



J454 Final PR Packet

Triple A Campaign

AIMMI.ai: Aiming for Awareness

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MEMORANDUM

To: Alina Sevastyuk and Julia Berezovska, AIMMI.ai

From: AIMMI.ai SOJC PR Team

Date: November 16, 2023

Subject: Final Project Memo

We hope this memo finds you well. As part of our capstone class, J 454, we have had the pleasure of working on a communications campaign for AIMMI.ai. We are excited to present a summary of our work detailing the strategies employed and the deliverables achieved.

Campaign Overview:

The overarching goal of our campaign was to enhance AIMMI.AI's traction through improved communication. To achieve this goal, we developed three key strategies:

1. Formulate key messages targeted at key stakeholders of the company (job seekers, lawyers, visa advisors)
2. Establish and maintain consistent branding throughout the corporate website both visually and in wording.
3. Raise public awareness of AIMMI amongst potential customers who are students, lawyers and job seekers.

Campaign Deliverables:

1. Market research
2. Audience profiling & mock scenario
3. Website mock-ups and recommendations
4. Brand guidelines
5. Media calendar
6. Sample social media posts
7. Relevant media list
8. Sample media pitches
9. Investor pitch deck
10. Performance evaluation and tracking
11. Budget and implementation timeline

Next steps:

Building on the deliverables provided, we recommend that AIMMI.AI:

- Review and implement proposed changes to the website, ensuring visual and content consistency.
- Activate the media calendar and initiate outreach to media outlets.
- Integrate the new brand guidelines across all relevant touchpoints.

Long-term:

Looking forward, we would like to see AIMMI.ai:

- Network with News Media Professionals
- Use Promotional Tools on Social Media
- Target specific audiences: talent visas

- Connect with influencers for earned media
- Hire a communications specialist

We believe that the strategies outlined in our communications campaign will significantly contribute to AIMMI.AI's goal of increasing traction and fostering positive relationships with key stakeholders. We are confident that the implementation of these recommendations will yield tangible results.

Thank you for the opportunity to work with AIMMI.AI on this project. We look forward to any feedback you may have and are available for further discussion.

Best,

Victoria, Seva, Abby, Lauren, Bella, and Dom

FINAL PLAN

Situational Analysis: *background, SWOT analysis, PEST analysis and communications audit.*

AIMMI.ai is an AI-based visa services platform providing customers with personalized visa guidance and support. Customers can access the platform by purchasing a subscription. The platform includes the following features: a visa eligibility assessment, where customers can complete a questionnaire to assess their visa eligibility and identify the best visa options for their needs; visa application assistance where it provides customers with step-by-step guidance on how to complete their visa applications and gather the required documentation; and visa interview preparation.

AIMMI.ai's mission is to empower individuals and families by connecting them with visa services that are accessible and affordable. AIMMI.ai's competitive advantage is its use of AI to streamline the visa application process. This makes AIMMI.ai's platform more cost-effective than traditional visa services, which are typically provided by human lawyers and consultants.

PEST Analysis: To guide our campaign, we created an analysis of the political, economic, social and technological aspects that affect AIMMI.ai's visa services and the market it operates in.

POLITICAL:	ECONOMIC:
<ul style="list-style-type: none"> ● Relaxed immigration policies in place to help relieve the economic impacts of the COVID-19 pandemic¹ <ul style="list-style-type: none"> ○ Visas are still hard to obtain and not getting any easier (e.g. H-1B Visas are hard to obtain because applicants must have an employer to sponsor them²). ○ However, more nations might choose to outsource firms to help manage the visa process³. 	<ul style="list-style-type: none"> ● Global economic growth is slowing, which could lead to fewer people applying to visas⁴. ● Global refugee crisis: With the shifting economic climate, people might be more inclined to leave for economic prosperity ● Visa outsourcing services expected to grow at an accelerated rate through 2029⁵. <ul style="list-style-type: none"> ○ Market is expanding; cheaper

¹ "Worldwide Immigration Trends Reports." *Fragomen*, www.fragomen.com/trending/worldwide-immigration-trends-reports/index.html. Accessed 9 Oct. 2023.

² "The H1B Visa Explained: H-1B and Other Alternatives." *Range Developments*, 3 Jan. 2023, <https://rangedevelopments.com/h1b-visa/#:~:text=H1B%20visa%20requirements%20can%20be.H1B%20visas%20granted%20each%20year>.

³ Valuates Reports. "Visa Outsourcing Services Market Size to Grow USD 4389.7 Million by 2029 at a CAGR of 13.2%." *PR Newswire*, 10 Aug. 2023, www.prnewswire.com/news-releases/visa-outsourcing-services-market-size-to-grow-usd-4389-7-million-by-2029-at-a-cagr-of-13-2--valuates-reports-301897897.html.

⁴ "World Economic Outlook." *IMF*, 28 Sept. 2023, www.imf.org/en/Publications/WEO.

⁵ Valuates Reports. "Visa Outsourcing Services Market Size to Grow USD 4389.7 Million by 2029 at a CAGR of 13.2%." *PR Newswire*, 10 Aug. 2023, www.prnewswire.com/news-releases/visa-outsourcing-services-market-size-to-grow-usd-4389-7-million-by-2029-at-a-cagr-of-13-2--valuates-reports-301897897.html.

<ul style="list-style-type: none"> ○ Shifts in the political climate could affect these policies. ● Global refugee crisis: With a shifting political climate, people are at risk of violence due to war and conflict. <ul style="list-style-type: none"> ○ Most prominent conflicts (in the media): Ukraine/Russia & Israel-Palestine conflicts. ● Pending government regulation of AI: AI collects a lot of information about its users, so with concerns about privacy, governments may impose restrictions on how they collect and use data. 	<p>and more efficient.</p>
SOCIAL:	TECHNOLOGICAL:
<ul style="list-style-type: none"> ● General distrust of AI: concerns about biases, machine errors and adhering to up-to-date criteria. ● Public attitudes toward immigration; dependent on the cultural context if they are supportive or not. ● Demographic trends: aging population in many countries is leading to a shortage of workers, which is driving demand for immigration⁶. ● Education and skills: global education is rising; educated applicants are more desirable to employers. 	<ul style="list-style-type: none"> ● Breakthroughs & popularized use of AI: AI has been around for a while, but the difference w/ the AI we are seeing now is that it is machine learning⁷. ● Access to technology is increasing; this will increase accessibility to AIMMI.ai's services.

⁶ “World Population Prospects 2022: Summary of Results | Population Division.” *United Nations*, United Nations, www.un.org/development/desa/pd/content/World-Population-Prospects-2022. Accessed 9 Oct. 2023.

⁷ “What Are the Most Important Advances in AI?” *One Hundred Year Study on Artificial Intelligence (AI100)*, Stanford University, <https://ai100.stanford.edu/gathering-strength-gathering-storms-one-hundred-year-study-artificial-intelligence-ai100-2021-1/sq2#:~:text=In%20the%20last%20five%20years,and%20integration%20of%20vision%20and>. Accessed 9 Oct. 2023.

SWOT Analysis: The SWOT analysis is a comprehensive review of the strengths, weaknesses, opportunities, and threats for AIMMI.ai. The SWOT analysis allows us to further explore the industry while acknowledging factors that could either help or hinder the business.

Strengths	Weaknesses
<ul style="list-style-type: none"> ● 24/7 online support offers accessibility to customers all over the world ● Various packages at different price points to match various needs. ● Bi-weekly newsletter to stay in touch and up to date. ● Customer feedback through client testimonials can assist with improving services and building a deeper understanding of the consumer base. 	<ul style="list-style-type: none"> ● Absent social media presence and low engagement. ● Accounts on multiple platforms but do not have significant engagement on any. ● Website has poor functionality (dead links; difficult to navigate) ● Website inconsistencies with spelling, completion, and links.
Opportunities	Threats
<ul style="list-style-type: none"> ● Visa outsourcing services expected to grow at an accelerated rate through 2029⁸. ● AIMMI.ai is a cheaper option for its customers⁹ ● AIMMI has other features that its competitors don't have: <ul style="list-style-type: none"> ○ 24/7 AI advisor ○ AI case builder ○ AI form filling ○ Law firms as clients ● Current issues within the market that AIMMI aims to resolve: very expensive, no transparency, no relevant visa strategy. 	<ul style="list-style-type: none"> ● AI has access to lots of data, there could be privacy breaches <ul style="list-style-type: none"> ○ Hacking and data breaches could lead to security concerns ● Legal challenges: predicted government regulation of AI ● Rival services such as iVisa¹⁰, ForeignAdmits¹¹ ● Changes in immigration policies and laws in different countries ● Reputation amongst customers ● Ethical risks, such as sensitive cases could lead to distrust and public scrutiny. ● AI is not accessible to a large portion of immigrants that do not have access to wifi, such as third-world countries

⁸ Valuates Reports. "Visa Outsourcing Services Market Size to Grow USD 4389.7 Million by 2029 at a CAGR of 13.2%." *PR Newswire*, 10 Aug. 2023, www.prnewswire.com/news-releases/visa-outsourcing-services-market-size-to-grow-usd-4389-7-million-by-2029-at-a-cagr-of-13-2--valuates-reports-301897897.html.

⁹ "Business Visa Application Costs ." *VisaEnvoy*, 26 July 2023, <https://visaenvoy.com/business-visa-fees/>

¹⁰ "About Us." *iVisa.Com Team*, www.ivisa.com/about-us.

¹¹ Foreign admits. (n.d.). <https://foreignadmits.com/lp/mock-visa>

Communications Audit: This audit is a review and analysis of how AIMMI.ai communicates with its audience. It identifies what channels work best and areas for improvement.

AIMMI.ai's online presence is established on social media sites like Instagram, Facebook, Twitter, YouTube and LinkedIn. It also has a website and sends out bi-weekly e-newsletters. The following platforms are listed in perceived order of priority with the first channels having the highest priority.

Website: AIMMI.ai's website presents four tabs at the top of the page upon opening. Customers can learn about the solutions and services; resources and guides; pricing; and about the company, including contact information, booking a call, and testimonials. The content covered in the "solutions and services" and the "resources and guides" should be cross-shared on its other social media platforms along with client testimonials to raise awareness of the brand and give it more credibility. In addition to the "about" tab, AIMMI.ai should add an additional drop-down menu choice for "investor relations." We imagine this tab would include information for press releases, corporate events/meetings, financials/SEC filings, and corporate governance.

Discrepancies in capitalization: In some instances the "i" in AIMMI is uppercase but other times is lowercase. For consistency, we would recommend choosing one spelling choice and sticking with it.

Instagram: AIMMI.ai has 104 followers and 41 posts on Instagram. Its bio has a hyperlink to its website and a description of the company. Content ranges from surprising facts about immigration and immigrants to tips, tricks and advice for topics relevant to immigration. It utilizes the carousel and reel functionalities on Instagram, and should continue to do so. On this platform, AIMMI.ai should aim to post on a weekly basis. In addition to grid posts, it should highlight those posts on the "story" function for added visibility in followers' feeds. It should continue to tag these posts with SEO-friendly terms. It should closely monitor comments, direct messages and message requests for questions or feedback from followers.

LinkedIn: On LinkedIn, AIMMI has 27 followers and zero posts. It has filled out the "About" and "Overview" tab and a hyperlink to its website. Its industry tags are: technology, information and internet. Its specialties are: U.S. market entry, business immigration, startups relocation, intelligent immigration solutions, immigration tech, global mobility and global mobility tech. AIMMI should ensure its industry tags align with its positioning strategy as either a technology company or as an AI immigration services company. We would also recommend that AIMMI make its first post on the platform introducing the company. This introductory post should take on a professional tone, as this might be a channel for investors to connect with it on. This channel should also be utilized for more resources that would be relevant to investors and to the media such as contact information, press releases, financials, SEC filings and corporate governance.

Facebook: AIMMI.ai has 67 followers and some posts ranging from November of 2016 to April of 2023. It also still uses its previous name, "AimmigrationPro," it should change its name to the current to maintain consistency across all platforms. It has hyperlinks to its website and contact information in its bio. AIMMI.ai also calls itself a "information technology company," so it should review this and ensure that it aligns with its positioning strategy. AIMMI.ai should strive

to post more regularly on this channel, even if it is just posting the same content from Instagram by using the “share to Facebook” function.

Twitter: AIMMI.ai has six followers and six posts. Its name is “AimmigrationPro” which is the former name of the company before rebranding. AIMMI.ai should update its name as soon as possible to maintain consistency across all platforms, regardless of activity on the platform. AIMMI should use this platform to cross-promote content shared on its Instagram and Facebook pages, as well as retweet relevant information from trusted sources and brands it wants to align itself with.

Tik Tok: AIMMI.ai has 20 followers and 24 posts. They have a total of 140 likes across all of their posts. AIMMI should use trending sounds and captivating visuals to increase their posts' engagement. We recommend staying with current trends and using relevant hashtags like #travel, #global, and #visa to attract audiences searching for those topics. Content should be quick and easy-to-understand videos rather than wordy and packed. This platform is a great way to show the company's purpose and have people talk about their experiences using AIMMI.

AUDIENCE PROFILES: AIMMI.ai will be targeting an audience of students, job seekers, and lawyers.

Students:

- Includes international students, undocumented students, foreign exchange students, and dual citizens.
- College students wanting to study abroad

Job seekers:

- Professionals seeking new job opportunities in different countries, investors, and entrepreneurs.
- Talent job seekers, those with a talent they want to make into a career

Lawyers:

- Immigration lawyers
- Lawyers need to stay informed on immigration laws and regulations that are subject to frequent changes.

Goal: Gain traction for AIMMI.ai through improved communication.

Strategies:

1. Formulate key messages targeted at key stakeholders of the company (job seekers, lawyers, visa advisors)
2. Establish and maintain consistent branding throughout the corporate website both visually and wording.
3. Raise public awareness of AIMMI amongst potential customers who are students, lawyers and job seekers.

Strategy #1: Formulate key messages targeted at key stakeholders of the company (job seekers, lawyers, visa advisors)

Tactics:

- Create a pitch deck complete with engaging infographics and data specific to the industry and AIMMI.ai.
- Host a webinar to present the pitch deck. Invite key stakeholders + additional audiences for viewing through a targeted search.
- Create a resources page on the AIMMI.ai website for investors.

Strategy #2: Establish and maintain consistent branding throughout the corporate website both visually and wording.

Tactics:

- Review and recommend changes to the corporate website (both wording and visual)
 - Optimize SEO elements and identify relevant keywords associated with the industry (use KPMG startup trends index).
- Audit all communications and content to find discrepancies.

- Survey user experience & test the platform from the perspective of the consumer. Create a brand voice & style guide based on our key messaging.

Strategy #3: Raise public awareness of AIMMI amongst potential customers who are students, lawyers and job seekers through social media and earned media.

Tactics:

- Create engaging and relatable content on a social media calendar for our target audiences highlighting savings/deals. Ideas for promotions:
 - Offer a free trial or demo of AIMMI.ai's services/announce on platforms.
 - Create referral programs to incentivize existing customers to refer new customers.
 - Offer discounts to new customers who sign up for a multi-year subscription.
 - Add testimonials.
- Run targeted ads on social media platforms to new customers who have visited AIMMI.ai's website but have not yet signed up for a subscription.
- Partner with relevant influencers to boost reach and credibility.
- Tailor a media list of relevant journalists and media outlets.
- Write engaging pitches based on the media list.
- Create a survey through google drive to measure user experience and satisfaction with our social media. This survey should have open-ended questions asking how users view AIMMI.ai's content with questions about demographics at the end. It should be made available on social platforms and as a QR code.

Evaluation:

Pitch Deck

We'll assess the pitch deck for clarity, focusing on its structure and content. We're looking for a clear problem statement, along with a thorough analysis of market opportunities, competition, growth plans, and a strategy for attracting investors. The goal is to understand how these factors impact the company's direction and appeal to potential investors.

Company website changes

We're evaluating website changes based on measurable metrics like traffic and conversion rates. We'll also analyze user behavior, including time spent on the site and navigation patterns, to make practical improvements.

Social Media Calendar

Each entry on the social media calendar will be scrutinized for creativity and consistency. We'll look at metrics like views, likes, comments, and shares across platforms to find the best posting frequency for engagement.

Social Media posts/engagement

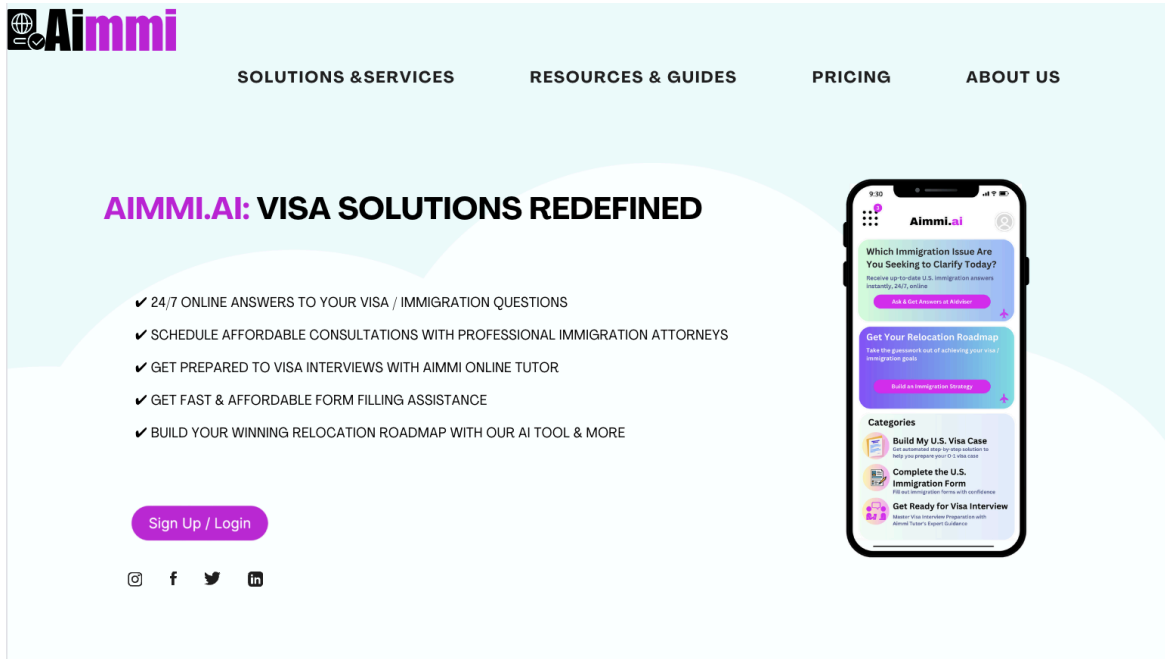
We'll monitor key metrics such as follower count, engagement rates, likes, comments, and post reach. We want to see how effective social media efforts are in converting traffic into leads or sales. Additionally, we'll look at click-through rates on post links and the rate of gaining new followers to assess overall strategy effectiveness.

Media Pitches

We will evaluate our media pitches by examining their effectiveness in capturing attention and conveying key messages. This involves assessing the clarity of the pitch, its relevance to target audiences, and the persuasiveness of the content. Metrics such as media coverage, audience engagement, and feedback will be considered. Additionally, we will track the success of pitches in securing media placements and measure the overall impact on brand visibility and reputation. This evaluation aims to refine our pitching strategy for optimal communication with the media and the broader audience.

DELIVERABLES:

Website re-brand/Messaging:



SLOGAN/TAGLINE

AIMMI.AI: VISA SOLUTIONS REDEFINED

Brand Colors - Primary



#4adceb



#8c4fff



#e115f4

Brand Colors - Misc.



#e7dcf4



#b6e6e8



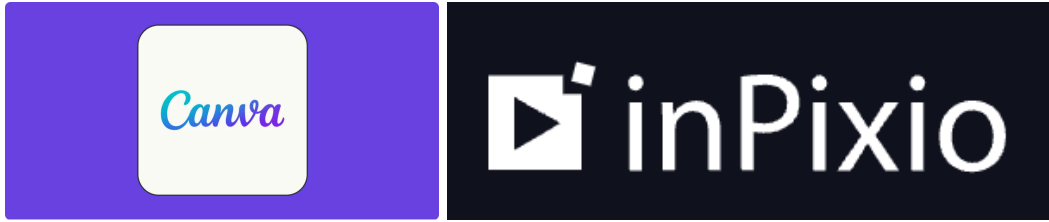
#000000



#fbcfff



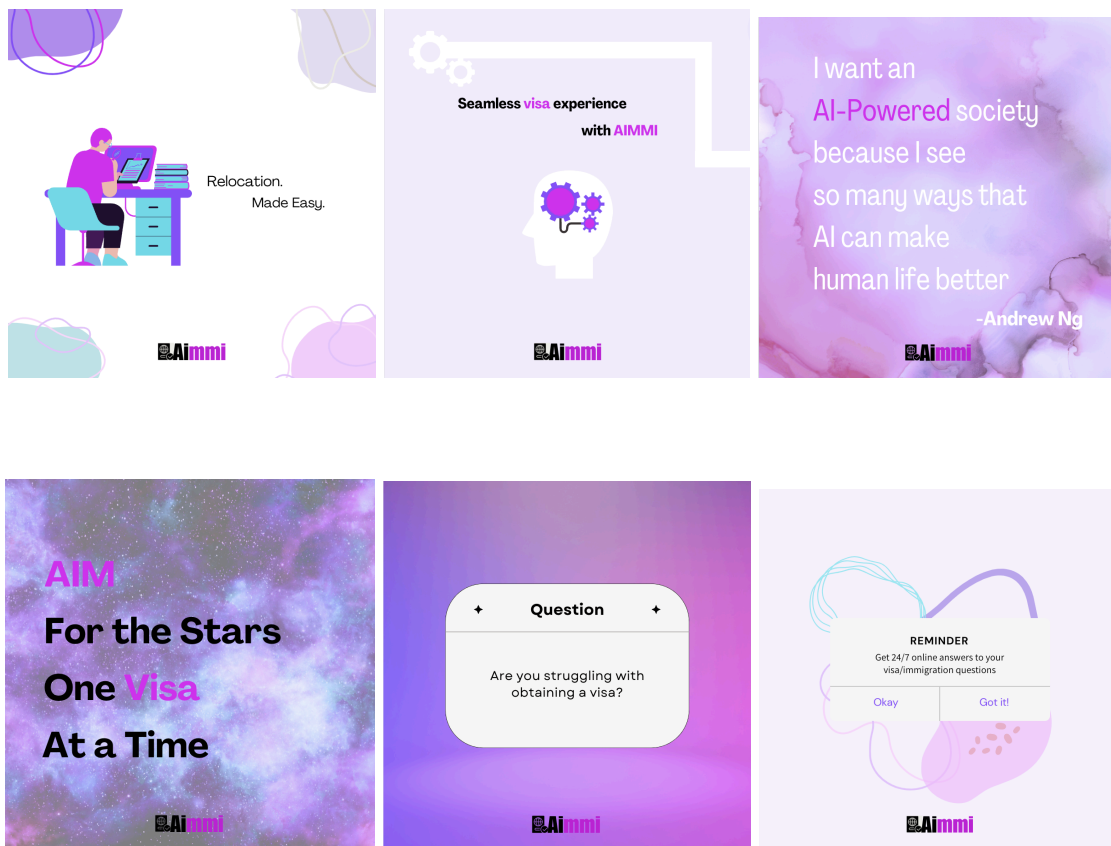
#ffffff



Social Media Calendar: The social media calendar allows the company to have more outreach and interaction with clients/future clients. This calendar provides a different day for social media posts to help AIMMI.ai spread awareness on different social media accounts.

[January 2024]							KEY:
							New Year Campaign
							Instagram Feed Post
							Instagram Story
							Tik Tok post
							Reel
	MONDAY 1/1	TUESDAY 1/2	WEDNESDAY 1/3	THURSDAY 1/4	FRIDAY 1/5	SATURDAY 1/6	
	Instagram post	Instagram Story	Instagram post	Instagram Reel	Instagram post	Tik Tok post	
SUNDAY 1/7	MONDAY 1/8	TUESDAY 1/9	WEDNESDAY 1/10	THURSDAY 1/11	FRIDAY 1/12	SATURDAY 1/13	
	Instagram post	Instagram Story	Instagram post	Instagram Reel	Instagram post	Tik Tok post	
SUNDAY 1/14	MONDAY 1/15	TUESDAY 1/16	WEDNESDAY 1/17	THURSDAY 1/18	FRIDAY 1/19	SATURDAY 1/20	
	Instagram post	Instagram Story	Instagram post	Instagram Reel	Instagram post	Tik Tok post	
New Year Campaign	New Year Campaign	New Year Campaign	New Year Campaign	New Year Campaign	New Year Campaign	New Year Campaign	
SUNDAY 1/21	MONDAY 1/22	TUESDAY 1/23	WEDNESDAY 1/24	THURSDAY 2/25	FRIDAY 1/26	SATURDAY 1/27	
	Instagram post	Instagram Story	Instagram post	Instagram Reel	Instagram post	Tik Tok post	
SUNDAY 1/28	MONDAY 1/29	TUESDAY 1/30	WEDNESDAY 1/31				
	Instagram post	Instagram Story	Instagram post				

Mock-ups of social media posts: These are multiple posts focusing on two platforms, LinkedIn and Instagram. These will help reach the target audience via social media accounts.



Captions

1. "Unlock your hassle-free journey to a new chapter! 🌍✨ With Aimmii.ai, your relocation dreams become a reality. 24/7 visa solutions, expert consultations, and a personalized roadmap—because moving should be exciting, not stressful. #RelocationMadeEasy #AimmiiAI #NewBeginnings"
2. "Seamless visas, stress-free journeys. ✈️ With AIMMI, your visa experience is nothing short of exceptional. From expert consultations to 24/7 support, we've got your back at every step. Say goodbye to visa hassles, and hello to a smooth adventure! 🌐✨ #AIMMIExcellence #VisaMadeEasy #TravelWithConfidence"
3. "Unlock your hassle-free journey to a new chapter! 🌍✨ With Aimmii.ai, your relocation dreams become a reality. 24/7 visa solutions, expert consultations, and a personalized roadmap—because moving should be exciting, not stressful. #RelocationMadeEasy #AimmiiAI #NewBeginnings"
4. "🌟 Aim high, dream big! ✈️ Navigating the cosmos of visas, one stellar journey at a time. Aimmii is your passport to reaching new heights. Let's soar together! 🚀🌍 #AimForTheStars #VisaAdventures #DreamExploreDiscover"

5. "Embarking on a visa journey can be tough, but remember, every challenge is a step closer to triumph. 🌍 At Aimmi, we understand the struggles and are here to turn your obstacles into opportunities. Let's overcome it together! #VisaStruggles #AimmiSupport #DreamsWithoutBorders"
6. "Questions about visas keeping you up at night? 🌙 We've got you covered, 24/7! 💬✨ Aimmi is your round-the-clock guide to visa and immigration answers. No more wondering, just instant clarity. Your journey starts with knowledge. #VisaQnA #AimmiAssistance #NavigateWithConfidence"

Pitch deck: The investor pitch deck is made to help investors understand and learn more about AIMMI. It gives the basic details about the company and the target audience, which overall helps investors and gives them the information they need.

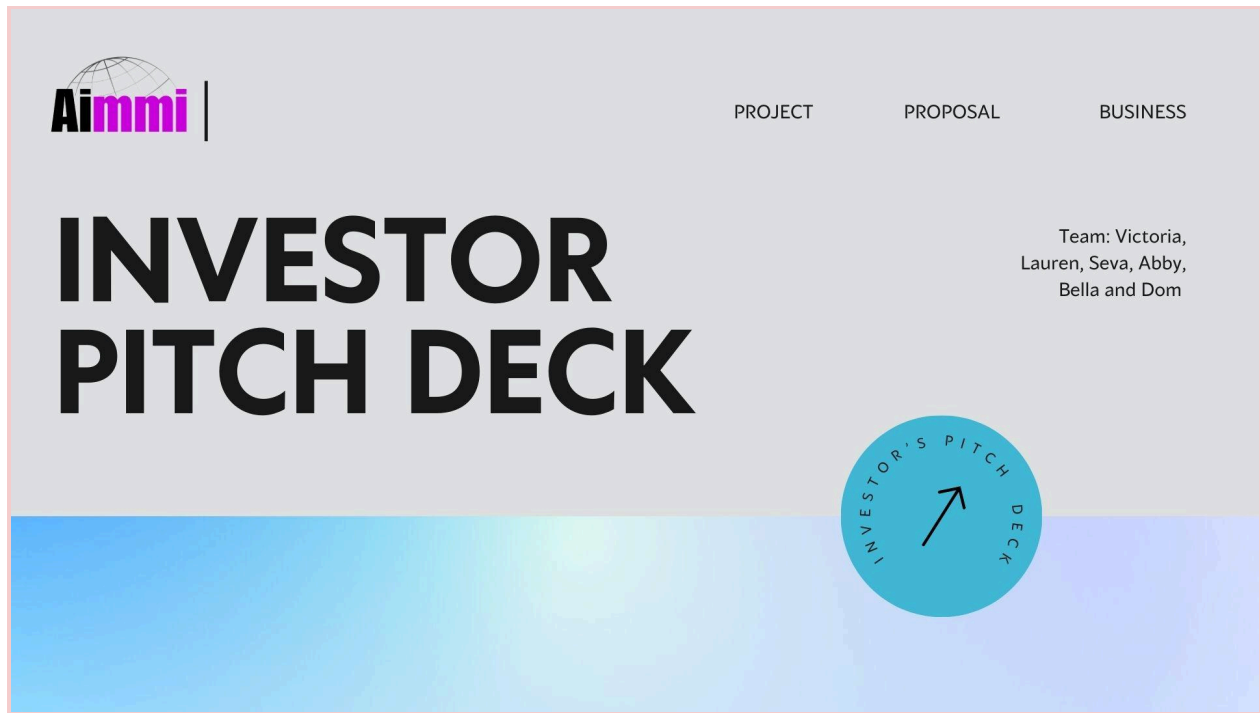




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About

INVESTOR PITCH DECK



AIMMI.AI is an innovative, subscription-based platform that offers personalized support and advanced technology to streamline the immigration journey. Key features include monthly consultations with top-tier immigration attorneys, an AI-powered Immigration Solution Advisor, a Visa Interview Tutor, an Immigration Strategy Constructor, and comprehensive form-filling support.

AIMMI.AI serves both B2B2C clients, including attorneys and individuals, and it aims to automate and democratize visa and immigration services.

Founded in 2022, AIMMI.AI has served over 100 happy clients and provided pro bono services to 3,000 forced immigrants in the same year.

3



Our Vision & Mission

INVESTOR PITCH DECK

Vision

By streamlining the transition process, we aim to transform dreams of new horizons into realities, setting a global standard in the world of immigration services.

Mission

Empower individuals and families by connecting them with services that are accessible and affordable. Providing customers with personalized visa guidance and support.

4



Problem

INVESTOR PITCH DECK



**LACK OF EXPERT
GUIDANCE AND
RELIABILITY TO
NAVIGATE
COMPLEX VISA
PROCESS**



**TIME CONSUMING
AND CONFUSING
PAPERWORK**



**COSTLY MISTAKES
THAT LEAD TO
DELAYS AND VISA
REJECTIONS**



**ACCESS TO
AFFORDABLE
GUIDANCE**

5



Our Product

INVESTOR PITCH DECK





ELIMINATE HUMAN BIASES AND ERRORS




10X MORE COST-EFFECTIVE AND AFFORDABLE



INSTANT 24/7 ACCESS TO DATA-DRIVEN ANSWERS

6



Business Model

SUBSCRIPTION BASE

FREE

- Access to AI-dvisor
- 24/7 instant answers to your visa questions

ESSENTIAL (YEARLY \$29/MO OR \$38/MO)

- A 20 minute Phone/Zoom consultation with an immigration attorney
- Access to Visa Interview tutor
- Access to AI-dvisor
- 24/7 instant answers to your visa questions

PRO (YEARLY \$59/MO OR \$87/MO)

- Review of user's immigration-related document and form filing assistance
- A 25 minute Phone/Zoom Consultation with an immigration attorney
- Access to Visa Interview Tutor
- Access to AI-dvisor
- 24/7 instant answers to your visa questions

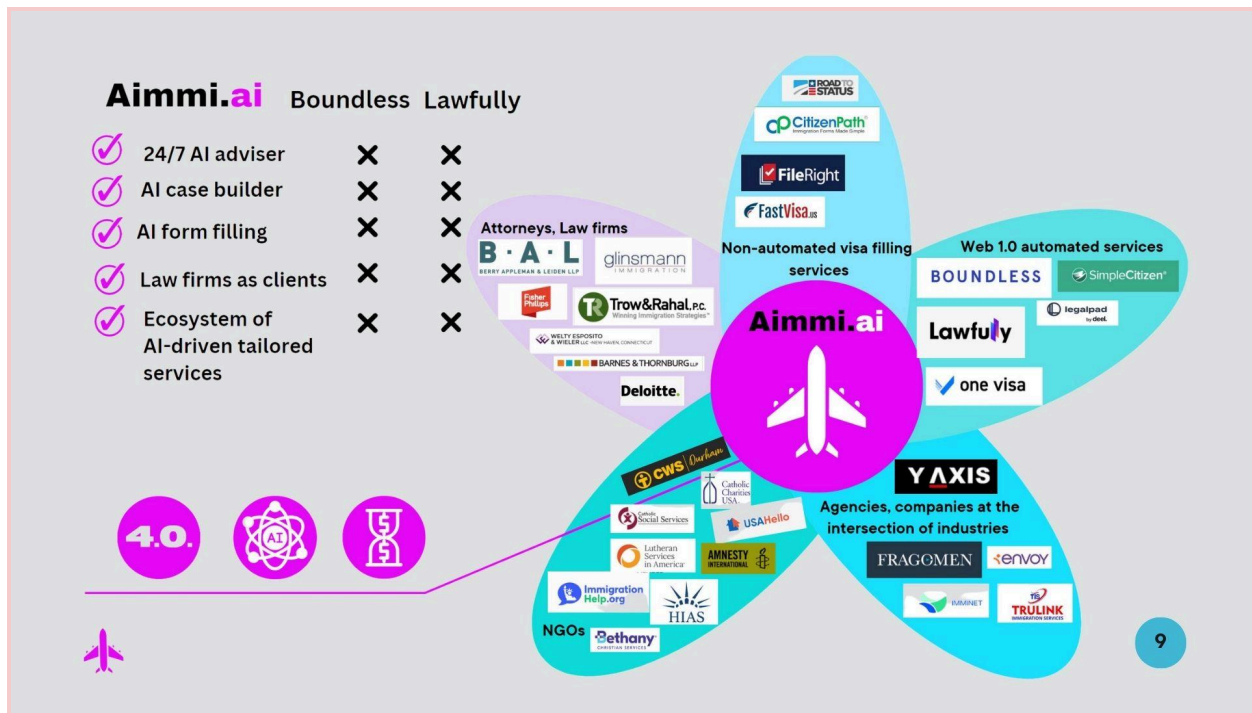
GROWTH (YEARLY \$94/MO OR \$199/MO)

- Personalized immigration strategy with automated updates for changing conditions
- A 45 minute Phone/Zoom Consultation with an immigration attorney
- Access to Visa Interview Tutor
- Access to AI-dvisor Pro
- Review of user's form prior to its filing

CHAMPION (YEARLY \$199/MO OR \$250/MO)

- Unlimited 20 minute Phone/Zoom Consultations with an immigration attorney
- Unlimited access to...
 - Visa Interview Tutor
 - AI-dvisor
 - Visa Strategy Tool and other features of Almmi.ai

7



Target Market & Key Messages

LAWYERS/VISA ADVISORS

AIMMI.ai is your trusted partner in simplifying immigration processes. Our AI-driven platform offers a seamless, expert, and cost-effective solution for expediting visa procedures, helping you serve your clients with ease and efficiency.

STUDENTS

AIMMI.ai stands as your dependable ally for streamlining immigration procedures. Our AI-powered platform delivers a smooth, professional, and cost-efficient solution to accelerate visa processes, empowering you to provide your clients with utmost convenience and efficiency.

JOB SEEKERS

AIMMI.ai is your affordable service in unlocking global job opportunities. As a reliable platform, AIMMI.ai provides a seamless, expert, and cost-effective solution to expedite your visa process, ensuring you can pursue your career abroad with ease.

Pitches & Media list: The media list consists of five different news outlets relevant to AIMMI.ai and the industry in which it operates. These journalists and lawyers would help AIMMI.ai reach a bigger audience by having their company and story covered in the news.

SAMPLE PITCH #1:

Subject: AIMMI.AI - Changing the Direction of Immigration Assistance through Technology

To: [Journalist Name]

I hope this email finds you well. I am writing to you today on behalf of AIMMI.AI, a groundbreaking development at the intersection of AI and immigration, two prevalent topics in today's world. In an era where discussions around artificial intelligence and immigration are at the forefront, AIMMI.AI stands as a tangible example of how technology can enhance and simplify an otherwise complex process.

Given that your publication consistently produces insightful content that resonates with a global audience, I wanted to share a little more about us and what we do. AIMMI.AI works to redefine the landscape of immigration application processes through the seamless integration of 24/7 AI technology services. Our entirely online platform provides users with a stress-free application process, ensuring accessibility, affordability, and efficiency.

If this piques your interest, we would be delighted to arrange an interview with the team, provide additional information, or facilitate a demonstration of our platform. The AIMMI.AI team is committed to supporting meaningful initiatives, and we genuinely appreciate the thought-provoking work consistently delivered by [company]. If the prospect of collaboration intrigues you, please let us know.

Best,

[Name + Contact Info]

SAMPLE PITCH #2:

Subject: AIMMI.ai Revolutionizes Visa Process with AI-Powered Platform

To: [JOURNALIST NAME]

I hope this email finds you well.

I am writing to you today because I believe that AIMMI.ai's AI-powered visa services would be of great interest to your readers. As a writer who consistently covers [topics], you have demonstrated a keen understanding of the challenges and opportunities surrounding

[immigration/global mobility/visa services/AI]. I am confident that your audience would benefit from learning more about how AIMMI.ai is utilizing AI to revolutionize the visa process.

In today's dynamic business landscape, streamlined visa processes are essential for fostering global connections and talent acquisition. AIMMI.ai, a Ukrainian-based startup, is addressing this critical need with its AI-powered platform, transforming the visa application experience for individuals and businesses worldwide.

AIMMI.ai's platform guides users through the intricacies of visa applications, eliminating the complexities and uncertainties that often accompany traditional methods. By simplifying document submission and automating eligibility assessments, AIMMI.ai empowers users to navigate the visa maze with confidence and ease.

For further information, please visit [website/social media].

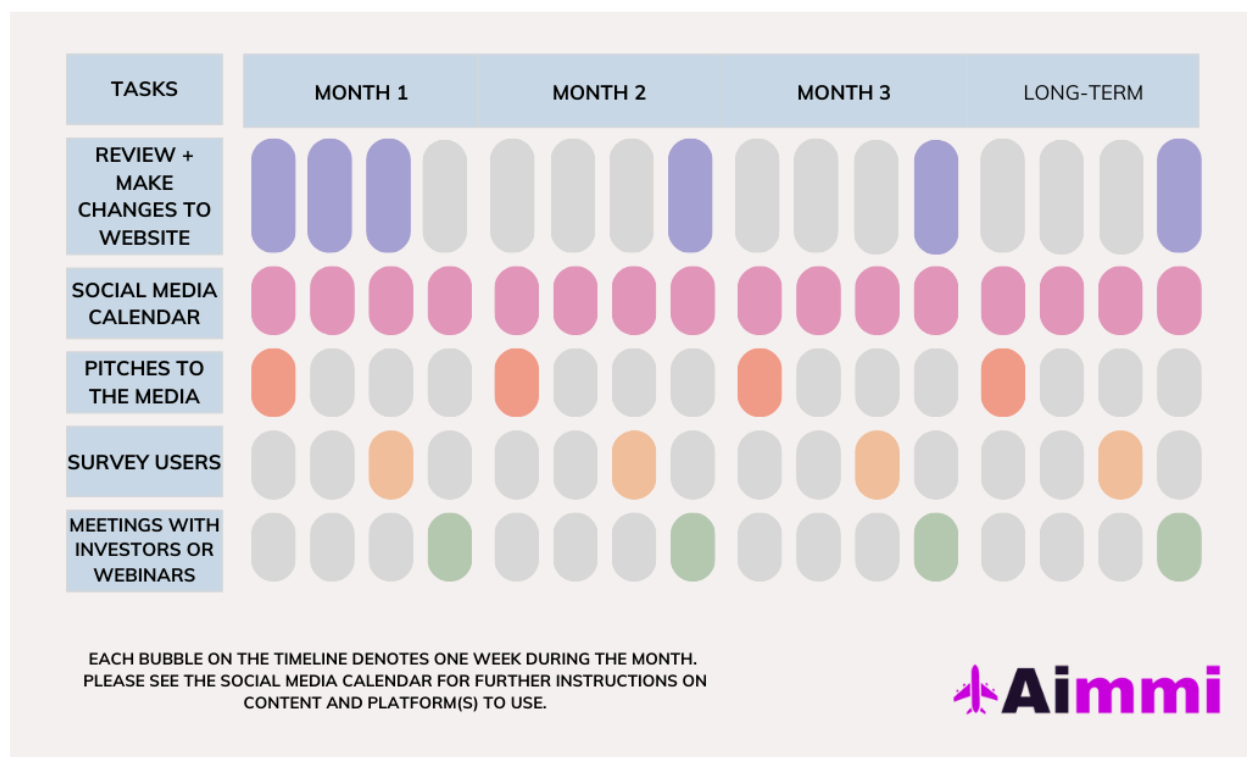
Best,

[Name + Contact info]

Media List:

1. Lauren Garzina: *Editor and Chief of International Student Ran Publication*
2. Jonathan Goldsmith: *Law Gazette, law society council member for EU, editorial writer, and advocate for immigration lawyers*
3. Olivia Christine Perez: *The Go guidebook, Go overseas writer and study abroad program expert*
4. Lawyer Monthly: *Immigration Senior, entire section on international immigration law and technology*
5. Kimberly Brown: *The Cut; career advice expert and journalist*

IMPLEMENTATION



The implementation of tactics is shown above as a Gantt chart. The first recommendation we anticipate AIMMI.ai to work on is a review of its website and making changes based on that review. AIMMI.ai should refer to our communications audit for changes to implement. This task is shown to be a recurring monthly activity following the feedback it receives from users and to ensure it is up-to-date. Pitches to the media should be sent at the start of each month to give journalists ample notice about events and content it will be covering. Surveys to users should be amplified in the latter half of the month to evaluate feedback and efficiency of AIMMI.ai and its platform. Meetings with investors and webinar events should be held at the end of each calendar month with the hope that there will be measurable growth from the past month to show at meetings.

Column	STRATEGY	ITEM/TACTIC	DETAIL	UNIT COST	QUANTITY	COST
	Build relationships with key stakeholders using unique key messages.	Investor Pitch Deck	Create a pitch deck complete with engaging infographics and data specific to the industry and AIMMI.ai. The presentation should have coffee + pastries available for >10 attendees.	Starbucks Coffee Traveler @ \$15.95 Pastries @ \$10 Napkins/Utensils @ \$15	Price calculated for one presentation a month, variable cost as presentations occur.	\$122.85
		Webinar	Host a webinar to present the pitch deck. Invite key stakeholders + additional audiences for viewing through a targeted search.	Virtual, no cost associated	N/A	\$0.00
		Resources page	Create a resources page on the AIMMI.ai website for investors.	Virtual, no cost associated	N/A	\$0
	Create a unified brand voice that can be translated to other platforms.	Review + change website	Review and make changes to the corporate website (both wording and visual). Optimize SEO elements and identify relevant keywords associated with the industry.	Virtual, no cost associated	N/A	\$0
		Audit	Audit all communications and content to find discrepancies.	Virtual, no cost associated	N/A	\$0.00
		Test platform	Survey user experience & test the platform from the perspective of the consumer.	No cost forecasted; assume free access for employees	N/A	\$0.00
		Brand voice & style guide	Create a brand voice & style guide based on our key messaging	Virtual, no cost associated	N/A	\$0.00
	Create a social media calendar to maintain active accounts on Instagram/Facebook and Tiktok.	Create engaging and relatable content for our target audiences highlighting savings/deals.	PROMOTIONS & CONTENT IDEAS:			
			Offer a free trial or demo of AIMMI.ai's services/announce on platforms.	Visa Strategy @ \$49 Visa interview simulator @ \$48	Price calculated for one unit, variable costs as customers take action during the promotion period.	\$97
			Create referral programs to incentivize existing customers to refer new customers.	Refer 5 friends for a \$5 credit towards services	Price calculated for one unit, variable cost as referrals occur.	\$5

			Offer discounts to new customers who sign up for a multi-year subscription.	\$10 off each additional year	Price calculated for one unit, variable cost with each purchase made during the promotional period.	\$10
			Add testimonials.	No cost associated.	N/A	\$0.00
		Advertisements	Run targeted ads on social media platforms to new customers who have visited AIMMI.ai's website but have not yet signed up for a subscription	IG spending @ \$15 LinkedIn Spending @ \$15	Price calculated for one unit, variable cost with repetition.	\$30
		Influencer partnership	Partner with relevant influencers to boost reach and credibility.	Small influencer (5,000 to 20,000 followers) for one post @ \$100; event appearance or participation @ \$500	Price calculated for one unit, variable cost with repetition.	\$600
		Survey	Create a survey through google drive to measure user experience and satisfaction with our social media. This survey should have open-ended questions asking how users view AIMMI.ai's content with questions about demographics at the end. It should be made available on social platforms and as a QR code.	No cost associated.	N/A	\$0.00
	Labor	Communications Specialist	Worker to help with website, social media, and leading investor presentations	\$30/hour 40 hr/wk 12 weeks	Price calculated for one unit, variable cost as work ebbs and flows.	\$14,400
	TOTAL COST					\$15,254.85

FINAL PRESENTATION

AIMMI.ai

TRIPLE A CAMPAIGN

AIMMI.AI: AIMING FOR AWARENESS

J 454
November 2023



AGENDA

- Situation Analysis
 - SWOT & PEST
- Competitive Analysis & Key Research Findings
 - Audience Profiles
- Key Stakeholders & Map
- Key Messages
- Goals and Strategies
 - Mocks/Implementation
- Short-term Deliverables
- Long-term Recommendations
- Evaluations
- Budget
- Questions



Situational Analysis: Highlights from the SWOT and PEST

Strengths

- 24/7 online support offers accessibility to customers all over the world
- Various packages at different price points to match various needs.

Weaknesses:

- Absent social media presence and low engagement.
- Website is unreliable and has poor functionality (dead links; difficult to navigate)

Opportunities:

- Visa outsourcing services expected to grow at an accelerated rate through 2029.
- Visas are hard to obtain and not getting any easier (e.g. H-1B Visas are hard to obtain because applicants must have an employer to sponsor them).

Threats:

- AI has access to lots of data, there could be privacy breaches
- General distrust of AI: concerns about biases, machine errors and adhering to up-to-date criteria.



KEY RESEARCH FINDINGS/COMPETITIVE ANALYSIS

- Visa services market is saturated.
- Demand for visas/immigration is increasing, so there's room for AIMMI.ai to challenge the market.
- Applicants need help with the technical steps, gathering documents and preparing for interview(s).

AIMMI.ai provides accurate and relevant information for securing visas at a low cost, which is crucial for individuals with constrained budgets.



AUDIENCE PROFILES

Students:

- Includes international students, undocumented students, foreign exchange students, and dual citizens.
- College students wanting to study abroad

Job seekers:

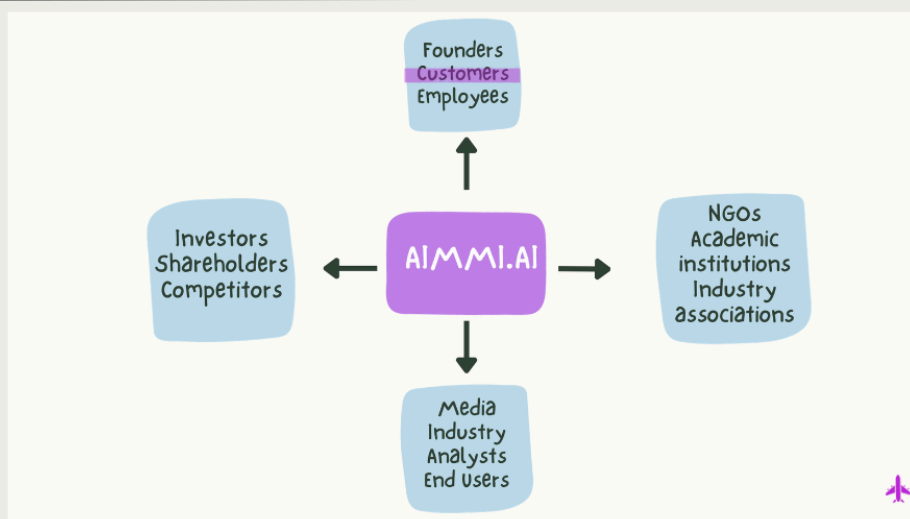
- Professionals seeking new job opportunities in different countries, investors, and entrepreneurs.
- Talent job seekers, those with a talent they want to make into a career

Lawyers:

- Immigration lawyers
- Lawyers need to stay informed on immigration laws and regulations that are subject to frequent changes.
- Lawyers are looking for ways to streamline their work.



KEY STAKEHOLDERS & MAP



GOAL + STRATEGIES

GOAL: Gain traction for AIMMI.ai through improved communication.



Strategies:

- Establish and maintain consistent branding throughout the corporate website both visually and wording.
- Raise public awareness of AIMMI amongst potential customers who are students, lawyers and job seekers using social media.
- Formulate key messages targeted at key stakeholders of the company (job seekers, lawyers, visa advisors)

KEY GENERAL MESSAGING

Make a difference abroad, and we will make a difference for you.

AIMMI.ai, your trusted partner for visa services.

We offer a convenient, expert, and affordable AI-backed service to help you get your visa quickly and easily.

Words to align with: efficiency, reliable, affordable, friendly, diverse, confidence, trust, support, talent



Short & Long-Term Recommendations



SHORT TERM RECOMMENDATIONS

- **Implement clear & concise wording on the website**
- **Consistently follow the social media calendar**
- **Change in brand logo**



LONG TERM RECOMMENDATIONS

- **Network with news media professionals**
- **Use promotional tools on social media**
- **Target specific audiences: talent visas**

 **Aimmi**

Website Revamp

 **Aimmi**

ENHANCING AIMMI WEBSITE PERFORMANCE

Current Challenges:

Broken Links: Identify and fix navigation issues

Email Response Issues: Streamline communication

Social Links: Include updated social links

SEO Needed: Boost visibility and reach



SOLUTIONS & SERVICES

RESOURCES & GUIDES

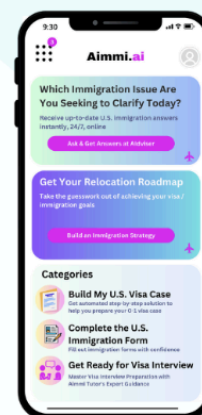
PRICING

ABOUT US

AIMMI.AI: VISA SOLUTIONS REDEFINED

- ✓ 24/7 ONLINE ANSWERS TO YOUR VISA / IMMIGRATION QUESTIONS
- ✓ SCHEDULE AFFORDABLE CONSULTATIONS WITH PROFESSIONAL IMMIGRATION ATTORNEYS
- ✓ GET PREPARED TO VISA INTERVIEWS WITH AIMMI ONLINE TUTOR
- ✓ GET FAST & AFFORDABLE FORM FILLING ASSISTANCE
- ✓ BUILD YOUR WINNING RELOCATION ROADMAP WITH OUR AI TOOL & MORE

Sign Up / Login



Brand Guidelines



New Logo Suggestion

This logo suggestion captures the essence of being a global visa service.



Using a consistent color scheme is key to having brand recognition.

Slogan/Tagline

AIMMI.AI: VISA SOLUTIONS REDEFINED



Brand Colors

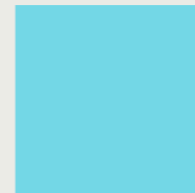
Primary Colors



#e115f4



#8c4fff



#4adceb



Brand Colors

Complementary Miscellaneous Colors



#000000



#ffffff



#b6e6e8



#e7dcf4

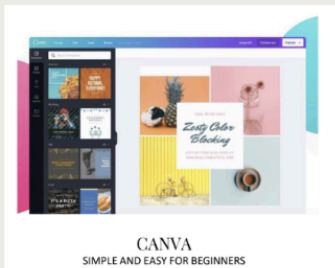


#fbcfff



Social Media

Designing for Instagram



CANVA
SIMPLE AND EASY FOR BEGINNERS



Instagram Post (Square) 1080 × 1080 px

- User friendly and versatile
- Stock free images, fonts, graphics
- Accessible
- Free/Pro
- Background remover



Social Media Posts Mock-Up



POSTS #1:



"Unlock your hassle-free journey to a new chapter! 🌍✈️
 With Aimmi.ai, your relocation dreams become a reality.
 24/7 visa solutions, expert consultations, and a personalized
 roadmap—because moving should be exciting, not stressful.
 #RelocationMadeEasy #AimmiAI #NewBeginnings"



"Seamless visas, stress-free journeys. ✈️ With AIMMI, your
 visa experience is nothing short of exceptional. From expert
 consultations to 24/7 support, we've got your back at every
 step. Say goodbye to visa hassles, and hello to a smooth
 adventure! 🌍✈️ #AIMMIExcellence #VisaMadeEasy
 #TravelWithConfidence"



POSTS CONTINUED



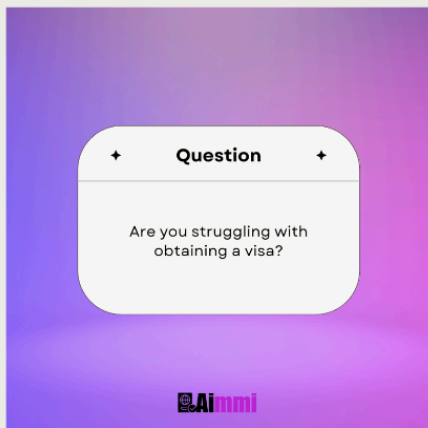
"Unlock your hassle-free journey to a new chapter! 🌍 With Aimmi.ai, your relocation dreams become a reality. 24/7 visa solutions, expert consultations, and a personalized roadmap—because moving should be exciting, not stressful. #RelocationMadeEasy #AimmiAI #NewBeginnings"



"🌟 Aim high, dream big! ✨ Navigating the cosmos of visas, one stellar journey at a time. Aimmi is your passport to reaching new heights. Let's soar together! 🌌 #AimForTheStars #VisaAdventures #DreamExploreDiscover"



POSTS CONT.



"Embarking on a visa journey can be tough, but remember, every challenge is a step closer to triumph. 🌍 At Aimmi, we understand the struggles and are here to turn your obstacles into opportunities. Let's overcome together! #VisaStruggles #AimmiSupport #DreamsWithoutBorders"



"Questions about visas keeping you up at night? 🌙 We've got you covered, 24/7! 🗨️ Aimmi is your round-the-clock guide to visa and immigration answers. No more wondering, just instant clarity. Your journey starts with knowledge. #VisaQnA #AimmiAssistance #NavigateWithConfidence"



SOCIAL MEDIA CALENDAR

[January 2024]						KEY
	MONDAY 1/1	TUESDAY 1/2	WEDNESDAY 1/3	THURSDAY 1/4	FRIDAY 1/5	Instagram Feed Post Instagram Story Tik Tok post Reel
	Instagram post	Instagram Story	Instagram post	Instagram Reel	Instagram post	Tik Tok post
SUNDAY 1/7	MONDAY 1/8	TUESDAY 1/9	WEDNESDAY 1/10	THURSDAY 1/11	FRIDAY 1/12	SATURDAY 1/13
	Instagram post	Instagram Story	Instagram post	Instagram Reel	Instagram post	Tik Tok post
SUNDAY 1/14	MONDAY 1/15	TUESDAY 1/16	WEDNESDAY 1/17	THURSDAY 1/18	FRIDAY 1/19	SATURDAY 1/20
New Year Campain	New Year Campain	New Year Campain	New Year Campain	New Year Campain	New Year Campain	New Year Campain
SUNDAY 1/21	MONDAY 1/22	TUESDAY 1/23	WEDNESDAY 1/24	THURSDAY 2/25	FRIDAY 1/26	SATURDAY 1/27
	Instagram post	Instagram Story	Instagram post	Instagram Reel	Instagram post	Tik Tok post
SUNDAY 1/28	MONDAY 1/29	TUESDAY 1/30	WEDNESDAY 1/31			
	Instagram post	Instagram Story	Instagram post			



Talent Visa Scenario

An example of how AIMMI could reach someone in the talent market, more specifically someone pursuing an O-1 visa.

Background: Anita Thorvaldsdottir is a soccer player from Iceland. She played for Stjarnan Football Club (Iceland) and competed in the Icelandic League and qualified for the Euro Champions League in 2022 and 2019. Sarah Martinez, Yale's women soccer coach, recruited Anita in 2023. To ensure that Anita can play, it is in Martinez's best interest to make sure her visa is set up properly.



How would Martinez hear about AIMMI?

- Key words on AIMMI.ai's website so that it populates in relevant searches.
EX: "talent," "sports," "athletics"
- LinkedIn ads & Instagram ads related to talent visas; targeted towards Martinez's demographics/coaches.
- Tailor pitches to outlets that coaches will read (e.g. SoccerWire)



MEDIA LIST



Lauren Garzina

Grapeshot

Editor in Chief of
International
Student Ran
Publication



Jonathan Goldsmith

Law Gazette

Law Society Council
member for EU, editorial
writer, and advocate for
immigration lawyers



Olivia Christine Perez

The Go Guidebook

Go Overseas Writer
and Study Abroad
Program Expertise



**Lawyer Monthly
Immigration Sector**

Entire section dedicated
to International
immigration law, emphasis
on immigration and tech



Kimberly Brown

The Cut

Career Advice Expert
and Journalist



SAMPLE PITCH

To:
Subject: AIMMI.AI - Changing the Direction of Immigration Assistance through Technology
From:

I hope this email finds you well. I am writing to you today on behalf of AIMMI.AI, a groundbreaking development at the intersection of AI and immigration, two prevalent topics in today's world. In an era where discussions around artificial intelligence and immigration are at the forefront, AIMMI.AI stands as a tangible example of how technology can enhance and simplify an otherwise complex process.

Given that your publication consistently produces insightful content that resonates with a global audience, I wanted to share a little more about us and what we do. AIMMI.AI works to redefine the landscape of immigration application processes through the seamless integration of 24/7 AI technology services. Our entirely online platform provides users with a stress-free application process, ensuring accessibility, affordability, and efficiency.

If this piques your interest, we would be delighted to arrange an interview with the team, provide additional information, or facilitate a demonstration of our platform. The AIMMI.AI team is committed to supporting meaningful initiatives, and we genuinely appreciate the thought-provoking work consistently delivered by [company]. If the prospect of collaboration intrigues you, please let us know.

Best,
AIMMI.AI
Contact Info:



Investor Pitch Deck Mock-Up

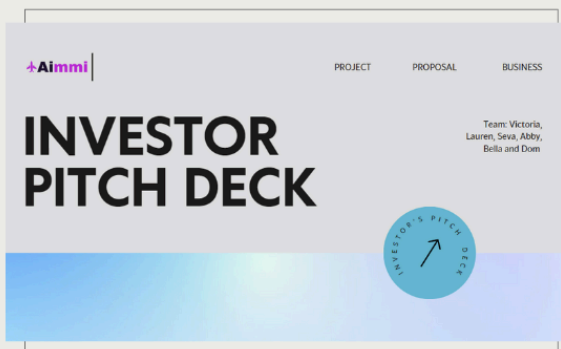


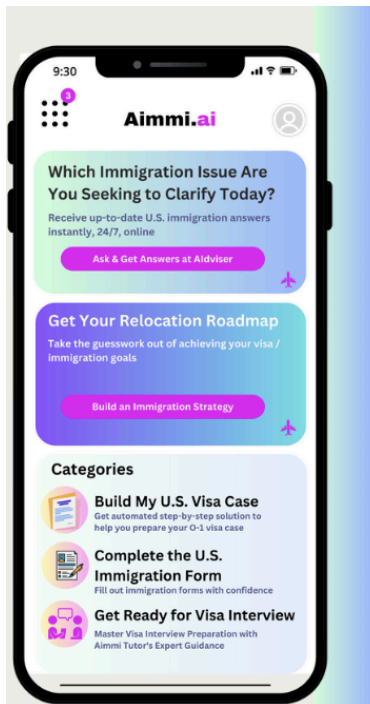
INVESTOR PITCH DECK

Used to correctly communicate with targeted publics about AIMMI and its service. The Investor Pitch Deck is curated for Lawyers, Students and Job Seekers.

The Investor Pitch Deck will include:

- About AIMMI.ai
- Re-written Value and Mission statement
- Core problem AIMMI.ai is solving
- Product overview
- Business Model
- Key Differentiators/Competition
- Targeted Publics/Messaging
- Market Evaluation





About

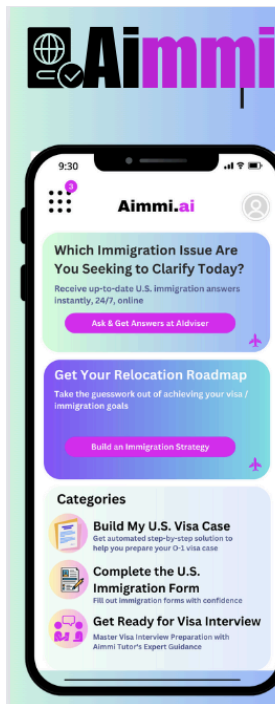
INVESTOR PITCH DECK



AIMMI.AI is an innovative, subscription-based platform that offers personalized support and advanced technology to streamline the immigration journey. Key features include monthly consultations with top-tier immigration attorneys, an AI-powered Immigration Solution Advisor, a Visa Interview Tutor, an Immigration Strategy Constructor, and comprehensive form-filling support.

AIMMI.AI serves both B2B2C clients, including attorneys and individuals, and it aims to automate and democratize visa and immigration services.

Founded in 2022, AIMMI.AI has served over 100 happy clients and provided pro bono services to 3,000 forced immigrants in the same year.



Our Product

INVESTOR PITCH DECK



ELIMINATE HUMAN BIASES AND ERRORS



10X MORE COST-EFFECTIVE AND AFFORDABLE



INSTANT 24/7 ACCESS TO DATA-DRIVEN ANSWERS

Target Market & Key Messages

LAWYERS/VISA ADVISORS

AIMMI.ai is your trusted partner in simplifying immigration processes. Our AI-driven platform offers a seamless, expert, and cost-effective solution for expediting visa procedures, helping you serve your clients with ease and efficiency.

STUDENTS

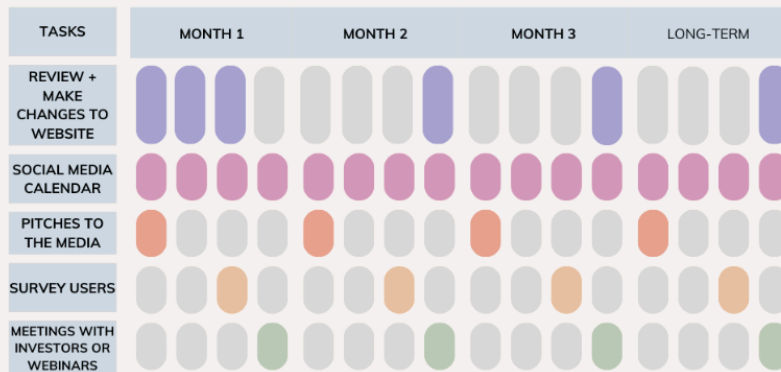
AIMMI.ai stands as your dependable ally for streamlining immigration procedures. Our AI-powered platform delivers a smooth, professional, and cost-efficient solution to accelerate visa processes, empowering you to provide your clients with utmost convenience and efficiency.

JOB SEEKERS/TALENT

AIMMI.ai is your affordable service in unlocking global job opportunities. As a reliable platform, AIMMI.ai provides a seamless, expert, and cost-effective solution to expedite your visa process, ensuring you can pursue your career abroad with ease.



IMPLEMENTATION



EACH BUBBLE ON THE TIMELINE DENOTES ONE WEEK DURING THE MONTH. PLEASE SEE THE SOCIAL MEDIA CALENDAR FOR FURTHER INSTRUCTIONS ON CONTENT AND PLATFORM(S) TO USE.



EVALUATION

PITCH DECK

- assess the pitch deck for clarity
- clear problem statement & thorough analysis of Market, growth and strategy
- Success rates with investors

WEBSITE

- Track Measurable metrics like traffic
- analyze user behavior: time spent on site & navigation patterns

POSTS

- monitor key metrics
 - follower count, engagement rates, likes, comments, and post reach
- effectiveness of social media efforts Towards converting traffic into leads or sales
- click-through rates on post links
- rate of gaining new followers

MEDIA CALENDAR

- Looking for creativity and consistency
- Tracking metrics like views, likes, comments

PITCHES

- examining effectiveness & Clarity in capturing attention and conveying key messages
- Metrics such as media coverage, audience engagement, and feedback
- measure the overall impact on brand visibility and reputation



TOTAL BREAKDOWN \$854.85

BUDGET

We would also recommend hiring a communications specialist which would cost an additional \$14,400. Not required.

This campaign was purposely made to be cost conscientious.

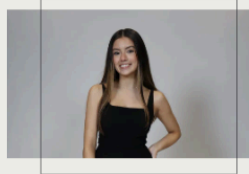


Column	STRATEGY	ITEM/TACTIC	DETAIL	UNIT COST	QUANTITY	COST							
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		Webinar	Host a webinar to present the pitch deck. Invite key stakeholders + additional audience for viewing through a targeted search.	Virtual, no cost associated	N/A	\$0.00			Add testimonials.	No cost associated.	N/A	\$0.00	
		Resources page	Create a resources page on the AIMMI website for investors.	Virtual, no cost associated	N/A	\$0			Run targeted ads on social media platforms to new customers who have visited AIMMI's website but have not yet signed up for a subscription	IG spending @ \$15 LinkedIn Spending @ \$15	Price calculated for one unit, variable cost with repetition.	\$30	
	Create a unified brand voice that can be translated to other platforms.	Review + change website	Review and make changes to the corporate website (both wording and visual). Optimize SEO elements and identify relevant keywords associated with the industry.	Virtual, no cost associated	N/A	\$0			Influencer partnership	Partner with relevant influencers to boost reach and credibility.	Small influencer (5,000 to 20,000 followers) for one post @ \$100; event appearance or participation @ \$500	Price calculated for one unit, variable cost with repetition.	\$600
		Audit	Audit all communications and content to find discrepancies.	Virtual, no cost associated	N/A	\$0.00			Survey	Create a survey through google drive to measure user experience and satisfaction with our social media. This survey should have open-ended questions asking how users view AIMMI's content with questions about demographics at the end. It should be made available on social platforms and as a QR code.	No cost associated.	N/A	\$0.00
		Test platform	Survey user experience & test the platform from the perspective of the consumer.	No cost forecasted, assume free access for employees	N/A	\$0.00							
		Brand voice & style guide	Create a brand voice & style guide based on our key messaging.	Virtual, no cost associated	N/A	\$0.00							
	Create a social media calendar to maintain active accounts on Instagram/Facebook and TikTok.	Create engaging and reliable content for our target audience highlighting savings deals.	PROMOTIONS & CONTENT IDEAS:										
			Offer a free trial or demo of AIMMI's services/insurance on platforms.	Video Strategy @ \$40 Video interview remainder @ \$45	Price calculated for one unit, variable cost as customers take action during the promotional period.	\$97							
			Create referral programs to incentivize existing customers to refer new customers.	Refer 5 friends for a \$5 credit towards services	Price calculated for one unit, variable cost as referrals occur.	\$5							
									Worker to help with website, social media, and leading investor presentations	\$30/hour 40 hr/wk 12 weeks	Price calculated for one unit, variable cost as work ebbs and flows.	\$14,400	
									TOTAL COST			\$15,254.85	

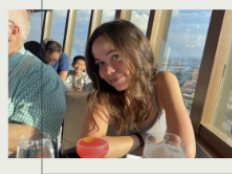
MEET THE TEAM



Team Leader
Abby Plevin
aplevin@uoregon.edu
+1 (707) 407-5941



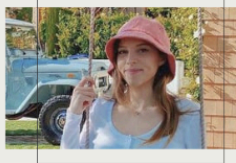
Project Manager
Bella Kleiner
bkleiner@uoregon.edu
+1 (206) 940-8215



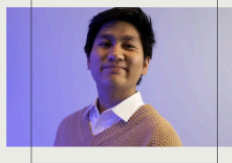
Design
Victoria Greene
vgreene@uoregon.edu
+1 (720) 471-1298



Creative
Seva Daneilas
sevad@uoregon.edu
+1 (650) 823-6150



Creative/Design
Lauren Hemp
lhemp@uoregon.edu
+1 (510) 374-0998



Writer
Dom Macasiray
dmacasir@uoregon.edu
+1 (408) 768-1430



Thank you!

QUESTIONS?

Victoria, Seva, Abby, Lauren, Bella, Dom
J454 Public Relations Campaigns



BEST PRACTICES

SHORT-TERM RECOMMENDATIONS:

Create clear and concise wording on the website:

- Create a concise website that is clear and user-friendly. We recommend going over the website to ensure the wording is consistent and creates an authentic brand voice using the messaging we provided.
- Add an investor relations tab on the website (investor subpage)
- Create a consistent brand message to promote across social media platforms like TikTok and Instagram.
- Ensure AIMMI.ai is spelled consistently throughout the website and remove non-visa services from the website.

Remain consistent and follow social media calendar:

- Continue the media content calendar with posts ranging from two to three posts a week with a mix of stories.
- We recommend using Canva to help create social media content and visually appealing posts.
- We also recommend avoiding using stock photos to enhance brand authenticity and connect with your audience better.

Utilize investor pitch deck:

- We recommend hosting a pitch deck for investors using the pitch deck created by our team.

Change in logo

- We believe the current logo for AIMMI.ai is not relevant to visa services and does not fully convey the brand's service. We created a mock-up logo utilizing a globe to demonstrate Aimmi's global reach for customers to obtain visa services. We recommend using the mock-up logo or creating a new one that more effectively captures the brand's essence of a global visa service that stays consistent with established brand colors that can reinforce brand recognition.

LONG-TERM RECOMMENDATIONS

Network with news media professionals:

- Once consistent branding is established, we recommend contacting a news professional or outlet to publish an article highlighting AIMMI.ai's accuracy, efficiency, and affordability. This can help increase brand awareness, gain recognition and trust in the brand through dependable media outlets.

Use promotional tools on social media:

- Invest in social media advertising to reach a wider and specific audience. We recommend using Instagram's tool to boost specific posts. This tool allows one to target users in specific regions and age groups. We believe this would increase visibility and engagement across social media platforms.

Target specific audiences: talent visas

- We believe those seeking talent visas as a target audience are a long-term recommendation that should be executed after the brand has built a strong reputation. We recommend focusing on the affordability of AIMMI.ai and its benefits for middle-class travelers.

Connect with influencers for earned media:

- We recommend collaborating with social media influencers or industry experts to promote AIMMI.ai's services. We believe an influencer would provide authentic reviews and endorsements, which can impact the brand's credibility and reach.

Hire a communications specialist:

- We recommend hiring a communications specialist to prioritize social media, help with the website, and lead investor presentations. This would allocate more time and expertise to these critical areas.