Principles of Marketing - Fall 2025

Instructor: Stewart Meyer

MapZot.AI

AI-powered site selection and market intelligence platform

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Agenda

Problem ➔ Landscape ➔ Goal ➔ Strategy ➔ Analysis ➔ Creative Direction ➔ Execution Plan ➔ Roadmap





Intro & 5C: *Amy*



Objectives: *Weina*



STP: *Siying*



SWOT: *Alina*



Opportunities & Creative Brief: *Elnaz*



Tactics: *Amy*



Solutions & Action Plan: *Yuhang*

Their Challenge

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Tech & Story

What's holding MapZot back from reaching its full market potential?

Executive Summary

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The company

MapZot.AI is small sized enterprise private company acting as an AI-powered platform that ***EMPOWERS*** businesses choose the best locations for growth through advanced market and site analytics and recommendations.

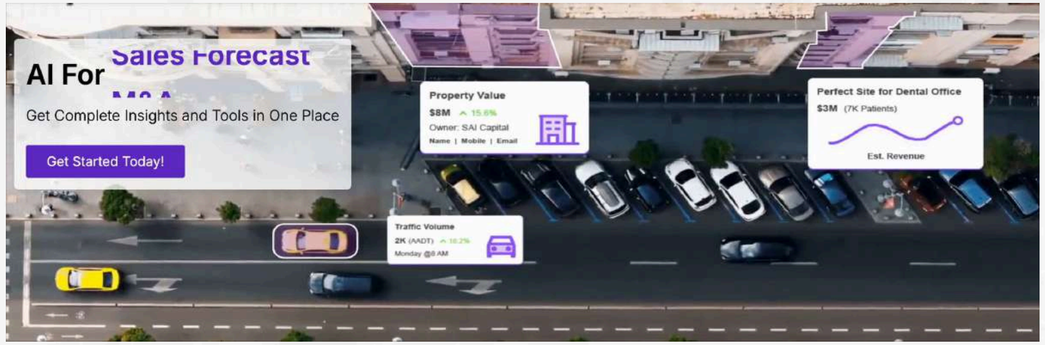
Founded in 2018, the company is a seed-stage startup *now* ***entering a fast growth phase.*** Its proprietary commercial real-estate AI model delivers predictive and visual insights that make site selection faster, more accurate, and more affordable.

As MapZot expands, its main focus is building stronger brand visibility and attracting more clients in retail, franchise, and real-estate sectors as that is their most quality leads.

The future

MapZot.AI wants to focus on clearly articlulating their mission and vision, focusing on their niche top clients, and creating greater brand awareness to generate greater clients through a revamped loyalty and rewards program.

About Company



Empowering businesses with intelligent, data-driven expansion.

Company Overview

MapZot.AI is an AI-powered site selection platform that helps businesses find the best locations using real-estate, demographic, and market data. Launched in 2022, the company focuses on delivering fast, visual, and accurate insights for retailers, franchises, and other expansion-driven businesses.

Key Achievements

MapZot.AI built a fully proprietary commercial-real-estate AI model and has gained strong traction among retail and franchise clients. With growing inbound leads and consistent adoption, the platform is entering a new acceleratory growth phase.

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Their Customer

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Retail, CPG, Advertising, Healthcare, CRE, Entertainment, Finance, Automotive, Civic, Brokerage Firms, Restaurants, Carwash


Retail



Restaurants


Healthcare


CRE

Preferred Customer

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MapZot.AI’s preferred customers are growth-focused retail and franchise leaders who rely on data-driven insights to guide expansion decisions.

01 Dempographics

Decision-makers in corporate roles such as CMO, COO, and CEO in retail and franchise sectors, who oversee high-stakes expansion decisions and require tools that increase accuracy and reduce uncertainty.

02 Attitudinal

They value data-driven insights and automation that help them make faster, lower-risk expansion decisions, and prefer solutions that turn complex analysis into clear, defensible recommendations.

03 Behavioral

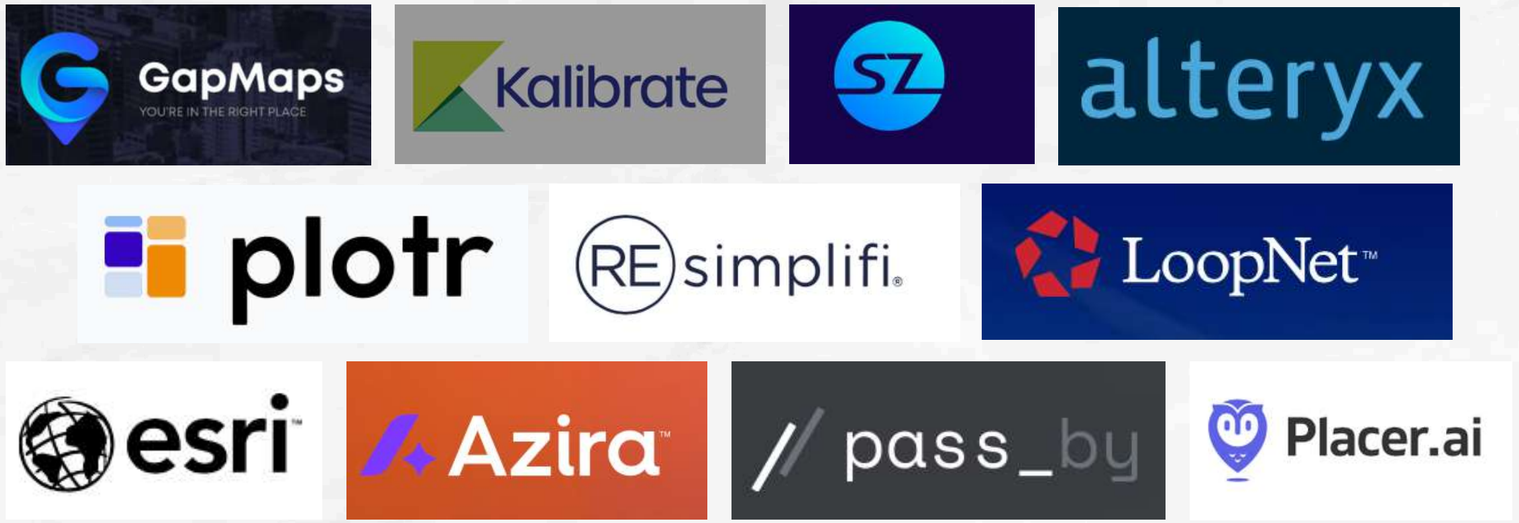
These customers research solutions online, compare platforms carefully, and respond strongly to clear ROI evidence, often adopting platforms that demonstrate measurable performance improvements.

04 Aspirational

They aim to expand smarter and lead their industry through predictive, AI-powered decision-making, seeking long-term partners who can support scalable growth and future competitiveness.

Their Competitors

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Mapzot consolidates the entirety of the market into a singular ecosystem with the tools & products created by our software development team. The average number of tools a company uses is 5-6 (too many different logins, not efficient, software fatigued is experience, etc.)

Their Collaborators

MapZot’s growth is supported by a network of strategic collaborators who enhance the platform’s capabilities and credibility. From real estate partners to data providers and industry influencers, each group plays a key role in strengthening MapZot’s ecosystem and enabling smarter, data-driven expansion for clients.



Real Estate Firms and Brokers

Partners who integrate MapZot’s analytics into their site selection services.



Data Providers

GIS, demographic, and traffic data partners that enrich MapZot’s platform.



AI and PropTech Communities

Industry influencers who can amplify brand visibility.



Clients and Early Adopters

Provide testimonials and case studies to build credibility.

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Their Context



Every expansion decision begins with understanding the world around it.

Market Environment

- Economic: Rising real-estate costs increase demand for precise, data-driven site decisions.
- Technological: Rapid AI adoption is accelerating the shift toward automated location analytics.
- Social: Clients expect faster, transparent, and easy-to-use digital tools.
- Legal: Stricter data privacy regulations require stronger compliance and secure data handling.
- Environmental: Sustainability trends push businesses to optimize footprints and expand more responsibly.

Corporate | Objectives



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To empower businesses and institutions to **make smarter, data-driven decisions** about physical location, market expansion, and site selection by **integrating AI and spatial analytics** into a streamlined analysis process.

MapZot.AI aims to **streamline decision-making processes** through real-time data intelligence, helping organizations optimize their site strategy, accelerate market insights, and enhance overall operational efficiency.

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MapZot's Mission:

To help businesses turn complex location, demographic, and mobility data into clear, actionable insights — so companies can make smarter, faster, and more accurate site-selection, expansion, and market decisions.

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MapZot's Vision:

To become the go-to AI-powered platform that transforms how retail chains, real-estate developers, franchises, and businesses across industries identify and expand into optimal locations nationwide — making data-driven site selection the standard for profitable, efficient growth.

Corporate Objectives (SMART)

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By December 31, 2026, MapZot.AI will enable at least 300 U.S.-based retail chains, franchise operators, and commercial real estate clients to reduce site-selection decision time by 40%, and improve projected first-year revenue per new location by an average of 25%, through the adoption of its AI-powered site selection and market intelligence platform while maintaining data security standards.

Marketing Objectives

Customer Acquisition



Customer Acquisition Rate

number of new retail/real-estate/franchise clients added per quarter.

Lead-to-Demo Conversion Rate

percentage of website leads who schedule a product demo.

Customer Retention Rate

percentage of clients who renew their annual subscription.

Platform Usage Frequency

average number of sessions per client per month.



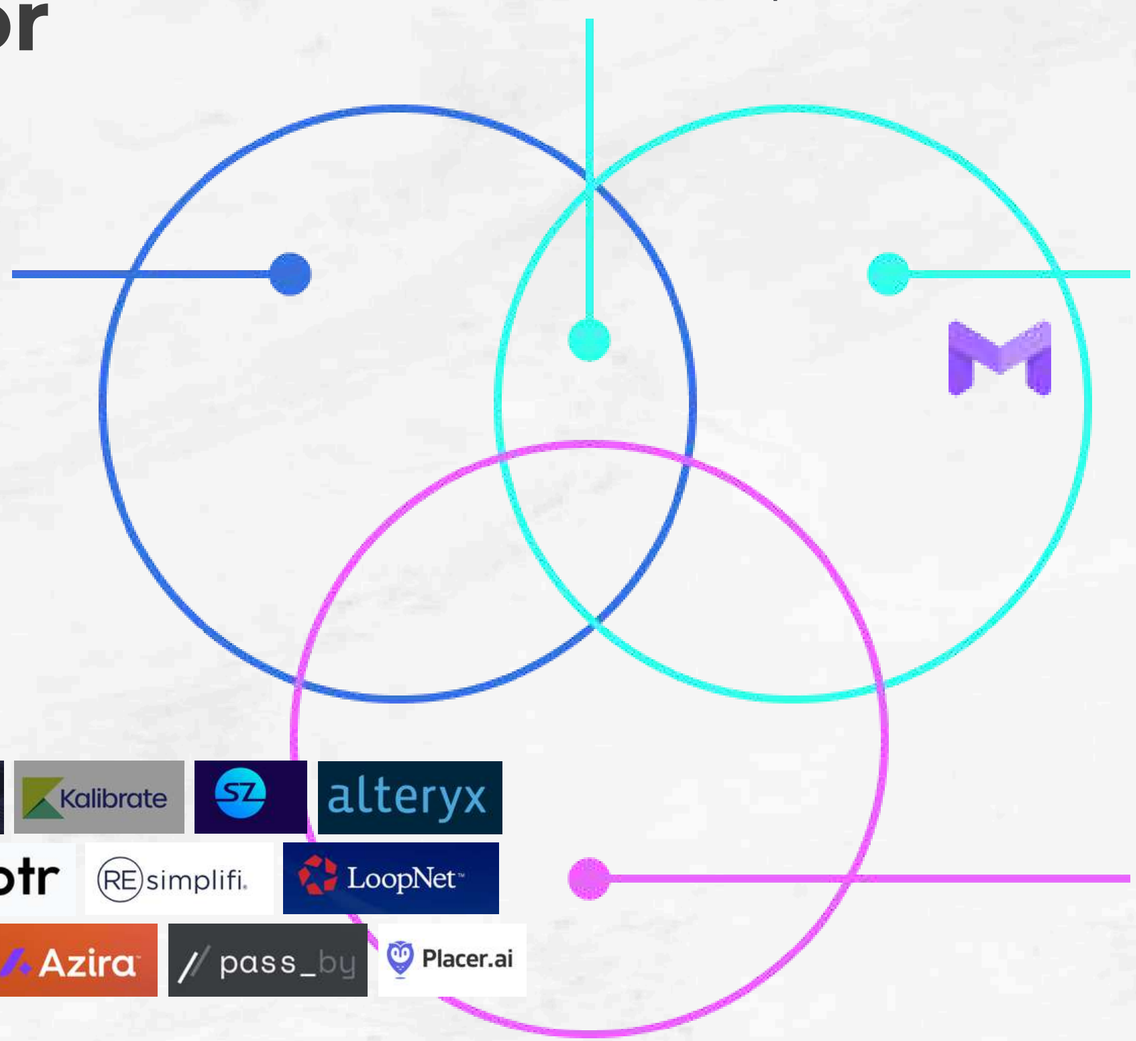
Uncommon Denominator

Customer Desire

- Lower cost per acquisition and higher ROI
- Faster go-to-market with fewer manual steps
- Clear, trustworthy performance visibility
- Easy setup and integrations without heavy ops

Uncommon Denominator

- All features in one platform



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Mapzot.AI Strength

- Combines site selection, market planning, GIS mapping in one.
- AI-generated insights from big data + GIS layers
- Fast, intuitive, low learning curve for non-technical users

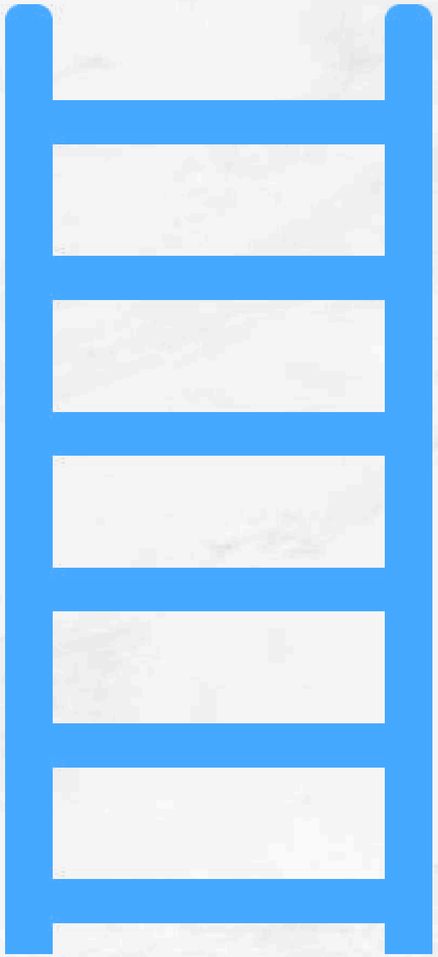
Competitor Strength

- Specialized depth in single areas (mapping, analytics, or real estate data)
- Established enterprise presence

STP - Emotional Ladder

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Emotional Benefits



MapZot AI empowers marketers to feel clear, confident, and in control, making growth effortless and worry-free.

Functional Benefits

Get site selection, marketing planning, sales forcast done quickly with the help of AI and big data models.

Positioning Statement

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To [small and mid-sized franchise businesses], [MapZot.AI] is the one [AI-powered marketing tool] that [makes data-driven growth simple and affordable] That's because [MapZot.AI] has [AI solution utilizing big data and GIS intelligence for site selection, market planning, etc] so that [businesses] can [make confident decisions and market with ease].



Exploring

Strengths

Capabilities that give MapZot a defensible competitive edge

- Purpose-built AI model for commercial real estate, giving more accurate site selection than generalized tools.
- All-in-one platform replacing multiple systems (Placer, CoStar, Sitewise), reducing tool fatigue for clients.
- Agile team with fast iteration, able to customize features quickly for client needs.
- High-touch support and client relationships, creating strong retention and positive word of mouth.

AI Accuracy

Purpose-built CRE model delivers fast, precise site recommendations.

All-in-One Platform

Replaces multiple market intelligence tools in a single ecosystem.

Agile Team

Rapid feature iteration and highly personalized client support.



Identifying

Weaknesses

01. **Low Visibility**
Limited brand awareness versus major competitors.

02. **Conversion Gaps**
Website demo flow creates friction and low qualified-lead conversion.

03. **Resource Constraints**
No dedicated marketing function to scale growth.

Key areas holding back awareness, conversion, and scale

- Low brand presence and limited digital footprint compared to major competitors.
- Website friction and low qualified-lead conversion (<10%) from demo requests.
- Heavy dependence on third-party datasets, affecting cost and reliability.
- No dedicated marketing function, restricting outreach, narrative building, and growth velocity.



Exploring

Opportunities

Finding Room to Grow and Develop in the External Environment

Opportunities are external factors that can be leveraged to an organization's advantage. In a changing world, opportunities can arise from new technology trends, changes in consumer behavior, or policy shifts. Sensitivity in reading change signals can pave the way for innovation.

01

AI Market Boom

CRE and retail rapidly adopting predictive analytics.

02

Franchise Growth

Expansion surge increases demand for site intelligence tools.

03

Partnership Potential

Brokerages and data vendors offer credibility and reach.



Facing

Threats

Market dynamics MapZot must proactively anticipate

- Dominant competitors (Placer.ai, CARTO, Buxton) with large budgets and brand equity.
- Economic uncertainty and high rent costs slowing new-store expansion.
- Rising data security and privacy expectations (SOC2, GDPR, HIPAA).
- SaaS fatigue making teams hesitant to adopt another platform without strong differentiation.

01

Strong Competitors



Placer, CARTO, Buxton dominate awareness and ad spend.

02

Economic Slowdowns



High rents and uncertain retail expansion reduce demand.

03

Privacy Standards



SOC2 and data regulations increase operational pressure.

Strategizing From SWOT

Integrating the Four Elements to Build a Holistic Strategy

The goal of this strategy matrix is to convert SWOT insights into action. By leveraging core strengths, addressing internal weaknesses, pursuing emerging opportunities, and mitigating external threats, MapZot can build a resilient and scalable go-to-market strategy that strengthens its position in a competitive CRE intelligence landscape.

SO — Strengths - Opportunities Strategy

- Leverage AI accuracy to expand into high-growth franchise and retail sectors
- Build new vertical solutions using MapZot's agile development capability
- Form strategic partnerships with brokerage firms and data providers to scale reach

WO — Weaknesses - Opportunities Strategy

- Strengthen brand presence through thought leadership and targeted content
- Improve website UX to increase demo conversions and inbound lead quality
- Use partnerships to accelerate credibility and reduce reliance on internal marketing resources

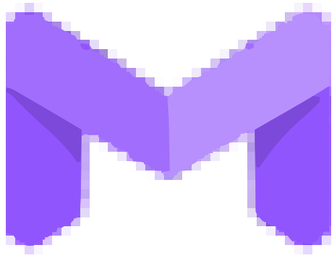
ST — Strengths - Threats Strategy

- Differentiate against competitors by showcasing MapZot's specialized CRE AI
- Highlight personalized support and faster iteration as a competitive moat
- Package the all-in-one platform as a cost-efficient alternative during economic uncertainty

WT — Weaknesses - Threats Strategy

- Enhance security, SOC2 readiness, and data governance to meet rising standards
- Prioritize brand-building efforts to compete against larger incumbents
- Simplify onboarding and reduce friction to counter SaaS fatigue

Logo Redesign



MapZot.AI

BEFORE



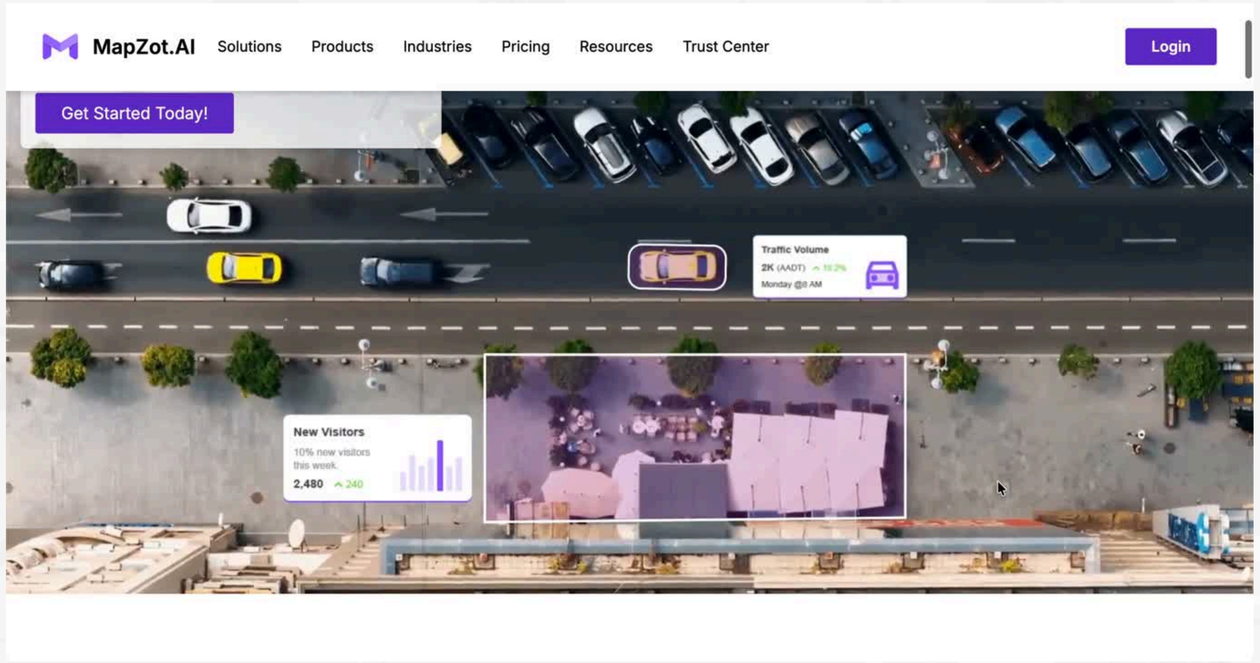
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AFTER

Website Redesign

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Tech → Story



HOW

- Simplify layout and **navigation**
- Clarify v**alue messaging** and **product story**
- Streamline the **“Request Demo” flow**
- Add **visual examples** of AI + mapping capabilities

WHY

- Boosts **qualified leads** with a clearer funnel
- Improves SEO and **discoverability**
- Builds **credibility** and reduces buyer hesitation
- Helps prospects **understand value** before sales even begins
- reduce friction

Podcasting Opportunities

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With the intention of raising brand awareness, forming communities, generating leads, and becoming known as *the* thought leader in the AI mapping space.

Tangent 💚 Proptech

Unites Proptech founders, Real Estate investors and operators, and urban leaders while reaching the top 10% of Tech and Business podcast charts worldwide.

- Contact tangentcommunity@gmail.com

The Concrete Voice

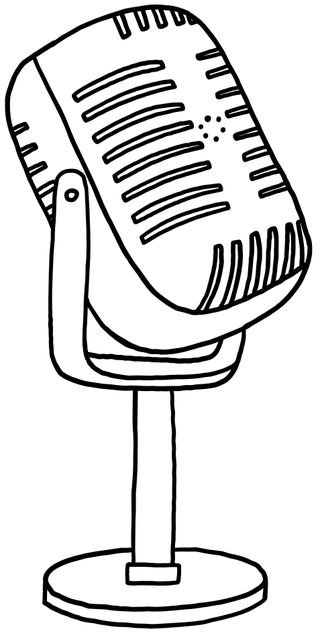
A commercial real estate podcast focused on CRE, PropTech, FinTech, and AI. The main goal is to make listeners more informed about innovations, trends, and future possibilities.

- Contact pr@ascendix.com

You Nap, We Map: MapZot.AI

You can *create* the podcast. This will ensure that your name is out there, encourage your network to *want* to partner with you, and you can showcase and feature your customer success stories.

- Partner with *Com Lead Consulting* by clicking here to help you bring your ideas to reality.



Industry Speaking Opportunities

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Real Estate AI Summit

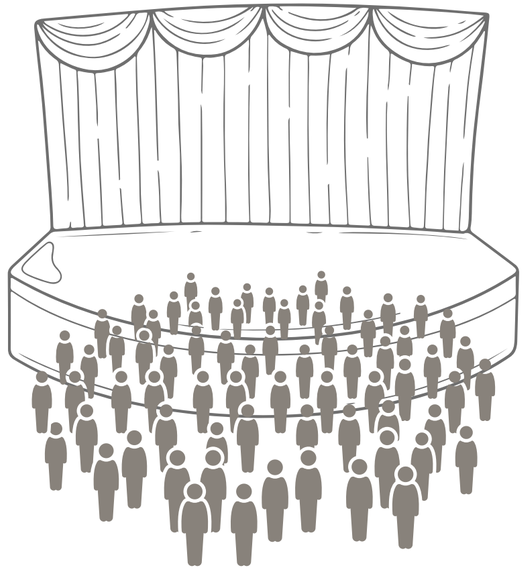
For professionals seeking to leverage AI to enhance investment and integrate AI. Sessions range from AI-driven property discovery to advanced investor relationship management.

- February 06, 2026 Virtual
- Click here to submit your pitch

International Franchise Association's Convention

Largest and most influential gathering in franchising, bringing together thousands of franchise leaders, innovators, and entrepreneurs for unmatched learning, connection, and growth.

- Feb. 23-25, 2026 Las Vegas
- Reach out to Lynette ljames@franchise.org to submit your pitch



ICSC+PROPTECH

Exciting new event that connects commercial real estate decisionmakers with technology founders who understand their business pain points.

- May 18-20, 2026 Las Vegas
- Reach out to info@icsc.com to submit your pitch

The Creative Brief

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Communication Objective

Increase lead generation by 25% quarterly through brand awareness engagements, hosting community learning events, and producing evergreen content online.

Target

CMO, Chief Strategist Officer, and decision makers at corporations.

Insight

Investing in multi-year lease agreements can be nerve racking. What if there are cockroaches? What if the building sets on fire? What if the area is dangerous? Expanding can be scary. But with us, we do the research, the analysis, and the recommendation so you can have piece of mind.

Position

We are the most advanced, data driven, accurate set of truth for your expansion.

Execution

Leverage employee thought leadership, increase brand visibility across industries and become top of mind for small to medium sized corporations.

Measurement

Did we get more quality leads that turned into sales? Do we have a larger community of referrals? Word of mouth?

Tactics

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Product

MapZot will enhance the clarity and usability of its AI platform by showcasing its proprietary real-estate intelligence model and offering simplified, sector-specific demo experiences.

Place

The website and LinkedIn will remain core acquisition channels, supported by partnerships with brokers, consultants, and industry events to broaden MapZot's reach.



Price

A clearer tiered pricing structure, paired with trial options and bundled services, will lower the entry barrier and encourage long-term subscriptions.

Promotion

Thought-leadership content, client success stories, and targeted paid ads will build credibility, increase visibility, and drive high-intent leads.

Solution

MapZot should strengthen its brand visibility and focus on the sectors where it already has strong traction. Clearer positioning and strategic partnerships will help the company grow faster and attract higher–value clients.

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1

Strengthen Brand Visibility
Enhance MapZot's brand clarity and overall market recognition by refining messaging and improving how the platform communicates its unique AI-driven value.

2

Focus on Retail & Franchise Growth
Direct marketing and sales resources toward retail and franchise businesses, where MapZot has shown the strongest traction and the clearest alignment with customer needs.

3

Improve Lead Conversion
Optimize the website experience and simplify the demo request process to reduce friction and help more interested prospects move confidently toward engagement.



Solution

MapZot should strengthen its brand visibility and focus on the sectors where it already has strong traction. Clearer positioning and strategic partnerships will help the company grow faster and attract higher–value clients.

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4

Build Strategic Partnerships
Expand MapZot's reach by forming collaborations with real estate brokers, data providers, and technology communities that can strengthen credibility and bring in high value clients.

5

Establish AI + CRE Thought Leadership
Position MapZot as an industry expert by consistently sharing insights, reports, and educational content that explain the value of predictive analytics in site selection.

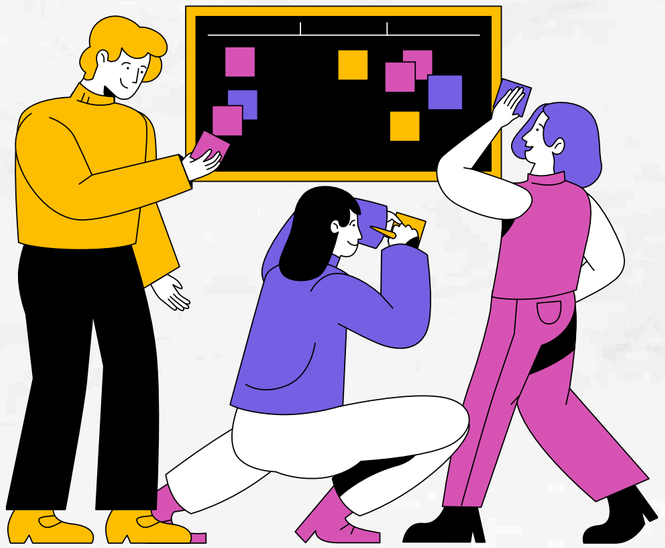
6

Create Regional Pilot Success (e.g., Seattle)
Create a localized pilot or market analysis to demonstrate the platform's real world impact and generate a strong reference case for expansion into additional markets.

Action Plan

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This year long action plan offers a focused path for MapZot to strengthen its brand presence, increase visibility in priority markets, and improve the overall journey from awareness to acquisition. By moving through each quarter with clear and coordinated initiatives, the company can build momentum, demonstrate tangible value, and create a strong foundation for continued growth.



Q1

Foundation

Refine brand messaging and optimize the demo request experience to create a clearer and more compelling first impression for potential clients.

Q2

Awareness & Lead Generation

Launch targeted campaigns for retail and franchise audiences and publish consistent thought-leadership content to increase visibility and inbound interest.

Q3

Partnerships & Case Building

Form strategic partnerships with real-estate brokers and data providers, and develop the Seattle pilot to demonstrate the platform’s real-world effectiveness.

Q4

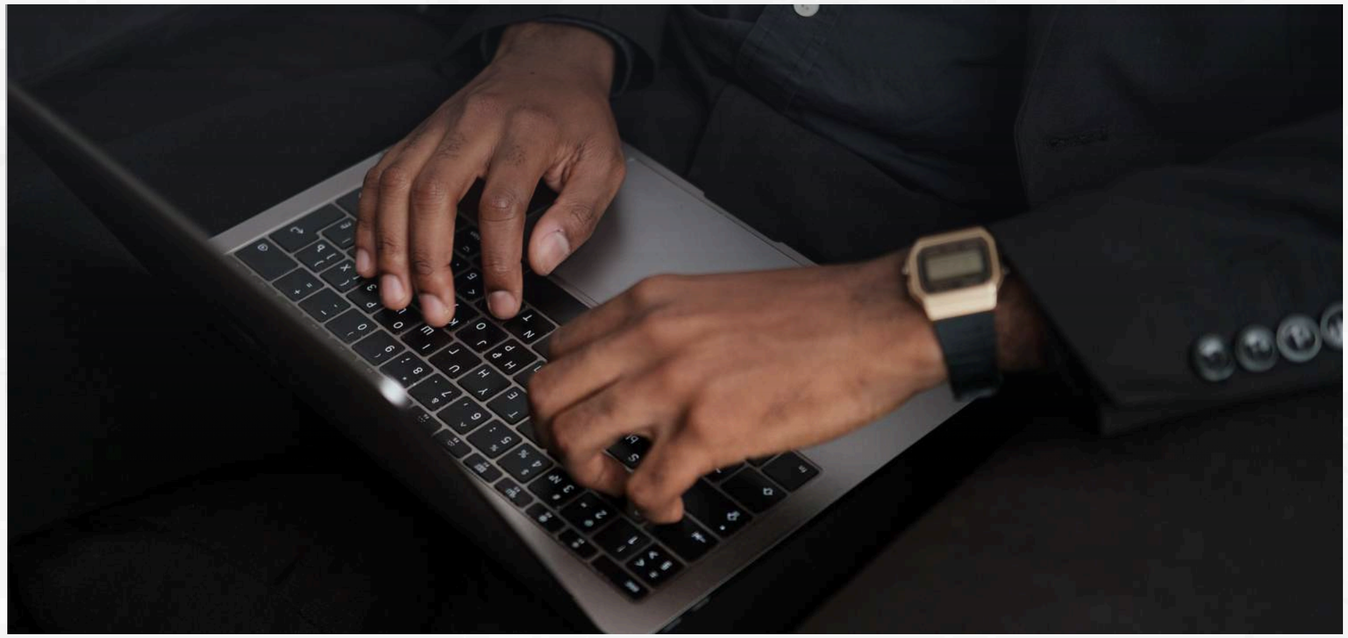
Expansion & Optimization

Review performance metrics from campaigns, refine the marketing funnel, and scale the most successful tactics across additional regions and industries.

Summary & Key Takeaways

An integrated view of the insights, priorities, and actions defining MapZot’s strategic trajectory.

Tech & Story



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Clear Insights

The analysis highlights MapZot’s strong technical capabilities and identifies clear opportunities to strengthen its brand presence and market visibility.

Focused Strategy

Strategic frameworks such as 5C, SWOT, and STP clarify MapZot’s differentiation, ideal customer segments, and the messaging required to communicate its unique value.

Practical Path Forward

The proposed solutions, quarterly action plan, and 4P tactics outline a realistic roadmap to increase awareness, improve lead quality, and support scalable long-term adoption.

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Thank You.

Marketing Strategy for MapZot.AI





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