



Digital Marketing Strategy

TABLE OF **CONTENTS**

01 | Business Overview

02 | Competition Landscape

03 | Channel Strategy



1. BUSINESS OVERVIEW

- Current Business Status
- Marketing Goals
- Target Audience

01 | CURRENT BUSINESS STATUS

FS Studio offers a full, end-to-end suite of services including: Design, UI/UX, Virtual Reality, Augmented Reality, XR, Digital Twinning, 3D real-time Simulation, AI and Robotics support, and Data Services.

- **360° solution** - Fully customized, end-to-end services from ideation to launch with a dedicated team of UX/UI design experts for authentic, immersive experiences.
- **Product design** - Offer a strategic design and discovery solution that helps customers learn their market fit and how to tailor their product/s to meet end users' needs.
- **Stimulating storytelling** - Technology to deliver engaging, immersive content.
- **Intuitive user experience** - Create *easy-to-use*, interactive content.
- **Industry friendly** - Diverse industry experience in but not limited to: education, automotive, robotics, aerospace, entertainment.
- **Cost-effective** - Budget-friendly solutions to enter the space and grow.

01 | MARKETING GOALS

- Website - Optimize conversion funnels for lead generation to turn visitors into qualified prospects
- Revise ALL marketing messaging - owned, paid, social, email
- Increase website/brand visibility across marketing channels
- Attract, engage and educate users via subject-matter articles/blogs, resources, etc.
- Position FS Studio to become a trusted partner for XR projects

01 | TARGET AUDIENCE

Entrepreneurs, Operations, Engineers, Developers who:

- Have an *immediate* need for a new product/immersive content.
- Are researching new immersive products to meet customer/ employee needs to meet their business goals such as providing immersive training, demos, and how-tos.
- Want to find out *how to* design and build the digital product – need a partner to “get it off the ground” and delivered.
- Are researching products to improve their current XR projects.



2. COMPETITION LANDSCAPE

- Traffic Per Channel
- SEO & Search Performance
- Social Media

02 | COMPETITION LANDSCAPE

AVERAGE OF FEB - APRIL 2023

Engagement ⓘ				
Feb 2023 - Apr 2023 🌐 Worldwide 📄 All traffic				
Metric	fsstudio.com	picknik.ai	lucidrealitylabs.com	rockpaperreality.com
📅 Monthly visits	< 5,000	29,378 🏆	< 5,000	5,373 🏆
👤 Monthly unique visitors	< 5,000	14,497 🏆	< 5,000	< 5,000 🏆
👤 Visits / Unique visitors	2.27 🏆	2.03	1.38	1.55
🕒 Visit duration	00:02:42	00:04:40 🏆	00:01:43	00:03:10 🏆
📄 Pages per visit	1.82	4.41 🏆	1.80	3.39 🏆
📄 Bounce rate	58.69%	21.68% 🏆	57.27%	46.05% 🏆

- PickNik takes the lead in traffic and engagement
- Lucid Reality Labs visit duration increased in April to 3:16 min - added more keywords to organic search
- Rock Paper Reality (RPR) is the most accessible comparable competitor

02 | COMPETITION LANDSCAPE

AVERAGE OF FEB - APRIL 2023

Channels overview ⓘ

📅 Feb 2023 - Apr 2023 🌐 Worldwide 🏠 All traffic

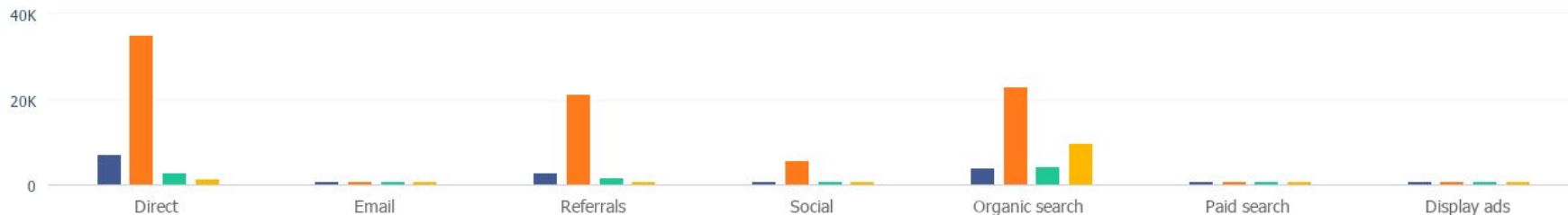
fsstudio.com picknik.ai lucidrealitylabs.com rockpaperreality.com

14,340

85,498

8,749

11,302



- Direct and organic search are the main traffic sources
- Pick Nik leads in referral traffic
- Little investment the remaining marketing channels

02 | PICK NIK

SEO & Search

- Search Traffic: 9,980 visits
- Organic Keywords: 478
- Paid Keywords: 0
- Branded Keywords: 1,737 searches; 7 organic keywords; 0 paid
- Non-Branded Keywords: 6,883 searches; 471 organic keywords; 0 paid
- Top Keywords:
 - [picknik robotics](#)
 - [pick nik](#)
 - [picknik](#)
 - [cartesian motion planning](#)
 - [moveit_visual_tools](#)
 - [ros2 node for trajectory generation for a ttr](#)
 - [moveit ros2](#)
 - [how to publish to /execute_trajectory/goal](#)
 - [moveit2](#)



02 | LUCID REALITY LABS

SEO & Search

- Search Traffic 4,262K visits
- Organic Keywords: 170
- Paid Keywords: 0
- Branded Keywords: 270 searches (8% of desktop searches); 2 organic keywords; 0 paid
- Non-Branded Keywords: 3,091 searches (92% of desktop searches); 168 organic keywords; 0 paid
- Top Keywords:
 - [roche eye capmaigns](#)
 - [obstacles to the metaverse](#)
 - [what are the current issues with the metaverse](#)
 - [lucid reality labs](#)
 - [challenges of metaverse](#)
 - [vr solutions provider](#)
 - [metaverse issues](#)



02 | ROCK PAPER REALITY (RPR)













SEO & Search



- Search Traffic 11,016K visits
- Organic Keywords: 354
- Paid Keywords: 4
- Branded Keywords: 680 searches (9% of desktop searches); 2 organic keywords; 0 paid
- Non-Branded Keywords: 6,590 searches (9% of desktop searches); 220 organic keywords; 1 paid
- Top Keywords:
 - [fhow vr is influencing the fashion industry and individual companies?](#)
 - [rock paper reality](#)
 - [the financial sector is one of the leading sectors in augmented reality a. no b. yes](#)
 - [the virtual reality revolution in fashion](#)
 - [fashion augmented reality](#)
 - [examples of xr applications you have just encountered and describe your experience with it. what is the difference in experience as you encountered them?](#)
 - [ar in clothing industry](#)
 - [ar ads on buildings](#)
 - [augmented reality banking](#)
 - [interactive and tech augmented billboard](#)

02 | SOCIAL MEDIA COMPETITION LANDSCAPE

Channels Coverage

Company	Instagram	Facebook	Clutch	YouTube	Twitter	LinkedIn
PickNik				 1.96K Showcase work	 3,554 followers Event, awards, new releases	 19,224 followers Events, new releases
Lucid Reality Labs	 388 followers Trending topics	 314 followers Awards, Poll results	 Profile, portfolio, 5 star reviews	 66 subscribers Showcase work	 171 subscribers Blog topics	 17,643 followers Newsletter Awards, blog topics, polls
Rock Paper Reality (RPR)		 41 followers Only 1 post this year			 561 followers Work, awards, events	 2,910 followers Work, awards, events

02 | SOCIAL MEDIA | MAJOR TAKEAWAYS

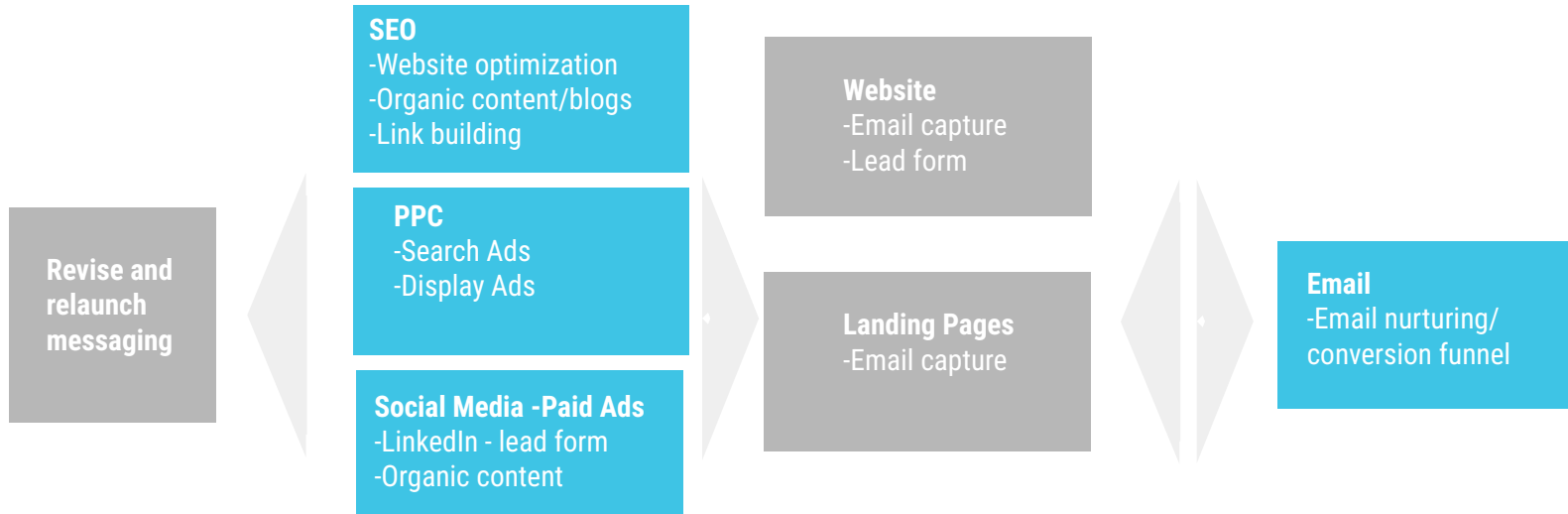
- **The Competition** - There is an opportunity to dedicate a monthly Boost/Sponsored post paid media budget to organic content to strengthen FS Studio engagement against the competition.
- **Memorable Brand** - Standardized branding elements are crucial for easy recognition.
- **Engagement** – LinkedIn shows a better engagement rate than other social channels.
- **Adjusting Focus** - LinkedIn should be the primary social channel. LinkedIn can be geared towards addressing media and establishing thought leadership.
- **Exploring Content Options** - Testing out various content and media formats on social will guarantee better results.
- **Storytelling** - Messaging needs to be a mix of brand, showcasing work, thought leadership.



3. CHANNELS STRATEGY

- Target Audience Profile
- Conversion Funnel
- Messaging
- SEO
- PPC
- Social Media
- Email Marketing

03 | CHANNELS STRATEGY OVERVIEW



03 | CONVERSION FUNNEL

	Need	Investigate	Consider	Buy
Customer's emotional triggers	<ul style="list-style-type: none"> • Need to partner with a XR team in order to design and build new product • Researching XR studios • Want to improve their existing immersive experience • Want to learn more about XR capabilities <p style="text-align: center;">↓</p> <p>Look for info via Google, word of mouth, social media</p>	<ul style="list-style-type: none"> • Who provides XR solutions? • Is it suitable for my particular industry? <p style="text-align: center;">↓</p> <p>Compare options using website and signup options.</p>	<ul style="list-style-type: none"> • How does it work? • Ease of use? • Software/ hardware used capabilities? • What type of results will I get? <p style="text-align: center;">↓</p>	<ul style="list-style-type: none"> • Pricing? • How long will it take to produce the final deliverable? <p style="text-align: center;">↓</p> <p>Comes to a decision</p>
Channels	Google Search relies solely on organic results.	All crucial information clearly presented on the website.		Time-efficiency is key for any conversion.
	Optimize Search Ads to improve visibility.	Showcase competitive advantages / benefits via paid and other media channels.		Convey an immediate positive experience for prospects starting from the investigation stage.

03 | MESSAGING - REVISE BASELINE INFORMATION

Who are we? What do we do?	Emphasize brand promise: <ul style="list-style-type: none">• Full, end-to-end suite of XR services• Trusted partner - want prospects to feel empowered• AI, simulation, digital twinning• Exceptional UX/UI design, content specialists• Cost-effective services
How does this work?	Summarize the offering/s: <ul style="list-style-type: none">• Showcase process• Highly knowledgeable team• Benefits
What do you use?	Reassure prospects that we have what you need: <ul style="list-style-type: none">• Technology used - details, quality• Why this is important?
Reputation	Expert guidance and proven outcomes: <ul style="list-style-type: none">• Case studies• Reviews

03 | MESSAGING - ENGAGING CONTENT MIX

PRIORITIZE:

Blog Articles

Informative resources and insights:

Evergreen:

- XR 101 series - what is AR, VR, What is Digital Twinning?, etc.

Trending:

- Product reviews
- Trending topics in the immersive technology space

Educational Videos

- Showcase XR 101 series in quick, “soundbite” videos
- Showcase work via an immersive experience

03 | MESSAGING - INDUSTRIES

Use revised messaging for our existing and top industries in this space to optimize content for lead generation.

- Architecture & Real Estate
- Manufacturing & Industrial Design
- Healthcare & Medical Training
- Retail & eCommerce
- Education & e-Learning
- Automotive & Transportation
- Travel & Tourism
- Aerospace

03 | MESSAGING (SEO) - ARTICLE TOPIC IDEAS

VR/AR/MR	Digital Twins	Real-time, 3D Simulation and AI
<ul style="list-style-type: none">• Training• Education• HR onboarding/compliance• Events• Digital Remote Presence• Enhanced Sales and Marketing Experiences• Healthcare• Real Estate• Travel/Tourism	<ul style="list-style-type: none">• Property Management• Factory/Warehouse operation/planning• Real-time Data Visualization• Predictive Maintenance• Retail• Aerospace	<ul style="list-style-type: none">• DevOps• Scenario Generation• Robotics Workflow• Advanced Training• Sim in the Loop• RL Gym• Parametric Scenes• Asset Pipeline

03 | MESSAGING - VOICE & TONE

- **FS Studio voice** is personable and authoritative lending to its leadership in the XR space as specialist in UX/UI design.
- **We are your friendly guide** to walk you through your project taking the guesswork out of the process.
- **We empower our clients** via expert strategy and development - and are *proactive* in meeting challenges that may arise.
- **We are a reassuring force** where you are confident your project is in the right hands and know that we can deliver with our stellar project management and customer care.

03 | SEO | Content Optimization and Growth

Optimize Main Pages

- Optimize keywords for main pages.
- Expand H2 descriptions with branded keywords

Increase the Number of Referring Domains

- In order to grow our domain rating and compete for the main keywords we need to acquire links from authoritative websites.
- **Link building** will speed up ranking of new content and increase the keyword positions of existing content.
- Research and outreach to websites that are topic-relevant and in line with both our and Google quality guidelines for an opportunity to build a link.

Create informative content to attract visitors

We need to write quality, informative content we can rank for and attract visitors.

(See: Topic ideas slide)

03 | GOOGLE ADS | Search Campaign

Account & Campaign Management

- Verify account
 - Will allow us to use the company logo
 - Builds more immediate trust
- Fully optimize campaigns
 - Have 20%-30% room for improvement per campaign
- Add images to ads that meet guidelines
- 66 more low/ moderate competitive keywords we can optimize/test

Messaging

- **Produce news ads with new messaging**
- Use keywords in ad headlines and ad copy

Campaign Overview

Campaigns: Non-branded KW's

Goal: Acquire new customers and sales

Strategy: Target users actively searching for queries related to immersive product design

Geo: US - 48 contiguous states

Search Volume: 150,000+/avg. monthly

Avg. CPC: \$2 - \$4

Recommended Budget: \$2,000/month

Top Clicks

Business Professionals

Technophiles

Avid Investors

03 | GOOGLE ADS | Display Ads

Stay visible. Retarget users that visited the website previously to remind them of who we are and how we can help.

1. All Website Visitors

- Retarget all website visitors that visited the site and left in order to recapture their interest and answer challenge questions.

Campaign Overview

Campaign: Remarketing Display

Goal: Re-engage with website visitors and increase conversions

Strategy: Provide messaging to website visitors depending where they are in the buying funnel

Audience: All website visitors

Geo: US - 48 contiguous states

Audience Size: depending on website traffic

Avg. CPC: \$1 - \$2

Recommended Budget: \$1,000/month

03 | SOCIAL MEDIA CHANNEL PLAN - PRIORITY ACCOUNTS



FREQUENCY	OBJECTIVE	ORGANIC STRATEGY
3 x per week	Grow followers Awareness KPIs: Reach & engagement	This channel will be a prime space for subject-matter expert content and lead generation via newsletter
1 x per week	Grow followers Awareness KPIs: Reach & engagement	Showcase work and blog topics.
3 x per week	Grow followers Awareness KPIs: Reach & engagement	Trending topics, product reviews

**Start organic posting as soon as possible with 2 mirrored posts per week*

Recommended Budget: \$1,000/ month

03 | EMAIL AUDIENCE & MARKETING ROLE

Email database

- Structure the database into segmented audiences:
 - a. **Engaged**
 - Customers and Subscribers
 - Recent Website Activity
 - b. **Unengaged**
 - Lack of engagement with campaigns
 - Bounces
 - Unsubscribes

Grow the subscriber list

- Include all the customer benefits in the welcome message

1. Increase the subscriber database

- Nurture new subscribers
- Convert subscribers into customers
- Cross reference with social channels

2. Establish lasting engagement

- Announce new articles
- Customer support
- Personalize content by groups

3. Attract new customers

- Create a lead magnet

03 | EMAIL MARKETING FRAMEWORK

Campaign Type	User Behavior	Content Type	KPIs
Newsletters	Subscribed to a list	<ul style="list-style-type: none">• Blogs & Articles• Social media engagement	<p>List size. Number of new users joining the list vs. unsubscribes</p> <p>Engaged users. Open rate and CTR</p> <p>Conversion rate. Increase revenue</p>
Workflows	Based on customer / users behavior	<ul style="list-style-type: none">• Welcome Series• Browse Abandonment• Write a review	<p>Soft Metrics. Amount of people, Open and CTR</p> <p>Hard Metric. Increase revenue</p>

THANK YOU