



# SYNTHESIS MARKETING PROBLEM

BY TEAM 5

# STORYLINE

Synthesis Technology Corp. offers document automation solutions for the Financial industry.

Marketing and Sales team responsible to reach out to client:

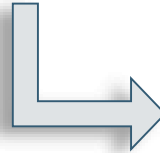
- Web site - case studies, white papers, articles
- Social media - Twitter, LinkedIn, Facebook
- Podcasts and Webinars



# BUSINESS PROBLEM & END GOAL

Business Problem - Profiling visitors takes a long time

- Website traffic - unstructured data
- Incomplete tracked data - insufficient metrics
- Time-consuming - manual steps require resources



# CURRENT BEST PRACTICES

## Client Profiling Process



# CHALLENGES

## People

- Insufficient Resources
- Human error
- No Training

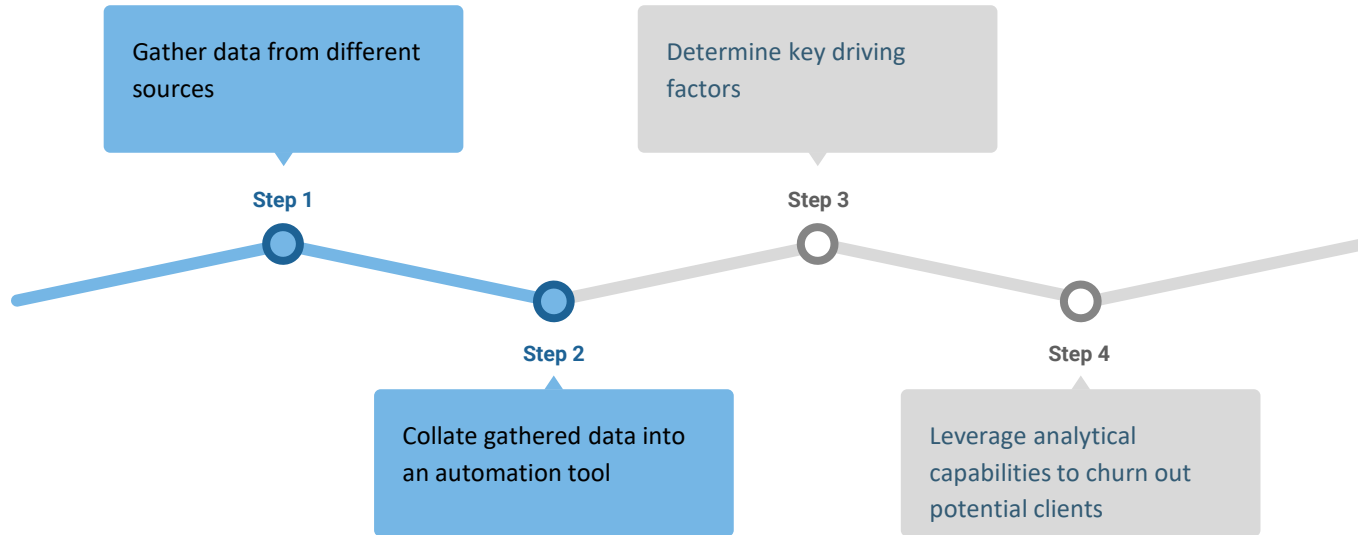
## Process

- Improper Analysis
- Prospective Client Research
- Contact Right Decision Makers

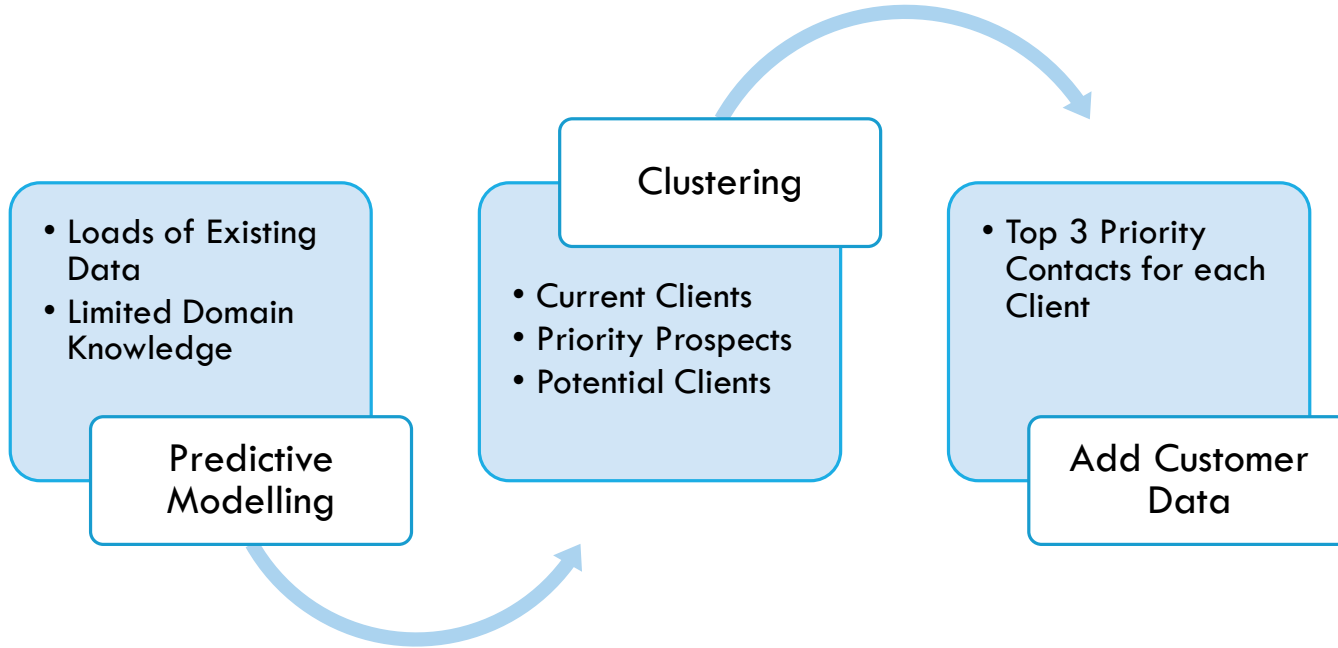
## Analytics

- Technical Complexity
- Data

# PROPOSED SOLUTION



# PROPOSED SOLUTION





# PROTOTYPE DEMO



# ANALYTICS

## Assumptions

- 3 types of Customers
- Financial Industry
- 300 Unique Page Hits every day
- Cost of hiring:
  - \$32/hr - Full time
  - \$12/hr - Part-Time

Total cost per year - \$75k

## Risk Mitigations:



# BUSINESS

## Assumptions

- Direct marketing is growing focus area
- Similar quality can be achieved in-house
- Team is invested in implementing change

## Risk Mitigations:

- Maintain a different catalogue of non - financial clients
- Analytical model is adaptable

# POSSIBLE SOLUTIONS

- Retain manual process
- Automate marketing processes
- Outsource marketing process

# ANALYSIS OF POSSIBLE SOLUTIONS

## Objective

Daily list of 15  
prospective  
clients



## Parameters



Cost per  
hour



Hours  
of work



Initial  
investment



Revenue  
per client



Conversion  
rate

# ASSUMPTIONS

Using the Monte Carlo Simulation Model:

	Manual	Automated	Outsourced
Cost/hr (\$)	32	32	56.25
Hours of work	8	1	8
Conversion rate (%)	15	17	20

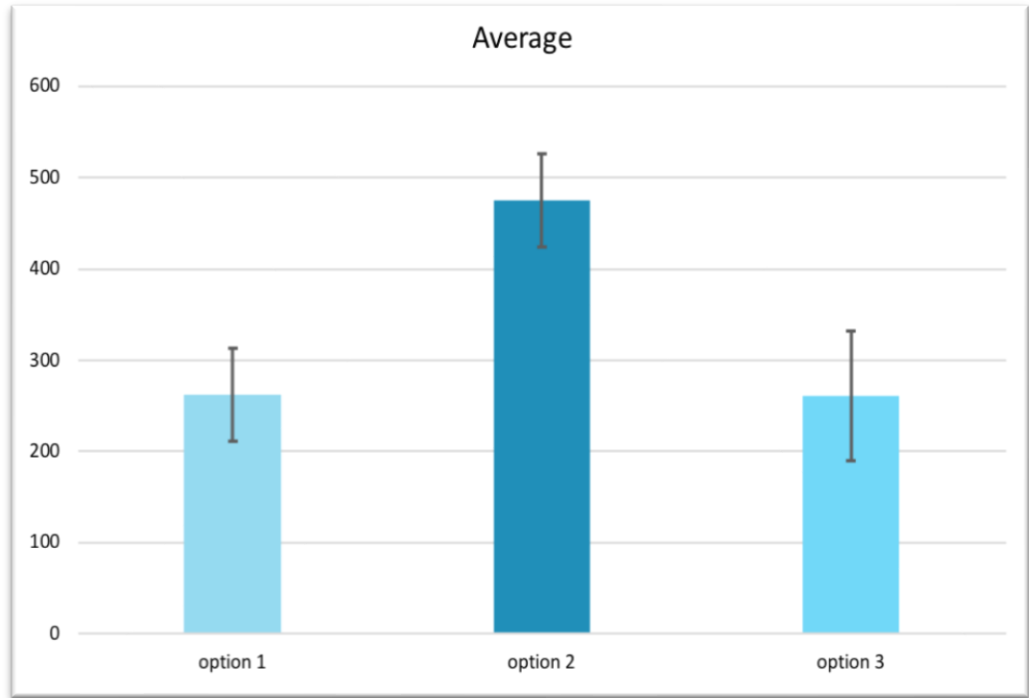
# FINANCIAL IMPLICATIONS

## Calculated metrics:

- Total cost = No. of hours \* Cost/hour
- Revenue = revenue from realizable client \* Revenue per client
- Profit = Revenue - total cost

## Cost Benefits:

- Manual - 110K
- Automated Solution - 180K
- Improvement - 63.6%





THANK YOU