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SPECIFICATION DOCUMENT

TITLE : Brandalicious - Brand , Marketing , Sales

OVERVIEW
Brandalicious: One-Stop Solution for Marketing and Image Creation
Brandalicious is a marketing automation software designed to streamline marketing activities across various channels, accelerating business growth.

PROBLEM STATEMENT :
 In the dynamic landscape of the business world, brands and companies face the constant challenge of establishing a strong presence, creating a positive image, and effectively reaching their target audience due to the diverse skill sets and resources required. To overcome these hurdles, they often require a dedicated team of professionals adept at marketing and image creation.

SOLUTION:
Brandalicious transforms into a 360° creative digital media organization:
A one-stop shop for all marketing and image creation needs.
Offering integrated services including:
- Talent Management
- Video Production
- Social Media Management
- Influencer Marketing

ABSTRACT :
 It is envisioned as a comprehensive 360° creative digital media organization, positioned as a one-stop destination for all the needs related to Talent Management, Video Production, Social Media Management, and Influencer Marketing. By integrating these crucial aspects under a single umbrella, we aim to provide seamless and synergistic solutions to our clients, enabling them to navigate the complex digital terrain and leave a lasting, impactful legacy.

OBJECTIVE :
 The primary objective of "Brandalicious" is to serve as the go-to partner for brands seeking a complete and seamless solution for their marketing and image creation needs. Our goal is to alleviate the burden on brands by offering an integrated platform that caters to all aspects of brand development. By assembling a skilled team of professionals, implementing strategic marketing campaigns, and leveraging the power of influencers and digital platforms, we aim to guide brands from infancy to prominence.

CHALLENGES

- **Establishing a Strong Brand Presence:** Businesses struggle to build brand recognition and a positive image in a competitive market.
- **Reaching Target Audience:** Reaching the right audience is difficult due to the ever-evolving digital landscape.
- **Resource Constraints:** Businesses often lack the necessary skill sets and resources to handle comprehensive marketing campaigns effectively.
- **Proposed Solution:** Brandalicious as a 360° Creative Digital Media Partner

KEY BENEFITS

- **Seamless & Synergistic Solutions:** By integrating all these services, Brandalicious provides a unified and efficient approach to your marketing efforts.
- **Simplified Brand Development:** We handle everything, allowing you to focus on core business operations**.**
- **Expert Guidance:** Our skilled team develops strategic marketing campaigns to propel your brand towards prominence.

RESEARCH POINT :

Some of the existing solutions are:

1. **Monk-E**
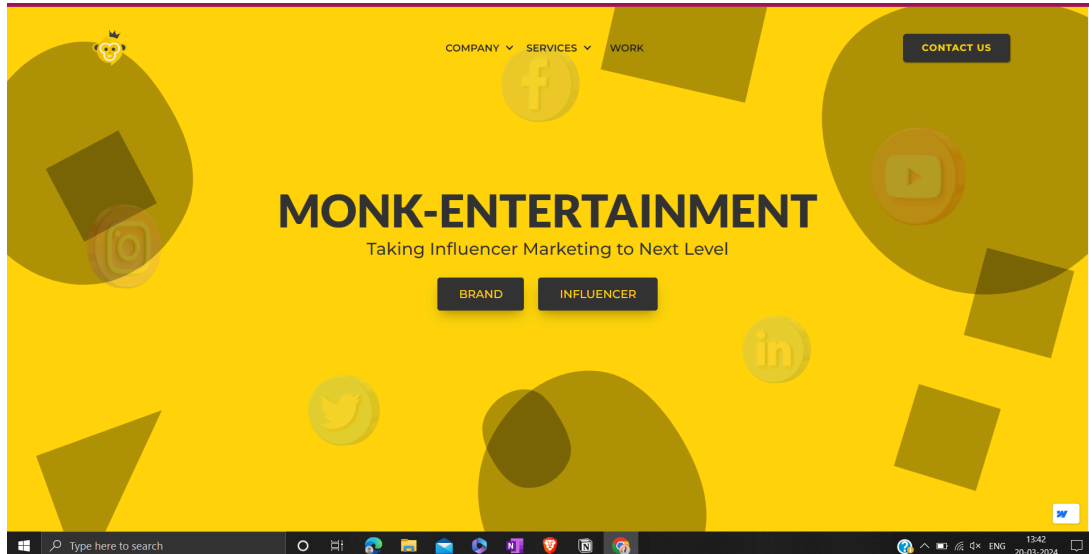
Key Metrics:

Monk Entertainment Key Metrics			
Founded Year	2017	**Annual Revenue**	$12M as on Mar 31, 2023
Location	Mumbai, India	**Competitor Rank**	48th out of 101328 competitors with a Tracxn Score of 50/100 What is this?
Company Stage	Unfunded		
Employee Count	55 as on Jan 31, 2024 View historical trend	**Acquisitions**	Monk Entertainment has not made any acquisitions yet
		Investments	Monk Entertainment has not made any investments yet

What sectors and market segments does Monk Entertainment operate in?
Monk Entertainment serves in the **B2B** space in the Business Services market segments.

Market Size: Monk-E, being a newer player, might have a smaller market size compared to more established agencies

USP -

- It might focus on providing user-friendly interfaces and modern design aesthetics to attract businesses looking for fresh approaches.\

- Pricing models could be tailored for affordability and flexibility, targeting smaller businesses and startups.

2. Tinuiti
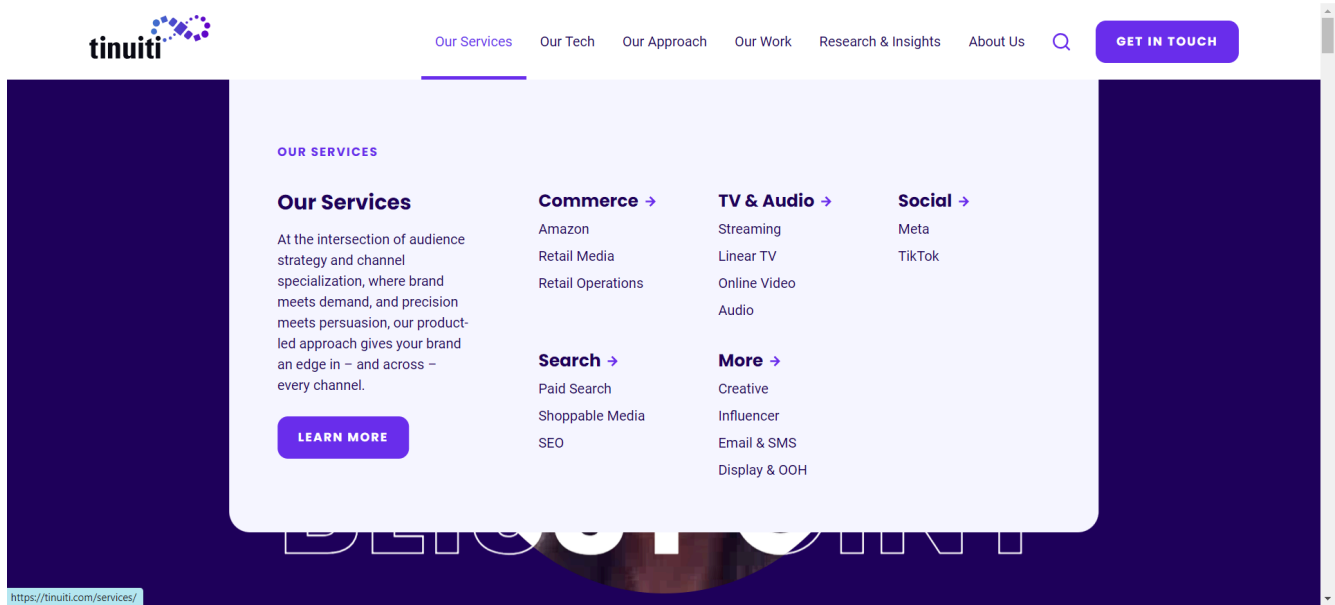
Key Metrics:

Tinuiti Key Metrics

Founded Year	2004	Employee Count	1,003 as on Dec 31, 2022 View historical trend
Location	New York City, United States		
Company Stage	Series A	Competitor Rank	1st out of 101230 competitors with a Tracxn Score of 68/100 What is this?
Total Funding	$31.4M	Acquisitions	Tinuiti has made 4 acquisitions
Latest Funding Round	Undisclosed, Series A, Dec 02, 2020	Investments	Tinuiti has not made any investments yet

What sectors and market segments does Tinuiti operate in?
Tinuiti serves in the **B2B** space in the Business Services market segments.

Market Size: Tinuiti is a well-established digital marketing agency with a significant market presence.

USP -
- It emphasize its extensive experience and success working with a wide range of clients, from small businesses to large enterprises.
- The agency might also offer strategic consulting services to help clients navigate complex digital marketing landscapes and achieve their business objectives.

TARGET AUDIENCE

Primary Target Audience:
- Small and Medium-sized Businesses (SMBs)
- Freelancers and Independent Professionals

Secondary Target Audience:
- Marketing Agencies and Professionals
- Students and Educators
- Nonprofit Organizations

STAKEHOLDERS

Internal Stakeholders:

Marketing Team: This includes the marketing manager, social media specialists, content creators, and anyone else involved in delivering the services. Their stake lies in the company's success and growth.

Sales Team: They rely on the marketing efforts to generate leads and close deals with startups. Their stake is in securing new clients.

Management: They have a stake in the overall profitability and reputation of the company.

Technical Team: They develop and maintain the technological infrastructure used for content creation, data analysis, and client management tools. Their stake lies in ensuring the smooth functioning of technology to support overall operations.

External Stakeholders:

Startup Owners: They rely on the marketing company to build their brand, develop marketing campaigns, and achieve their business goals. Their stake lies in the success of the marketing efforts for their startups.
Influencers : They collaborate with the marketing company to promote products or services to their audience. Their stake lies in maintaining a positive brand image and receiving fair compensation.
Investors: If the company has investors, their stake lies in the long-term financial success of the marketing company.
Industry Partners: These could be agencies, software companies, or marketing consultants who collaborate or compete with the marketing company. Their stake lies in maintaining a healthy and competitive environment.