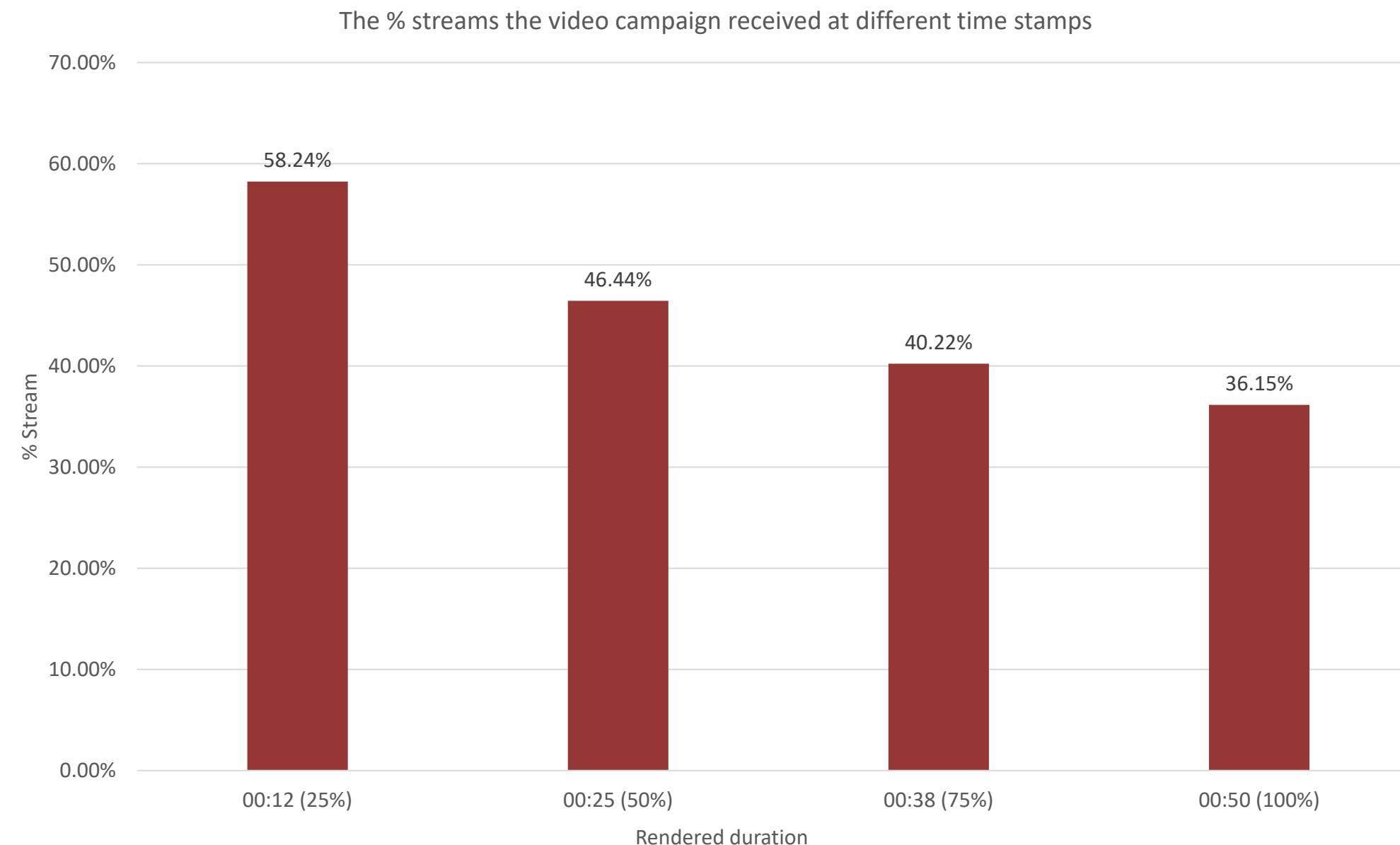
# The video campaign was not cost effective between 21 to 29 May 2024



Impression: The number of times the video campaign was shown  
Views: The number of times the video campaign was watched  
View rate: The percentage of impressions that turned into views  
Average CPV: The Average cost of each view



# The viewer retention declined as the video campaign progressed



At 12 seconds (25% of the video) 58.24% of viewers were still engaged. However, as the video progressed there was a gradual decline to 36.15%

This suggests that the video is able to capture attention quickly in the beginning but typical for viewers not to watch the entire video.

Moving forward we need to investigate and understand where the drop off points are in the video so we can optimize the content to retain viewers' interest for longer





# Potential investors are viewing AEX's video campaigns on their smart phones



It is crucial to capture the attention from the onset and deliver a strong, compelling message that motivates viewers to keep watching

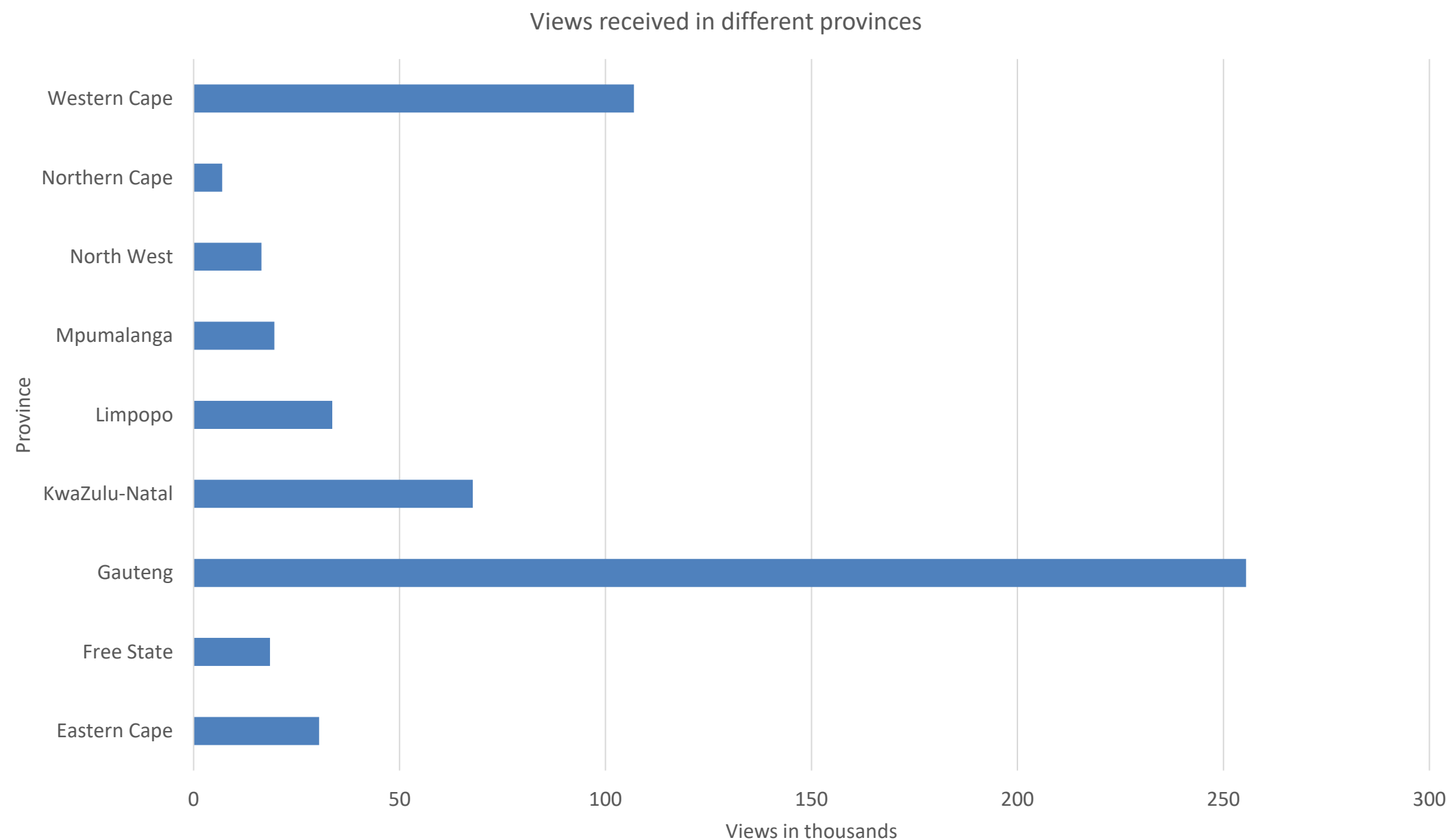
We should explore additional ways to enhance engagement and relevance for potential investors at the middle of the video such as incorporating a call to action

Additionally, we might consider shortening the video length to ensure our message is concise and impactful, maximizing viewer retention and engagement





# Most of the viewers reside Gauteng, followed by Western Cape and KZN



This shows that AEX's potential investor resides in Gauteng, Western Cape and KZN

These provinces are the economic and metropolitan hubs of the country with advanced facilities and infrastructure

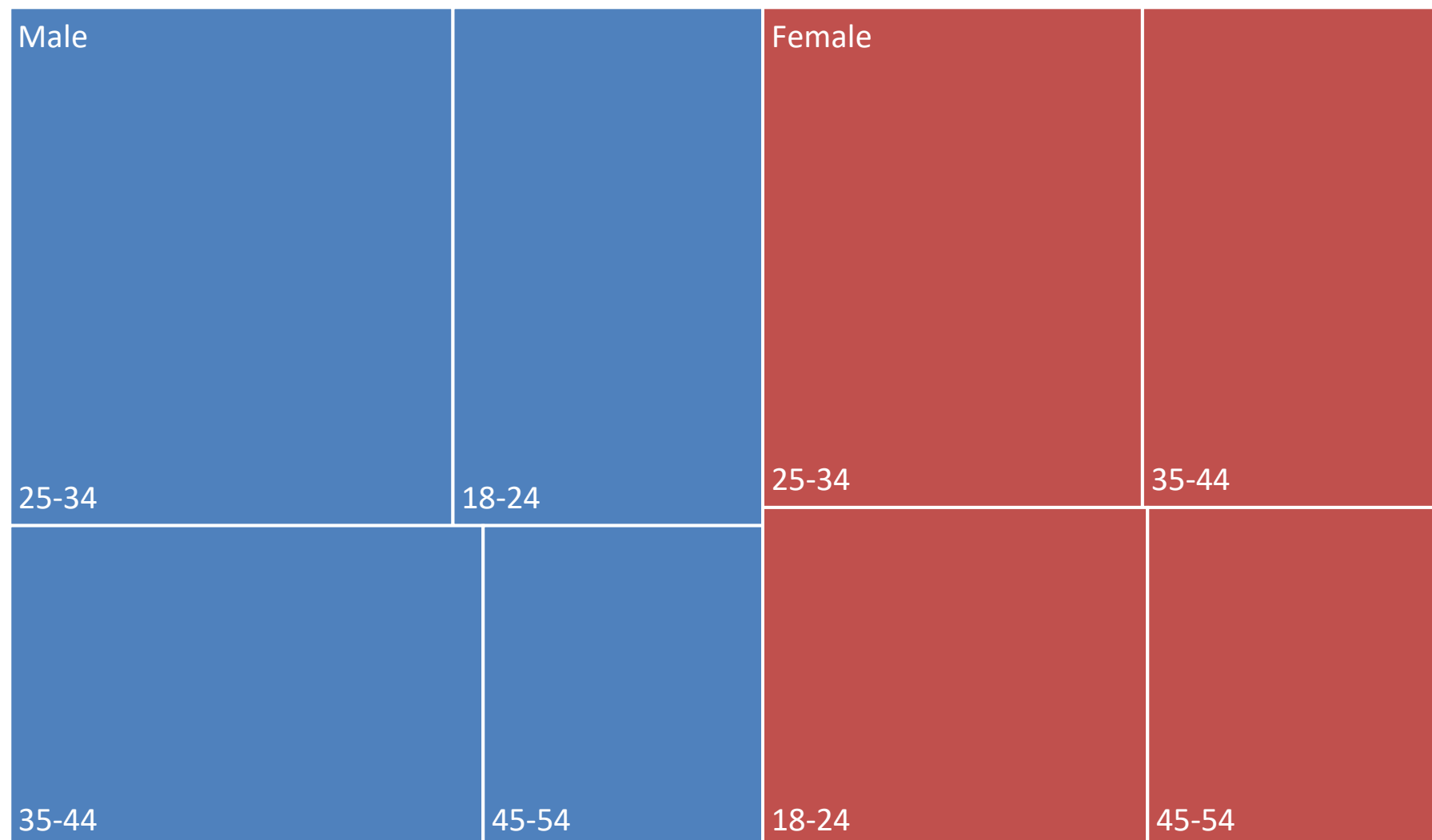
In the future when creating video campaign, they should be mainly targeted to people living in Gauteng, Western Cape and KZN



# The biggest segments are male and female of ages 25 to 34 years old

Video campaign views by gender and age range

■ Male ■ Female



## Targeting males:

- The key age groups are 25-34 year olds and 18-24 year olds
- 25-34 year old males are at the start of their careers and looking for investment opportunities to build wealth
- While 18-24 year old males are tech savvy and eager to explore new opportunities, often motivated by innovative high-risk, high reward investments

## Targeting women:

- The key age groups are 25-34 year olds and 35-44 year olds
- 25-34 year old females seek investments that offer stability and growth to secure their futures
- 35-44 year old females are generally established and are interested in diversifying their portfolio for both security and long-term growth

# Implementation of insights



# We know who our potential investor is and where they reside. However, we still need to unpack their pain and passion points

To effectively generate leads and drive sales, it is crucial to delve deeper into profiling our potential investor. We need to further understand their specific interests, pain and passion points to create campaigns that are not only capture their attention but also deeply resonate with.

## Pain points

### **Low financial returns**

- Many potential investors are dissatisfied with low from traditional savings accounts and bonds

### **Lack of educational growth**

- Many investors lack confidence due to insufficient knowledge in investing

### **Disconnected from financial institution**

- They feel disconnected from large and impersonal financial institutions

## Passion points

### **Support innovation and early adoption**

- Some investors are enthusiastic about being early adopters of new technology or business models
- They show specific interest in certain industries such technology and healthcare

### **Social and environmental impact**

- Many investors are motivated by the desire to support businesses that have a positive social or environmental impact

### **Diversification**

- Investors look for opportunities to diversify their portfolios to manage risk – positioning start up investments can be seen as a mean of diversification



# How does a Sales funnel work

A sales funnel is an automated digital marketing tool that captures potential customers and converts them into paying customers. It visualizes the customer journey, depicting the sales process from awareness to action



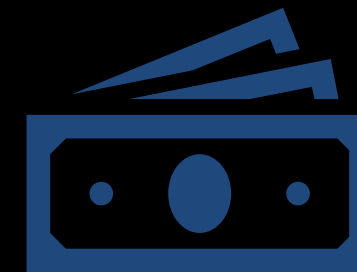
## Attract your target audience

- The lead magnet
- This is opportunity for the business to call out the pain or passion points experienced by their target audience
- Showcase your understanding for their problem/passion/need
- Empower them and call to action



## Capture target audience

- To build a strong lead database, focus on capturing potential investor's details such as email addresses and cell numbers for ongoing personalized communication
- The lead magnet should guide them an opt-in page/landing page where they input their details
- When potential investors commits their details, it shows they are interested in the offer



## Monetize

- Nurture your leads
- Focus on communicating about investment opportunities that align with their needs
- Create preliminary offers that are solution to their need or pain points
- Focus on turning your audience into investors by providing value and building trust



# Implementing the Sales Funnel into AEX's digital growth strategy

1

## Awareness

**Engaging video ads:** Introduce people to AEX by calling out their needs, pain points and passions by doing creating video ads (reels) that is engaging to capture their attention

**Educational Webinars and workshops:** Promote free introductory webinars and workshops that focus on basics on investing the benefits of start up investments and showcasing the different businesses and their returns

**Influencer Partnerships:** Collaborate with influencers and thought leaders in the investment space to share content about their experience with AEX and benefits in investing in start ups

**Targeted advertising:** Implement targets advertising to reach men and women between the ages 25-34 and 18-24 living in Gauteng, Western Cape and KZN. Utilize A/B testing to determine which content is more engaging and preforms best. Optimize website and search engine presence

**Channels:** Paid advertising on Social media (Facebook and Instagram)

2

## Interest

**Industry specific campaigns:** Conduct industry specific campaigns by continuing to target people interested in start ups that are in the healthcare and technology industries. Provide in-depth cases studies and articles on the start ups

**Landing pages:** Develop dedicated landing pages for each target segment with a tailored message and call to action

**Advanced educational content:** Continue to promote educational content by offering more advanced webinars where you talk about the blockchain technology.

**Impact stories and testimonials:** Create engaging video content that highlight the success stories of your current investors, showcasing the positive impact of investing through AEX

**Channels:** Email marketing, social media ads, webinars and downloadable content





# Implementing the Sales Funnel into AEX's digital growth strategy

3

## Consideration

**Compelling One –Time offers:** Provide attractive one-time offers to convert engaged and interested potential investors into leads

**Emphasize financial returns:** Highlight and emphasize financial returns by showing data and financial performance of past start up investments to increase trust and credibility

**Share more success stories:** Continue to share success stories and testimonials to reinforce the positive outcomes of investing with AEX

**Landing pages:** Develop dedicated landing pages for each target segment with a tailored message and call to action

**Retargeting campaigns:** Implement retargeting campaigns to re-engage visitors who have shown interest but have not signed up

**Channels:** Landing pages, email campaigns and retargeting ads

4

## Action

**Personalized email campaigns:** Encourage leads to sign up by sending personalized email campaigns where AEX's addresses remaining questions and concerns

**Exclusive offers:** Continue offering time limited or exclusive investment opportunities

**Trust building content:** Create trust building content that reassures the investor about the security and credibility of the platform such as data protection measures and regulatory compliance

**Channels:** Email newsletters and customer support





# The cost to implement the Sales Funnel per month

Activity	Budget
Social media ads (Instagram and Facebook)	R20 000
Influencer partnerships	R15 000
Zoom webinars	R1500
Email marketing software	R1500
Content creation <ul style="list-style-type: none"><li>• Video production</li><li>• Graphic design posters</li></ul>	R12 000
Exclusive investment opportunities or discounts	R10 000
Total Cost	R60 000

Cost per lead break down for 1 month:

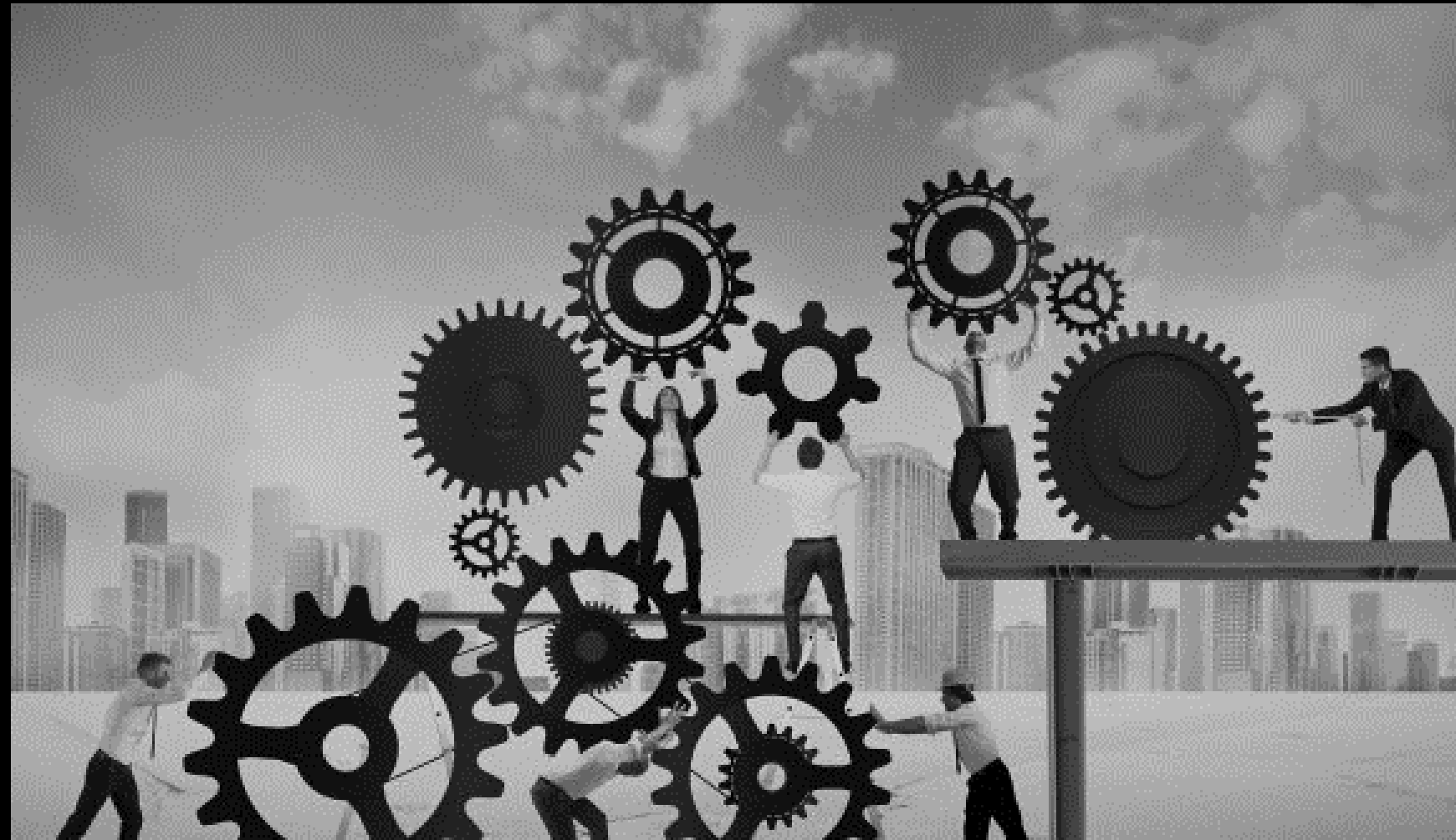
$$\text{Cost per lead} = \frac{\text{Total monthly budget}}{\text{Number of leads}}$$
$$= \frac{R60\ 000}{1000 \text{ (targeting 1000 leads per month)}}$$

$$\text{Cost per lead} = R60$$

To reach targeted lead of 3000, AEX would need to invest R180 000 over a period of 3 months



# Stakeholder communications will be crucial to keep the team aligned



Stakeholders will receive monthly updates for the next 3 months on the performance of the sales funnel to ensure they are informed and engaged with the progress of the growth strategy

A report will be written to provide insights on the performance of video and email campaign ads, and will include actionable recommendations to improve the effectiveness of the sales funnel to meet the lead target of 3000 and 300 sign ups

**The end. Thank you**