

Cylon Market Awareness and Sophistication

Mission – Identify the market awareness and sophistication levels

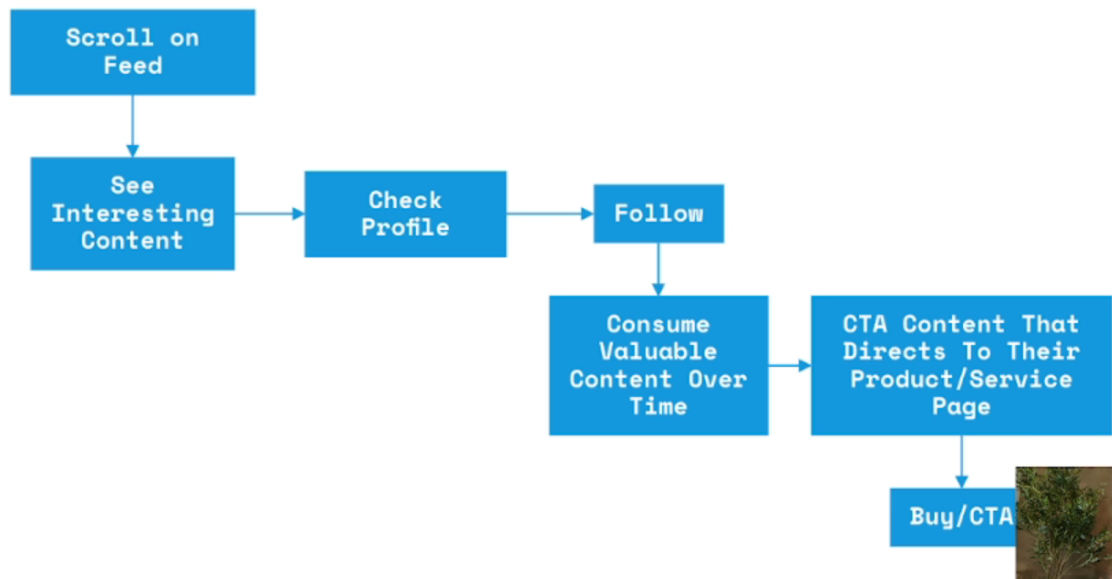
- Identify the market awareness starting point for your funnel. Identify where your attention starts at
 - Map out how you're going to them from one Level to the Next Level
 - If you're running a social media funnel, map out the different pieces of content that you're going to need to create to go from one level to the next
- List out where you will take them through the remaining stages
 - Take your entire funnel and map out what stage or level of awareness the reader will be at each stage
- Identify the Market Sophistication Stage of your market
- Identify which play, which move you think will be the best move you could make to dominate at that stage the market is on
 - You can analyze top players and decide if you want to create the same move or different move

Market Awareness

Step 1: Identify the part of the funnel you're working on

Funnel: Social Media -> YouTube

EXAMPLE FUNNEL – SOCIAL MEDIA



- I'll be working on the '*See Interesting Content*' part of the social media funnel. This will be to get the attention of the target audience and increase their desire, increase the belief in AI and increase the trust in the person/business providing the product/service (Cylon).
- By continuously providing valuable content for the audience, this will result in the amplification of the levels that will eventually get them to buy

Step 2: Where is the audience in terms of awareness?

- Section of the audience are in Level 2
 - They are aware of the problems they have in their business such as consistently doing repetitive tasks, struggling to keep up with the demands of their growing business due to not being able to focus on important tasks etc.
 - This results in frustration, burning out and sacrificing loads of hours on tasks that aren't effectively helping you grow your business
 - These people know their problem, but aren't aware of AI Automations being their solution

- Section of the audience are in Level 3
 - Unlike the Level 2 audience, these customers know they have problems in their business and heavily consuming time and energy on unimportant tasks that actually matter
 - They know that AI is the solution to their problems. They currently don't have AI systems in their current and don't even know which tools would be best to help them out with automating their systems
- Section of the audience are in Level 4
 - This audience know the problem they have and the solution to their problem. They are actively looking for the best AI Automation Agency to help them out with implementing AI systems into their businesses
 - They will choose the agency they want to work with based on the top search results that will come out. They will choose the business that has massively increased their desire, belief and trust
 - I now have to make sure I optimize my client's Social Media pages and website to be on the top search results and leads them through a process that will end them in them choosing my clients agency (Cylon)

Step 3: Identify which part of your funnel needs to get them in the awareness scale

- The '*see interesting content*' and '*consume valuable content overtime*' part of the funnel will be designed in order to get them Level 2 to Level 3.
 - This content will be designed to first amplify their problem and desire, then show them the solution to their problem and how it's used and how they can take advantage of it (amplifying the belief in the solution and trust in the business).
 - Since some people won't be willing to learn these concepts, they would instead want someone to do it for them instead and this is where we will be positioning Cylon as the best solution

- Then is when we take them from Level 3 to Level 4 by relaying CTAs in the content that's put out and move to 'CTA Content That Directs to The Product/Service' section of the funnel.
 - This might be getting them to sign up to the newsletter/get a free gift (lead magnet) in order to their contact info so that we can continue marketing to them
 - This section will be focused on creating FOMO and the urgency for them to implement AI into their systems and lead to them visiting my client's website with the intent to book a call and solve their problem and get to their dream state
 - The website will be designed to focus on increasing the desire, belief and trust in Cylon even more. This will be done by providing steps that Cylon will take in order to get to their dream outcome, show testimonials, having a great offer from other competitors etc

Step 4: Identify the steps they need to go through to get there

My client needs help with getting more attention to his agency and we will be using YouTube in order to build an audience we can monetize from. The market is already Level 2, Level 3 and Level 4 when it comes to AI Automation and my goal will be to create:

- Content that cranks the pain
- Content that creates FOMO for the audience and give them the urgency to act and implement AI into their business systems
- Create an offer that will increase their desire even more
- Provide a testimonial(s) to crank up their desire, belief and trust even more
- Content will teach the viewer about their solution to their problem and why they need to act on it NOW

Market Sophistication

Step 1: Identify the Market Sophistication Stage of your market

I believe that the AI Automation is on **Stage 4** as there has been a lot of mechanism that have been used in the market so far, but there is truly more to uncover with AI that will help businesses make even more money and I think it will still take a while for the market to truly get to Level 5

Step 2: Identify moves you think will be the best move you could make to dominate at that stage the market is on? Trigger the next stage of the sophistication if possible

Top Player analysis:

AI and Automation

Combine artificial intelligence with automation to create incredibly efficient processes that connect your apps and automate actions between them, which replaces manual work for massive gains in your team's bandwidth, quality, speed and customer experience. Fully custom and done-for-you

- **Sales and Marketing Automation**
 - Content creation, full-funnel automation, lead routing, CRM< outbound, payments, contracts and much more
- **Project Management**
 - Connect all manual, repetitive steps in a process and have a handoff process until completion. E.g., Onboarding, admin, account, invoicing
- **Customer Service**
 - Most customer service questions and responses are similar and repetitive. As a result, most CS tasks can be automated
- **Predictive Analytics**
 - Data-driven decision making through risk analytics, demand or inventory forecasting and other future planning tasks

Robot Process Automation

RPA connects all your apps and manual processes, then automates actions between them all, so you get super fast and smooth client and employee experiences—resulting in clear ROI

- **Sales Processes**

- Build a sales machine by automating your funnel; email, follow-up, proposals, CRM

- **Marketing Automation**

- Automate all marketing processes from lead captures, emails, newsletter, metrics, ads

- **Onboarding**

- Most client and employee onboarding, training can be automated

These are some of the services that are being provided by the top players, if we can look how to take these existing services and refine them even more to produce better results than they are currently and produce even faster results then it's able to move the market to Stage 5