



NexGenAI Marketing
Innovations Inc.

JANUARY 15, 2024

PITCH DECK

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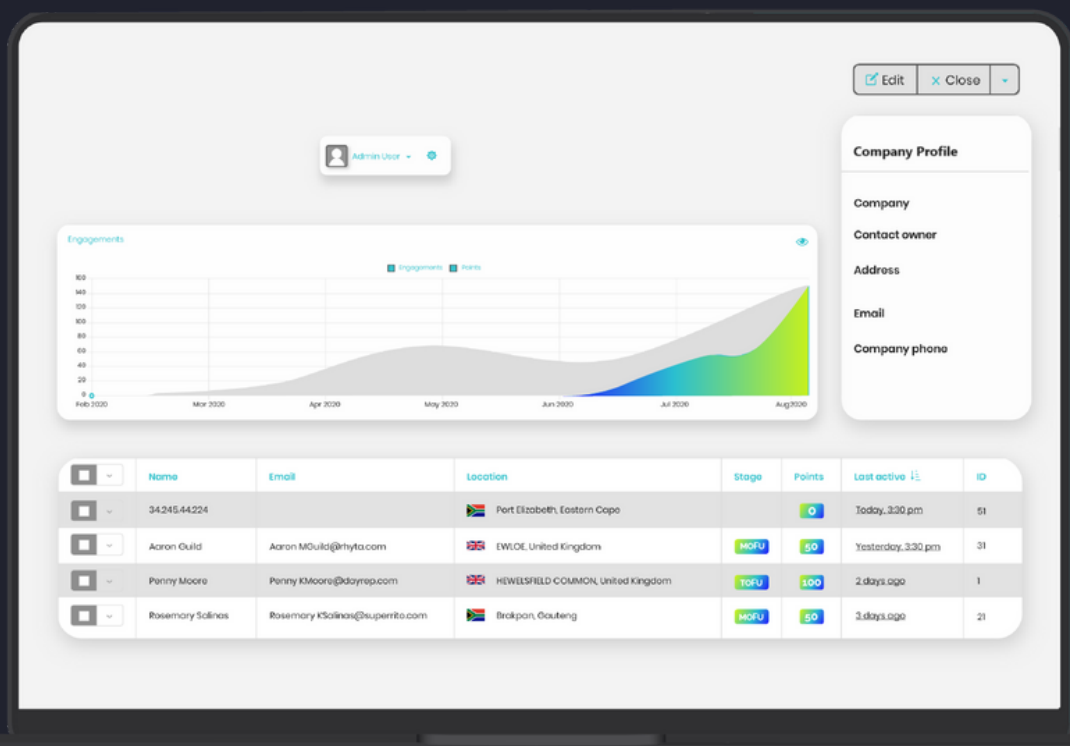


INTRODUCTION

WELCOME TO NEXGENAI MARKETING INNOVATIONS INC., A DIVISION OF NEXGENAI SOLUTIONS GROUP, WHERE WE ARE DEDICATED TO PROVIDING UNPARALLELED SOLUTIONS TAILORED TO THE UNIQUE NEEDS OF BUSINESSES AND INDIVIDUALS ACROSS VARIOUS INDUSTRIES.

✓ Our AI-driven marketing tools also help businesses optimize their marketing budgets by identifying the most effective channels and techniques. Through predictive analytics, NexGenAI Marketing Innovations Inc provides insights into future trends and customer preferences, allowing businesses to stay head of the competition and achieve better results.

✓ Furthermore, NexGenAI Marketing Innovations Inc is dedicated to staying current with the latest AI advancements and integrating them into our marketing solutions. By continuously evolving our tools and methodologies, we empower businesses to enhance their marketing strategies and drive growth in an increasingly competitive landscape.





OUR MISSION

- ✓ AT NEXGENAI MARKETING INNOVATIONS INC., OUR MISSION IS TO REVOLUTIONIZE THE WAY BUSINESSES APPROACH MARKETING BY HARNESSING THE POWER OF ARTIFICIAL INTELLIGENCE.
- ✓ WE ARE COMMITTED TO PROVIDING CUTTING-EDGE AI-DRIVEN MARKETING TOOLS THAT NOT ONLY OPTIMIZE MARKETING BUDGETS BUT ALSO PINPOINT THE MOST EFFECTIVE CHANNELS AND TECHNIQUES FOR UNPARALLELED EFFICIENCY AND IMPACT.
- ✓ THROUGH THE INTEGRATION OF PREDICTIVE ANALYTICS, WE OFFER INVALUABLE INSIGHTS INTO FUTURE TRENDS AND CUSTOMER PREFERENCES, ENABLING OUR CLIENTS TO STAY AHEAD OF THE COMPETITION AND ACHIEVE SUPERIOR RESULTS.



- ✓ NexGenAI is dedicated to innovation, integrating the latest AI for better marketing solutions. Features like CRM integration, marketing automation, and analytics help streamline strategies and automate engagement.
- ✓ Our technology enables data-driven decisions, boosting marketing strategies with innovative AI tools in a competitive market.
- ✓ At NexGenAI, we're not just following the future of marketing; we're creating it, helping businesses grow with advanced technology.





PROBLEM



CAC increased by **50-100%**

Increased Customer Acquisition Cost (CAC)



Market share decline of up to **10%** annually

Reduced Market Share



Revenue growth rate, averaging **15-20%** lower than peers

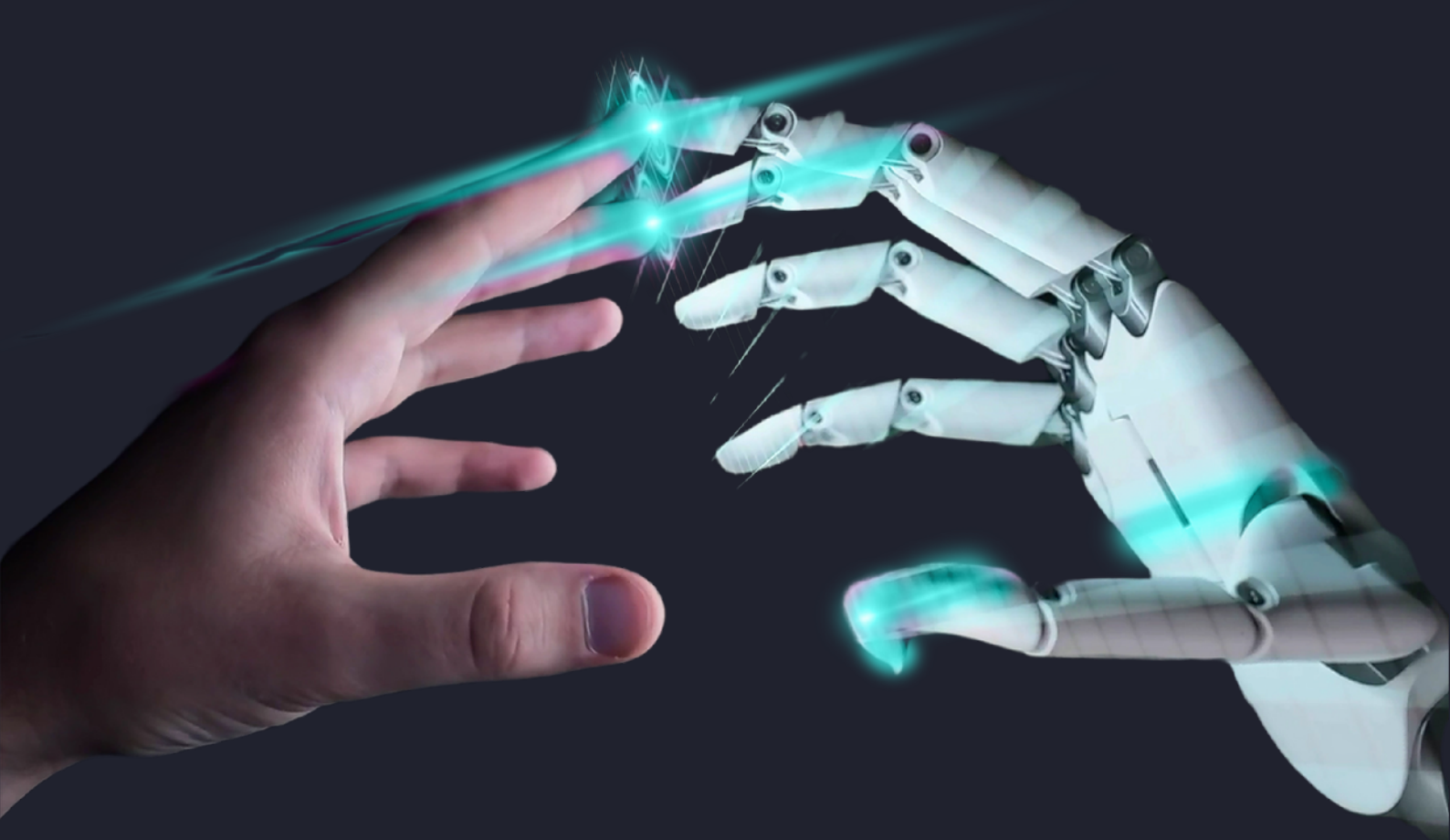
Lower Revenue Growth

- ✔ Businesses face high costs for marketing tools and resources. This makes budgeting difficult and lowers investment returns.
- ✔ They struggle with scaling their marketing efforts. This limits their ability to reach more people and grow their outreach.
- ✔ The pipeline of potential clients is too small. This is due to the absence of a complete marketing solution, affecting growth and market reach.





REDUCE COSTS, SCALE EFFORTLESSLY, EXPAND YOUR CLIENT BASE WITH NEXGENAI



- ✔ NexGenAI Marketing Innovations Inc leverages AI-driven tools and robotic process automation (RPA) to streamline and automate the entire marketing workflow, from lead generation to customer engagement. This integration significantly reduces the Customer Acquisition Cost (CAC) and enhances scalability, allowing businesses to expand their market share efficiently.
- ✔ By incorporating RPA with AI analytics and predictive insights, NexGenAI enables businesses to automate repetitive tasks, optimize marketing strategies, and maintain a continuous pipeline of potential clients. This approach ensures a dynamic and responsive marketing ecosystem, driving higher revenue growth and competitive advantage in the market.





GOALS

Upto 50% 

Minimize Customer Acquisition Cost (CAC)

Upto 10% 

Outpace The Average Market Share Decline Of Up To 10% Annually

By 30% 

Boost The Client Pipeline

NexGenAI Marketing Innovations Inc leverages AI and robotic process automation to tackle key business challenges: reducing Customer Acquisition Cost (CAC) by up to 50%, expanding market share, and accelerating revenue growth. By optimizing marketing strategies and enhancing scalability, NexGenAI not only improves efficiency but also drives competitive advantage and sustainable growth. With its focus on innovation and advanced analytics, NexGenAI equips businesses to navigate market challenges successfully, leading to significant gains in profitability and market positioning.

STEPS

01 

OPTIMIZATION

NexGenAI commits to drastically reducing Customer Acquisition Cost (CAC) by up to 50% through the strategic use of AI-driven marketing tools and robotic process automation. This step focuses on refining marketing budgets and prioritizing the most effective channels, aiming to boost profitability and enable smarter resource distribution for sustainable growth.

03 

GROWTH

NexGenAI leverages its comprehensive marketing solutions to address the small client pipeline issue, aiming to accelerate revenue growth. By integrating predictive analytics and multi-channel engagement tools, the focus is on improving client acquisition and retention, with the goal of achieving higher revenue growth rates than the industry average.

02 

EXPANSION

To tackle the scalability challenge in marketing, NexGenAI employs advanced AI analytics and automated strategies to help businesses grow their market share. This involves enhancing outreach and engagement through automation, aiming to surpass the typical market share decline and secure a stronger market position.

NexGenAI offers a transformative approach to marketing with AI and automation, significantly reducing customer acquisition costs, enhancing scalability for broader market reach, and driving revenue growth. This positions businesses for market leadership and long-term success in a competitive landscape.





EMPOWERING YOUR MARKETING VISION WITH AI-DRIVEN PRECISION

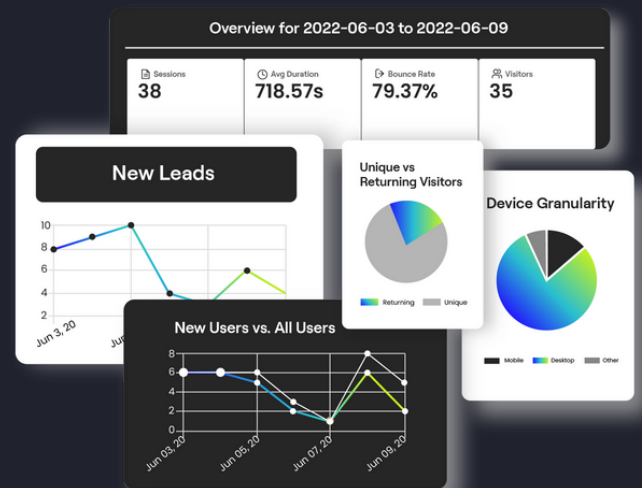
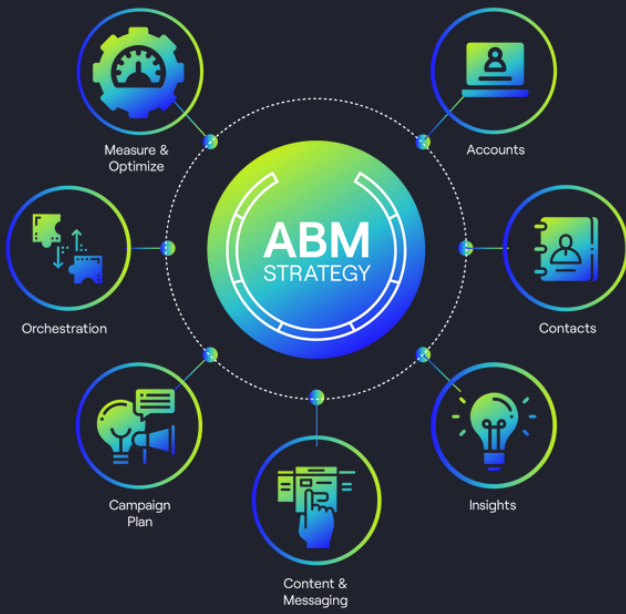


At NexGenAI Marketing Innovations Inc., our proprietary technology platform combines smart strategies with marketing efforts for maximizing prospect opportunities using NextGen AI's AI-driven tools. We serve customers globally, across numerous industries including software, telecom, healthcare, technology, financial, professional services, manufacturing, and transportation.





ACHIEVEMENT



NexGenAI has revolutionized business marketing with AI tools, optimizing budgets, offering predictive insights, and vastly increasing the lead flow across Industry verticals.

Market Share Growth

Clients saw an average market share increase of 15% annually, reversing the expected 10% decline.

Reduced CAC

Achieved a 30% reduction in Customer Acquisition Cost for clients.

Enhanced Lead Flow

Lead flow in client pipelines improved by 40% through optimized engagement and automation strategies.





GLOBAL FINTECH - 01



One of our esteemed client, a Global Fintech company leads the charge in financial innovation. They provide a groundbreaking service that allows employees to access their earned wages on demand, fostering financial stability and empowerment. Their commitment to enhancing employee satisfaction and financial wellness sets a new standard in the payroll industry.





BEFORE PARTNERING WITH NEXGENAI MARKETING INNOVATIONS INC., CLIENT FACED SEVERAL CHALLENGES:

✔ **Social Media Outreach:**

Problem: Inadequate mechanisms for effective social media engagement and outreach.

Turnaround: Engaging Content Strategy

- Implemented targeted content campaigns, resulting in a 50% increase in follower engagement.

Started
Receiving 100+
Enquiries Per
Month

Recorded An
Increase From
An Average Of
10 to 50+
Demos Per
Month

✔ **Scalability of Lead Flow:**

Problem: Inconsistencies in lead generation, affecting the demo funnel's efficiency.

Turnaround: Optimized Lead Funnel

Revamped lead management processes, boosting demo requests by over 300%

✔ **Content Promotion Support:**

Problem: Insufficient support for content promotion across email and social media platforms.

Turnaround: Cross-Platform Promotion

- Enhanced cross-platform content strategies, leading to a 60% uptick in content interaction rates.

Got 1000+
Viewers Per
LinkedIn Post

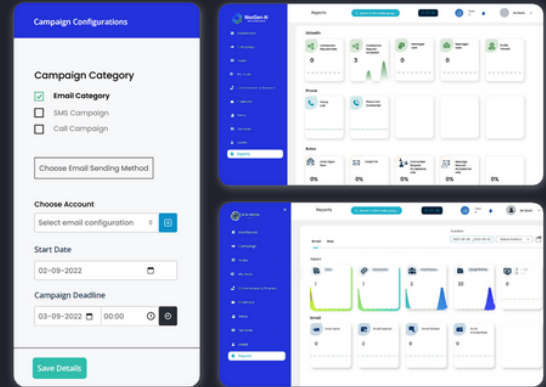




OBJECTIVE: BOOST ECOSYSTEM OF HR DECISION MAKERS FROM MEDIUM AND BIG ENTERPRISES (500+ EMPLOYEES) TO SIGN UP FOR PRODUCT DEMOS.

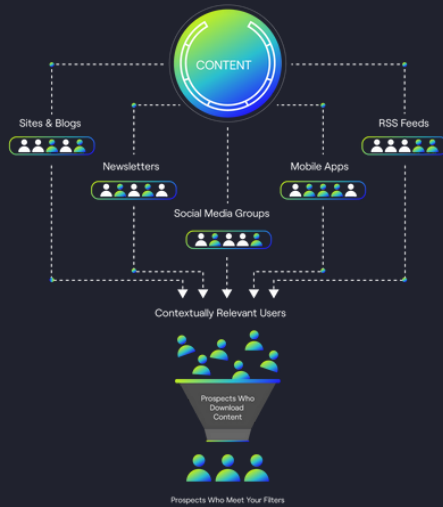
Step 1: Strategic Direct Engagement and Lead Generation:

- Launch targeted LinkedIn outreach and email campaigns for initial 6 months.
- Optimize 100+ internal influencers' LinkedIn profiles and use advanced CRM for tracking.
- Aim for 500 monthly direct inquiries from both LinkedIn and email.



Milestones:

- Increase in demo sign-ups via LinkedIn.
- Growth in email clickthrough rates.
- 500 direct inquiries/month from each channel.



Step 2: Comprehensive Digital Presence Enhancement

- Enhance company's LinkedIn profile and email campaigns for 6 months.
- From months 3-6, grow LinkedIn follower base and engage via multi-channel campaigns.

Milestones:

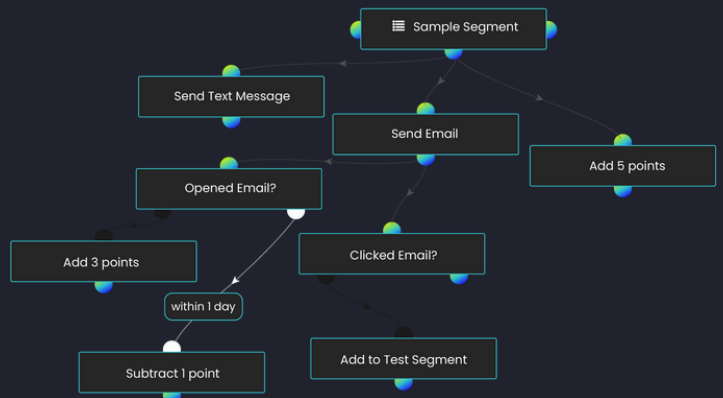
- Boost in LinkedIn profile and content visibility.
- Rise in active LinkedIn followers and engagement.

Step 3: Robust Follow-up Activities

- Implement multi-channel follow-up (LinkedIn, email, calls) for non-completing visitors.
- Tailor LinkedIn strategy to attract decision makers with compelling content and direct messaging.
- Support LinkedIn with strategic email campaigns featuring case studies and testimonials.

Milestones:

- Upto 50% Reduction in website drop-offs quarterly
- Upto 100% growth in demo sign-ups quarterly.





MOVIE PRODUCTION HOUSE - 02



One of our esteemed and dynamic client is at the forefront of the entertainment industry. Specializing in innovative film and television production, our client crafts compelling narratives that captivate audiences worldwide. Their dedication to creativity and excellence has established them as a leader in storytelling. Our collaboration aims to elevate their brand presence and audience engagement through cutting-edge marketing strategies.

BEFORE PARTNERING WITH NEXGENAI MARKETING INNOVATIONS INC., CLIENT STRUGGLED TO GET THE ACCURATE INVESTOR BASE FOR THEIR EVENTS AND HAD VERY LIMITED FOLLOWER BASE ON SOCIAL MEDIA:





OBJECTIVE: USING ITS VAST POOL OF RESOURCES OF PROPRIETARY BIG DATA, MARKETING TECH STACK AND SOCIAL MEDIA INFLUENCERS, BOOST CLIENT'S INVESTOR OUTREACH CAMPAIGNS BY ACHIEVING INCREMENTAL GROWTH IN EVENT REGISTRATIONS AND SOCIAL MEDIA FOLLOWER BASE.

Step 1: Boost Investor Ecosystem

- Engage Investors Across Channels: Utilize Email, LinkedIn, and Twitter with NexGenAI's data to target investors. Optimize 100+ internal profiles for better reach and engagement.
- Webinar Campaigns: Host 4 key virtual events over 6 months to showcase investment opportunities, leveraging NexGenAI's outreach to attract a large audience.

Milestones:

- Increase LinkedIn connections and engagement on posts.
- Host successful events with 3000+ registrants and 300+ qualified attendees.

10X

Increased Follower Base on LinkedIn Company Page by 10X Helping Client To Leverage The Followers For Direct Investor Engagement and Event Attendance.

300%

300% Growth Seen in Engagement From LinkedIn and Twitter Platforms of Direct Enquiries

100%

Achieved The Target of 3000 Registrants Within The First 3 Events Itself

Step 2: Amplify LinkedIn and Twitter Presence

- Digital Presence Enhancement: Leverage social media tools for profile optimization and coordinated campaigns to boost follower engagement and visibility.

Milestones:

- Achieve a 10x increase in follower base and improve engagement and interactions.



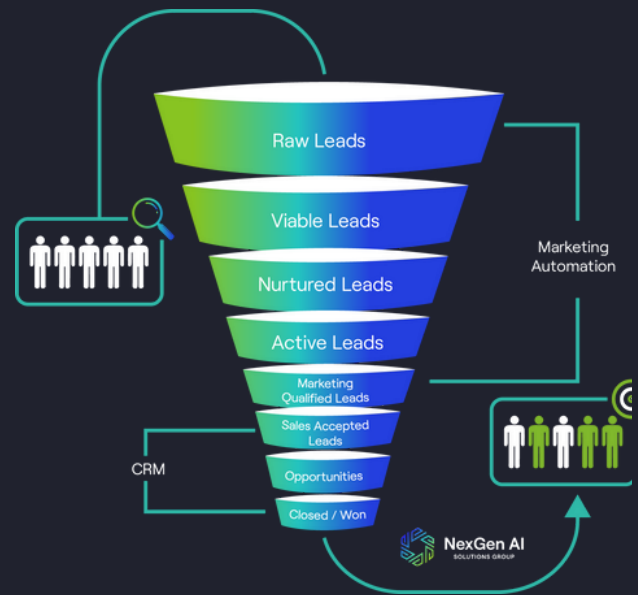
PRICING MODELS

MQL/SQL Optimization: Boost lead quality & conversion

Our Offer: Begin with a \$0 contract. Lead pricing adapts to your budget.

Client's Benefit:

- Enhances lead targeting precision.
- Increases conversion rates significantly.



Event Warm Leads: Maximize event ROI

Our Offer: Only pay for registrants who meet your Ideal Customer Profile (ICP), starting at just \$5 each.

Client's Benefit:

- Increases event sign-ups.
- Transforms attendees into potential leads.



AI-RPA Resource Augmentation: Streamline marketing-to-sales funnel

Our Offer: Begin at only \$10/hour and leverage NexGenAI's broad human and bot resources to enhance efficiency and improve your marketing and sales efforts towards achieving your targets.

Client's Benefit:

- Cuts resource costs significantly.
- Fills talent gaps with AI expertise.





CONTACT

LET'S WORK TOGETHER



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BOOK A
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