Client Acquisition Strategy

LaKi Solutions

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Agenda

Segmentation

Targeting

Available Tools

Positioning

Recommendation

Client Acquisition Strategy

Automation Process

Review, Test & Adapt

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Segmentation – Enterprise & SMEs

```
Industry
├── Segment 1
│   ├── Fast Food
│   │   ├── Production Line Automation
│   │   ├── QSR
│   │   ├── Supply Chains
│   │   └── Checkout Automation
│   └── Software
│       ├── SaaS Companies
│       ├── Bespoke AI-tools
│       └── AI-Driven Analytics
└── Segment 2
    ├── Manufacturing
    │   ├── Warehouse
    │   ├── Logistics Optimization
    │   └── Construction
    └── Retail
        ├── Inventory / Logistics Costs
        ├── Reduce Logistics Costs
        └── Chatbots
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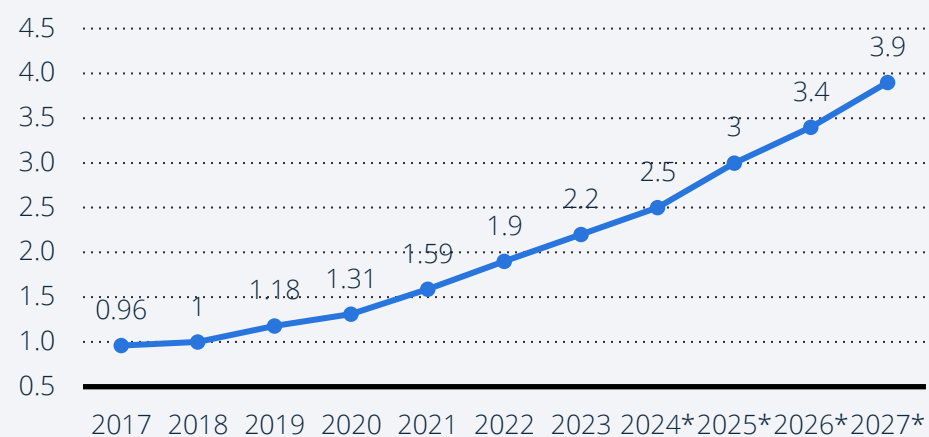
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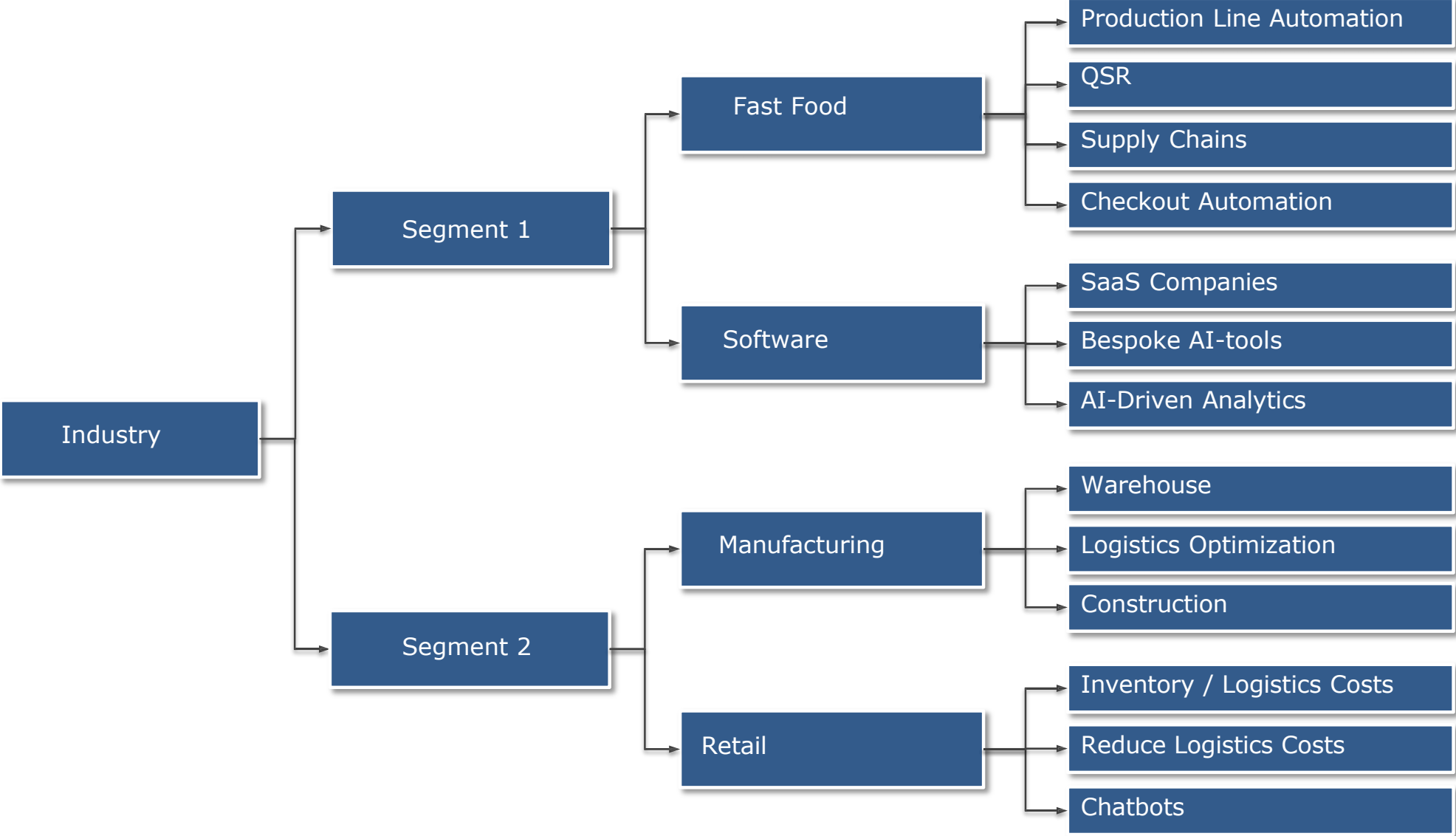
Laki Solutions Market Opportunity
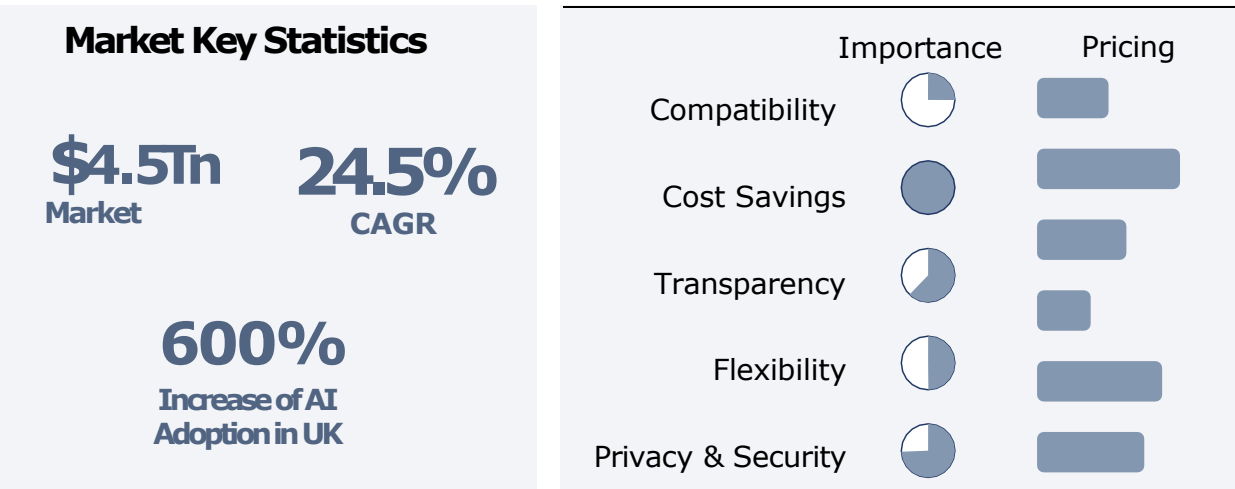
Key Insights and Future Outlook

- AI adoption among organizations increased from 20% in 2017 to 72% in 2024
- The UK AI market is worth more than £16.6 billion, according to the US International Trade Administration, and is expected to grow to $788.4 billion by 2035.
- The AI chatbot market is projected to reach a significant size of $454.8 Millions by 2027, growing at a CAGR of 24.5%.
- The number of UK AI companies has increased by over 600% over the last 10 years
- 68% of large companies, 33% of medium-sized companies, and 15% of small companies have incorporated at least one AI technology
- *CASE*: Following a 10-week trial of computer vision technology, Marks & Spencer reported an 80% reduction in warehouse accidents
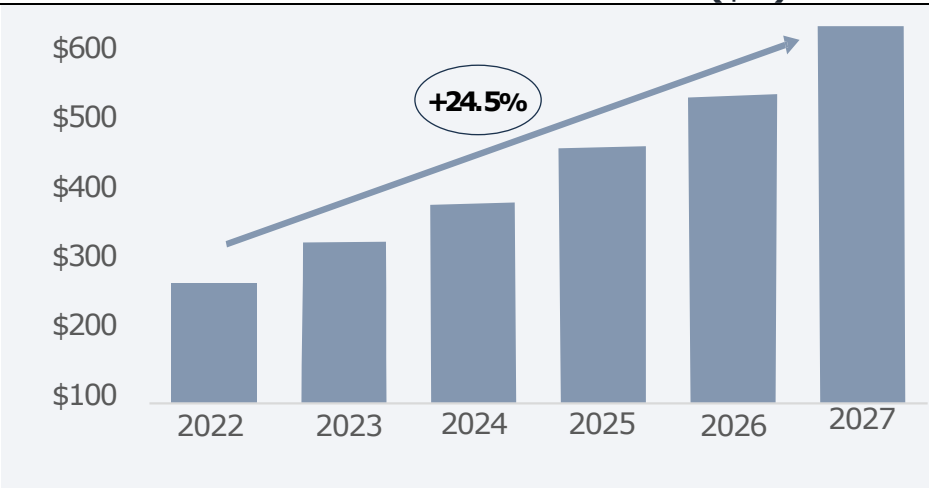
Worldwide Digital Transformation Spending ($Tn)

(Yahoo Finance, 2024)

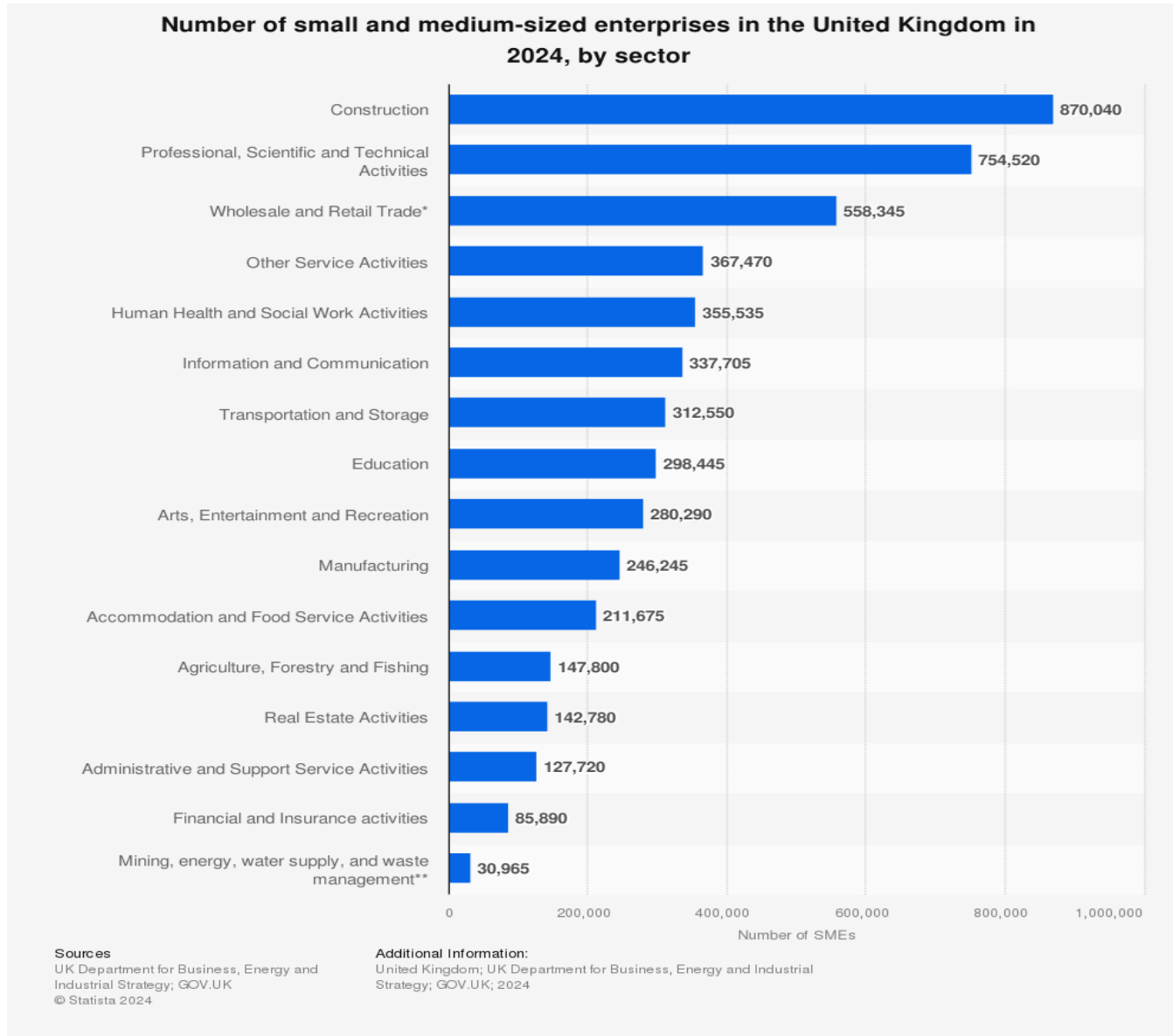## Market Key Statistics

$4.5Tn
Market

24.5%
CAGR

600%
Increase of AI Adoption in UK

* Client Needs

Importance   Pricing

- Compatibility
- Cost Savings
- Transparency
- Flexibility
- Privacy & Security

Chatbot Market Revenue Growth Forecast ($M)

+24.5%

(Master of Code, 2024)

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Laki Solutions Market Opportunity – Cont.

Number of small and medium-sized enterprises in the United Kingdom in 2024, by sector

Sector	Number of SMEs
Construction	870,040
Professional, Scientific and Technical Activities	754,520
Wholesale and Retail Trade*	558,345
Other Service Activities	367,470
Human Health and Social Work Activities	355,535
Information and Communication	337,705
Transportation and Storage	312,550
Education	298,445
Arts, Entertainment and Recreation	280,290
Manufacturing	246,245
Accommodation and Food Service Activities	211,675
Agriculture, Forestry and Fishing	147,800
Real Estate Activities	142,780
Administrative and Support Service Activities	127,720
Financial and Insurance activities	85,890
Mining, energy, water supply, and waste management**	30,965

Construction Sector Leads SMEs – The **construction industry** has the highest number of small and medium-sized enterprises (SMEs) in the UK

- **Wholesale and Retail Trade -** 558,345 SMEs
- **Human Health and Social Work Activities -** 355,535 SMEs
- **Transportation and Storage -** 312,550 SMEs
- **Accommodation and Food Service Activities -** 211,675 SMEs

Potential impact of generative artificial intelligence (AI) on industry revenues worldwide in 2023, by industry (in billion U.S. dollars)
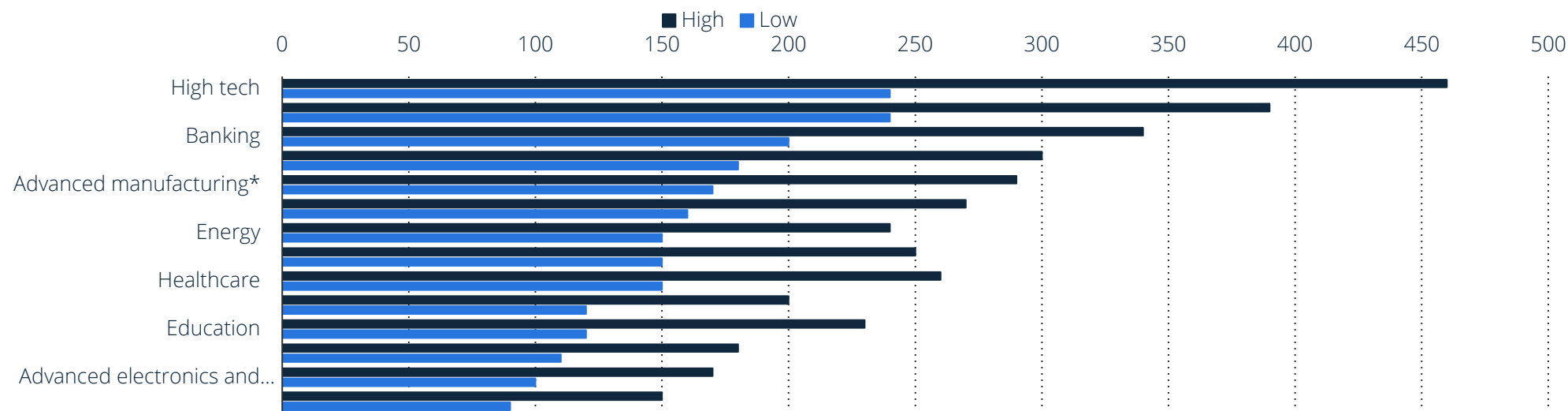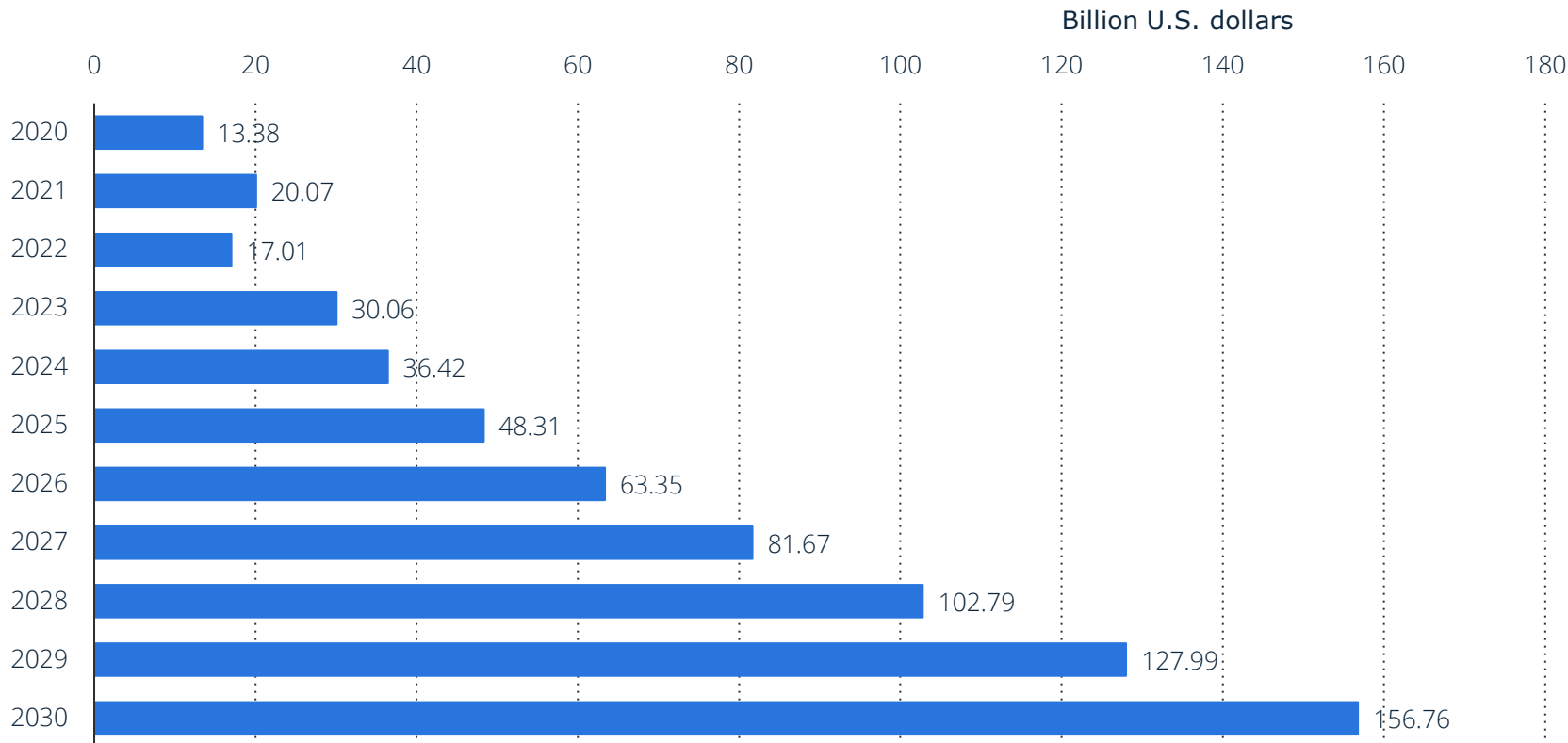

High-Tech Leads AI Revenue Impact – The **high-tech** industry is expected to see the **greatest revenue increase**, reaching nearly **$460 billion** in added revenue due to generative AI.

Broad Industry Adoption – Retail, banking, transport, manufacturing, and consumer goods are among the top sectors experiencing significant AI-driven revenue growth, highlighting AI's widespread influence.

Size of the natural language processing (NLP) market worldwide from 2020 to 2030 (in billion U.S. dollars)

Market size of NLP globally from 2020-2030

Billion U.S. dollars

Year	Value
2020	13.38
2021	20.07
2022	17.01
2023	30.06
2024	36.42
2025	48.31
2026	63.35
2027	81.67
2028	102.79
2029	127.99
2030	156.76

- The global NLP market is projected to grow from $13.38B in 2020 to $156.76B by 2030
- Rapid adoption is expected after 2025, driven by AI advancements and business integration.
- Key growth drivers - include chatbots, sentiment analysis, and AI-powered automation across industries.

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HOW WE ARE GOING TO TARGET

Now that we have identified our target markets, the next step is to discuss how we will effectively reach and engage them. Let's explore the best the tools available for lead generation, and the top CRM solutions that can help us streamline our approach and maximize customer engagement.

CRM Tools Comparation

Tool	Best For	Marketing Automation	Sales Automation	Ease of Use	Pricing
HubSpot	Best all-in-one CRM & marketing automation	Email marketing, automation, landing pages	sales sequences, pipeline tracking	User-friendly	Free plan + Paid
Salesforce	Best for large enterprises & advanced CRM	Powerful but complex	AI-driven sales automation	Steep learning curve	Expensive
Zoho CRM	Best for affordability & small businesses	Email automation, AI-driven insights	good pipeline tracking	Easy to use	Paid
Pipedrive	Best for sales-focused teams	Limited marketing tools	Great for deal tracking & automation	Very easy	Paid
Freshsales (Freshworks CRM)	Best for AI-powered sales insights	Automation & email campaigns	phone & chat integrations	User-friendly	Paid
ActiveCampaign	Best for marketing automation	Best-in-class email automation	Sales tools not as strong	More marketing-Focused	Paid

Client Leads Tools Comparation

Tool	Best For	Database Size & Accuracy	Key Features	Integrations	Compliance
Apollo.io	Balanced prospecting & outreach	250M+ contacts, 65%+ accuracy	Email & phone enrichment, outreach automation, AI-driven recommendations	CRM (Salesforce, HubSpot), LinkedIn, Outreach.io	GDPR-compliant
ZoomInfo	Large enterprises & sales teams	150M+ contacts, highest accuracy	Intent data, AI-driven lead scoring, deep company insights	Salesforce, HubSpot, Marketo	GDPR & CCPA compliant
Lusha	Startups & SMBs needing affordability	100M+ contacts, 70% accuracy	Chrome extension, real-time contact data enrichment	LinkedIn, Salesforce, HubSpot	GDPR & CCPA compliant
Cognism	GDPR-compliant EU-focused data	20M+ contacts, 80%+ accuracy	Intent data, sales triggers, AI-driven segmentation	Salesforce, Outreach.io, LinkedIn	Best for GDPR Compliance
Lead411	Real-time sales triggers & funding alerts	75M+ contacts, 70% accuracy	Sales trigger alerts, human-verified data, company insights	CRM, LinkedIn, Outreach.io	GDPR & CCPA compliant
UpLead	Data accuracy & Pay as you go pricing	85M+ contacts, 95%+ accuracy	Real-time email verification, advanced filtering	HubSpot, Salesforce, LinkedIn	GDPR & CCPA compliant

Recommendations

Apollo.io – The Best Lead Generation Tool

1.**Largest Database** – Over 250M+ contacts with 85%+ accuracy, surpassing competitors in volume and reach.
2.**Affordability & Automation** – Offers AI-driven recommendations, outreach automation, and cost-effective pricing.
3.**Robust Integrations** – Seamlessly connects with major CRMs (Salesforce, HubSpot) and LinkedIn for enhanced prospecting.
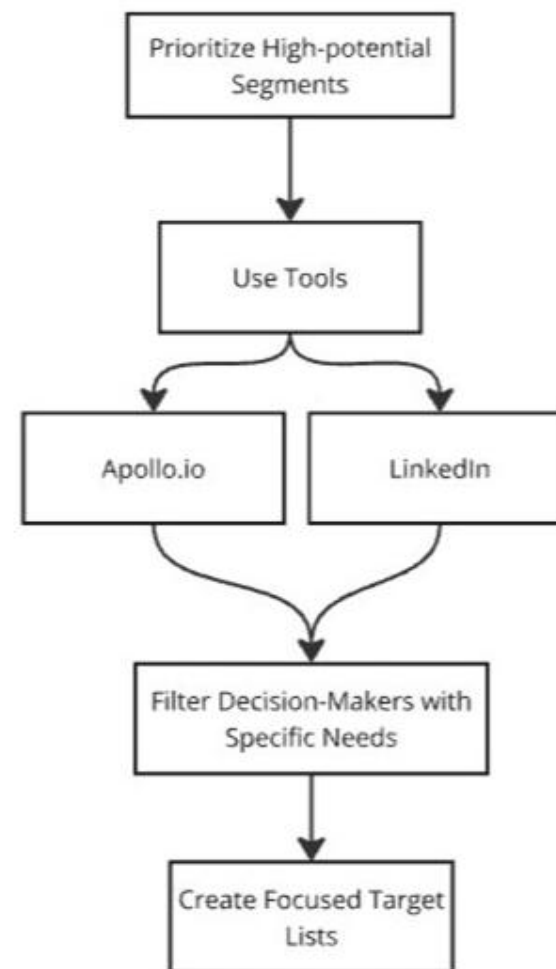
HubSpot – The Best CRM Tool

1.**All-in-One Solution** – Combines CRM, sales, and marketing automation in a single platform.
2.**Ease of Use** – User-friendly interface with powerful features like pipeline tracking and email automation.
3.**Flexible & Scalable Pricing** – Free plan available with paid options to scale as business grows.

TARGETING

We prioritized high-potential market segments by leveraging **Apollo.io, LinkedIn** for lead generation, **HubSpot CRM** to manage and track prospects.This enabled us to filter decision-makers with specific needs and create highly targeted, focused lists for outreach, ensuring a more personalized and effective approach.
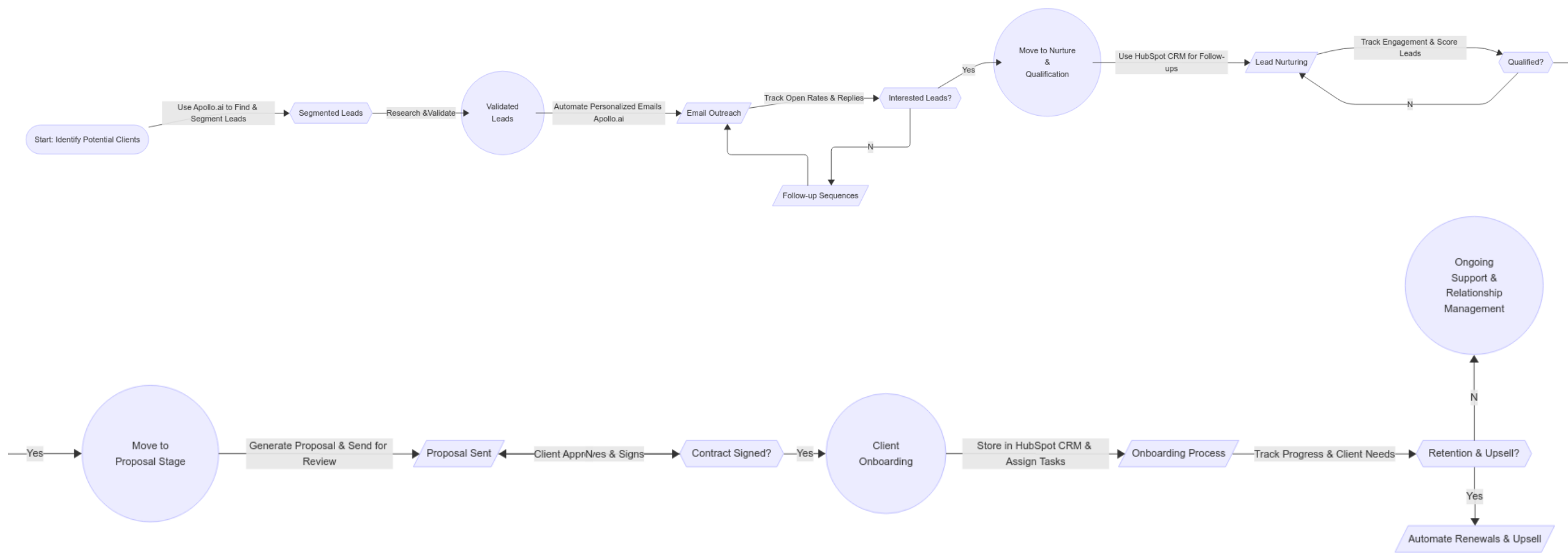
Laki Solutions Client Acquisition Blueprint

Pillars	2027 TARGET	TARGET GROWTH	KEY INITIATIVES
Visible	* 25% Revenue	15% Revenue	• Maximize Online & Offline Presence • Leverage SEO & Content Marketing (case studies, blogs on Ai-Driven business solutions) • Increase presence in LinkedIn & X (SME in Trends topics)
Credible	* 15% Revenue	10% Revenue	• Case Studies (E.g. McDonald's – AI-driven solution) • Obtain client testimonials & reviews • Host Webinars and talks on AI implementation for business • Apply for industry awards & recognitions
Interactive	* 5% Revenue	5% Revenue	• Implement AI-powered chatbots on website for engagement • Host free AI consultation calls for qualified leads • Offer personalized automation demos • Develop a lead email sequence
Early Metrics	* 20% Net Profit Growth	20% CARG	• **User Growth**: Social Media, Website Newsletter • **Engagement**; Webinars, blogs. Chatbot responses • **Financial**; revenue growth, funding secured
Mid Metrics	* 30% Net Profit Growth	15% CARG	• **Optimise** Conversion & Repeat Clients • **Measure** Impact, Case Study Outcomes, and Client ROI • **Scale** % of customer retention rate & upsell success

Average Start-Up budgets (Gartner, 2024)

Client Acquisition - Automation Strategy

Laki Solution Targets for Client Acquisition

1 Cold Email Outreach

Weekly Target per Person: Send a consistent number of cold emails to target industries

Total Weekly Target for Team: Maintain an overall steady outreach effort.

Weekly Target per Person: Send a fixed number of follow-up emails.

Total Weekly Target for Team: Maintain a consistent follow-up effort.

LinkedIn Connection

Weekly Target per Person: Send a steady number of LinkedIn connection requests

Total Weekly Target for Team: Maintain a consistent outreach effort through LinkedIn

2

3 Follow-Up Emails

4

Conversion Metrics

Response Rate: Cold email campaigns generally see a low but steady response rate.

Meeting Conversion: A portion of email responses typically results in scheduled meetings.

Proposal Conversion: Some meetings may progress to proposal discussions.

Expected Outcomes for One Month

5

Cold Email Response Rate: Response rates for cold emails tend to be low but consistent.

Total Responses per Month: A small percentage of sent emails typically receive replies.

LinkedIn Response Rate: Connection requests on LinkedIn see a modest response rate.

Total Responses per Month: A fraction of sent requests usually results in responses.

Follow-Up Email Response Rate: Follow-up emails can improve engagement.

A/B Testing for Optimization

Objective : Test different outreach strategies (e.g., email subject lines, LinkedIn connection requests, follow-up messages) to optimize client acquisition efforts.

Steps :
1. Split the target audience into two groups for testing.
2. Test variations of cold emails or LinkedIn messages.
3. Track the response, meeting, and proposal conversion rates for each version.
4. Analyze the results to identify the best-performing strategy.

Expected Outcome : Data-driven insights will help refine outreach approaches for maximum conversion.

Action Based on Results:
- If conversion rates fall short of expectations, implement adjustments based on A/B testing insights to optimize the approach.
- Refine messaging, targeting, and outreach methods based on ongoing evaluation.

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