

Nexgen marketing

What specific business objective am I seeking to accomplish with this project ? Why is it important ?



Generate as much value as possible by improving their current marketing strategies and attracting more people to their products / services, particularly AI enablement services. Additionally, help them address the issue of not having enough scheduled appointments for potential clients while increasing visibility for their company. The reason why it's important is that it provides an ideal opportunity for me to showcase my services and expertise in digital marketing. Also , it allows me to obtain positive testimonials demonstrating the results I've achieved for a business.

What part of their online presence / funnel is needed to achieve this business objective?

An ad that sparks curiosity and highlights an opportunity or problem causing many people to lose money, connected to a sales funnel or a landing page. The landing page showcases case studies, how they can help you, and the ultimate objective, which is to sign people up for a call for their services. For examples, look at Grant Cardone's sales pages and ads :

https://www.instagram.com/p/C3WUg5ytiAh/?utm_source=ig_web_copy_link

https://www.instagram.com/p/C2l4NEnN_po/?utm_source=ig_web_copy_link

Who am I talking to ?

The main audience are : SaaS or companies, in general, seeking to integrate AI into their business or product. Businesses in need of a custom software development team available 24/7. Here are some examples of clients they have worked with: connectcarehero.com, grapefruit.health, hubsync.com (the majority of them are saas) .

Where are they now ?

Level 2

	PROBLEM	YOUR SOLUTION	YOUR PRODUCT	
Level 1 - Problem Unaware	✗	✗	✗	← Catch their attention then reveal hidden problem/need/desire
Level 2 - Problem Aware	✓	✗	✗	← Call out their problem then offer solution
Level 3 - Solution Aware	✓	✓	✗	← Call out the known solution then offer product as best form of solution

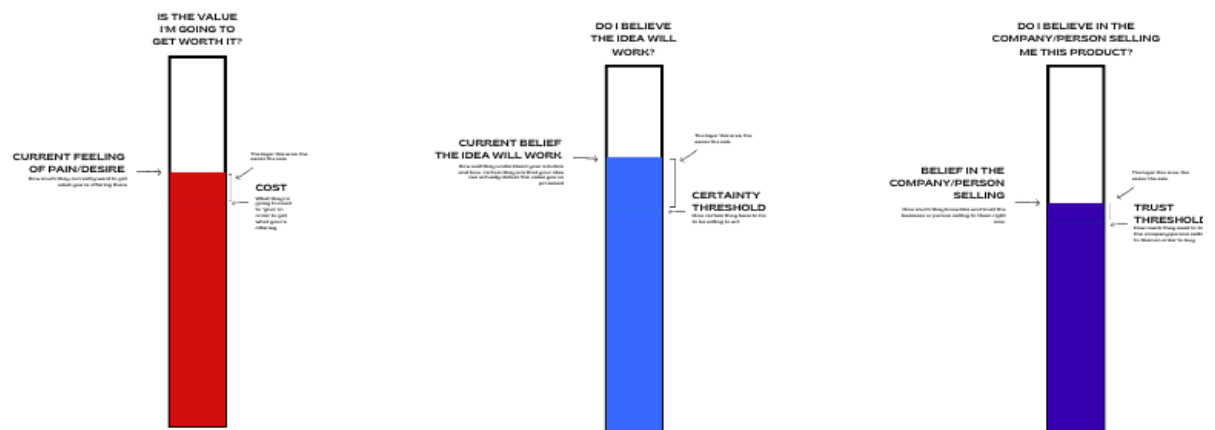
Their current desires are to increase their business sales and determine how they can integrate AI to streamline their product/service processes. They are seeking a reliable software development company to assist them in creating/launching their product/service. For some, it's an urgent need, and they are actively searching for a solution, while others may have this problem but aren't consciously seeking a solution

Where do I want them to go ?

Ultimately enroll in a call with Nexgen to see how they can integrate AI into their business and access a software development team. Transition them from being unaware of AI enablement services or the need to integrate AI and software into their products, to purchasing the solution/product Nexgen offer .

Desired actions with the ad and sales funnel/landing page:

- 1: Click the link in the ad to access the sales page presenting their product and solution.
- 2: Schedule a free appointment with Nexgen to discuss their products.
- 3: Become a client of their business.

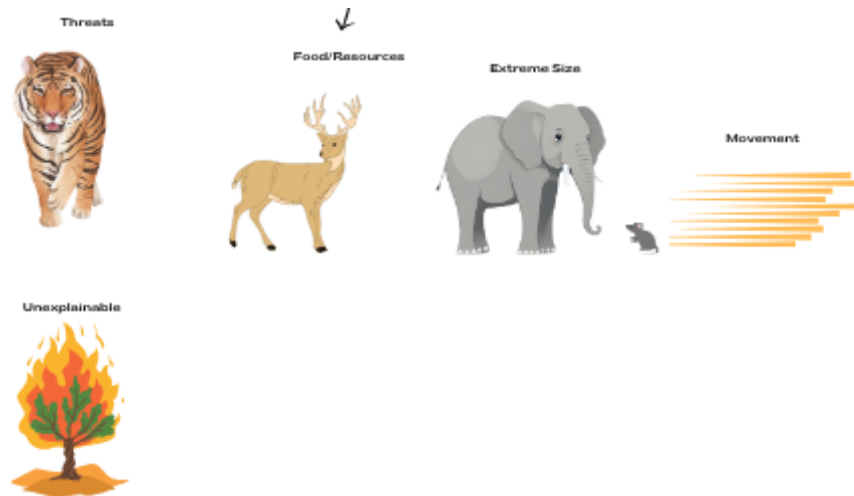


What are the steps I need to take them through to get them from where they are to where I want them to go:

How will I get their attention?

A big headline that generates interest/curiosity: "You're losing millions of dollars by not integrating AI into your business" or "Not using AI in your business means missing the biggest opportunity of the decade." Offering them value and highlighting

a problem they have (not knowing how to integrate AI into their business and losing money as a result, or dealing with a subpar software development company) and showing how their product can provide a solution



How will I increase specific levels ?

Is the value I am getting worth it : Create a type of lead magnet where you can offer a free consultation, during which the company shows you in 6 steps how you can implement ai into your services as fast as a month . Highlight how the cost is significantly lower since you're working with Latin American engineers and emphasize the benefits of 24/7 support. Making the offer as risk free possible (use the contacts that you get from the lead magnet to later market to them) . Increase the pain by showing the amount of money they are losing by not using ai , and show other businesses that are making millions of dollars With ai . Use examples of the executive 's guide to generative ai : Wendy's page 33 , Deutsche Bank page 37 , Forbes page 43 , canva page 45 , Ga telesis page 50 . (these are some notes for myself of a book of ai)

Do I believe this idea will work : Show clear case studies and testimonials in the ad and sales page. As mentioned earlier, use examples of companies that have made billions by implementing AI to speed up, automate, scale, and improve business processes. Utilize existing testimonials and make it as risk-free as possible (the idea is to make it almost foolish to say no). Show the significant revenue generated by the AI industry and how major companies are capitalizing on this opportunity.

Do I believe in the company / person selling me this product ?

Showcase testimonials of people they have worked with , speaking in a relatable tone(not to sasely) . Emphasize how their company is dedicated to generating value. Address common questions people ask themselves, such as why they should trust this company and how they can be sure they won't be scammed. If possible, include a brief clip of a video testimonial (Kartik)

Examples of landing pages and ads I can use :

SaaS

The copy / ad 1 (for new clients looking to integrate ai into their business) :

Industry giants like Walmart, Google, Amazon and many more are making BILLIONS from integrating Ai into their business.

This is because it allows them to automate repetitive tasks, optimize decisions with data, and leave competitors in the dust.

And this results in saving time, Global reach, recurring revenue, and a high profitability.

The truth is that these methodologies the giants use for AI integration could be easily adapted for a small SaaS businesses

And in todays world not having ai in your business is like like running a company without utilizing the internet a decade ago

Don't take our word for how easy it is take theirs

“ We are pleased to have NexGen as a long term software development partner for HubSync. They have helped us to build an industry leading team with top notch talent and execution – allowing us to scale rapidly as our business expands. Their entire organization is fully committed to our success in every interaction and their near-shore capability and time-zone affinity are essential elements for our business success. The deep pool of talent, strong education systems, and cultural affinity with the United States have helped to solidify Colombia as a location for building out a multi-faceted operation for HubSync.

”



Paul Madarsz

“ As a rapidly growing company, it is great to be able to count with the NexGen team for our development & strategy development goals. They are fast, reliable, and very professional yet very personal. They get to know your business intimately and genuinely want you to succeed. We have been working together from our early days and, now that we are a VC-backed company, we still plan to work with their amazing team. ”



Oswaldo Montelongo



“ As a startup in the United States, getting to a working MVP can be extremely challenging from both a navigation and cost perspective. NexGen changed all of that for us and made it a "dream come true" process. We were assigned an incredible product/project manager who was an excellent communicator and really held our hand throughout the design and scoping. For a fraction of the cost and time, we achieved exactly what we set out to do and more! We plan to work with NexGen for years to come”



Eric Alvarez
CEO & Founder

Using ai allows You to truly own your business

To truly own your business, you need systems that can operate even without you

And ai is the perfect opportunity to enroll these systems in your business

Imagine a system that runs smoothly, even when you're not chained to your desk. AI can be that system

These AI systems are easy to implement in a business and could be done as fast as in one month

Ad 2 (for saas on software development specifically) :

Do you have \$10,000 in cash sitting in the bank or on a credit card?

I will make clickable prototype for your saas as fast as one month, generating passive income monthly

Look, this is a done-for-you business model

We don't sell education or mentorships.

That's because it's easier and better if we just plug your capital into our infrastructure and integrate AI into your saas business for you.

Want to know more? Click this link, to go to a landing page were we show exactly how we do this

Add 3 (for the new markets that they are looking to enter vc firms) :

As a vc firm do you find yourself struggling with Raising More Funds , winning deals , having a good communication with Lps and analyzing the data to see if this startup will be 'the one '

Have you found it difficult for big investors trusting your with their money

Especially with such big competition out their like Andreessen Horowitz and Sequoia Capital

And were

(Haven't wrote the landing page yet / this is just the copy of the add , the video format i will make it with an video editor using all of the aspects of how to grab attention) Use this as inspiration for the sales page : <https://qubika.com/industries/financial-services/>

about the avatar :

There avatar of their clients right now are : The founder of a saas who is in a pre seed(the stage of the founding of an startup where you get as a loan anywhere from \$50,000 to \$250,000 in exchange for some equity) , seed (they get loaned anywhere from \$500,000 and \$2 million) or a series a (up and going startups that have an investment of \$2 million and \$10 million) stage and is looking for a software development company to help them launch there product , and a company to help them enroll ai to their business and processes .

THEIR NUMBER ONE DREAM CLIENT IS A SAAS THAT SALES IN BETWEEN 50 AND 100 MILLION DOLLARS

note : My client is looking to enter the series b stage of startup which is when the startup is much bigger and has received investments more than 10 million and in exchange for 15-30% in equity . And has no problem working with companies that are not saas they are just his average customers so far .

What type of business/niche are we talking about?

Their industry is the software engineering companies , but most of their clients are Saas and startups looking to launch their products to the market and enroll in their business . Can be also marketed to general businesses looking to enroll in their systems(E-commerce , healthcare agencies etc)

Tell us what product your client sells.

Software engineering services

Ai engineering services

To send a link to the client's website and social media accounts.

They don't have a social media account only a linkedin , which is one thing i am going to help them with but they have a page where they tell you what are there services and a little more about them

[This is there page](#)

[Here is there linkedin](#)

Tell us what your client has tried before (why did it work/why didn't it work?).

Have tried marketing with linkedin outreaches but had no success(form my opinion because they didn't know how to do it and had a bad outreach), cold calling (the most successful one for them so far) and email marketing (with no success ethier , in my analisis because they don't know how to write good emails that don't sound like spam) . Most of their clients come from referrals of people they have worked with , there network , and tec events they attend where they meet a lot of people

Cost of the services the offer :

clickable Prototype / this could also be the ai integration services as fast as a month (wich is what i am focused on marketing) : 10 thousand dollars

Mvp (minimum viable product) : 50 ,000 dollars

Small engineering team (2 engineers dedicated to their product): 15,000 dollars per month

Medium engineering team(4 engineers) : 30,000 dollars per month

Large engineering team (6 engineers dedicated to the client) : 45,000 dollars per month

Customed engineering teams (8 plus engineers) : 60 , 000 dollars a month

Tell us the source of your client's attention:

Referrals : 80 percent Linkedin and email outreach : 10 percent

In person events : 10 percent (Couldn't get the revenue question)

MY CLIENT TOLD ME THIS DIRECTLY , HIS NUMBER 1 PRIORITY IS GENERATE MORE MONTHLY RECURRING REVENUE !!!