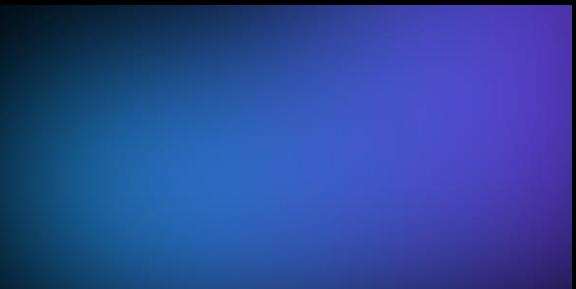


Data analytics and insights proposal for AEX

By Sphiwe Masela

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Business background and context



It is crucial for AEX to create strong message that cuts through competitors and resonates with potential investors

AEX operates in a dynamic and competitive landscape, facing the challenges of creating awareness among the potential investors. It is important to consistently develop an educational message that aligns with the needs of investors

The brand requires a digital marketing strategy that will achieve the following:

- Create awareness and make the brand top of mind
- Deliver a message that cuts through the competitive clutter
- Provide educational content that builds trust with potential investors
- Be relatable and trusted enough to be considered, chosen and recommended



Digital marketing is not just about selling a product or service; it's

about crafting brand experiences that resonate with consumers.

The journey from awareness to conversion is about creating a

narrative and user experience that not only informs but also

inspires and motivates.

– Navigating The Digital Marketing Landscape: Effective Strategies For Today's Market, Forbes, 2024

The business objectives are clear



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

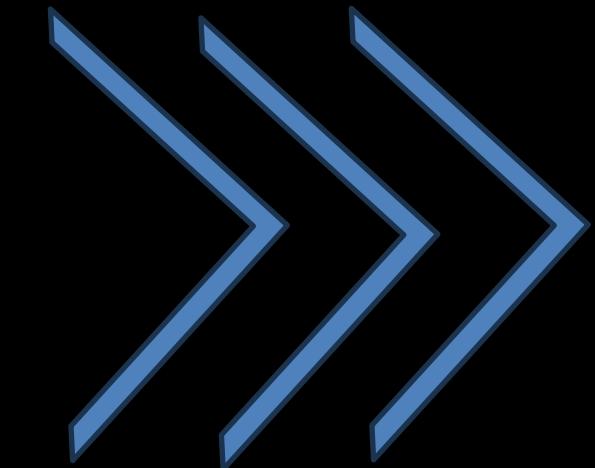
- Boost sign-ups from 1,350 to 3,000
- Increase purchases from 130 to 300
- Drive website visits, generate leads, and convert leads into investors

Recommended methodology and approach

We recommend a two-phased approach to achieve business objectives



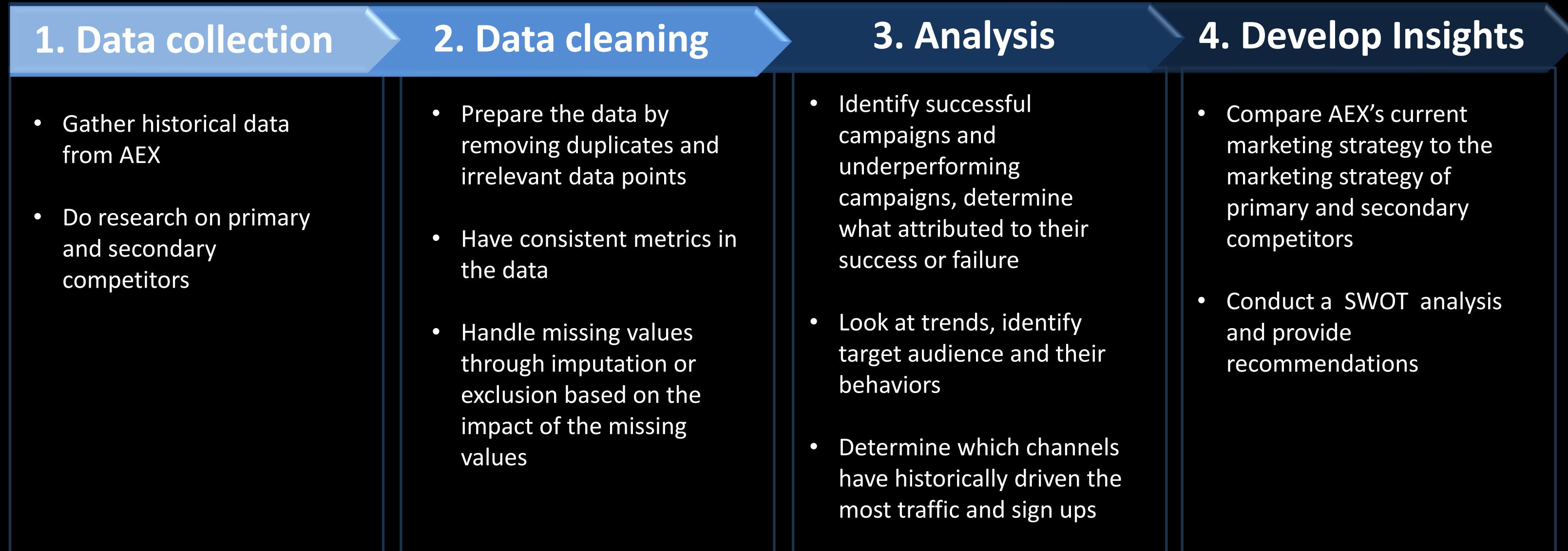
Phase 1



Phase 2



Phase 1 – Comprehensive data analysis



The insights discovered in phase 1 will be used to develop a sales funnel in phase 2



Phase 2 – Development of Sales Funnel

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.





Benefits of a sales funnel

A sales funnel allows you to transform your marketing efforts from a scattered approach to a targeted journey that drives conversions and boosts revenue

Targeted Marketing

- Able to tailor your marketing message for each segment at the right time, ensuring it better resonates with them

Lead Nurturing

- Able to engage with interested customers by providing valuable content and addressing their concerns

Improved Sales Efficiency

- Able to focus resources on qualified leads and convert into sales

Measurable Results

- Able to track marketing performance at each stage. See what is working and where improvement is needed to optimize funnel

Timelines and cost estimate

Timeline

The total time it will take to complete the project will take 7 days

Cost Estimate

Cost per hour: R800
Total cost: R30 400



The end

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