
Client

EMAIL AUTOMATION



01

INTRODUCTION

Problem

Problem Here

Problem discription here

Solution

Solution Here

Solution description here

**SOFTWARESWIPE GIVES
BUSINESS OWNERS THE
POWER TO FIND THE
PERFECT SOFTWARE MATCH
BY SWIPING THROUGH
PROFILES APP**



the evolution of file forwarding

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50
years ago

People shared printed documents of all kinds (too much paper, too much mess).



20
years ago

With emails and the internet, life gets a bit easier. However, large files are still a pain to send.

TODAY

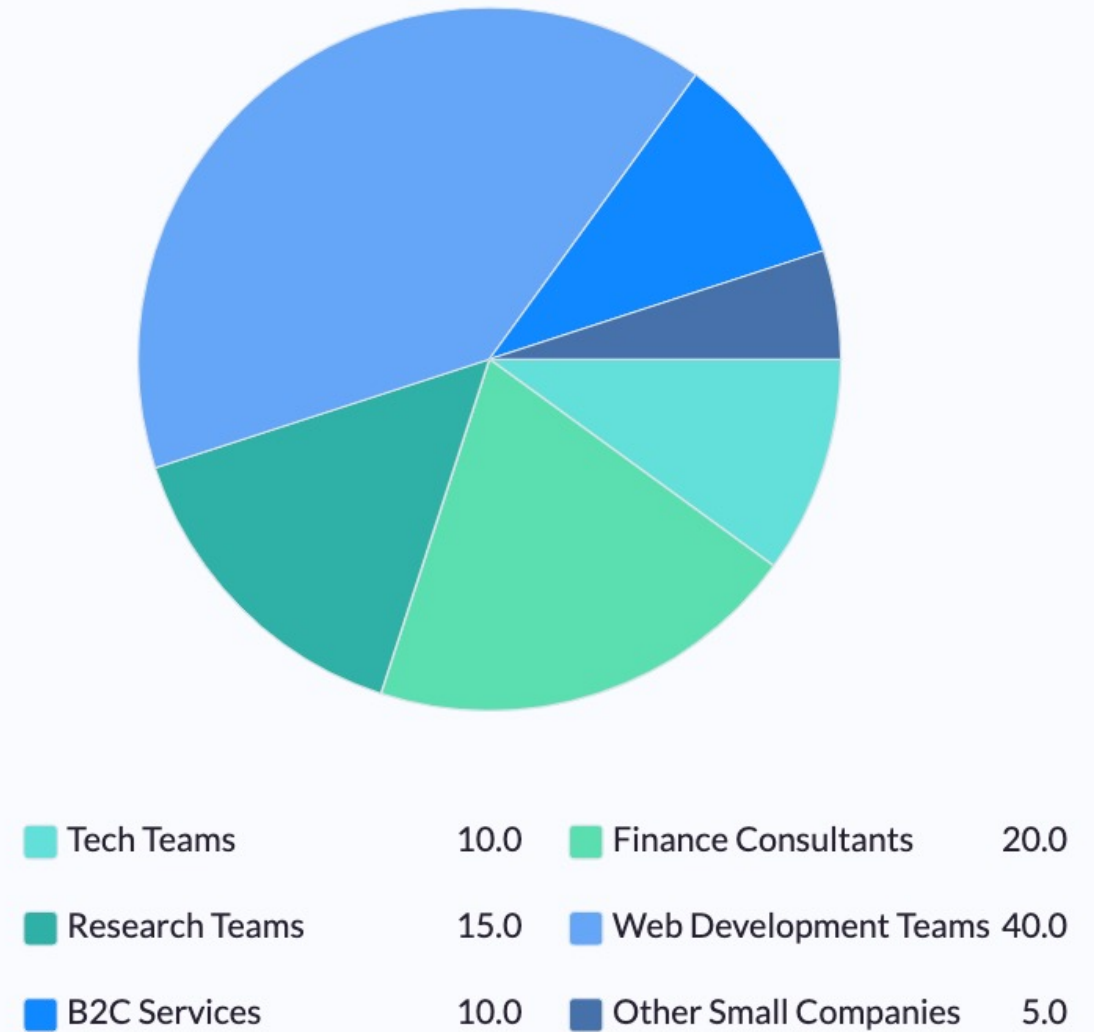


Different size, type and category of files are being forwarded every second. Yes there are multiple other cloud sharing options but how many of them gives people fast access to shared files only through code and without constant browsing? ZERO.

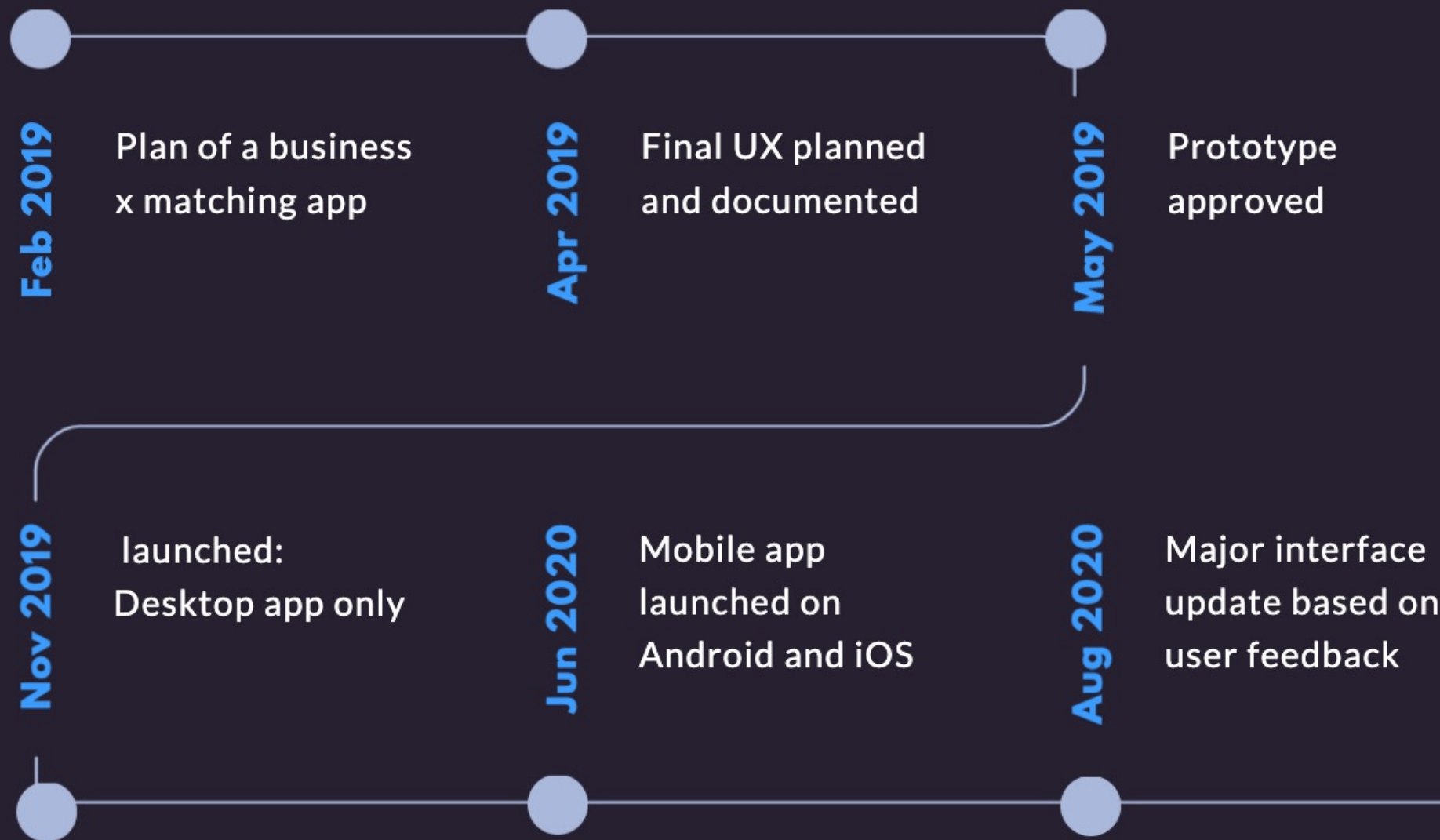
Today's file sharing mass and the eagerness of people towards fast file sharing is what client a solid ground for running business because we are promising FAST, FAST and FAST.

MARKET SIZE

Potential Targets



Development Roadmap



Services / Plans

1

\$5

/week

ORDER TIME

9am - 12pm

ALLOWED GARMENT
AMOUNT

2 - 4lb

2

\$15

/week

ORDER TIME

8am - 2pm

ALLOWED GARMENT
AMOUNT

5 - 15lb

3

\$20

/week

ORDER TIME

8am - 3pm

ALLOWED GARMENT
AMOUNT

16lb+

MARKETING STRATEGY

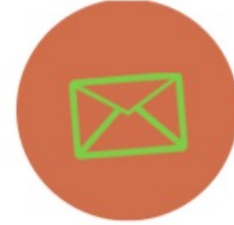
PrivateComm

Is a clear placement material in the Communications category of the App Market, one of the most visited categories in app stores.

After placing the app in its niche, here are some of our other marketing strategies:



Highly targeted social media ads



Follow up emails on email opens with a compelling real time user story



An introductory email to our interest list



Pitch through podcast appearances

Indicator	1 year	3 years	5 years
Revenue	400,000	1,000,000	7,000,000
Expenses:			
Marketing	10,000	15,000	25,000
Paychecks	100,000	400,000	1,500,000
Software Maintenance	5,000	10,000	12,000
Loss	1,000	500	200
Tax	7,567	10,765	15876
Net Profit	376,433	563,735	5,446,924

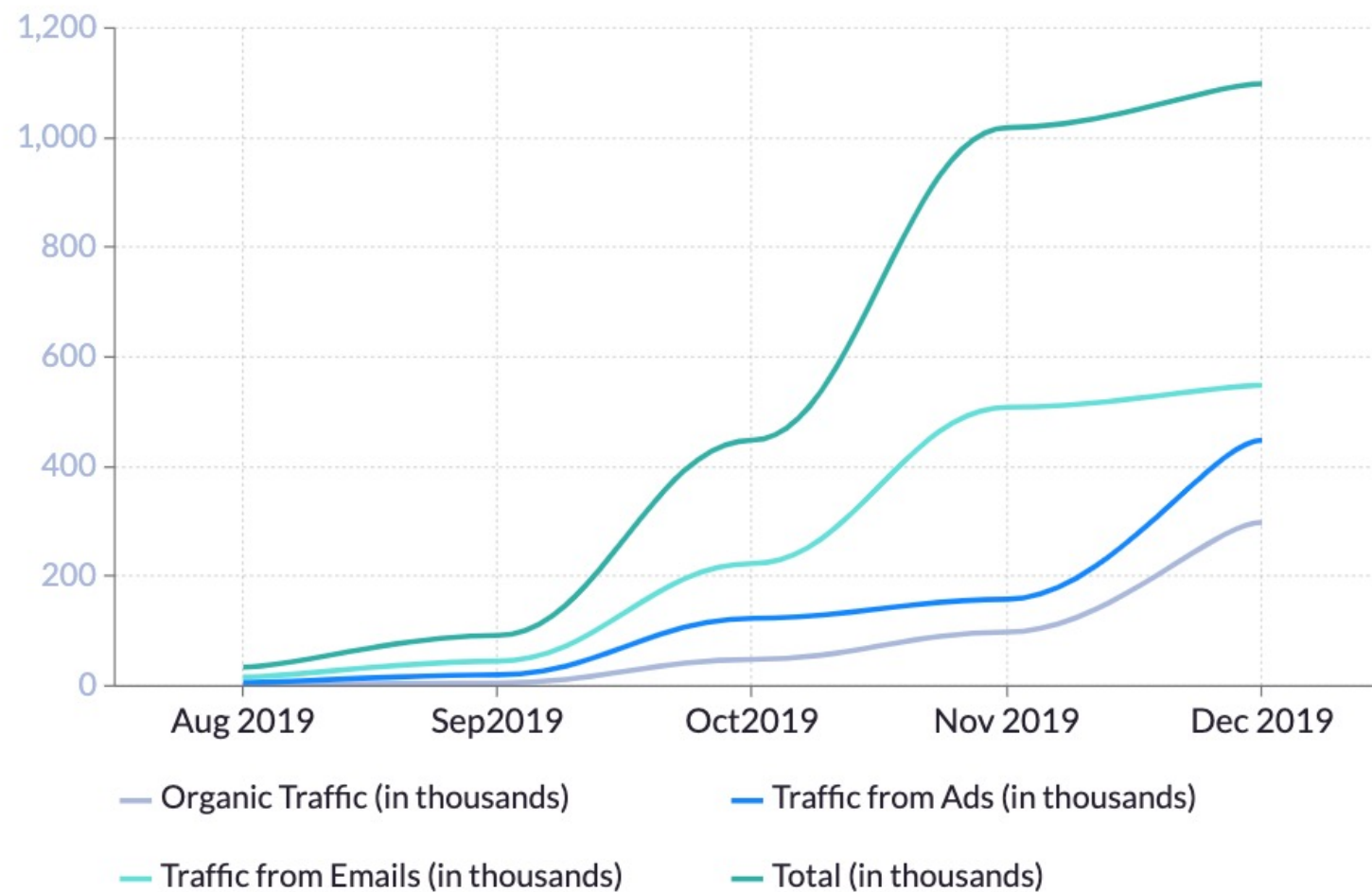
Financials

Our business/revenue model works two ways:

USERS ARE CHARGED
FOR RECEIVING OUR
FULL FEATURES AND
PROFILE BOOST



WE ALSO RECEIVE A
FRACTION FROM THE
CLIENTS AND THE
USERS UPON
SUCCESSFUL PROJECT
COMPLETION



Why should we be the Chosen One?

1

subscription plans are much more affordable

2

Our UX is much more intuitive so users can hop in and start swiping

3

Connections to popular CRMs are available to feed new business leads in

4

A variety of subscription plans to choose from



Pitch Deck Presentation

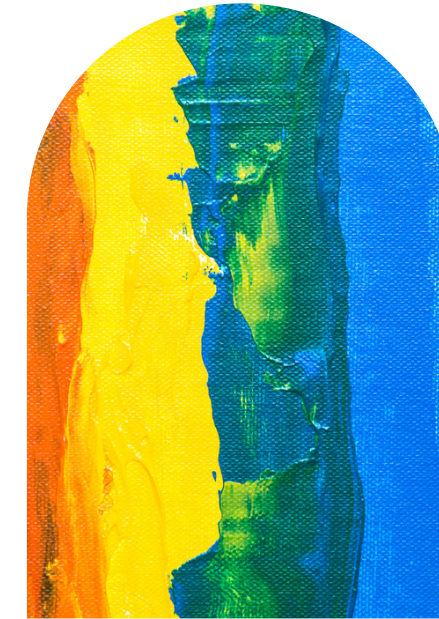
Presented by Alexis Barton



Rala, thanks for hearing my presentation
regarding massive growth potential for your
company



Rebrand



Color Scheme

Yellow - which draws to the human eye, so it is a great choice when looking to emphasize happiness, youth, and is attention-grabbing.



Infographics

The infographics are non-existent, and they need to be added.



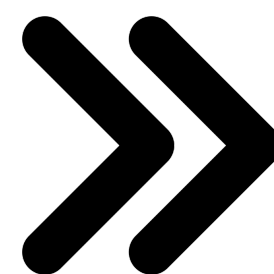
Visuals

The visuals are very outdated which makes the brand look tacky and cheap.





Logo Color Scheme



Social Media Case Study



Target Audience

Women
Age 20-34



Prefer personalized
products

Community
member



Want to show off
purchases



SWOT Analysis

Strengths:

Good Instagram engagement.
One of few art/craft stores in Knoxville.
Solid connection with the media and community.

Opportunities:

Knoxville is becoming more gentrified.
Active/live engagement will create more KPI's.
Local-owned stores and artists are becoming more mainstream.

Weaknesses:

No marketer

Threats:

COVID-19 has caused fewer sales



How to get more KPI's on Instagram?

Followers 9,374

Following 1,023

Ave. post 2 per week

- Saturday posts do not have much engagement or likes.
- Thursday posts get the most interaction.
- Rala's followers love Dolly Parton's posts.
- I recommend not posting on Saturdays and post on Tuesdays and Thursdays.





Social Media Audit



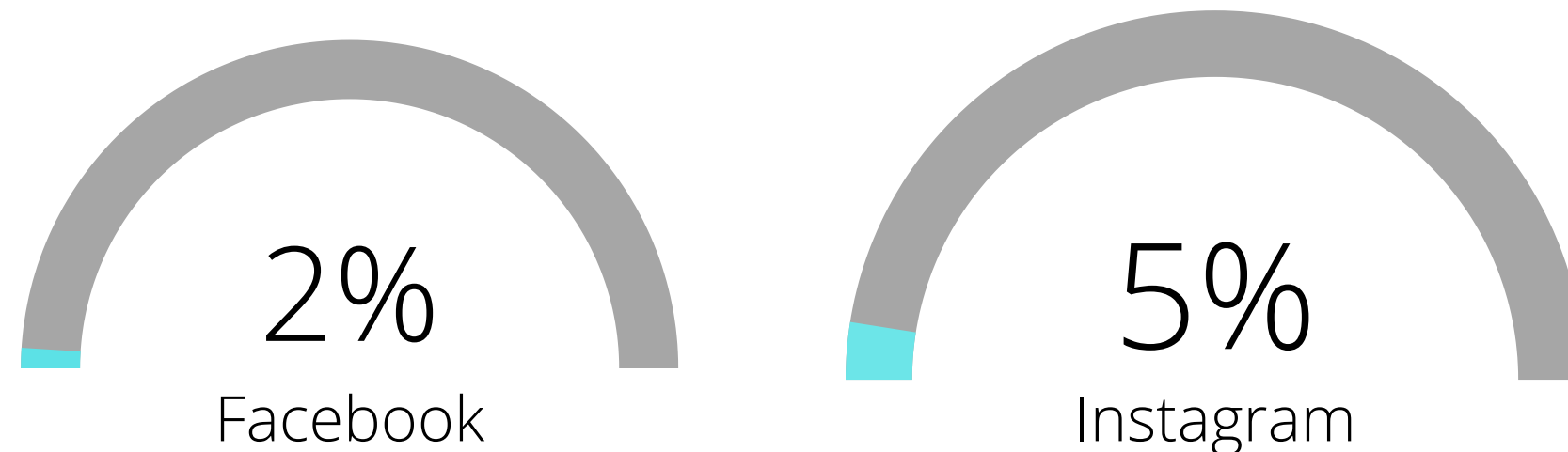
Site	URL	Profile Name	Followers	Last Activity
Twitter	https://twitter.com/shoprala	shoprala	1,484	17-Jun
Facebook	https://www.facebook.com/ShopRala/	shoprala	2,374	19-Jun
Instagram	https://www.instagram.com/shoprala/	shoprala	9,374	23-Jun
Pinterest	https://www.pinterest.com/shoprala/	shoprala	843	8-May
Youtube	https://www.youtube.com/channel/UCh_tM87RUMyb6DmkJU3MifQ	shoprala	121	21-Jun



Social Media Strategy Matrix

Facebook has a large number of followers for Rala. The audience persona is late 20's and middle-aged women who are creative. According to my research, Facebook is more popular with late 20's early 30's women who are creative, and the content often gets re-shared through Facebook and has the highest engagement on that platform.

Rala's **Instagram** personal audience is age 18-28, making Instagram a perfect platform because Instagram is popular in the age group. Not only that, Rala seems to have overall better content on its Instagram platform and has many well-known influencers.



Brand Personality Profile

I picked a girl in her late 20's who is dressed trendy to represent this product to attract young to middle-aged women. Someone open-minded, artistic, and loves to have a good time.



Rala's Values

Rala's values: Empathy, dedicated to care, integrity.

By developing the local artist community, this shows that the company has strong moral principles.
The infographic in the next slide identifies with Rala's authenticity.



Client Authenticity write-up

Rala

At Rala, our vision is to provide a venue for modern goods and gifts made with love by artists from around the corner and across the world. Rala features original art, letterpress prints, a unique and diverse collection of greeting cards along with contemporary jewelry and accessories. We specialize in creative gifts for creative people.



COLLABORATION WITH OUR COMMUNITY

The application to start a space for local artist and vendors

PROMOTE WORK

Set a new record by selling local artist work



FIRST GRANT

We developed sponsorships to assist applicants in funding local artist

FIRST STORE LOCATION

Opened first location able to help local artist and create first gift shop with affordable local art as well as Knoxville gift supplies



LAUNCH OF UPDATED ONLINE STORE AND SOCIAL MEDIA

Large amount of sales able to profit from online store opening, as well as increase in social media interaction



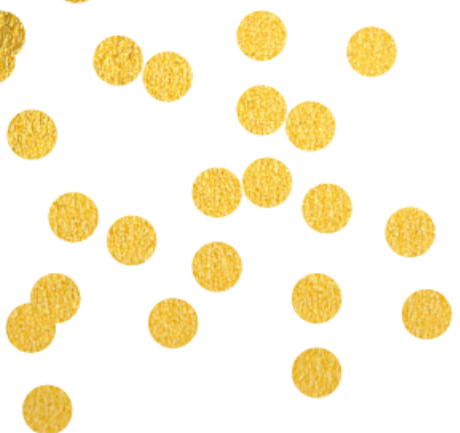
Social Media Budget Sheet

Social Media Budget										
Category					Q1					Total Budget
	January		February		March			Q1 Total		
	Budget	Spent	Budget	Spent	Budget	Spent	Total Budget	Total Spent	% Used	
Paid Advertising	\$ 333.33	\$ -	\$ 333.33	\$ -	\$ 333.33	\$ -	\$ 1,000.00	\$ -	0%	\$ 1,000.00
Social Media Ads										
Facebook	\$ 76.67		\$ 76.67		\$ 76.67		\$ 230.01			
Instagram	\$ 207.66		\$ 207.66		\$ 207.67		\$ 622.99			
Youtube	\$ 20.00		\$ 20.00		\$ 20.00		\$ 60.00			
Twitter	\$ 29.00		\$ 29.00		\$ 29.00		\$ 87.00			
Total	\$ 333.33	\$ -	\$ 333.33	\$ -	\$ 333.34	\$ -	\$ 1,000.00	\$ -	0%	\$ 1,000.00

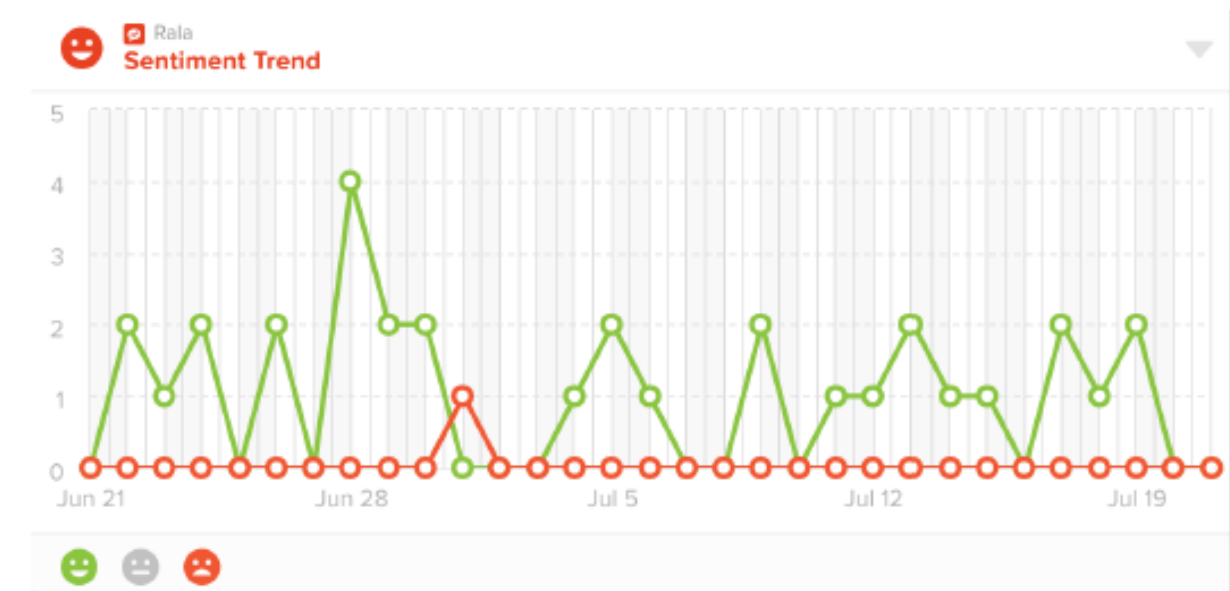




A collection of approximately 20 small, solid yellow circles scattered across the white background of the page.

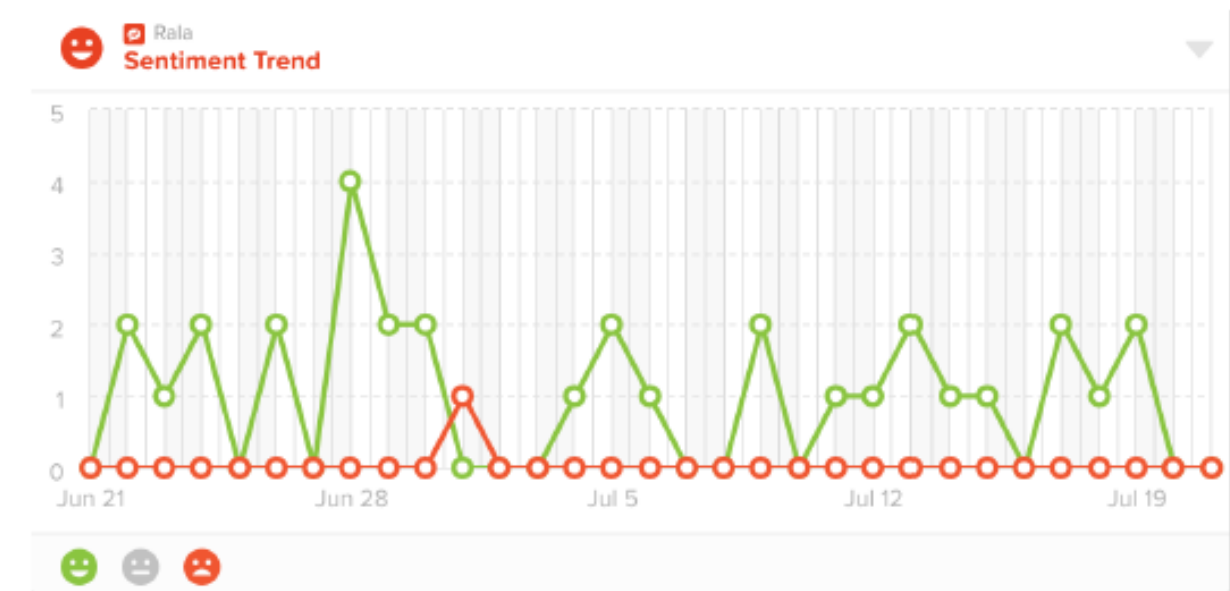


A collection of approximately 20 small, solid yellow circles scattered across the white background of the page.



Sentiment Trend

Date	Sentiment Score
Jun 21	0
Jun 22	2
Jun 23	1
Jun 24	2
Jun 25	0
Jun 26	0
Jun 27	2
Jun 28	4
Jun 29	2
Jun 30	2
Jun 31	1
Jul 1	0
Jul 2	0
Jul 3	1
Jul 4	2
Jul 5	1
Jul 6	0
Jul 7	0
Jul 8	2
Jul 9	0
Jul 10	1
Jul 11	1
Jul 12	2
Jul 13	1
Jul 14	1
Jul 15	0
Jul 16	2
Jul 17	1
Jul 18	2
Jul 19	0





Instagram

Instagram is a visual platform based entirely on photos and video posts, so it is most suitable for companies with strong visual content to share.



YouTube

YouTube is a video sharing platform where people can view, upload, rate, share and comment on content.

Facebook

You can use Facebook to share everything from photos to important company updates. With a business account, you can access powerful advertising tools and in-depth analysis.



Twitter

On Twitter, you can share short tweets, videos, images, links, polls, etc. It's also easy to engage with your audience on this platform by mentioning users in your posts and liking and reposting tweets.

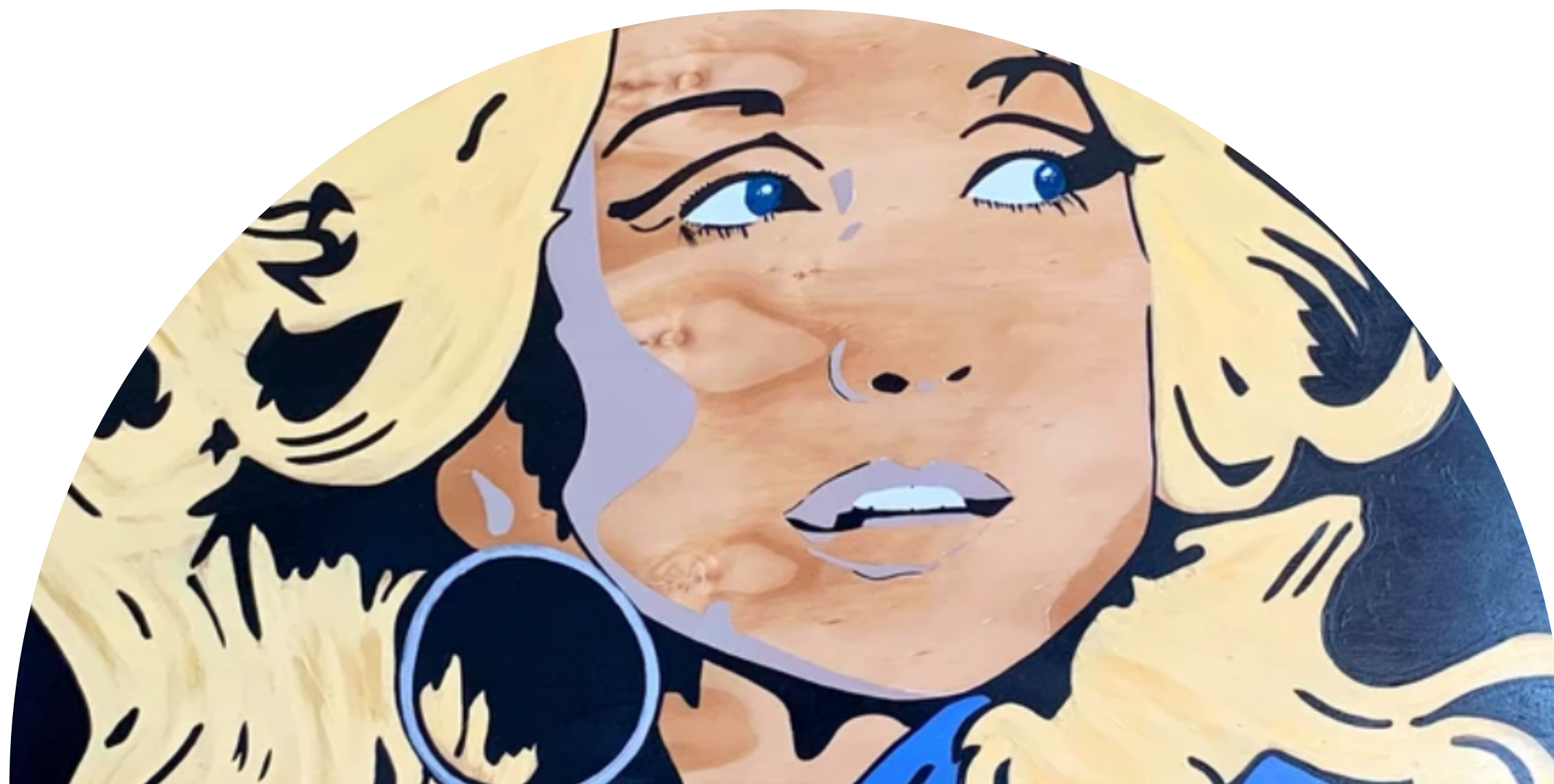


Pinterest

This visual positioning platform allows users to save and display content through "fixed" digital bulletin boards, which can be organized by category.

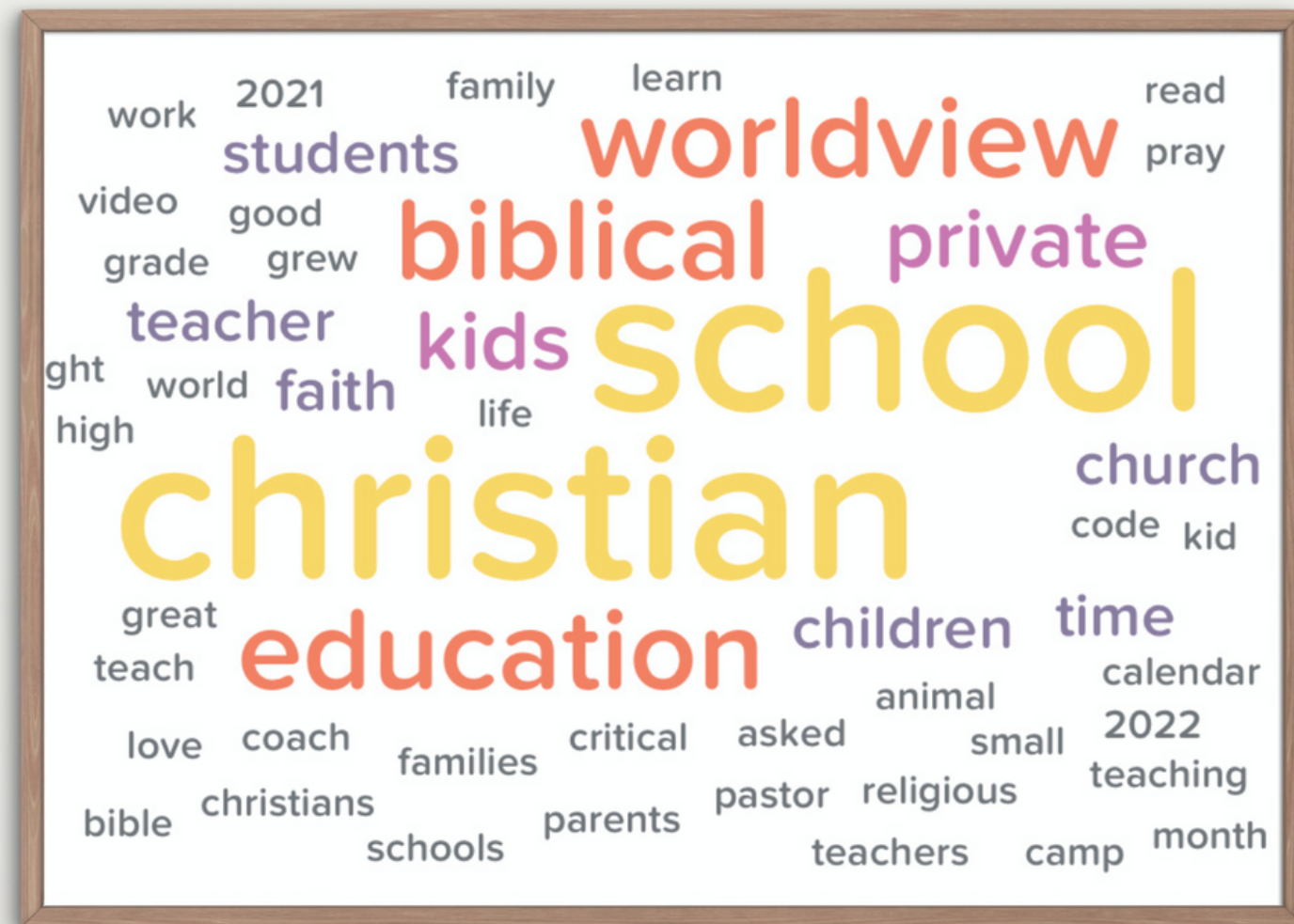


Thank You
































SOCIAL LISTENING RESULTS



- Genesis Prep Academy in Post Falls, Idaho is not active on Twitter.
- Little to no conversation about Christian education in the local area or the state of Idaho.
- Only 3 keywords were used:
 - *Biblical worldview, Christian education, and Christian school*
- Resulted in nationwide content only.
- Since education, especially Christian or private education, is a controversial topic, over 20 keywords were excluded from the search.
- Excluding keywords
 - *Helped eliminate law suits, athletic signings, & political content*
 - *Narrow down the top keywords, target appropriate influencers, and get a more accurate reading on sentiment.*

	 The Christian Post ✓ @ChristianPost	
	 Chris Loesch @ChrisLoesch	
	 Religion News Service ✓ @RNS	
	 WNEP ✓ @WNEP	
	 Steve Wiltfong ✓ @SWiltfong247	
	 Wonkette @Wonkette	
	 Ivyprofen 💊 ✨ ✓ @IvyKungu	
	 JaVonni Brustow @JaVonniBrustow	
	 Newt Gingrich ✓ @newtainarich	

TOP INFLUENCERS

Unfortunately none of these influencers are local influencers. However, there are still ways to use them as influencers to help build the Genesis Prep brand. In addition, they are not all appropriate influencers for GPA. Therefore, further filter is required.

ORGANIZATION INFLUENCERS

Large organizations, news, journalist influencers can be used to provide news and research content and to help educate our target audience. Sharing their content will be the main use of these influencers.

INDIVIDUAL INFLUENCERS

Individual influencers can be used as possible partners to help increase awareness of our brand. Many people from all over the country are moving to North Idaho. It will be important to build our name through these influencers because it can open the door to potential families for admissions. It is vital to filter through the influencers to ensure that our values aligns.



Chris Loesch
@ChrisLoesch

A man devoted to Jesus, his wife, his children, his family, his friends, his liberty and his country that protects them. Don't harm those things and we're cool.

📍 The Republic of TEXAS, USA 🌐 danaloesch.com

🗓️ Born June 22 📅 Joined February 2012

7,728 Following 134.1K Followers

GOOD MATCH

Key words from his profile makes him seem like a good match for a possible influencer partner. Even though he is located in Texas, he has a large following nation-wide and could help us target like-minded people. In addition, based on previous posts, he is a supporter of Christian education. He would be an influencer that could help promote our values in education.



Ivyprofen 💊 ✨ 🌸
@IvyKungu

24 and yes, I'm Kenyan lmao | Tiktok/Ig:
[@IvyKungu](https://www.instagram.com/IvyKungu) | 🧑‍🎤: MissPoisonIvy01 | Business ✉️:
IvyKunguMakeup@gmail.com

📍 she/they 🌐 [cash.app/\\$monicaivykungu](https://cash.app/$monicaivykungu)

🗓️ Born September 1 📅 Joined October 2011

209 Following 192K Followers

NOT A MATCH

This potential influencer would not be a good fit for GPA. The posts from her account were actually a negative sentiment. In addition, her profile shows that our values do not align. For example, she indicates her preferred pronouns. This tells me that she is probably a strong supporter of the LGBTQT community. Additionally, she has a pill logo and uses "lmao" in her account description.

SENTIMENT & TREND

61.8%



positive sentiment

38.2%



negative sentiment

Many of the negative sentiments were from OP's personal experience at a christian school. It might have been around not having a good education or the school not living what they taught (i.e. practice what you preach)

"People often promote homeschooling on the basis of what you can PROTECT your children from. That's one factor, but a better reason for homeschooling is knowing what you can PROVIDE for your children—a thoroughly Christian education where every subject is pursued for God's glory."

