

# Decision Tree

Startup

end goal  $\leq 1.5$

end goal  $\geq 1.5$

⑦ SMM

Digital Presence  $\leq 2.5$

Digital Presence  $> 2.5$

⑭

①

Email Marketing

Digital Presence  $\leq 1.5$

Digital Presence  $> 1.5$

④

⑩

stage  $> 1$

stage  $\leq 1$

stage  $\leq 4.5$

stage  $> 4.5$

Industry  $\leq 0.5$

Industry  $> 0.5$

②

②

SMM

③

SEO

end goal  $\leq 4.5$

end goal  $> 4.5$

end goal  $\leq 4.5$

end goal  $> 4.5$

Budget  $\leq 1.5$

Budget  $> 1.5$

Industry  $\leq 0.5$

Industry  $> 0.5$

Budget  $\leq 2.5$

①

①

stage  $\leq 3.5$

stage  $> 3.5$

①

②

SMM

Email

## Budget

0: 0 - 100,000

1: 1,00,000 - 1M

2: Above 1M

## Stage

0: Expansion

1: Growth

2: Pre-seed

3: Seed

## Digital Presence

0: 0-3

1: 4-6

2: 7-10

## Industry

0: 'IT'

1: 'Non-IT'

## End Goal

0: Brand Awareness

1: Conversion

2: Decision making

3: Leads

4: Sales

5: Wellness

## Preferred Strategy

0: Email Marketing

1: SEO

2: Social Media Marketing