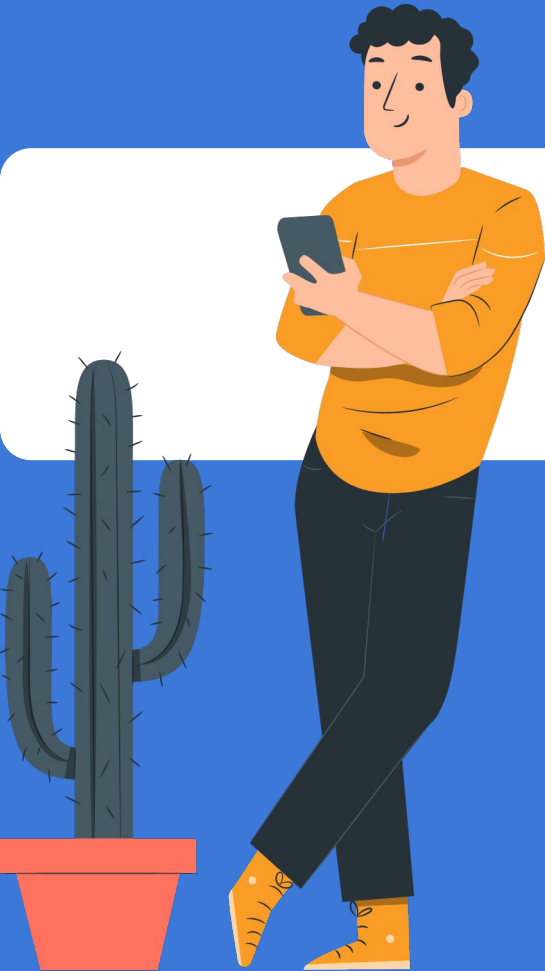


LMS+

Marketing Strategy & Launch



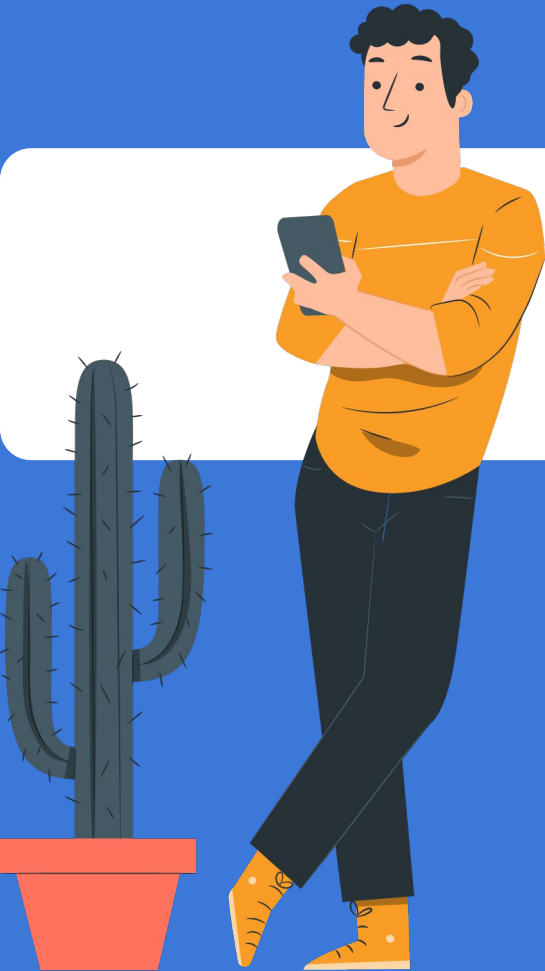


The Product Offering

Our product's competitive advantage

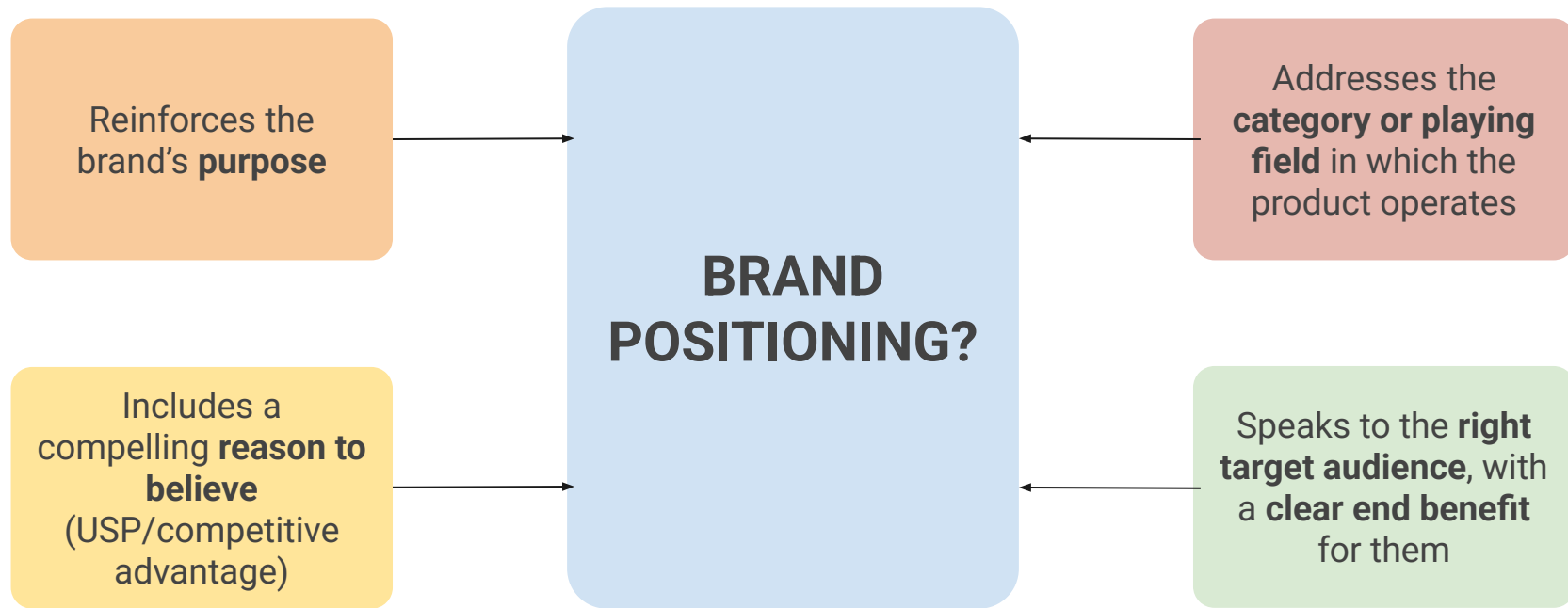


We are largely occupying an unoccupied space, with a feature-rich offering at the lowest price.

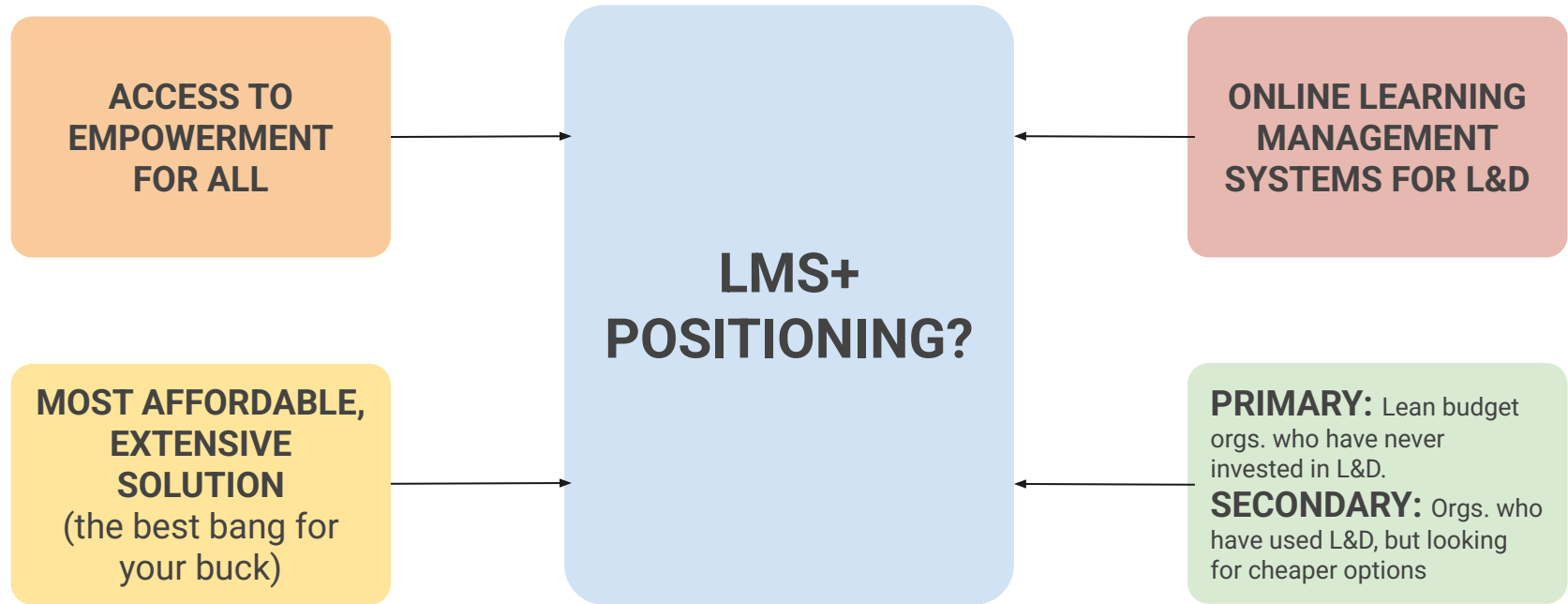


Brand Positioning

Let's arrive at our positioning



How it's relevant for LMS+



How competitors are pitching themselves

Talent LMS



The LMS
built for success
Build a smarter organization with the training platform
designed to help great teams grow

Docebo

**The #1 partner
learning platform**

LMS 365

Succeed like



Lukas.

With the only Human Success platform. Powered by AI.
Built into Microsoft 365 and tailored for Teams.

360 Learning

Upskill from within

Discover the learning platform
powered by collaborative
learning.

Coursera

**Make talent your
competitive advantage**

Udemy

Upskill at the pace of change and grow from there

Help drive business outcomes with your learning strategy.

Opportunity for LMS+

COMPETITORS:

Upskilling
Success
Talent

**THE SPACE WE CAN
OCCUPY:**

Affordability
Functionality
More ROI

Even in the paid LMS universe, no one is talking about a great product at a low cost.

The brand positioning formula

For *(insert target audience)*, *(insert company name)*, is the best means to/for *(insert consumer benefit)*, among all *(insert category/competition)*, because *(insert reason to believe)*.

For *organisations who want a great product at an affordable price*, *Alison's LMS+*, is the best means for *clients to upskill their teams for their organisation's growth*, among *all other online learning management systems*, because *LMS+ is extremely affordable, offering a huge course library of 5,000+ quality courses, and will always be for unlimited users.*

Concluding our positioning



Because we offer the **HIGHEST FUNCTIONALITY** at the **LOWEST COST**, resulting in **UNLIMITED GROWTH**.

Translating positioning for different touchpoints

WEBSITE & INTERNAL CHANNELS

Strategy: Convince people to go beyond Free LMS, after we've reeled them in with the free product

Get LMS Plus, multiply the benefits

LMS+, the addition your Free LMS needs

Only pay for added features, never for added members

Increase your budget a bit, grow your margins a lot

Spend very less to empower your teams a lot more

TARGETED MARKETING FOR NEW CUSTOMER ACQUISITION

Strategy: Convince people LMS+ is the most affordable solution, with the most features

Very functional, very affordable, very beneficial

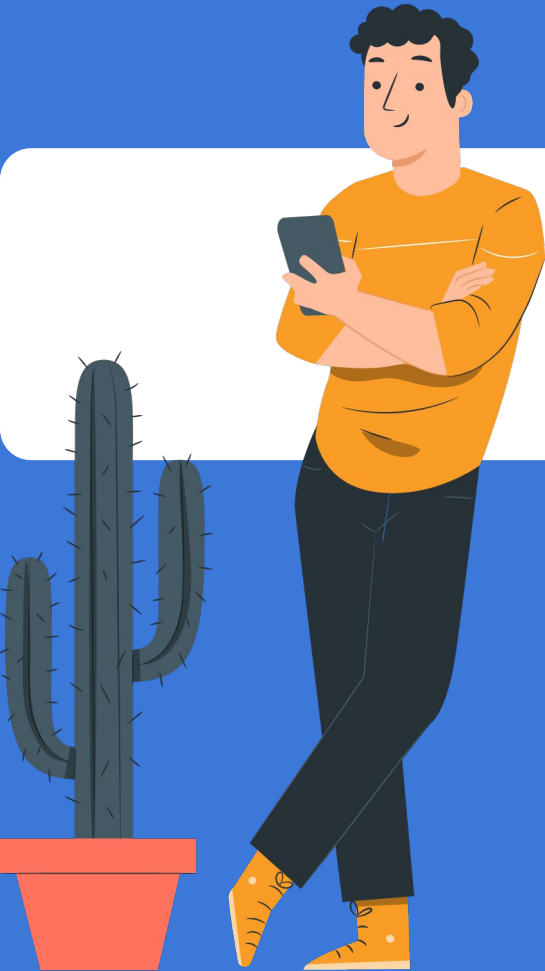
The most affordable way to empower your teams

Almost spend nothing, make your team gain everything

You don't need rich pockets for a feature-rich LMS

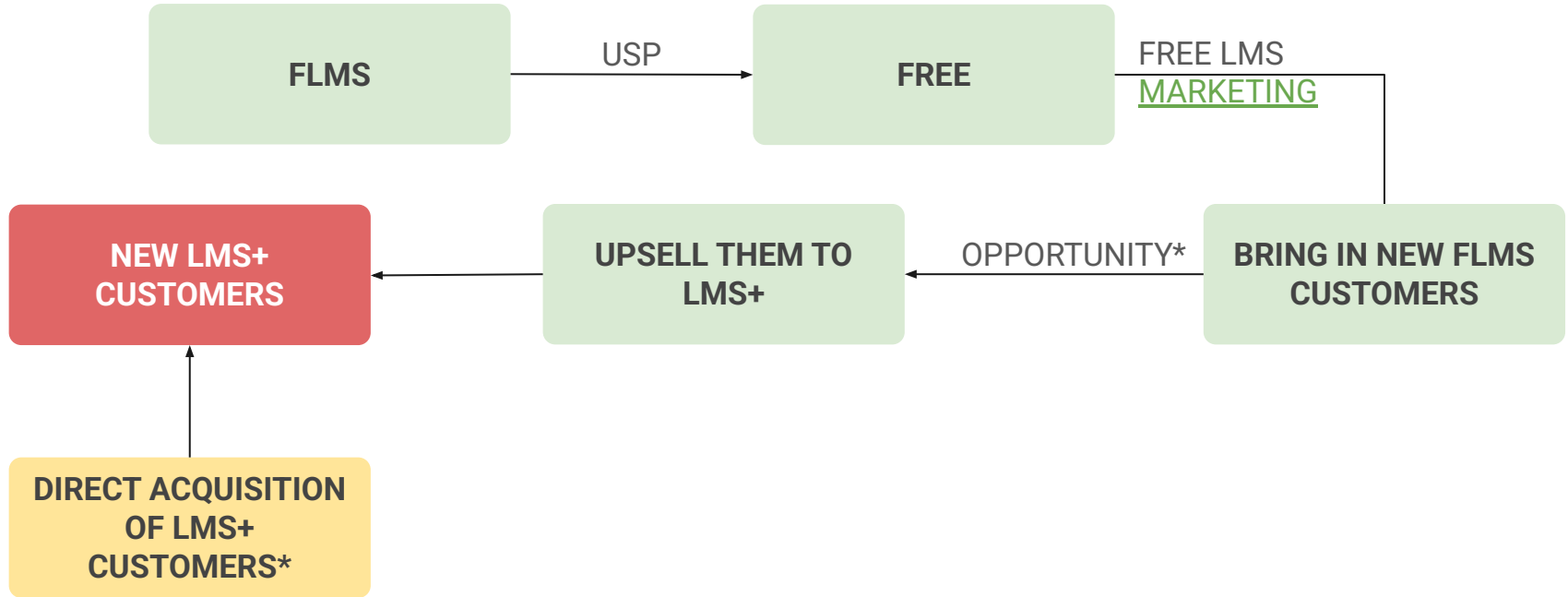
The lowest investment in L&D for the same high-returns

We CANNOT have the same messaging across all touchpoints, as they both serve different purposes

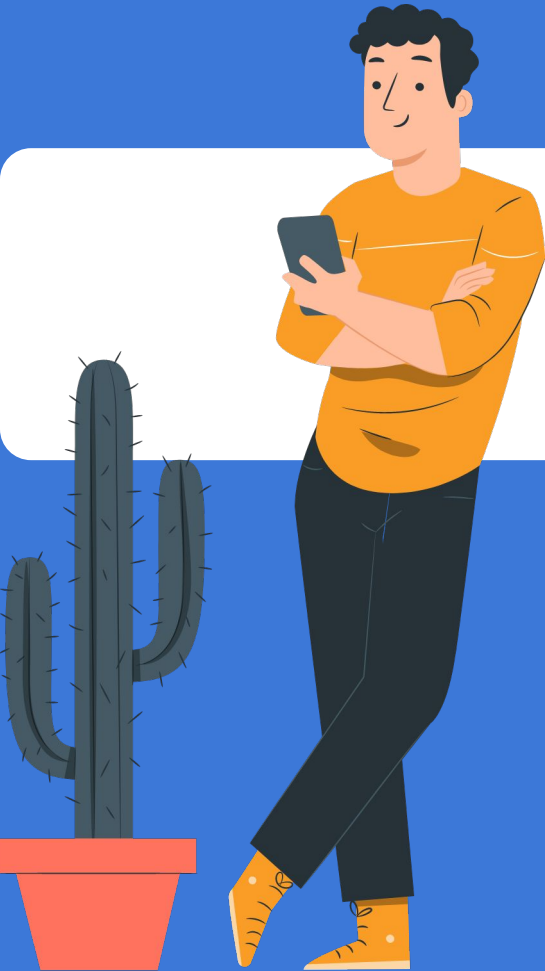


Customer Acquisition Journey

LMS+ customer acquisition journey



*Touchpoints highlighted in the following slides



Marketing Channels

DIRECT ACQUISITION OF NEW LMS+ CUSTOMERS

PPC (Tier 1 and SA? Work with Wijbren for targeting strategy and media mix)

FB ads (target people who have HR listed as their work)

LI Ads

Guerilla comments

LMS+ specific sales material (brochures, decks, f

WIP

Blogs for SEO

FLMS TO LMS+ UPSELLING

Mention in automated emails to managers in the Free LMS journey

Bulk email announcement to our Free LMS segment

COMPLETED

Mention of LMS+ in Free LMS brochure & Free LMS landing page

COMPLETED

Discounts to existing Free LMS clients for signing up to LMS+

EOFY Campaign

LMS+ specific sales material (brochures, decks, flyers) and webinars to existing FLMS

WIP

YouTube: LMS+ product explainers

On Hold

Automated journey for LMS+ users

WIP

YouTube: LMS+ product explainers

On Hold

LMS+ CUSTOMER RETENTION

Referral programme (LMS+ clients get discounts for bringing in new people) and webinars

WIP

Since we cannot target on organic social, we will not use it for LMS+, as we currently want our B2B page to focus only on Free LMS, using it to bring in more leads for the free product. Additionally, since we can't target, we don't want to confuse the audience when we've just started speaking about how Free LMS is revolutionising the L&D landscape.

The Alison LMS Brand

LMS+

**HELPING ORGANISATIONS (AND ITS EMPLOYEES)
ACHIEVE THE MOST BY SPENDING THE LEAST**

LMS+: Lowest cost, highest functionality, unlimited growth

OR

LMS+: Very functional, very affordable, very beneficial

Free LMS

**EMPOWERING THE WORKFORCE TO
EMPOWER THEIR ORGANISATION, irrespective
of their size or budget**

Free LMS: The only L&D solution that is free for unlimited number of members

Brand Promise:

Increasing organisations' value (via better revenue, profits, ROI, talent retention & attraction) by giving them an avenue **to invest in their most valuable asset – their people**

Brand Attributes:

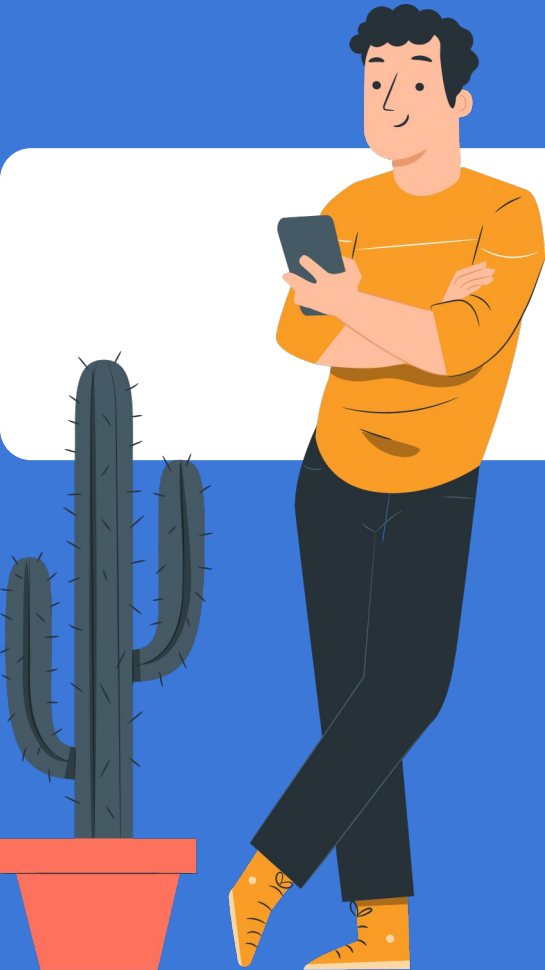
Disruptive: Because feature-rich solutions don't need to come at a premium.

Affordable: Because we never charge extra for extra members and courses.

Innovative: Because we will keep adding more features for the same low prices/free.

USP for LMS+: No additional costs for adding more members & courses.

USP for FLMS: 100% free for unlimited members, always.



Automated Emails

WIP LMS+ Automated Email Flow (Manager)

New LMS+ Sign Up
(not via FLMS)

Confirmation Email

Starter Plan
Welcome/Purchase
Confirmation

Grow Plan
Welcome/Purchase
Confirmation

Pro Plan
Welcome/Purchase
Confirmation

Enterprise Plan
Welcome/Purchase
Confirmation

Onboarding Day 2

Onboarding Day 3

Onboarding Day 5

FLMS Upgrade
OR
LMS+ Plan Change

Starter Plan
Welcome/What's
different/Purchase
Confirmation

Grow Plan
Welcome/What's
different/Purchase
Confirmation

Pro Plan
Welcome/What's
different/Purchase
Confirmation

Enterprise Plan
Welcome/What's
different/Purchase
Confirmation

Upgrade Prompts

Starter - upgrade to
Grow (based on no. of
certs)

Starter - upgrade to
Grow (1 month after
set-up complete)

Grow - upgrade to Pro
(based on certs)

Grow - upgrade to Pro
(1 month after set-up
complete)

Pro - upgrade to
Enterprise (based on
certs)

Pro - upgrade to
Enterprise (1 month
after set-up complete)

Types of LMS+ Automated Emails

Notifications

Social Login

One Learner Activated

Two Learners Activated

Three Learners
Activated

Learner Requested Cert

Other Emails

LMS+ Weekly Report &
Notifications

Complete Setup Prompt
(let us help you)

Payment Emails

Unsuccessful Payment
First

Unsuccessful Payment
Final

Cancelled Plans

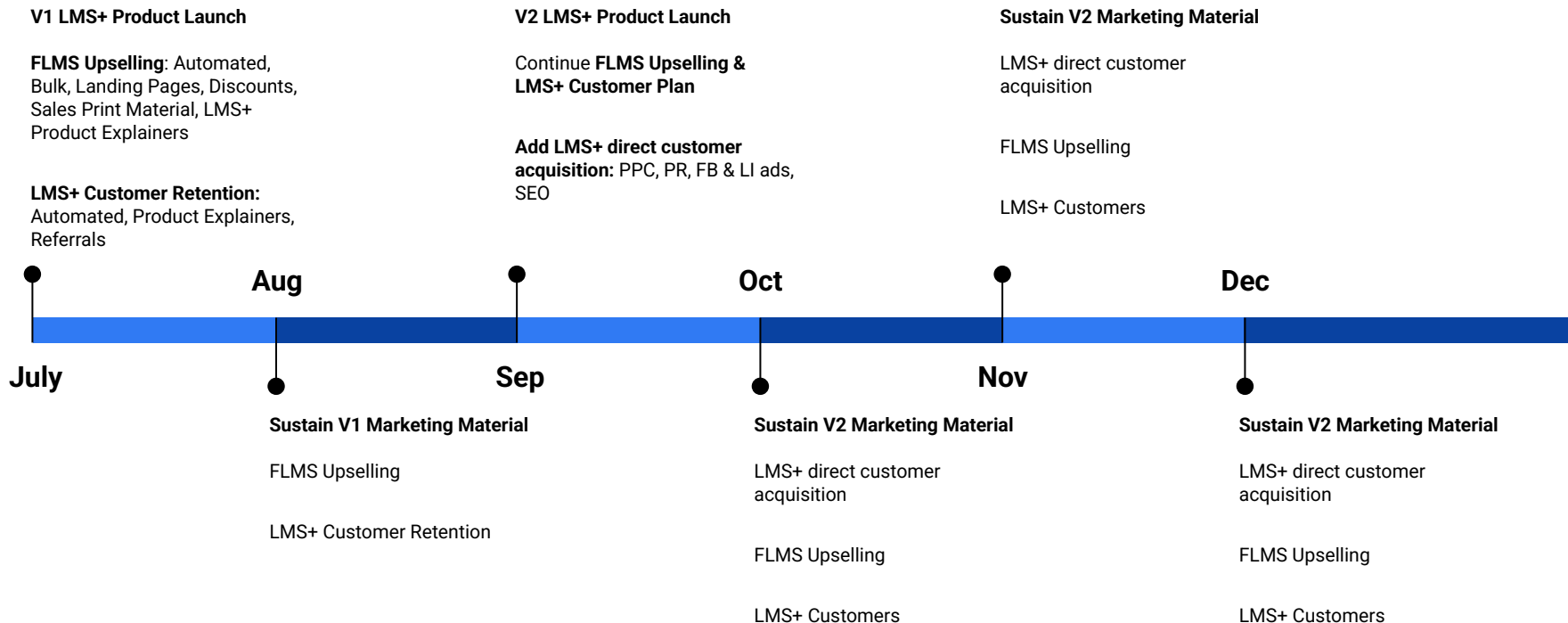
Annual Renewal

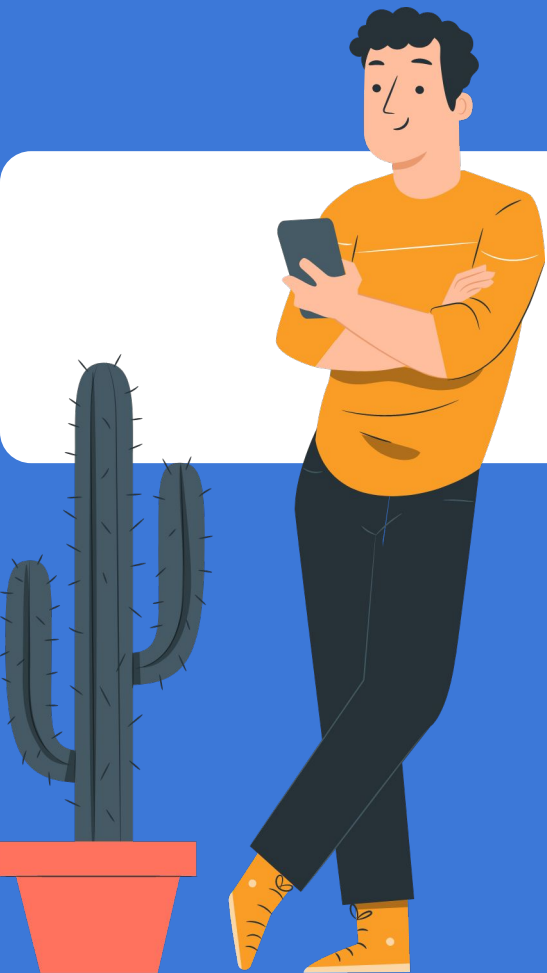
Purchase Confirmation
for Bulk Certs

WIP LMS+ Automated Email Flow (Learner)



Timeline





That's all for now