

4 MarTech Website

Product Requirement Document

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Objective

To create the 4 MarTech website that will give prospective customers a detailed idea about the products and services offered. It will also enable customers to contact the team or request a demo for any specific product. There will also be a section that shares details about the company, the 4th Industrial Revolution and the team behind 4.

Core Components

The website will include the following core components:

Front End Website

Homepage

The homepage of the site will have various sections that give a brief idea about the company and the products that are available. It will also allow users to request a demo or contact the team for more details. There will also be some details on the technologies available as well as a list of some of our strategic partners and major clients.

The navigation bar should be sticky and remain anchored to the top of the page. The 4 MarTech logo should be on the navigation bar. Clicking it from any page on the site should lead the user back to the home page. There should also be a search icon at the end, that expands into a search box when clicked. Users can use this to search for content across the site.

Along with the logo and search box, the navbar should also include links to the following pages:

- Home
- Products
 - 4 Experiences
 - E4 - EMaaS
 - IOOH
- About 4
- Contact Us
- Blog

What is 4 MarTech

This section will have a note about 4 MarTech as a company and what is the need we are trying to solve.

The copy for this section is:

'4' - Your Integrated MarTech Stack

Next generation Marketing Technology services enterprise – with a vision to reshape marketing globally.

MarTech Stack

The next section on the page will have short notes on our products - i.e. our MarTech stack. First there will be a horizontal list view of all the components, after which each component will be written with more detail in their own individual sections. Clicking on the product names in the horizontal list will take the user to the detailed information page for that product. There will be a link in each of the product sections that will take the user to a page with a more detailed description of the product when they are clicked.

The products that are listed are:

4 Experiences

4 Experiences helps enable clients to hold online events, or enhance the effectiveness of on ground events using state of the art technologies such as virtual exhibitions, augmented reality, virtual reality, robotics, etc, and increase impact and efficiency of their experience using advanced analytics techniques and marketing automation.

E4 - Enterprise Marketing as a Service (EMaaS)

E4 provides Enterprise Marketing as a Service to Small and Medium businesses. It allows SMBs to take control over their marketing using the latest technologies available, and without necessarily having expertise in the space. E4 employs a plug and play approach that enables SMBs to choose which modules they would like to use. In addition, E4 will offer Marketing Automation, Customer Relationship Management and Analytics tools that will help SMBs automate, build and manage their relationships with clients in a much more effective and efficient manner.

IOOH

The Intelligent OOH (IOOH) platform can be used to provide real time and predictive information of the media planning entities, which will help the media planners and clients to take better decisions for their campaigns and OOH marketing spends.

Demo Request

Below the list of products, there should be a section that allows the user to request a demo. It will have a message and a CTA button that says 'Request Demo'. The message is "Want to learn more about the 4 MarTech stack or any of our products? Request a free demo today!"

When the user clicks on the 'Request Demo' button, a popup form will open with the following fields:

- Name*
- Email*
- Phone Number*
- Company
- Designation
- Request Demo For
 - 4 Experiences
 - E4
 - IOOH
 - 4 MarTech Stack
- Submit Button

Once the user clicks on Submit, the popup form will close and there will be another popup message that says, "Thank you! Your demo request has been submitted successfully. The 4 MarTech team will be in touch with you shortly." The user will also receive an automated email confirmation with a similar message.

Technologies Used

This section will have a graphical/illustrated list of technologies that are being used by the company. There will be a message that says "The 4 MarTech Stack utilizes the following cutting edge technologies" and a list of technologies below it that includes the following:

1. Virtual Exhibitions
2. Augmented Reality
3. Virtual Reality
4. Robotics
5. 360° Videos
6. Marketing Automation
7. Holograms
8. Blockchain & Hashgraph
9. Beacons
10. IoT
11. Smart Screens
12. Predictive, Behavioural and Explanatory Analytics

Each technology should have a small illustration or graphic next to it, along with the name.

Strategic Partnerships

This section will have a list of our strategic partners. There will be a message that says, “4 MarTech has teamed up with these partners to help improve the efficiency of each of our products”. Below that, each company will be represented by their logos. In case there are no strategic partnerships active, this section should be automatically hidden.

Our Clients

In this section, we will have a list of our clients displayed. There will be a message at the top that says, “Featured Success Stories from our Clients”. The clients list will be represented by company logos. In case we have not yet added any clients, this section should be automatically hidden.

An optional case study or blog post can be linked to each logo that details their implementation. At the end of the section should be a CTA button that says “View Case Studies”. This will take the user to a section on the blog that will have detailed case studies.

Board of Advisors/Strategic Advisors

This section should have a list of our strategic advisors. A message below the title of the section reads, “4 MarTech is guided by some of the most experienced Industry Experts in their respective fields”. There should be a photo of the person, along with their name and their credentials.

Blogs

This section will have thumbnails that display 3-4 of the most popular or most recent posts from the 4 MarTech blog. There should also be a short description of the blog post along with the thumbnail. Below the section there should be a CTA button that says ‘Read More’ that takes the user to the blog page.

Contact Form

The last section on the page will be a contact form that will allow users to get in touch with the 4 MarTech team. The form includes the following fields:

- Name*
- Email*
- Phone Number*
- Company
- Designation
- Contact Reason
- Submit Button

Once the user clicks on Submit, a popup message will appear that says, "Thank you! Your contact request has been submitted successfully. The 4 MarTech team will be in touch with you shortly." The user will also receive an automated email confirmation with a similar message.

Footer

The footer will include the following sections:

MarTech Stack

This section will list the links to the product detail pages for each of the products in the 4 MarTech stack. It should have the following links:

- 4 Experiences
- E4
- IOOH

Social Media Links

There will be social media links to the following sites:

- LinkedIn
- Twitter
- Facebook
- Instagram
- Google for Business
- Youtube
- Wikipedia

About and Contact Us

This section should have links to the following:

- About 4 MarTech
- 4th Industrial Revolution
- Laqshya Media Group
- Press
- Contact Us
- Request a Demo

Copyright

The copyright will mention the year and the company name.

© 2018 - 4 Marketing Technology Venture - A Laqshya Media Group Initiative

Product Details Page

The Product Details Page will be subdivided into different sections for each of the individual products. It will have detailed descriptions of the product and of the individual components in each product.

4 Experiences

4 Experiences helps enable clients to hold online events, or enhance the effectiveness of on ground events using state of the art technologies such as virtual exhibitions, augmented reality, virtual reality, robotics, etc, and increase impact and efficiency of their experience using advanced analytics techniques and marketing automation.

Core Components

A client can choose to use any or all of the following modules as part of their '4 Experience'. The modules will be integrated with each other to ensure a seamless experience:

Digital Marketing

Digital Marketing can be used to help inform the audiences about the upcoming experience, and engage with registered audiences before and after the event. It will include spread of information and promotion using

- SEO
- SEM
- Social Media
- Targeted Advertisements
- Content Marketing
- Specialized Landing Pages
- PR
- Influencers

Marketing Automation

The Marketing Automation component will help clients to simplify, automate and manage their marketing tasks and processes in a more efficient way.

Marketing Automation can broadly be divided into:

- Marketing Intelligence
 - Monitor and analyze customer's behaviour to identify patterns and trends and use that for behaviour based segmentation
- Business Development

- Move potential customers from top to bottom of the funnel using segmentation, qualifying, scoring and nurturing leads, and automation of business development across multiple channels such as email, sms, social media, etc
- Workflow Automation
 - Creating a series of automated actions that can be triggered based on user behaviours or information to help in the conversion of a lead into a customer. This can include updating lead scores, sending emails or any other form of communication, creating a custom alert, sending users an offer, etc.

The Marketing Automation Module will include the following components:

- Contact Creation and Management
- Segment Builder and Management
- Asset Management
- Building and Managing Dynamic Web Content
- Building and Managing Custom Forms
- Building and Managing Custom Pages
- Channel Management and Automation
 - Email
 - SMS
 - Web Notifications
 - Push Notifications
 - Social Media Posts
- Campaign Builder and Management

Virtual Exhibitions

A Virtual Exhibition Event allows an exhibitor to connect with their users, across geographical boundaries and timezones. It provides them a platform which they can use to display their goods and services to their customers, at any time or location.

The Virtual Exhibition detailed Product Requirement Document is [here](#).

Augmented Reality

Augmented Reality can be used to enhance the physical or virtual experience events. The client can choose to add an element of augmented reality into their event to help enhance the experience that users have. AR can be used to enable users to experience objects that they may not be able to directly access physically or give them a better understanding of an object through a virtual platform.

Virtual Reality

Virtual Reality helps the client in building an immersive experience that is part of their physical or virtual event. Users can interact and be a part of an artificial 3D world and this can allow them

to experience a variety of locations, stories and situations that they would not otherwise have has the opportunity to experience, as if they are a part of them in the real world.

Robotics

Robots can be used at on ground experiences to interact with people. They can help assist and guide users about various aspects of the event, and answer related queries.

Visitor Intelligence Program (VIP) - Analytics

The Visitor Intelligence Program is a strong integrated analytics module with a powerful, user friendly dashboard to capture and analyze information about visitors to the physical and virtual experience events. The platform will use behavioural and predictive analytics to figure out how to better engage with audiences, as well as explanatory analytics to highlight key insights from user behaviour.

E4 - Enterprise Marketing as a Service (EMaaS)

E4 provides Enterprise Marketing as a Service to Small and Medium businesses. It allows SMBs to take control over their marketing using the latest technologies available, and without necessarily having expertise in the space. E4 employs a plug and play approach that enables SMBs to choose which modules they would like to use. In addition, E4 will offer Marketing Automation, Customer Relationship Management and Analytics tools that will help SMBs automate, build and manage their relationships with clients in a much more effective and efficient manner.

Core Components

A client can choose to use any or all of the following modules as part of their 'E4' Platform. The modules will be integrated with each other to ensure a seamless experience. In addition, 4 will assist in running, as well as teach clients how to execute their campaigns on a contractual basis.

Website Builder

The website builder offers clients the opportunity to have a simple and customized website built according to their needs. Clients can choose the website layout and design from a set of powerful existing templates that are available to them. Basic customizations including addition of logos, images, colours and content will be done as part of the package. Any complex new customizations on any of the templates or linkage to dynamic content will incur additional costs that will need to be borne by the clients. In addition, clients can choose whether they would

Marketing Collaterals

A client can choose to use the Marketing Collaterals service to have any of the following collaterals created for them. This may be billed on a one time basis or as a recurring subscription service.

- Brochures
- Handouts
- Stationary
 - Letterheads
 - Envelopes
 - Visiting Cards
- Presentation Templates
- Social Media Creatives
 - Content
 - Images
 - Videos
- Advertisements across Platforms
- Email Templates
- Email Signatures
- Collaterals
 - Mugs
 - Shirts
 - Bags

Augmented Reality Brochure

Create an augmented reality brochure to help enhance the understanding of your products. It can be used to explain and highlight the intricacies and components of complicated machinery or products, that you would not otherwise be able to describe or demonstrate to clients.

Digital Marketing

Digital Marketing can be used to help inform the audiences about the upcoming experience, and engage with registered audiences before and after the event. It will include spread of information and promotion using

- SEO
- SEM
- Social Media
- Targeted Advertisements
- Content Marketing
- Specialized Landing Pages
- PR
- Influencers

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 - Email
 - SMS
 - Web Notifications
 - Push Notifications
 - Social Media Posts
- Campaign Builder and Management

CRM

The Customer Relationship Management tool helps manage all interactions, history and data shared between the company and potential or existing customers. It can be used across organisational departments to help improve business relationships and increase sales growth. The CRM module can integrate with marketing automation and analytics to more powerfully understand user behaviour and target audiences using specialised workflows.

Analytics

This component includes a strong integrated analytics module with a powerful, user friendly dashboard to capture and analyze information about users who have interacted across various client touchpoints. The platform will use behavioural and predictive analytics to figure out how to better engage with audiences, as well as explanatory analytics to highlight key insights from user behaviour.

Virtual Stall

Build a virtual stall to connect businesses with their users and investors, across geographical boundaries and timezones. It provides them a platform which they can use to display their goods and services to their customers, at any time or location.

IOOH

The Intelligent OOH (IOOH) platform can be used to provide real time and predictive information of the media planning entities, which will help the media planners and clients to take better decisions for their campaigns and OOH marketing spends.

Core Components

Data Integration

Data from various different internal and external sources are integrated through APIs to create a richer and more detailed understanding of customers as well as of OOH sites. The data gathered may be from various surveys conducted by the company, as well as through APIs from commonly used platforms such as Google Maps, PWD, Zomato, BookMyShow, etc. In addition, historic data based on past campaigns that were executed will also be collected and fed back into the system.

Machine Learning Engine

The machine learning engine will take the data gathered from various sources, especially historical data and use it as an input for the machine learning algorithm. This algorithm will help predict campaign performance, and plan optimized targeted campaigns based on demographics required by clients.

Dashboard

The dashboard will primarily consist of two components:

Media Planner

This component allows a media planner to plan a campaign for the client, based on the target audience that is set by a particular client. A set of filters are added by the admin, post which

they can see the KPI Dashboard that shows them the media sites that match that will provide the most reach for that specific audience demographic.

KPI Dashboard

The KPI Dashboard shows the audience reach for a particular zone. It allows the media planner to easily and more efficiently find the sites that will be able to reach the specific target audience. Media planners will be able to browse through the various sites in a specific zone, compare multiple zones and eventually build an automated plan for maximum reach.

Analytics

This component includes a strong integrated analytics module with a powerful, user friendly dashboard to capture and analyze information about past campaigns and their performance. The platform will use behavioural and predictive analytics to figure out how to better engage with audiences, as well as explanatory analytics to highlight key insights from user behaviour.

About 4 and Team Page

The About 4 and Team page will share more details on the company and the team behind it.

About 4 Marketing Technology

The first section on this page is a detailed note about 4 Marketing Technology as a company and what is the need we are trying to solve. It will also explain that the reason behind the name 4 is due to the 4th Industrial Revolution.

The copy for this section is:

We at '4' are a next generation Marketing Technology services enterprise – with a vision to reshape marketing globally. '4' provides an integrated MarTech stack which has phygital products and services in the areas of:

- Predictive and Explanatory Analytics
- Mobile native, Immersive, Intelligent and Interactive Content
- Blockchain/Hashgraph Transaction Platforms
- Augmented, Virtual and Mixed Reality based user interfaces across industry marketing use cases
- Artificial Intelligence based solutions
- Robotics based solutions
- Real and Virtual event experiences
- 5G ready IOT Apps
- Smart Government Services

We are riding on the wave of the 4th Industrial Revolution and decided to name ourselves 4 after it.

4th Industrial Revolution

This section will have a brief description of the 4th Industrial Revolution. The copy to be added here is:

The name 4 Marketing Technology is an offshoot of the 4th Industrial Revolution, which is the fourth major industrial era since the initial Industrial Revolution of the 18th century. It is characterized by a fusion of technologies that are blurring the lines between the physical, digital, and biological spheres. It is marked by emerging technology breakthroughs in a number of fields, including robotics, artificial intelligence, blockchain, nanotechnology, quantum computing, biotechnology, The Internet of Things, 3D printing and autonomous vehicles.

Team

The team section will have a list of all the people on the team. The list will have a photo, their name and designation of the employee, along with links to their social media profiles. Each individual profile will have an icon of the platform logo to identify it. In case all of their social media profiles are not listed, the icons will only show up for the ones that have been listed.

Press

The press section will have a list of all the news and articles written about 4. It can be displayed as a series of excerpts from the articles. The articles will be organised in a reverse chronological order, with the most recent article appearing first in the list.

Blogs Page

The blog will be based on the Wordpress platform. The top section will show 2-3 featured articles along with a thumbnail and an excerpt from each of them.

Below that, the remaining articles from the blog will be listed in a reverse chronological order. The navigation bar of the blog should display the various categories of blogs that will be written as well as link back to the 4martech site.

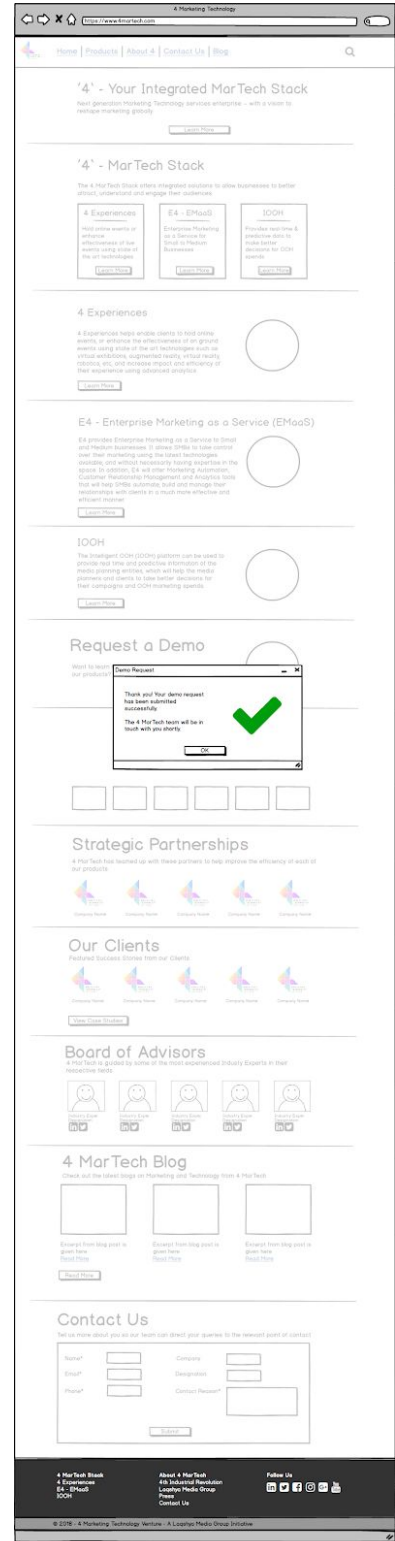
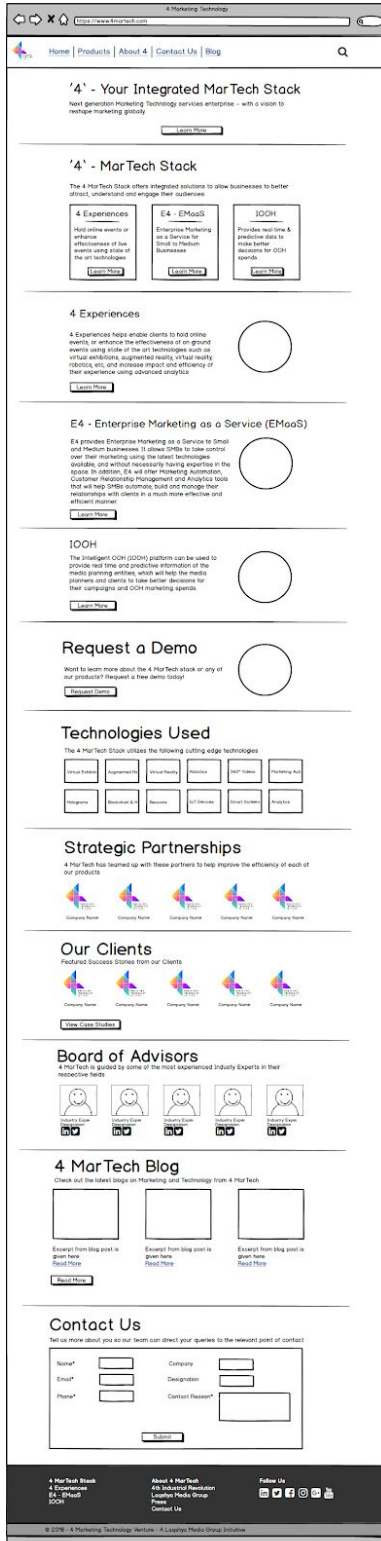
Contact Us

The Contact Us page should contain the same contact form as the homepage. It should also have the address, phone number and contact email that people could use to get in touch with the 4 MarTech team.

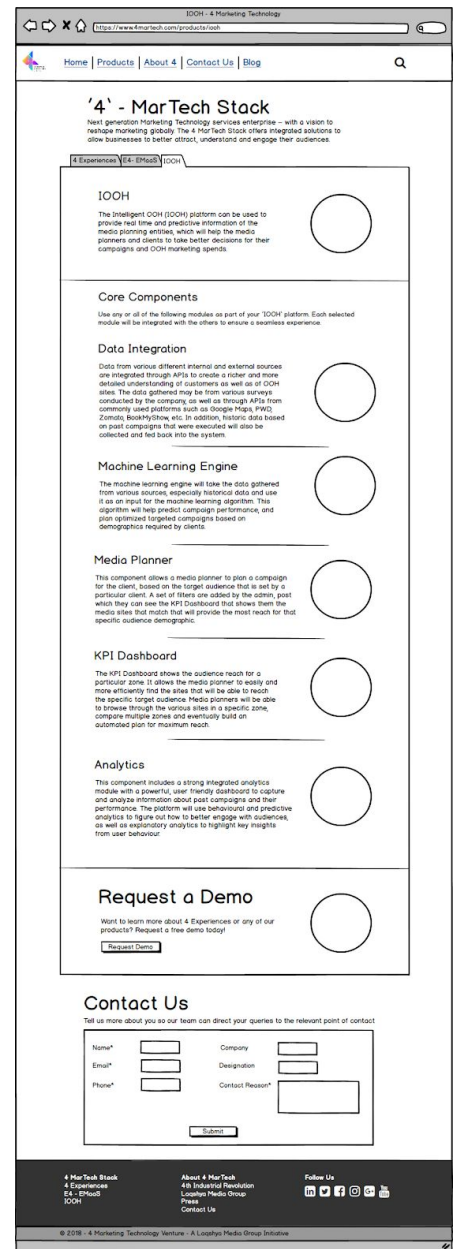
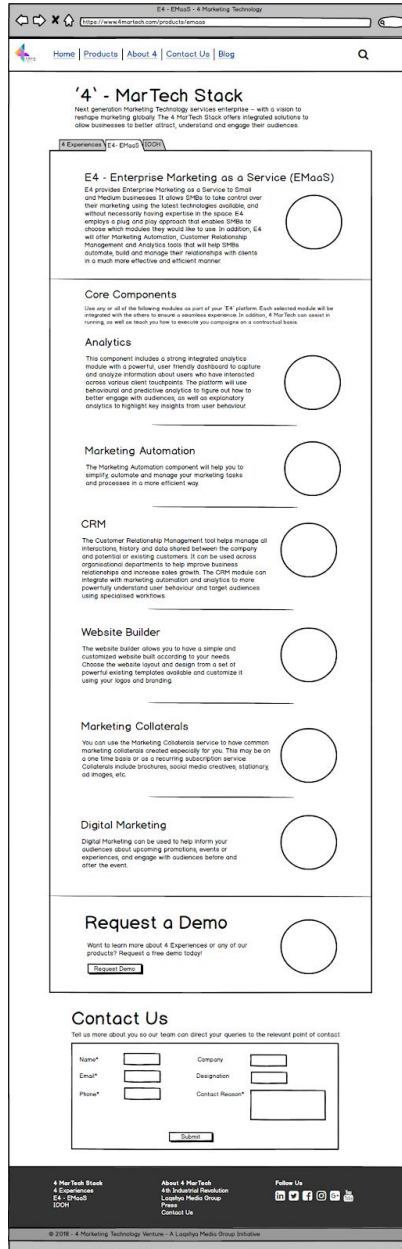
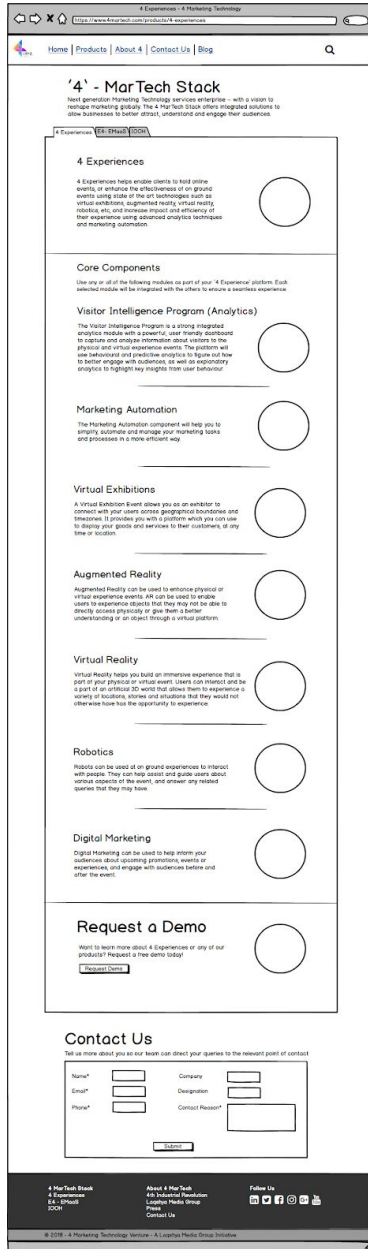
There will also be links to the various social media handles run by 4 martech and the blog on this page.

Wireframes

Homepage



Product Details Page



About 4 Page

4 Marketing Technology

https://www.4maritech.com

Home | Products | About 4 | Contact Us | Blog

What is 4 Marketing Technology

We at '4' are a next generation Marketing Technology services enterprise – with a vision to reshape marketing globally '4' provides an integrated MarTech stack which has phygital products and services in the areas of:

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- Mobile native, Immersive, Intelligent and Interactive Content
- Blockchain/Hashgraph Transaction Platforms
- Augmented, Virtual and Mixed Reality based user interfaces across industry marketing use cases
- Artificial Intelligence based solutions
- Robotics based solutions
- Real and Virtual event experiences
- 5G ready IOT Apps
- Smart Government Services

4th Industrial Revolution

The name 4 Marketing Technology is an offshoot of the 4th Industrial Revolution, which is the fourth major industrial era since the initial Industrial Revolution of the 18th century. It is characterized by a fusion of technologies that are blurring the lines between the physical, digital, and biological spheres. It is marked by emerging technology breakthroughs in a number of fields, including robotics, artificial intelligence, blockchain, nanotechnology, quantum computing, biotechnology, The Internet of Things, 3D printing and autonomous vehicles.

The Team behind 4 MarTech

Name	Name	Name	Name	Name	Name
Designation	Designation	Designation	Designation	Designation	Designation

Press

Lorem ipsum dolor amet paleo scintio asyimm etrical focos	Lorem ipsum dolor amet paleo scintio asyimm etrical focos	Lorem ipsum dolor amet paleo scintio asyimm etrical focos	Lorem ipsum dolor amet paleo scintio asyimm etrical focos	Lorem ipsum dolor amet paleo scintio asyimm etrical focos	Lorem ipsum dolor amet paleo scintio asyimm etrical focos
Read More	Read More	Read More	Read More	Read More	Read More

4 MarTech Blog

Check out the latest blogs on Marketing and Technology from 4 MarTech

Excerpt from blog post is given here	Excerpt from blog post is given here	Excerpt from blog post is given here
Read More	Read More	Read More
Read More		

Contact Us

Tell us more about you so our team can direct your queries to the relevant point of contact

Name*	<input type="text"/>	Company	<input type="text"/>
Email*	<input type="text"/>	Designation	<input type="text"/>
Phone*	<input type="text"/>	Contact Reason*	<input type="text"/>
<input type="submit" value="Submit"/>			

4 MarTech Stack
4 Experience
E4 - EMaaS
IOOH

About 4 MarTech
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Backend

The backend CMS of the website should allow an admin to edit the following linked content:

Login/Authentication

All administrators need to login before they can access the CMS dashboard. There should also be an option to reset the administrator's password from this component.

Clients

In this section, the administrator can add, remove and reorder the list of clients that appear on the homepage.

The following details are required while adding in clients:

- Name
- Logo Image

Strategic Partners

In this section, the administrator can add, remove and reorder the list of strategic partners that appear on the homepage.

The following details are required while adding in strategic partners:

- Name
- Logo Image

Board of Advisors

In this section, the administrator can add, remove and reorder the list of board of advisors that appear on the homepage.

The following details are required while adding additional people to the board of advisors:

- Name
- Image

Social Media and Contact Details

In this section the administrator can update the site social media links and also the contact details.

The following details can be edited from this section:

- Social Media
 - LinkedIn
 - Twitter
 - Facebook
 - Instagram
 - Google for Business
 - Youtube
 - Wikipedia
- Contact Details
 - Address
 - Contact Email
 - Phone Number

SEO

There should be an SEO section that allows an administrator to change the following metadata details for each page:

- Title
- Meta Description
- Meta Robots
 - No Index
 - No Follow
- Meta Keywords
- Meta content type
- OpenGraph
 - og:description
 - og:image
 - og:title
 - og:type
 - og:url

Team

The backend for the team section of the website should allow an admin to add, edit or remove members from the team.

The add employee section should include the following:

- Name
- Designation
- Image
- Social Media Profiles
 - LinkedIn
 - Twitter

- Facebook
- Instagram

Press

This section allows an admin to add a press release to the website. When uploading a new article, the admin needs to enter in the following details:

- Article Title
- Author
- Publication
- URL to article
- Date of Publication
- Excerpt
- Thumbnail Image

Admin Roles

- Administrators
 - The following details will be used for each administrator
 - Name
 - Email
 - Role
 - Admin
 - Super Admin
 - Accesses

The admin is only allowed to access the sections that have been set for them. They may include any or all of the following:

 - SEO
 - Team
 - Press
 - Clients
 - Strategic Partners
 - Board of Advisors
 - Social Media and Contact Details
 - Types of Admin Roles:
 - Super Admin
 - Read and Write Access to the entire CMS
 - Allowed to Add/Remove/Update admins and admin roles
 - Admin
 - Read and Write Access to restricted sections of the CMS

Blog

The blog should be based on Wordpress and will use their backend and login. It will allow an administrator to add, edit, feature and reorder articles on the blog.

Google Tag Manager

The following Google Tag Manager scripts should be added into the website on all pages:

1. As high in the <head> Tag as possible