

The background of the slide is a dark, blue-tinted photograph of a large industrial manufacturing facility. In the foreground, there are various pieces of machinery, including what appears to be a robotic arm or conveyor system. The background shows multiple levels of the factory with complex piping, structural beams, and other industrial equipment. The overall atmosphere is industrial and technological. The Epicor logo is positioned in the top left corner, and the main title is centered on the left side. A decorative graphic of many thin, wavy, teal-colored lines flows from the top left and curves around the right side of the slide.

EPICOR

EPICOR

LANDING PAGE DEVELOPMENT
& MARKETING MATERIALS PROPOSAL

Introduction

ABOUT THIS DECK

This deck’s purpose is to examine and propose the development direction for the new Epicor landing page.

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Part 3: Paid Ads & Email Marketing

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- 3.2 Demo Email Marketing

Part 4: Timeline

PART 1:

PROJECT ANALYSIS

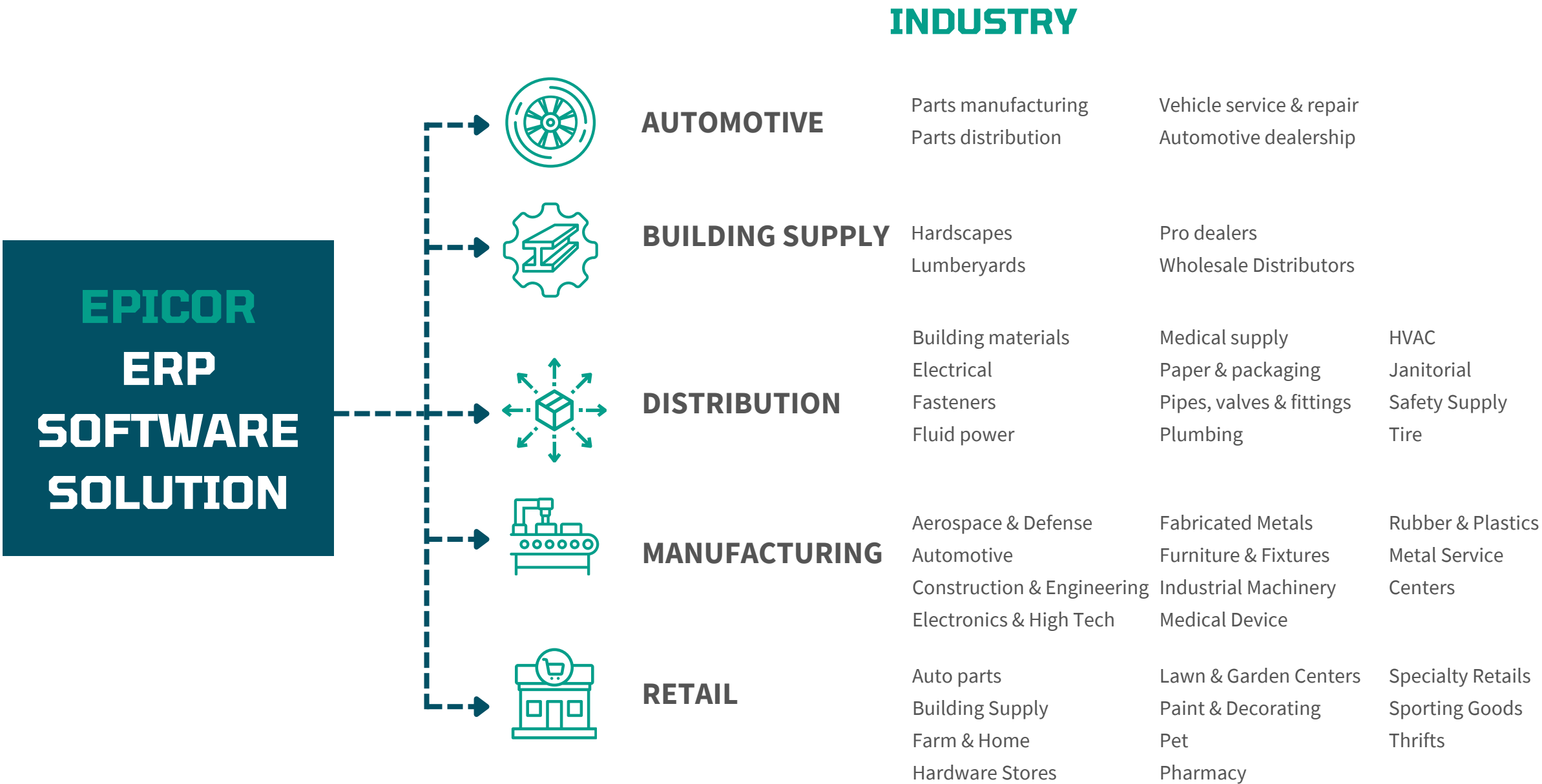


1.1
About
Epicor

INTRODUCTION

Epicor is a global software company with 50 years of experience, provides industry-specific **software solutions and services** for medium and large businesses in the **manufacturing & distribution** sector.

PRODUCT



1.2 Target Audience

TARGET AUDIENCE

- Male, 30 - 50 years old
- CEO / Business owner / Manager level or above
- Manufacturing, Distribution, Retail industry

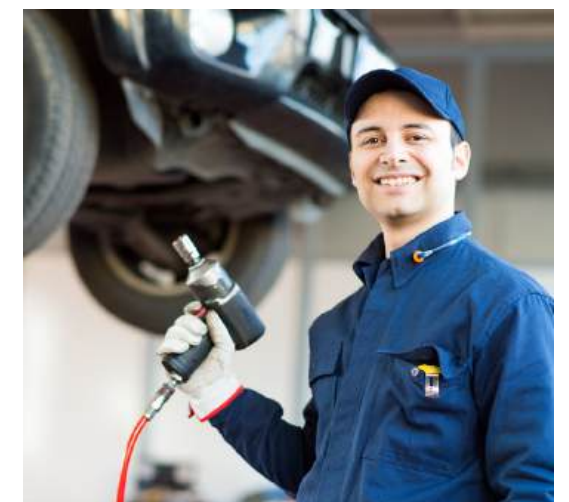
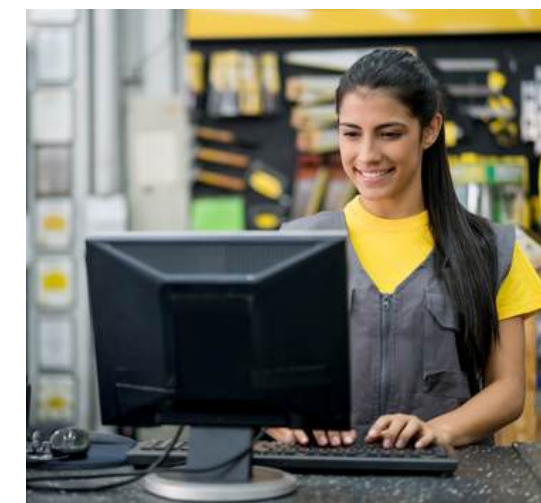
USER PROBLEMS

- Hard to smoothly run a big, complex manufacturing and distribution system
- Hard to manage workflow, data, inventory
- Hard to improve productivity and customer support

USER NEED

- Want to find all-in-one software solution to easily manage & improve business performance
- Want to find software solution tailored to a specific industry's or business's need

EPICOR
ERP SOFTWARE SOLUTION



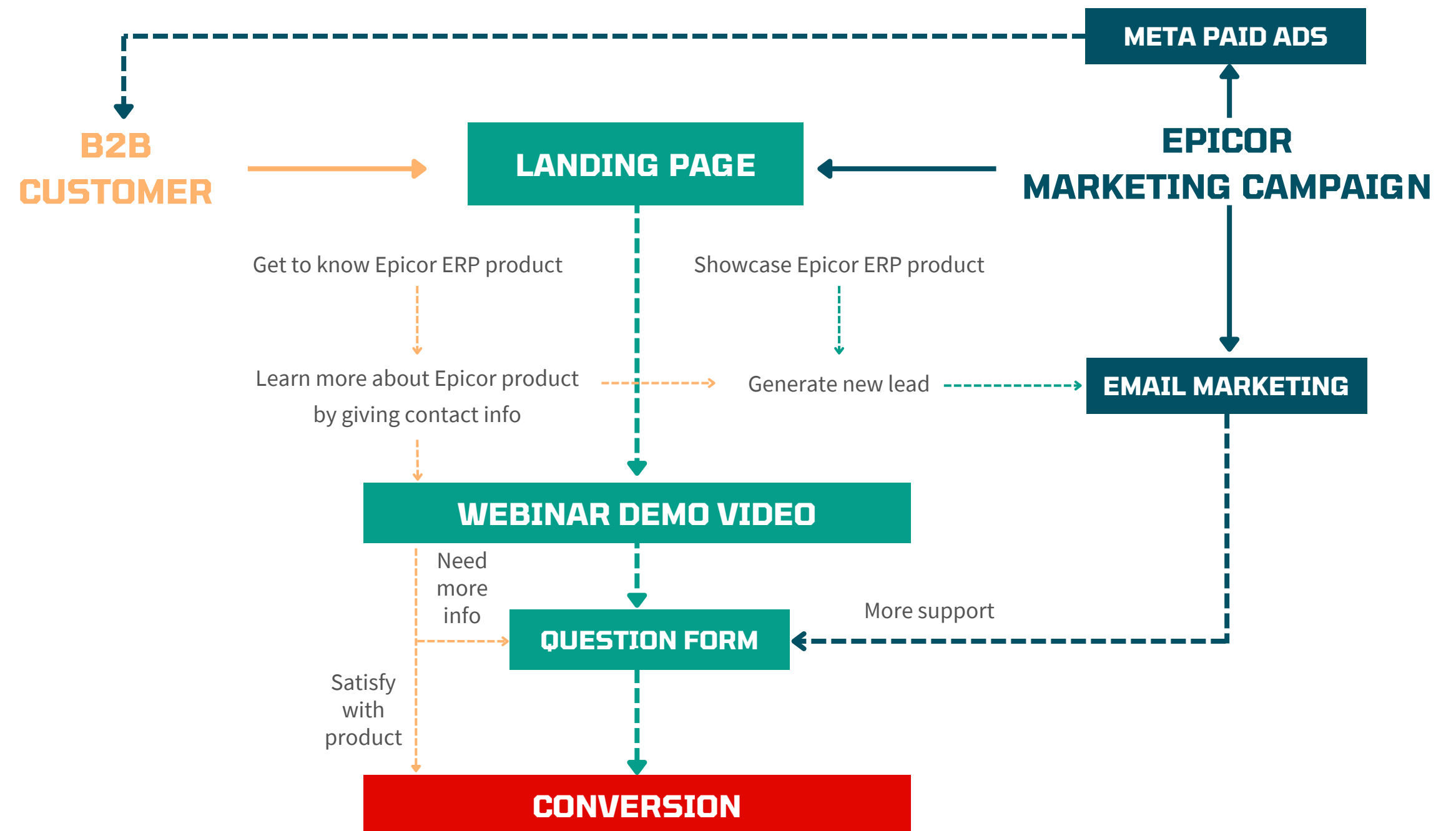
1.3 Project Analysis

OVERVIEW

This project aims to develop a new B2B landing page & Marketing materials to:

- **Introduce** Epicor's ERP product to Vietnamese market
- **Generate** new leads and **acquire** new customers

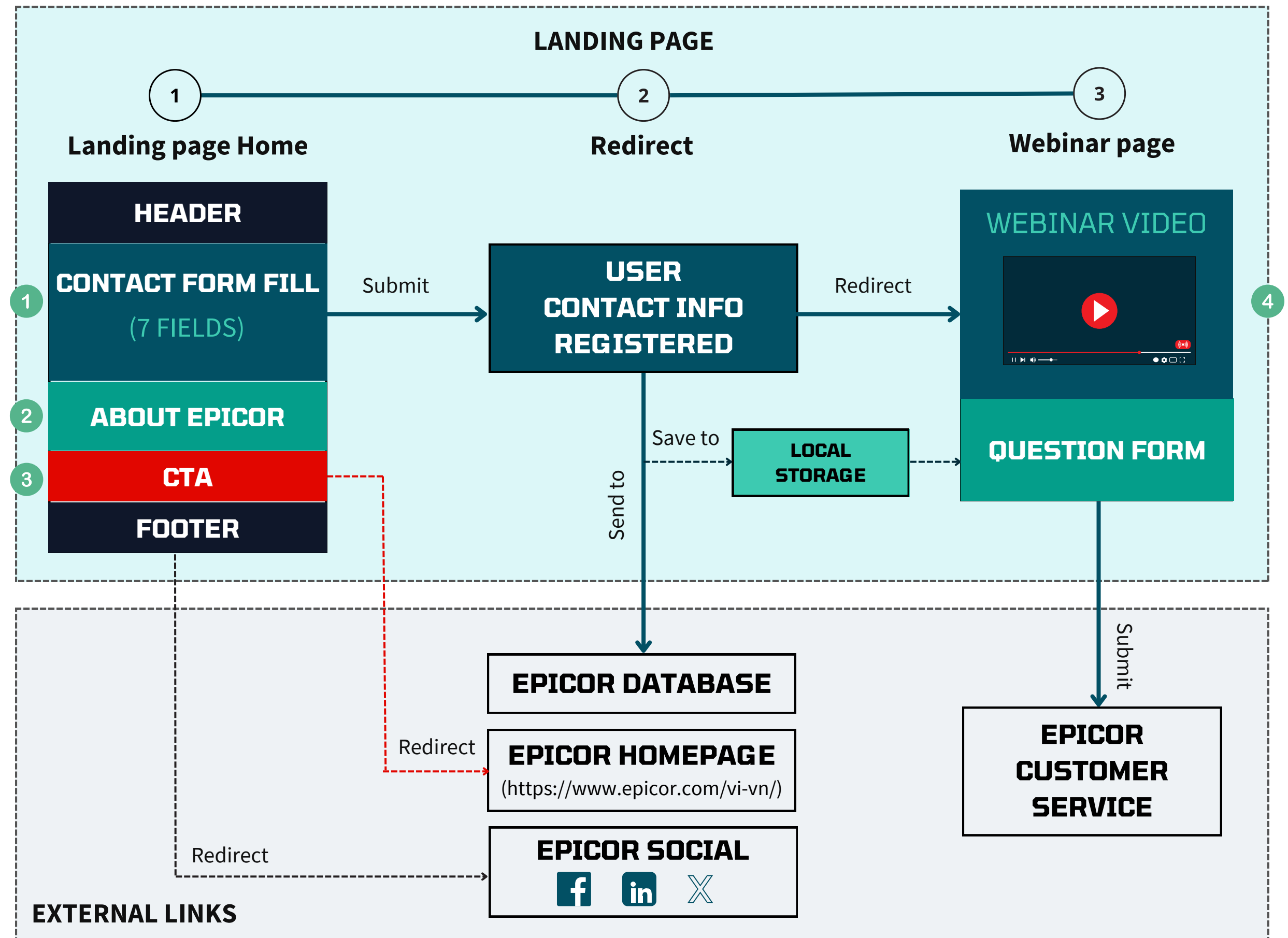
CUSTOMER JOURNEY



PART 2:

LANDING PAGE DEVELOPMENT PROPOSAL

2.1 Landing Page Userflow



2.2

UI Assets

To maintain consistency, we will adapt Epicor's current branding & web design, which includes the following assets:

LOGO

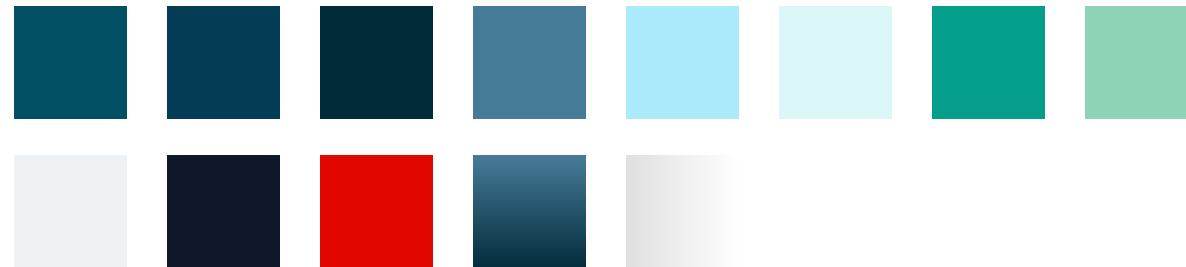
EPICOR

EPICOR

EPICOR

COLOR PALETTE

(As seen on
Epicor Homepage)



TYPOGRAPHY

PRIMARY FONT [View font](#)

Source Sans Pro

(As seen on Epicor Homepage)

Font type: San-serif, Easy to read

Usage: Body text, CTA

SECONDARY FONT [View font](#)

Tomorrow

(Add-in suggestion)

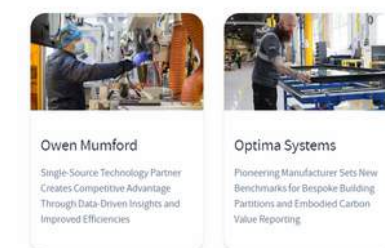
Font type: San-serif, Geometric, Tech-vibe

Usage: Heading, Headline, Impression moment

SHAPES & DECORATIONS



Round corner shapes



Drop shadow

2.3 Design Style

DESIGN STYLE

Material Design, Glassmorphism

VIBE

Modern, Technology

TONE

Dark, teal

KEY FEATURES

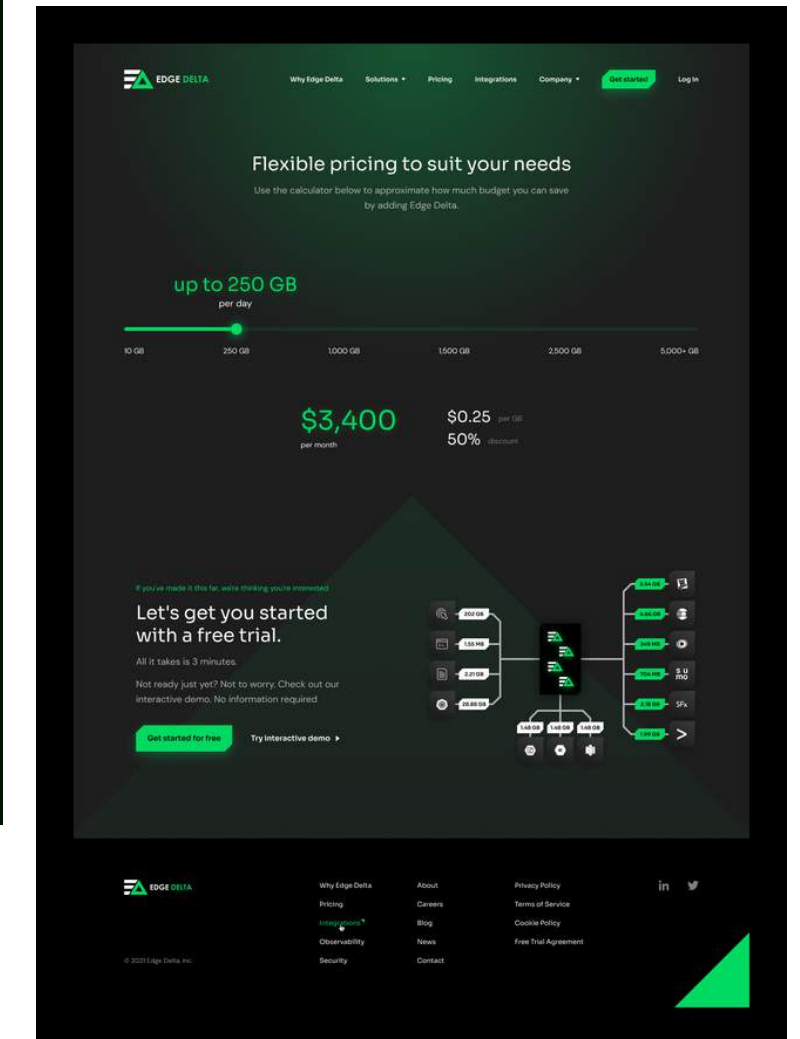
Material Design:

Paper-like layered section with texture background



Glassmorphism:

Glass-like elements with blur and transparent effect



Example

2.4

Demo - UI

CONTACT FORM FILL

1 1-SCREEN FORM FILL (HORIZONTAL)

Userflow:

Step 1 (7 fields)

Submit/
Send



Examples

Watch a demo of Slack

First name *	Surname *
Role *	Work email address *
Company *	Company size *
Country/Region *	
United Kingdom	
Phone *	

By registering, you confirm that you agree to the processing of your personal data by Salesforce as described in the [Privacy Statement](#).

Fields marked with an asterisk (*) are required.

WATCH NOW

Slack

ORACLE NetSuite

The World's #1 Cloud ERP

More than 37,000 Customers Worldwide

First Name	Last Name
Work Email	Phone
Country	Company
Business Type	Annual Revenue
How did you hear about us?	

GET FREE PRODUCT TOUR NOW

Oracle NetSuite

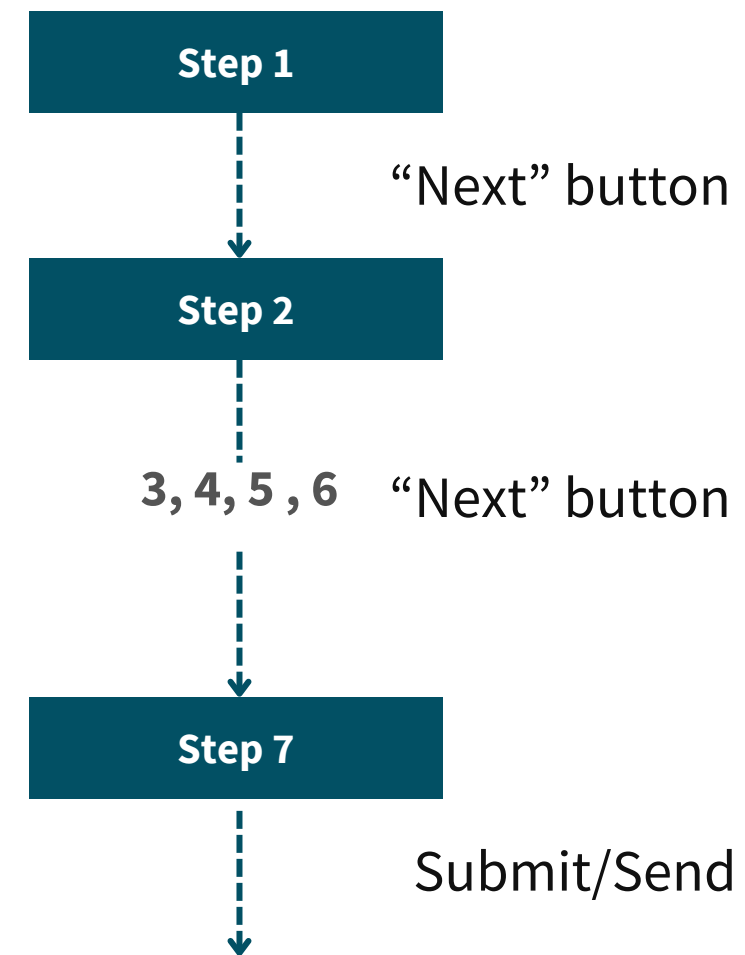
2.4

Demo - UI

CONTACT FORM FILL

1 1-SCREEN FORM FILL (VERTICAL)

Userflow:



Example with Steps UI
Follow the simple 4 steps to complete your mapping.

Step 1/5

Let's start with your name
Please fill in the details below so that we can get in contact with you about our product.

Enter your name

Tom Bekker

Next Step

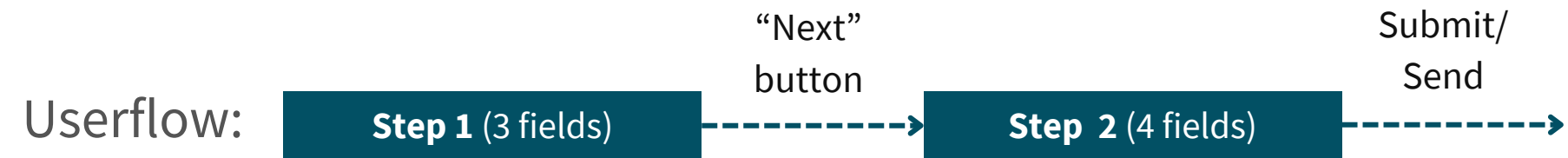
Examples

2.4

Demo - UI

CONTACT FORM FILL

1 2-SCREEN FORM FILL (HORIZONTAL)



No progress bar

Examples

Step 1

Watch the Online Demo Videos

You'll also get access to webinars, ebooks & analyst reports.

First Name:

Last Name:

Title:

Phone:

Email:

CONTINUE

Step 2

Company Information

Company:

Country:

State:

Annual Revenue:

SUBMIT

QUICK BASE

Already have an account? Sign In

You're Seconds Away From Your Free Trial.

Create Your Login (Step 1 of 2)

Business Email*:

Password*:

Retype Password*:

All fields marked with an asterisk (*) are required.

Password strength:

* Must be at least 8 characters

* Must include both numbers and letters

Next

Join thousands of businesses using Quick Base

With progress bar

Progress bar

1 SHIPPING INFO 2 PAYMENT INFO

Full Name...

Email Address...

SHIPPING

Full Address...

City Name...

State / Province... Zip Code...

Select Country

Go To Step #2

We Respect Your Privacy & Information

Signup Form

Name Contact Birth Submit

✓ 2 3 4

Contact Info:

Email Address

Phone Number

PREVIOUS NEXT

2.4
Demo - UI
ABOUT US SECTION

2 ABOUT US SECTION

Userflow:

About Epicor

To establish Epicor
as a trustworthy choice

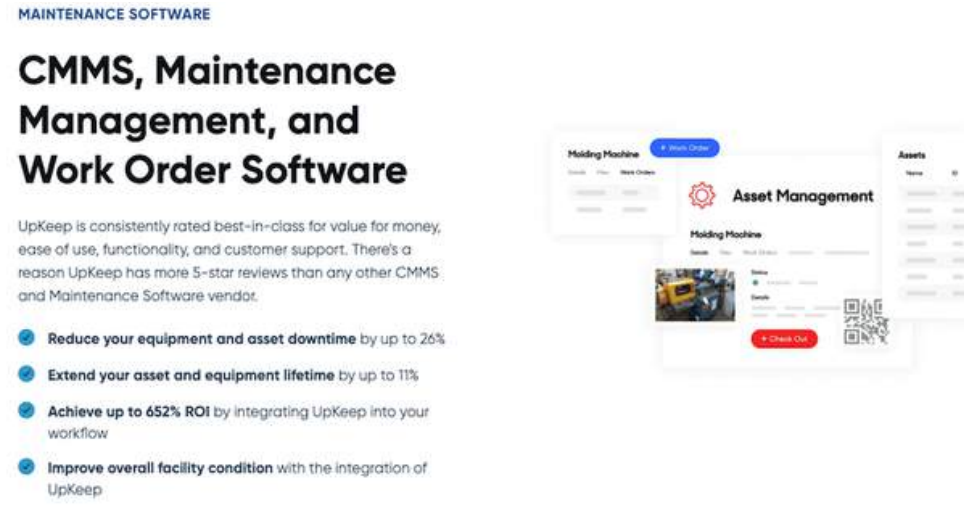
About ERP Software

To showcase software features
and how it works

Partner lists

To showcase how many
clients has chosen Epicor

Examples



SAP Business One

Upkeep

Upkeep

Slack

2.4

Demo - UI

CTA SECTION

3

CTA SECTION

Userflow:

CTA BUTTON

Redirect user to Epicor homepage to learn more about the company and product

EPICOR HOMEPAGE

(<https://www.epicor.com/vi-vn/>)

Examples



Ready to start bending? Request a quote now!

Request a quote for the model of your choice and receive your order.

REQUEST QUOTE

2.4

Demo - UI

WEBINAR VIDEO PAGE

4 WEBINAR VIDEO PAGE

Userflow:

Webinar Video

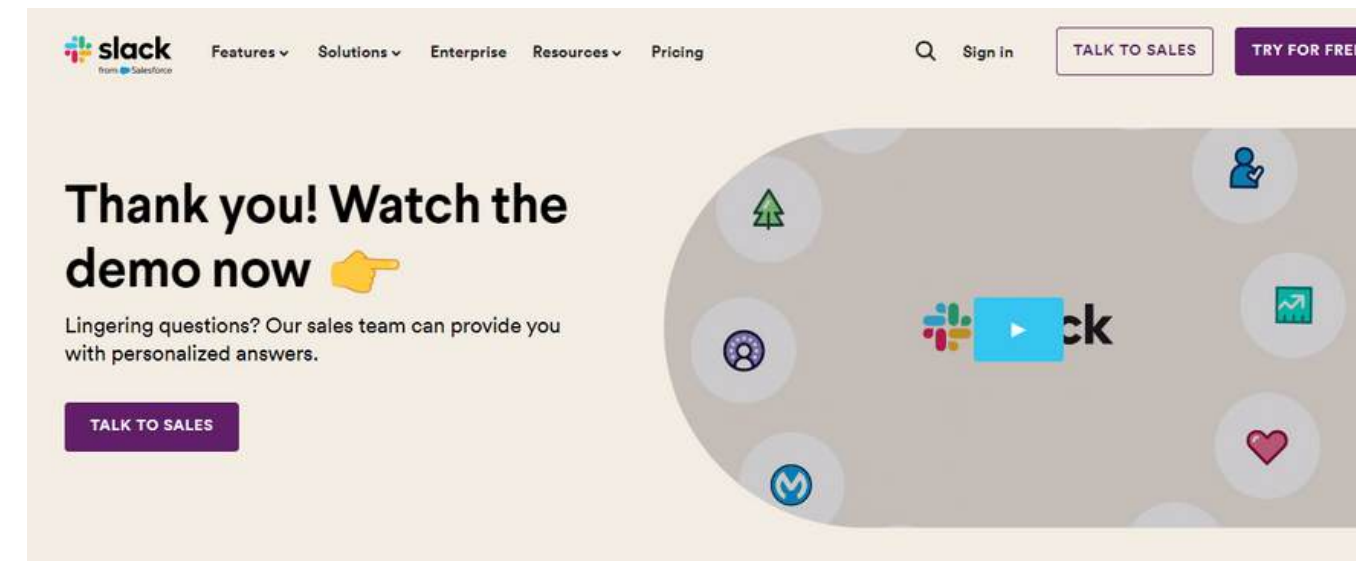
Embed Webinar video



Question form

Form for submitting question
about ERP Software while
watching video

Examples



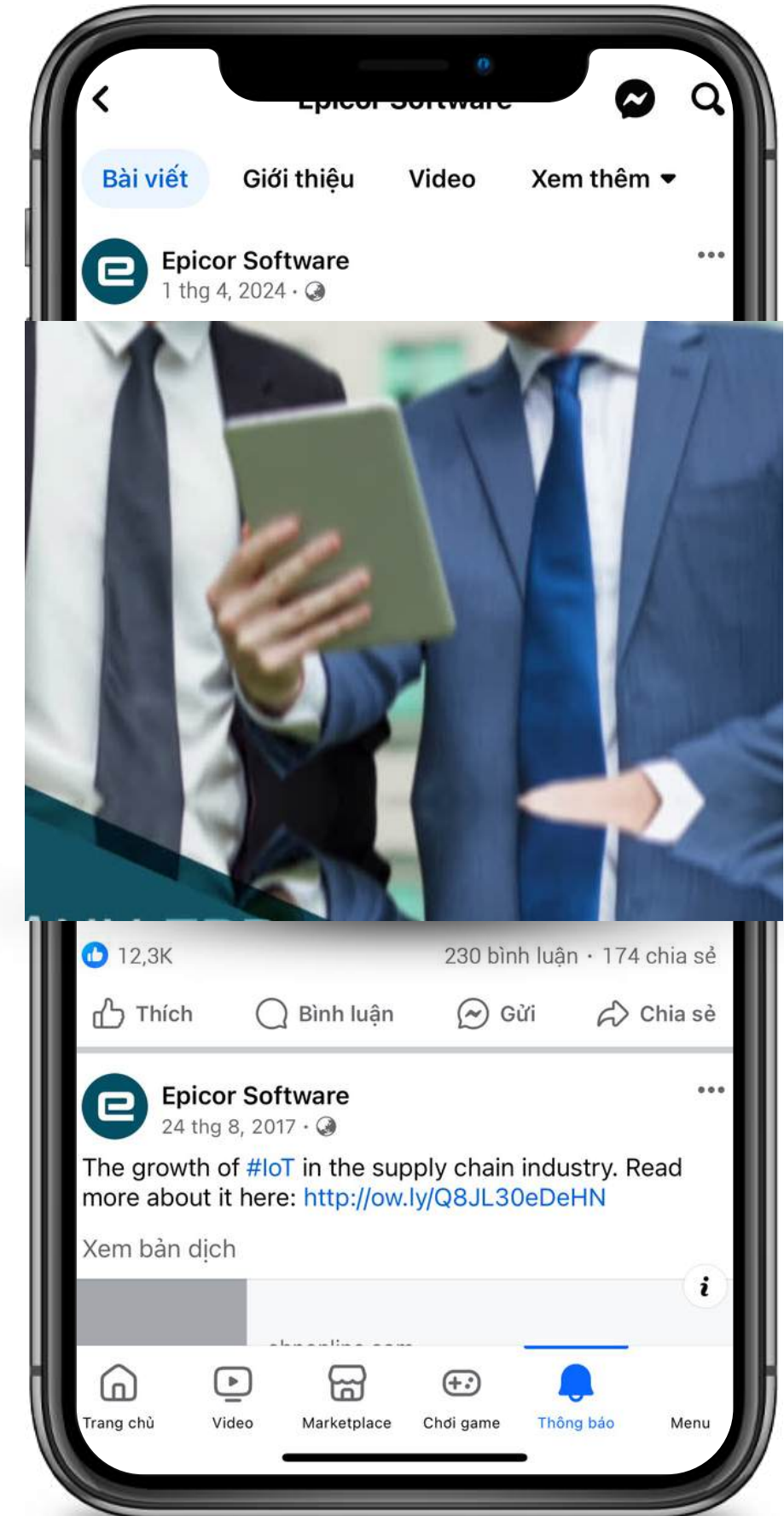
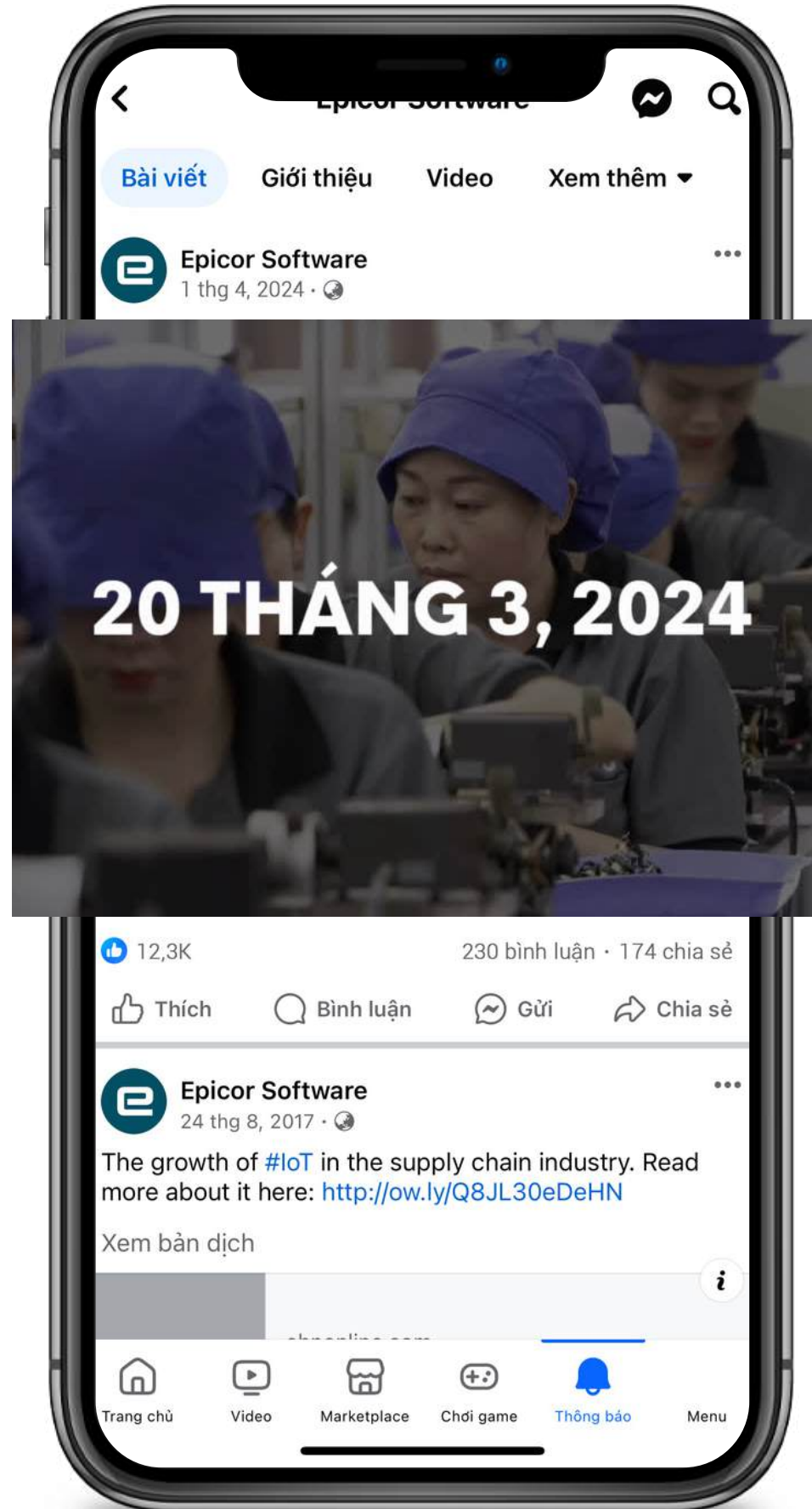
Slack

PART 3:

PAID ADS & EMAIL MARKETING

3.1 PAID ADS

DEMO META ADS



3.2 EDM

EMAIL MARKETING LAYOUT



Webinar Introduction

Epicor information

CTA

PART 4:

TIMELINE

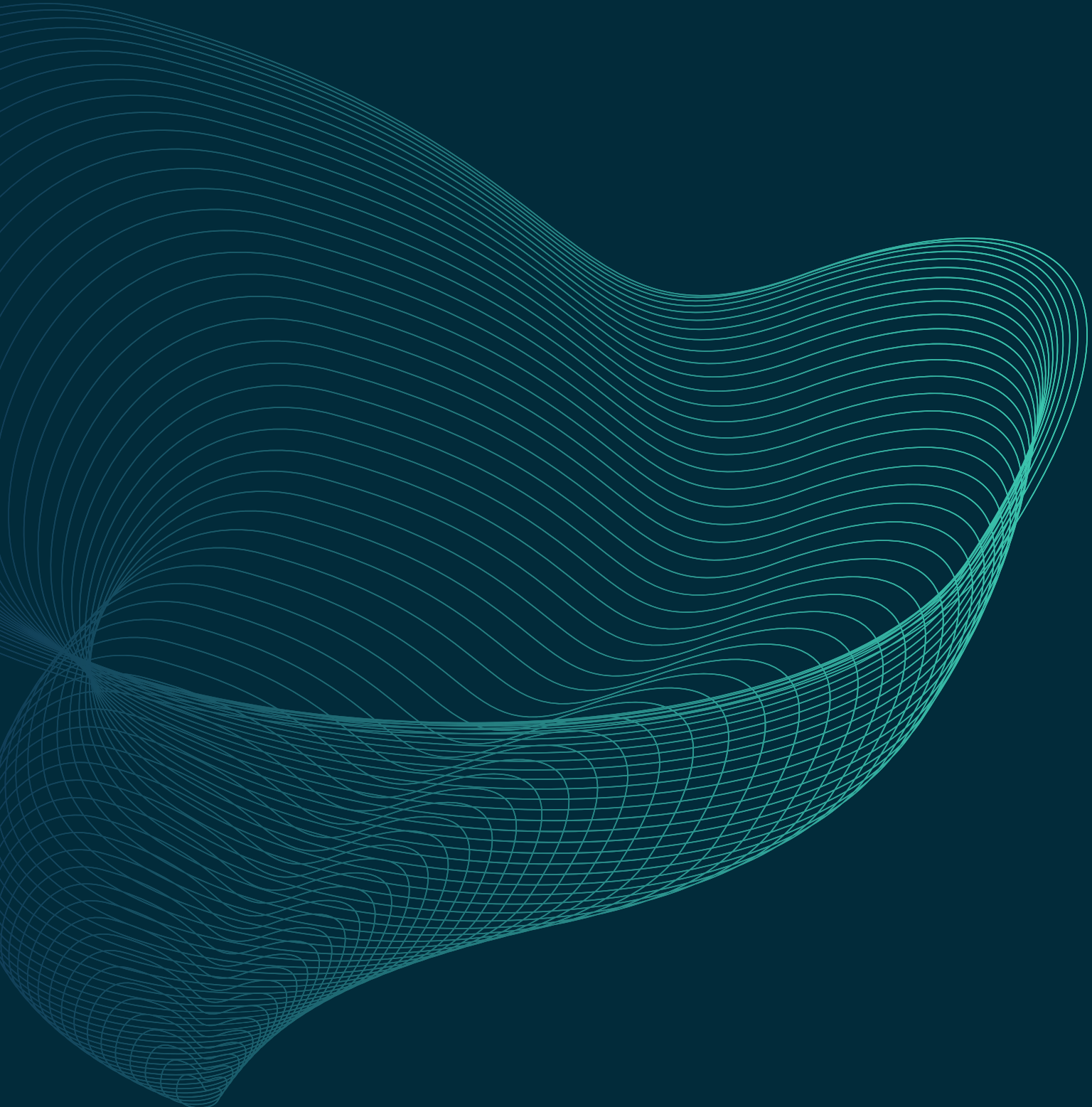
4.1 TIMELINE

PRODUCTION TIMELINE

The following is the timeline for Production and Implementation of:

- Landing page Design & Development
- Email Marketing Design & Implementation
- Paid Ads Design & Implementation

CATEGORIES	APRIL 2024				MAY 2024			
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 1	WEEK 2	WEEK 3	WEEK 4
CONTENT CREATION • EDM Design & Copy • Ads Design & Copy • Landing page Design & Dev								
EDM • Implementation								
Meta Ads • Implementation								



THANK YOU

Mar 2024

