



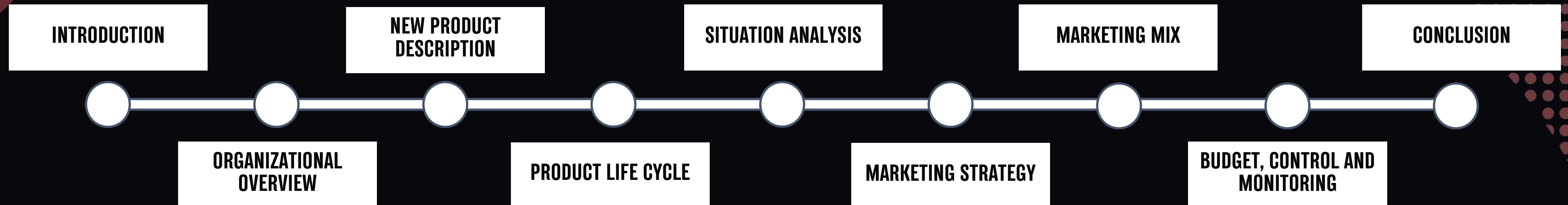
dotted8.

Marketing Plan

GROUP 3

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Charles Okolo	2014771
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Ubong Obon	2306336
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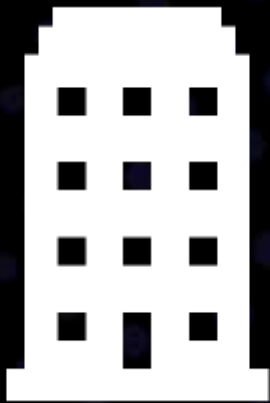
Agenda



Organizational Overview

"Rooted in our core values, we aim to foster genuine and transparent relationships with our clients that ultimately lead to impactful results."

Company Summary



Founded by Jeff Johnson

Full-Service Agency

11-20 people.

Values & Mission



Intelligence, Excellence

Collaboration, Communication

Product Mix



Branding, UX/UI

Marketing, Visual Design

Consulting

New Product Description

Service Details



Software & App Development

iOS & Android Applications

Product Support

Collaboration



South American Partnership

Significance



Core Focus

Other supporting offerings

Product Life Cycle

Growth Stage

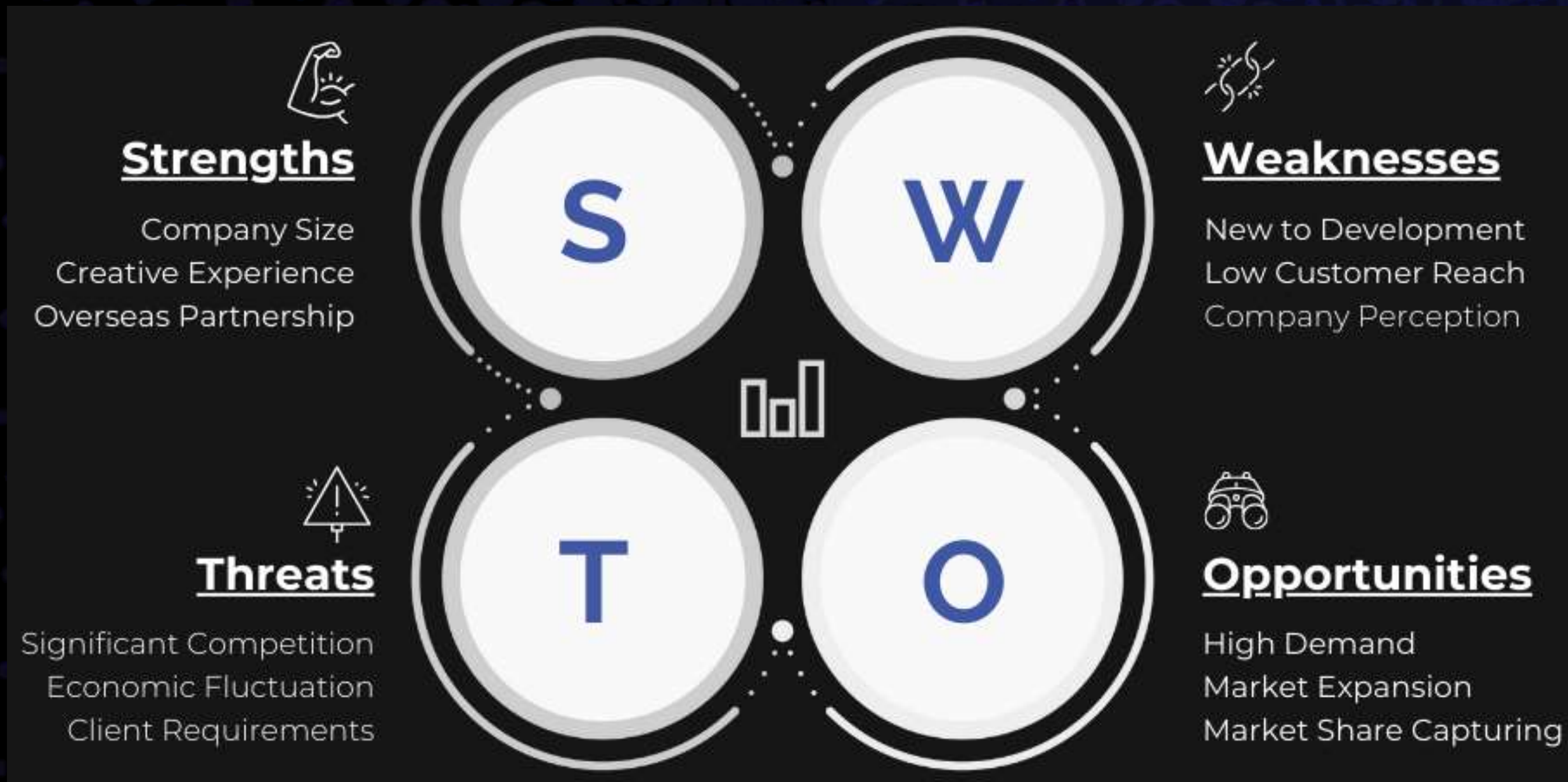


Product not new to market

High-learning Product

Criteria	Characteristics	Explanation
Sales	Rising	Increasing product adopters, growth in industry sales.
Typical Clients	Early adopters and early majority	Product has passed review stage and can be relied upon.
Competitors	Typically, few, but extensive in this case.	Rapid growth results in increased competitors and available product versions

SITUATION ANALYSIS



Marketing Strategy

Marketing Goals and Objectives

Short-term

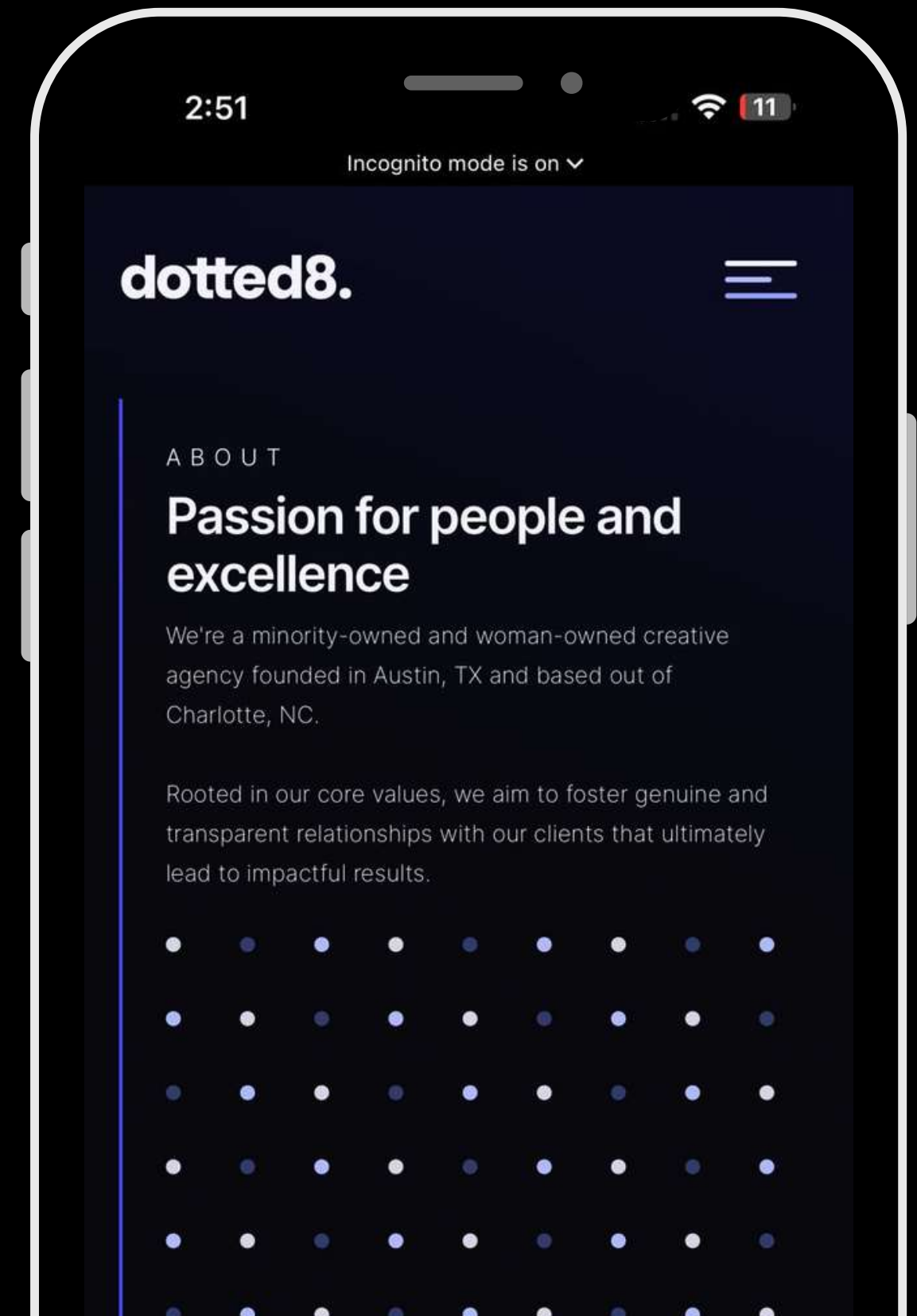


- Securing the first project.
- Building a network of 15-20 CMOs/CTOs.

Long-term

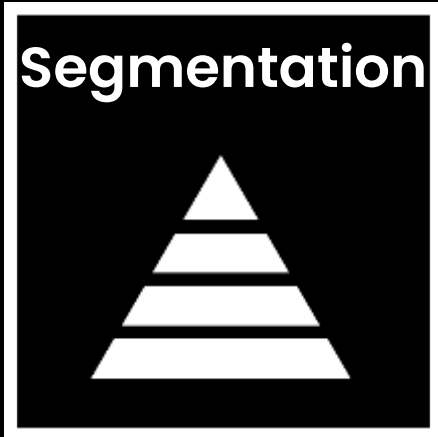


- Reputation building/brand recognition.

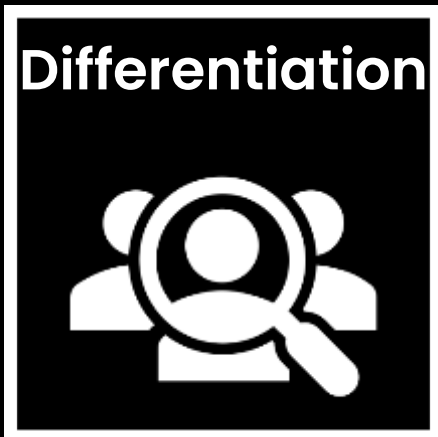


Marketing Strategy

Segmentation, Differentiation and Positioning



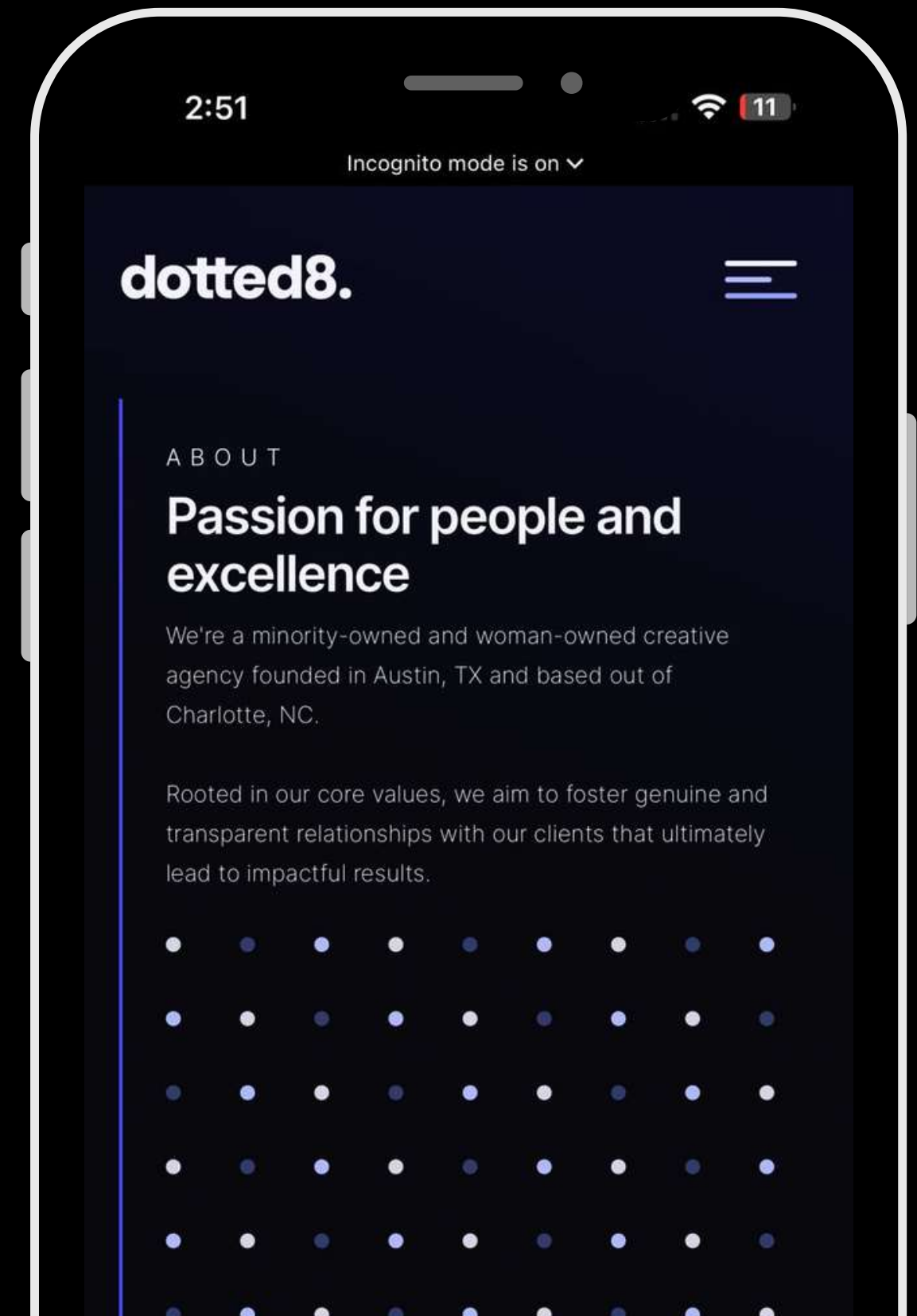
- Medium-sized Firms
- IRRS



- Value through lower cost.
- Differentiation through holistic solutions.



- Tailored solutions for mid-sized companies.
- Unique and implementable strategies.



Marketing Mix

Product



Specialty Service
Brand Identity Refresh
Incremental Delivery

Pricing



Sales-oriented Pricing
Value-based Pricing
Incentives to Drive Growth

Place



Online Distribution
Push-Pull Strategy
No Geographic Restrictions

Promotion



Integrated Marketing
Communications
Company Website

Marketing Mix

Suggested Pricing Models

Pricing Model	Service Offered	Price (\$)
Project-Based Pricing	Basic Application Development (Prototypes, MVPs)	20,000 – 40,000
	Medium Complexity Application (Full featured applications)	50,000 – 100,000
	Complex Application Development (Enterprise applications)	100,000 – 200,000
Retainer Based Pricing	40 hours a month	6,000 monthly
	80 hours a month	10,000 monthly
	160 hours a month	18,000 monthly



Implementation Plan

1

Phase One: Branding and Messaging Overhaul (Product & Promotion)

- Brand Identity Update
- Messaging Update
- Website Redesign

2

Phase Two: Building Credibility Through Portfolio Development (Product, Pricing & Promotion)

- Discounted Small-Scale Projects
- Publishing of Blog Posts, White Papers, Case Studies.

3

Networking and Relationship Building (Place & Promotion)

- Industry Networking
- Engagement

Budget

Marketing Plan

Budget Amount 9,400

Phase 1

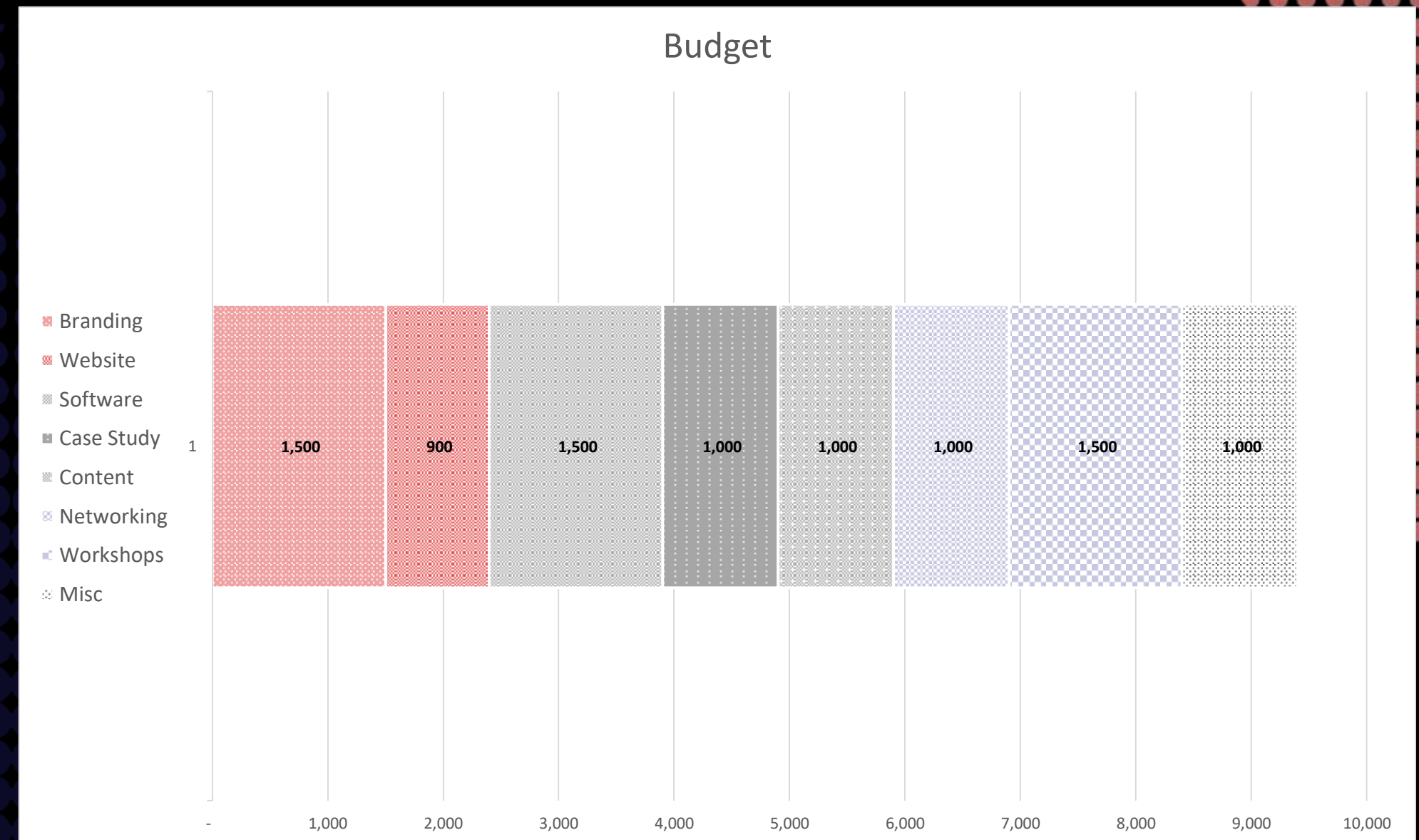
- Branding strategy
- Website redesign

Phase 2

- Small scale software development
- Case study development & promotion
- Content creation & promotion

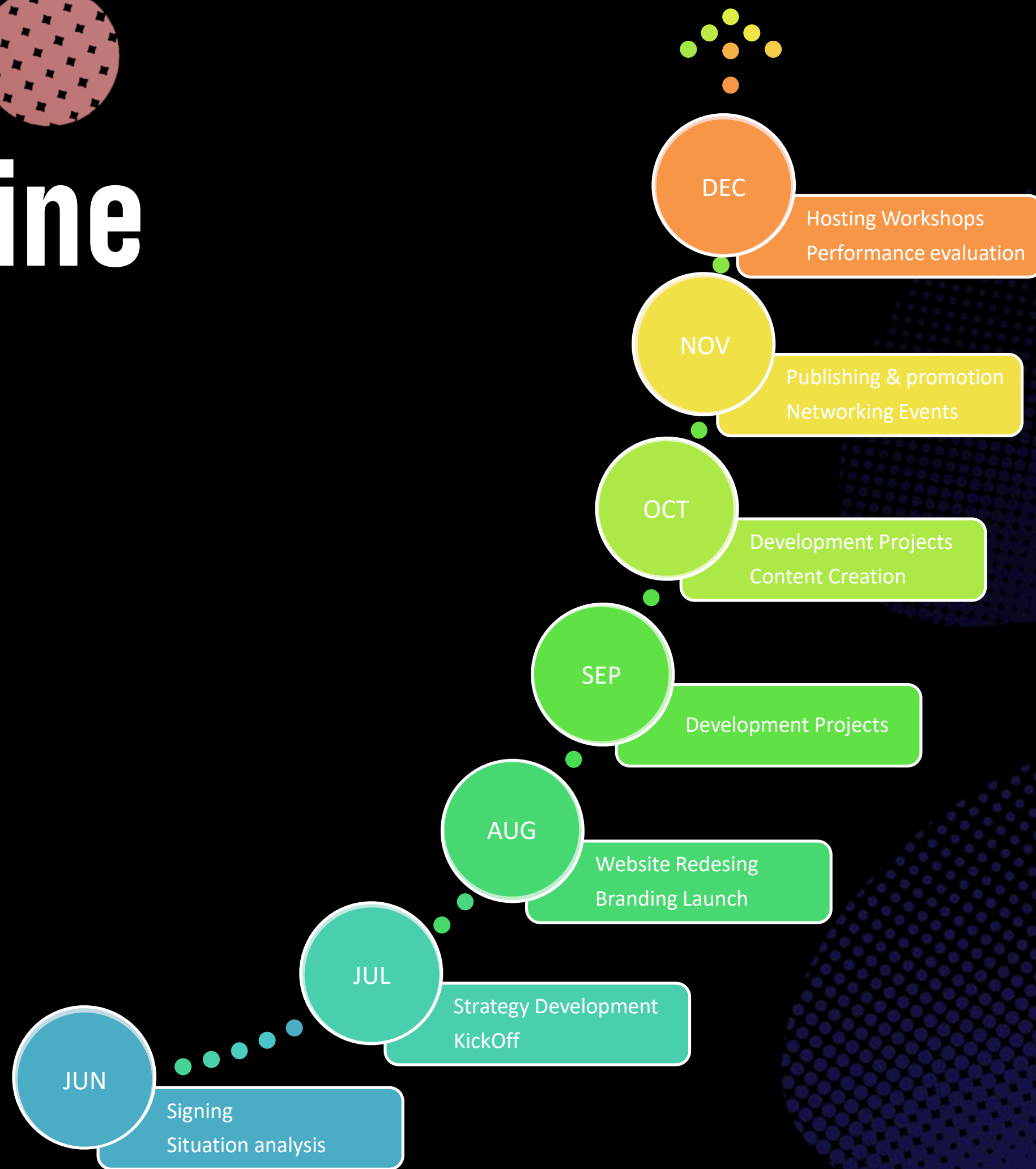
Phase 3

- Networking & industry events
- Workshops / Webinar Hosting



Timeline

Marketing Execution Plan



Forecast

6 months plan

Project revenue & expenses

50,000 Average Revenue

15,000 Average Cost

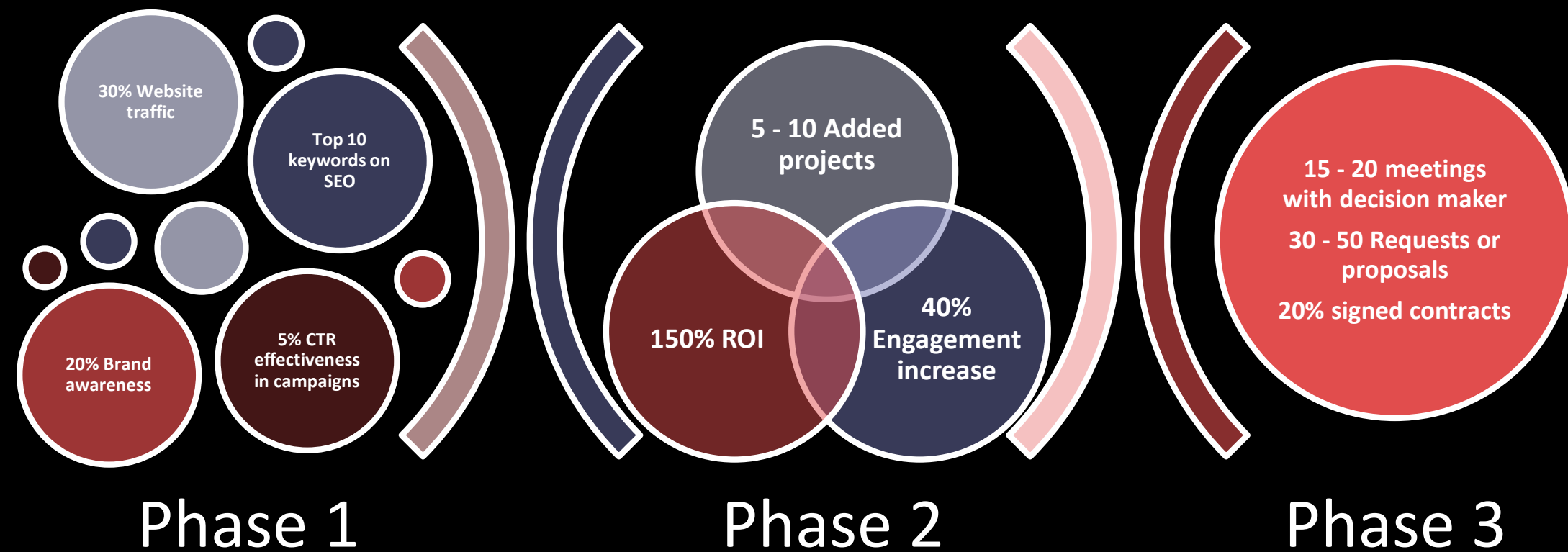
10,000 OH Cost

2,000 Marketing Cost

23,000 Average Net Income



Control & monitoring



Conclusions

- Set out to analyze the current marketing situation, opportunities and threats for Dotted8
- Phased Implementation.
- Sales-oriented pricing.
- Integrated Marketing Campaign.
- Should lead to success for Dotted8.





Thanks

www.dotted8.com