

Marketing and Sales Strategy



GT MERCH

Phygital products with Augmented Reality

Product Idea

The idea of GT Merch is to create phygital products such as picture frames and albums using Augmented Reality for gifting. These products combine the traditional physical aspect of gift-giving with the modern technology of augmented reality, allowing customers to create personalized and interactive gifts for their loved ones.

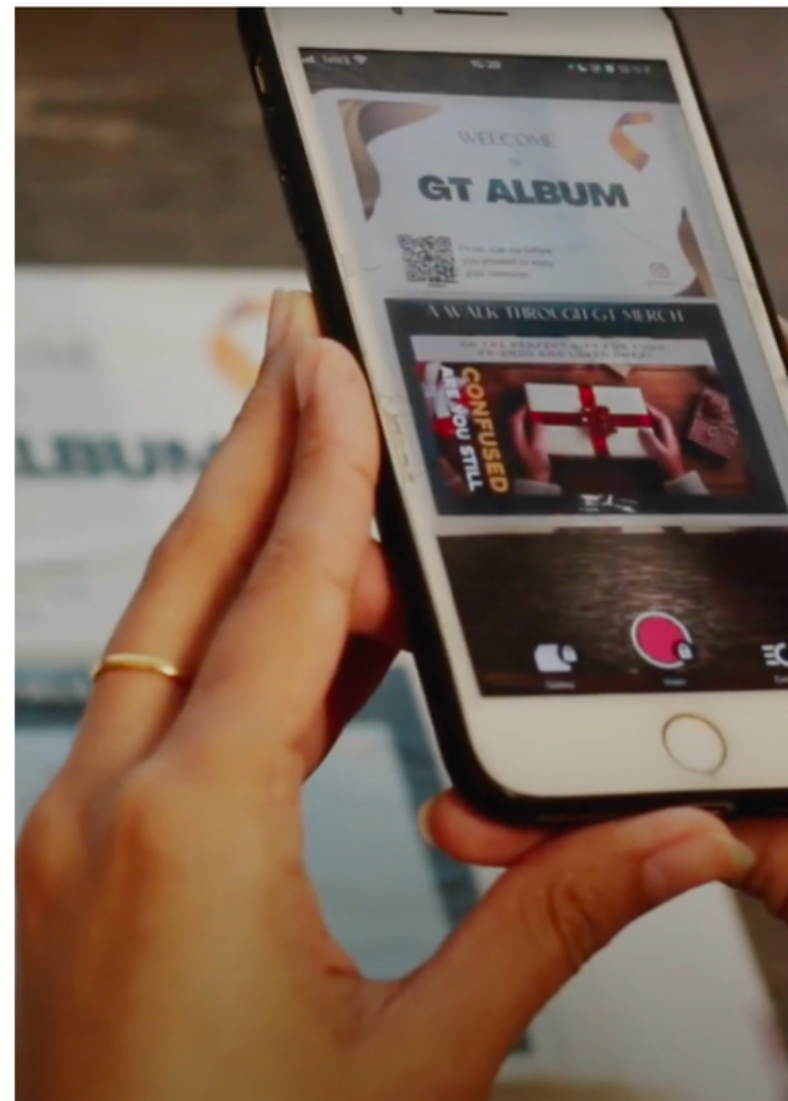
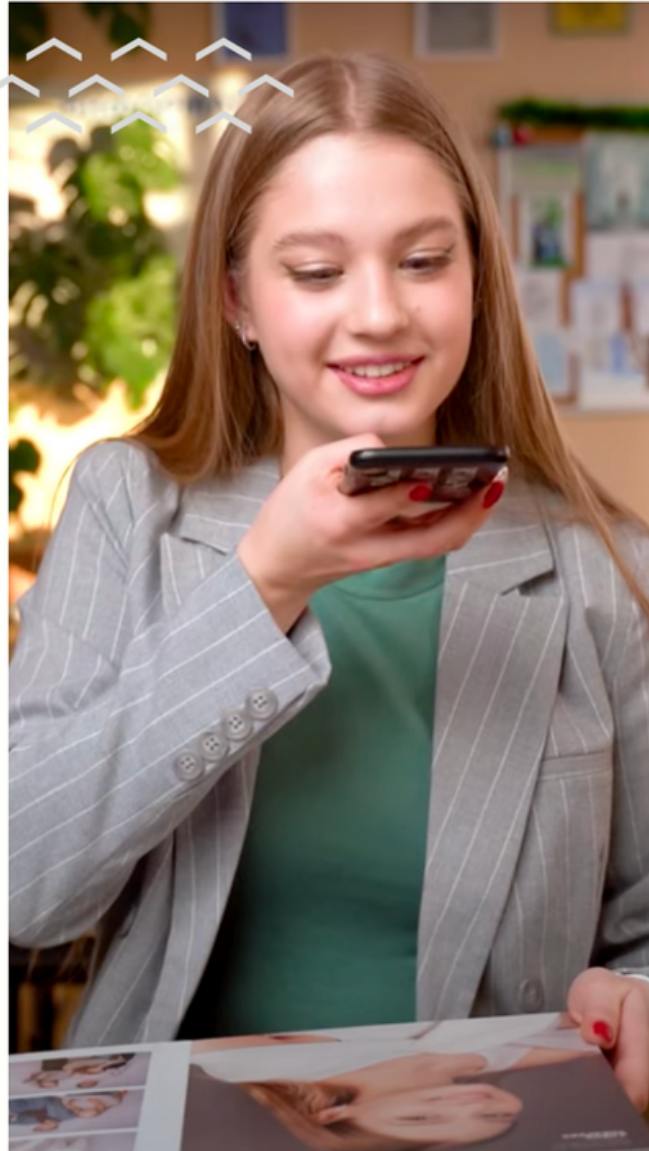




Problems

- People constantly do not know what to gift friends and loved ones during special moments
- People want cool and cozy gifts for friends but there are no variations
- Most cozy and valuable gifts are very expensive
- People always want something different
- People want to store their memories in the best way possible.

Product Description



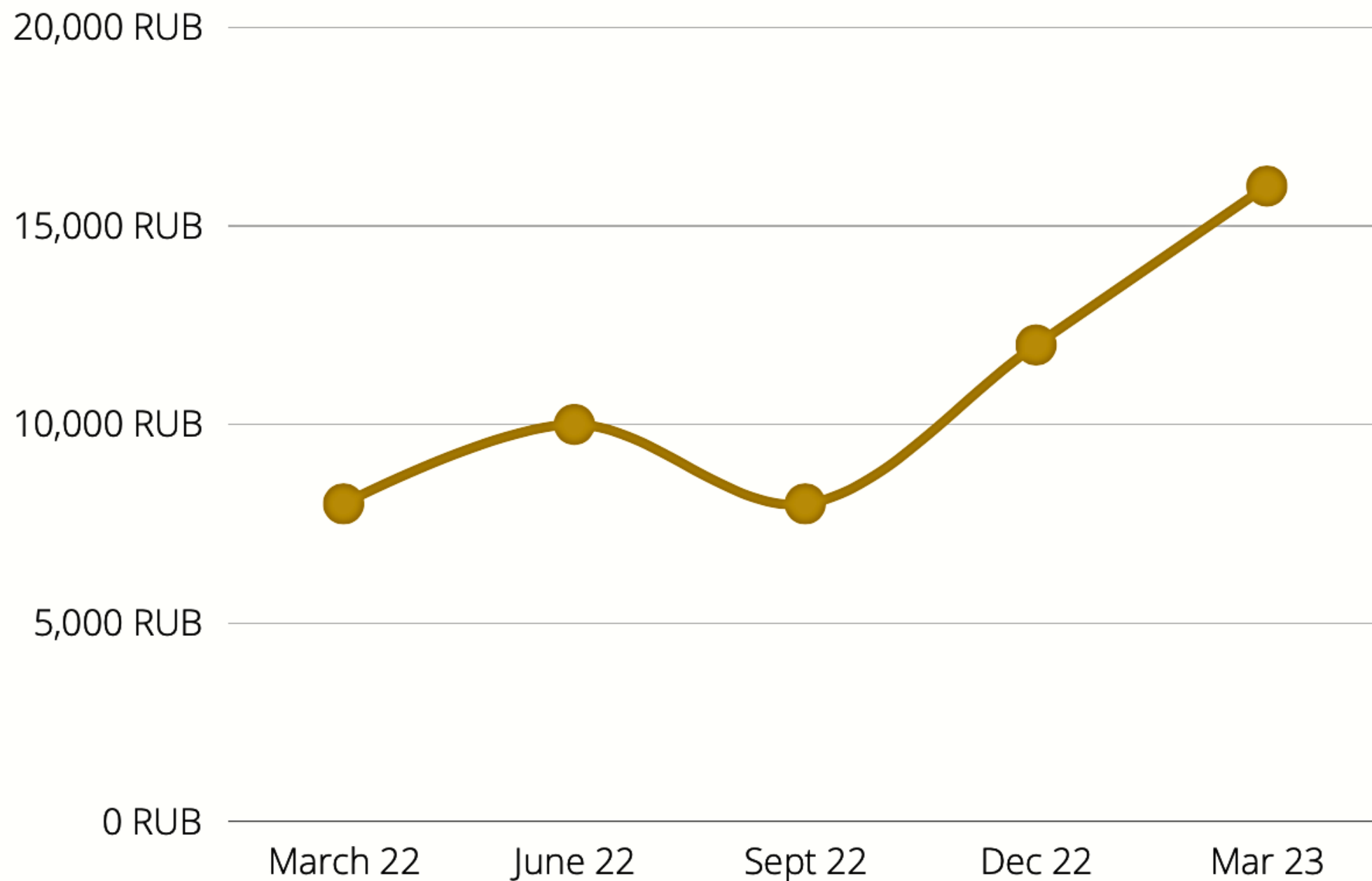
GT Merch is a platform that makes and customizes gifts using Augmented Reality

Our products play videos and 3D animations when you scan on them

Interaction between customers and products using AR



PRODUCT SAMPLES



Our Sales Detail

Over the past months we have been making more revenue due to special celebrations like February 14th, March 8th, etc.

Our revenue also increases when we make more advertisements and marketing



Business model

Product purchase

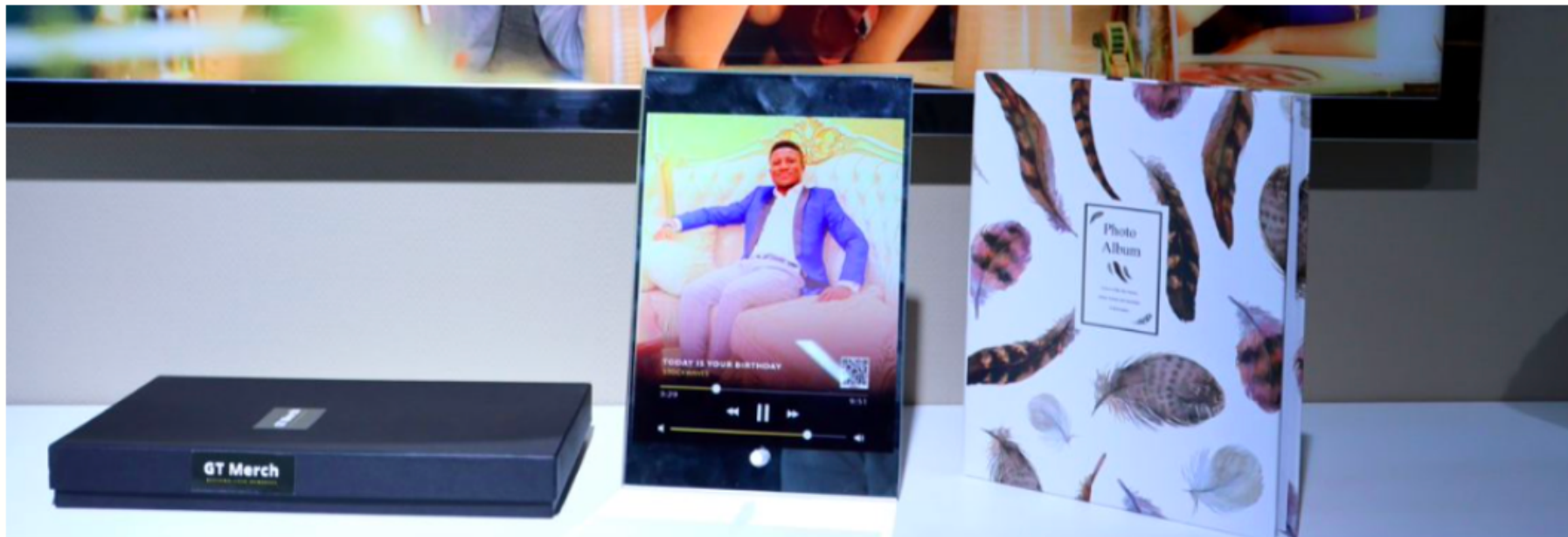
The customers pay for each product they want to purchase. This is a pay as you go method

Subscription

The customer pay a subscription fee on our web platform to get access to our AR technology and use for their customisation

Buying license

Customers that do not want to subscribe but want to have access to our AR tech will pay a one time fee to get the access they need





Type of Market

● Seller's Market

There are not a lot of people currently doing what we do. GT Merch is in a niche market that combines the physical and digital worlds, often referred to as the "phygital" market.

This market is growing due to the increasing popularity of technologies such as augmented reality and virtual reality, which allow for more immersive and interactive experiences.



Target Market

- **B2C**

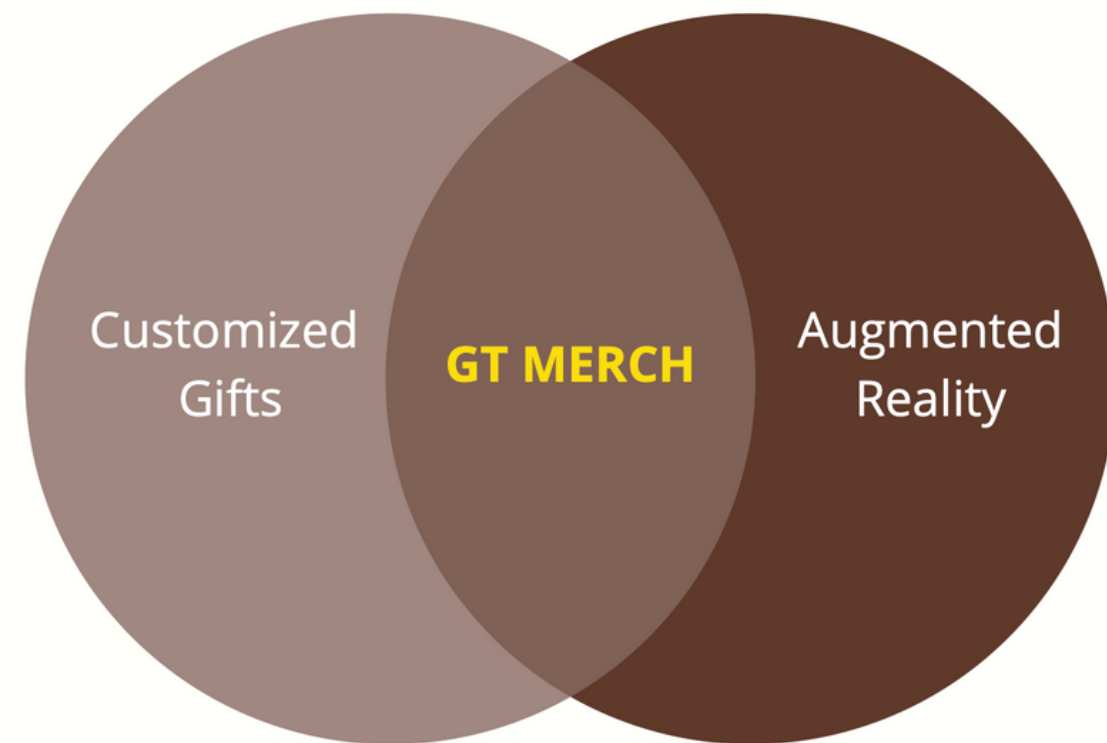
GT Merch's market is individuals who are looking for unique and personalized gifts for special occasions such as birthdays, weddings, anniversaries, graduations, and more. These people make orders of our products

- **B2B**

We also provide our services to photo studios and printing/publishing centers that want to add an immersive experience to their products. These people simply buy our licence or subscribe to our subscription plans

Market

Where we currently operate in





Market Size

PAM

AR and VR market size predicted to reach \$451.5B by 2030

TAM

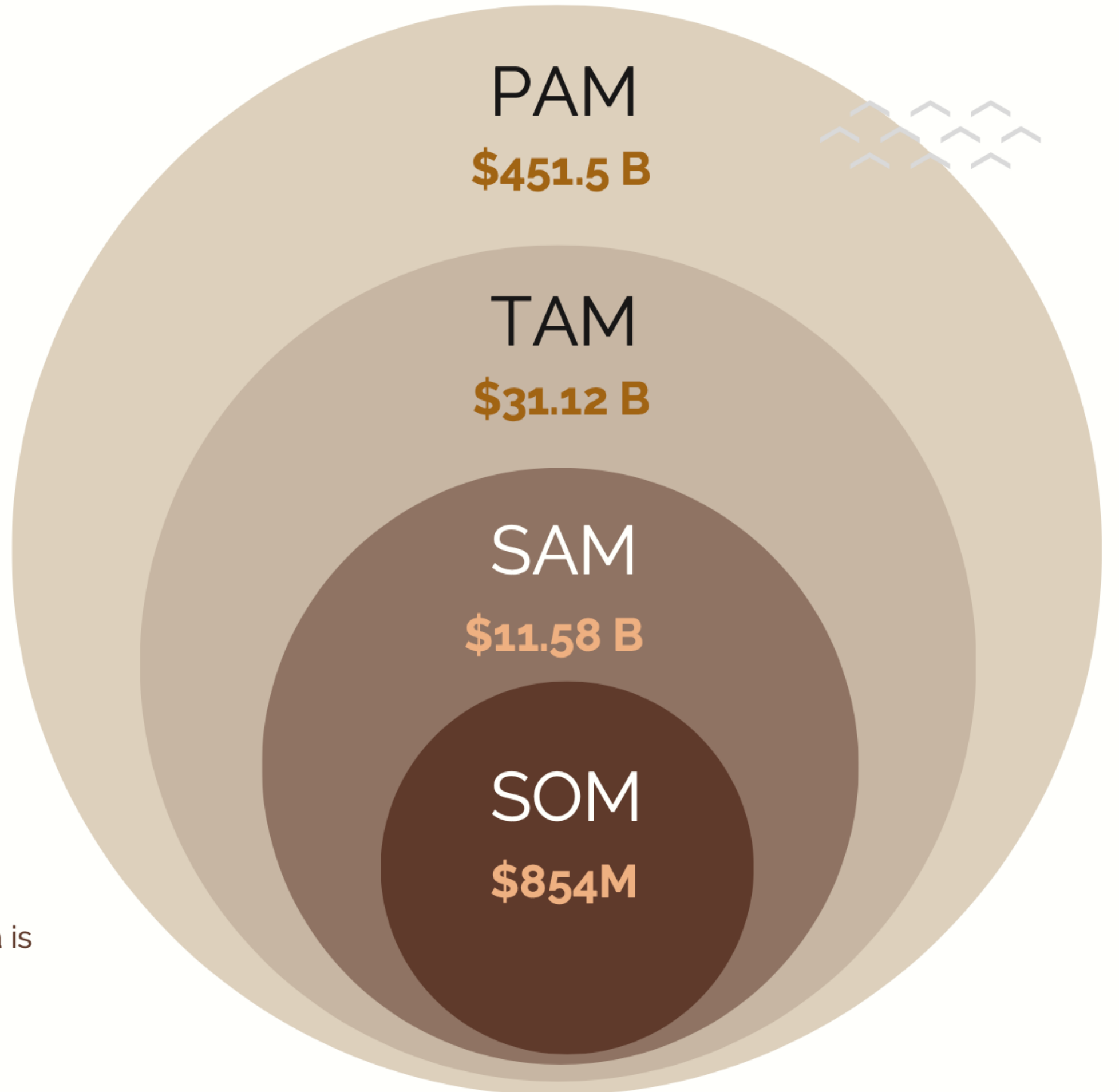
Revenue in the AR & VR market in 2023 is \$31.12B

SAM

Revenue in the AR Software and gift segment is \$11.58B presently

SOM

Revenue in the AR Software and gift segment in Russia is \$854M in 2023.





Channel (media) strategy.

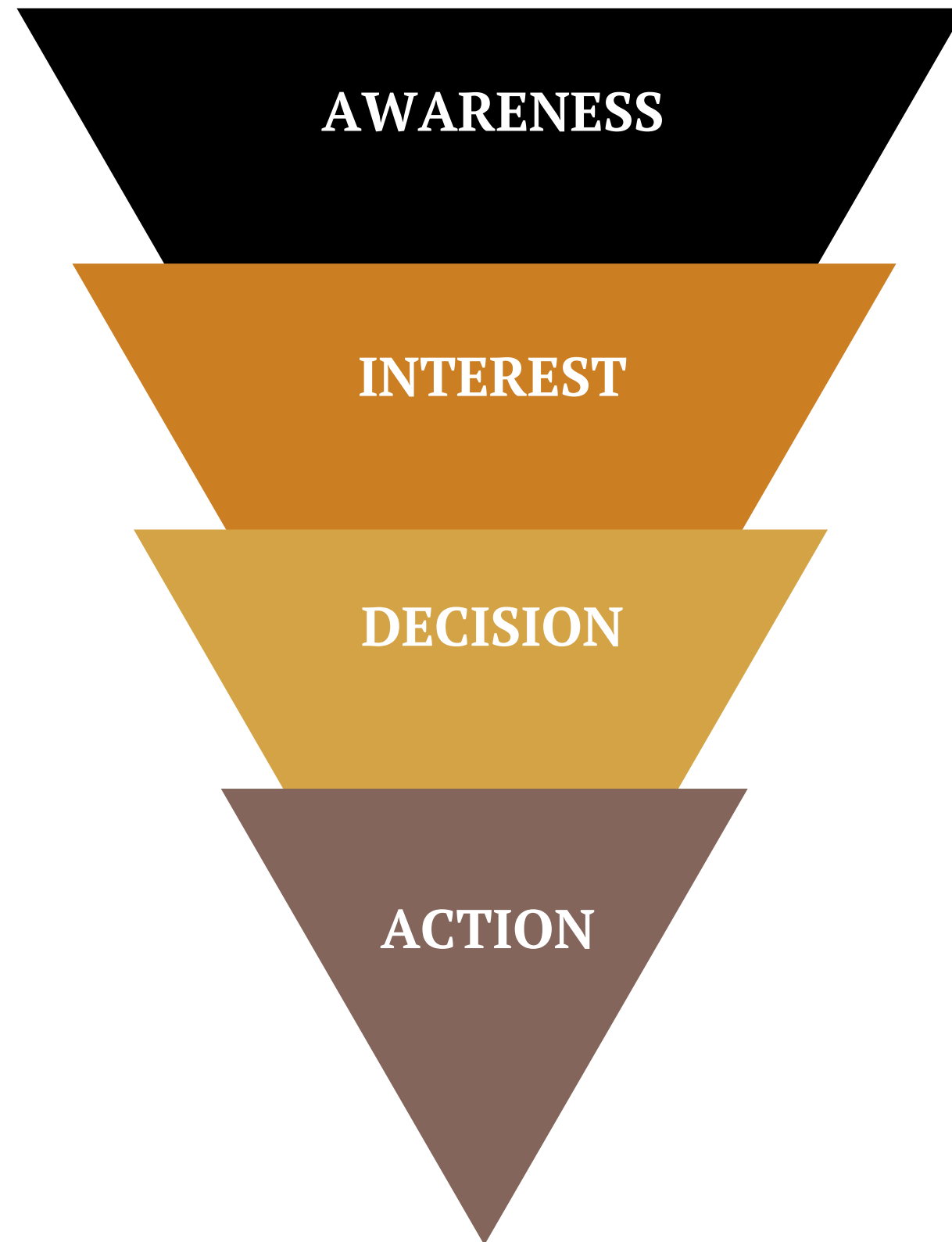
Given that the product is geared towards gifting, our best channels are social media platforms such as:

- Instagram
- Facebook
- Whatsapp
- Vkontakte

Others include:

- Influencers - bloggers/vloggers
- Google ads and SEO

Sales Funnel



AWARENESS

- social media marketing
- influencer marketing
- content marketing

INTEREST

- email newsletters
- webinars or virtual events
- live demos








DECISION

- Discounts or limited-time offers
- Testimonials on the website
- Clear product descriptions

ACTION

- Streamlined and easy-to-use e-commerce platform
- Clear and simple checkout process
- Upsell and cross-sell opportunities to increase the customer's order value

Customer Journey Map

	Awareness	Research	Purchase	Product Delivery	Usage	Follow-up
Actions	through online advertising, social media, word of mouth or search engine results.	browses GT Merch's website, reads reviews, compares prices and products.	selects a product, adds it to their cart, and completes the purchase process.	receives the product, opens the package and inspects the product.	uses the product, either for themselves or gives it as a gift.	GT Merch sends a follow-up email or survey to gather feedback on the product and the customer experience.
Feelings	Curious, intrigued, interested.	Excited, overwhelmed	Happy, satisfied, nervous about the purchase.	Excited, curious	Happy, satisfied	Valued, appreciated
Emotions						 
Thoughts	"This looks interesting, this might be a good gift idea."	This product seems cool	"I can't wait to see this product in person, I hope it looks as good as the picture,"	"This looks great, I can't wait to try it out,"	"This is so cool, I'm glad I bought this,"	"They care about my opinion, I'll definitely consider buying from them again."
Internal Ownership		Customer	Customer	Customer	Customer	Customer

Competitive analysis

	GT MERCH	CUSTOM GIFTS	MUSTGIFTS	Mondly AR	dreamport.pro
AR platform	✓	✗	✗	✓	✓
Customized gifts	✓	✓	✓	✗	✗
Photo customisation	✓	✓	✗	✓	✓
Video customisation	✓	✗	✗	✓	✓
3D customisation	✓	✓	✓	✗	✓
International market	✓	✗	✗	✓	✗

A hand holding a pen pointing to a line graph on a background of a US dollar bill and a bar chart. The background features a blue-tinted image of a US dollar bill with the text 'FEDERAL RESERVE NOTE' and '9225 A' visible. A white line graph is overlaid on a bar chart, showing a peak followed by a dip and then a steady rise. The hand is holding a pen and pointing at the line graph.

Measurement

How to control and measure success

- **Sales and Revenue** - through the company's CRM system
- **Customer engagement** - this can be measured through social media and email marketing campaigns.
- **Customer satisfaction** - This can be done through customer surveys and feedback forms.

How to close deals

Real case evidence:

GT Merch offers a free trial or demo of our augmented reality picture frames and albums to potential customers. By allowing them to try the product firsthand, they can see how it works and how it can benefit them.

Additionally, GT Merch showcases social proof in the form of customer reviews or case studies to demonstrate the value of products.

Following up with personalized emails or phone calls can also help build relationships with potential customers and close deals. By implementing these strategies, GT Merch can effectively close deals and grow our business.



THANK YOU