

# P3rceive Marketing Process

Infographic to convey the marketing process used during the 19-20 internship cohort.



## STEP 1

### Customer Research

This list of customers was curated through an AI database that consolidates all registered companies in the United States onto one platform. Our lists consisted of 1000 potential customers, all of whom were located perfectly in our target market. Our range of research techniques varied drastically, from a simple google search to a "guess and check" system that used domain confirmation to verify a user's address.



## STEP 3

### Campaigns

We would be releasing eight social media posts per month, which meant we had to research and create two posts per week. At the same time, we would be designing and releasing one email campaign every three weeks. Not only did this project give us a view at advanced marketing techniques, but also a lesson in marketing design. Our marketing leader gave us multiple opportunities to revise and test our changes in design to email and social media campaigns. This gave us experienced feedback on which designs were ultimately going to be successful with our audience.

## STEP 2

### Marketing Proposal

With a cache of customers to target, we were tasked with creating a marketing proposal to outline P3rceive's launch. After collaborating with P3rceive's marketing leader, Maca Navas, we began to establish useful tactics. We identified two platforms to target: email and social media.

#### Social Media:

We created a posting schedule that included eight posts a month. Two would be completely unrelated to P3rceive, four would be indirectly related, and two would be directly related.



#### Email Campaigns:

we created three different stages of email: level 1, 2 and 3. Level 1 was designed as an introductory email, Level 2 served as an education and conversion email, Level 3 served as a "last attempt" effort to convert our customers.

