



CITYDRONEZ

FORDHAM UNIVERSITY CONSULTANCY PROJECT
MARKETING PLAN RECOMMENDATION

July 22, 2019

MEET THE TEAM



**FACULTY
ADVISOR
PETER JOHNSON**



**MANAGING DIRECTOR
JOHNSON LIANG TAN**



**PROJECT MANAGER
YUANYUAN ZHOU**



**RESEARCH MANAGER
YUMENG LIU**



**RESEARCH MANAGER
HUIYING ZENG**



**RESEARCH MANAGER
SHIXIU GAO**



**SEO SPECIALIST
YUNHAN SHANG**



**CRM SPECIALIST
HAO GONG**

AGENDA

1. MARKET OVERVIEW
2. COMPETITIVE ANALYSIS
3. TARGET MARKET
4. POSITIONING
5. MARKET STRATEGY
6. CRM RECOMMENDATION

An aerial photograph of a suburban residential neighborhood, showing houses, streets, and trees. A large white diamond shape is superimposed over the center of the image, containing the text 'MARKET OVERVIEW'.

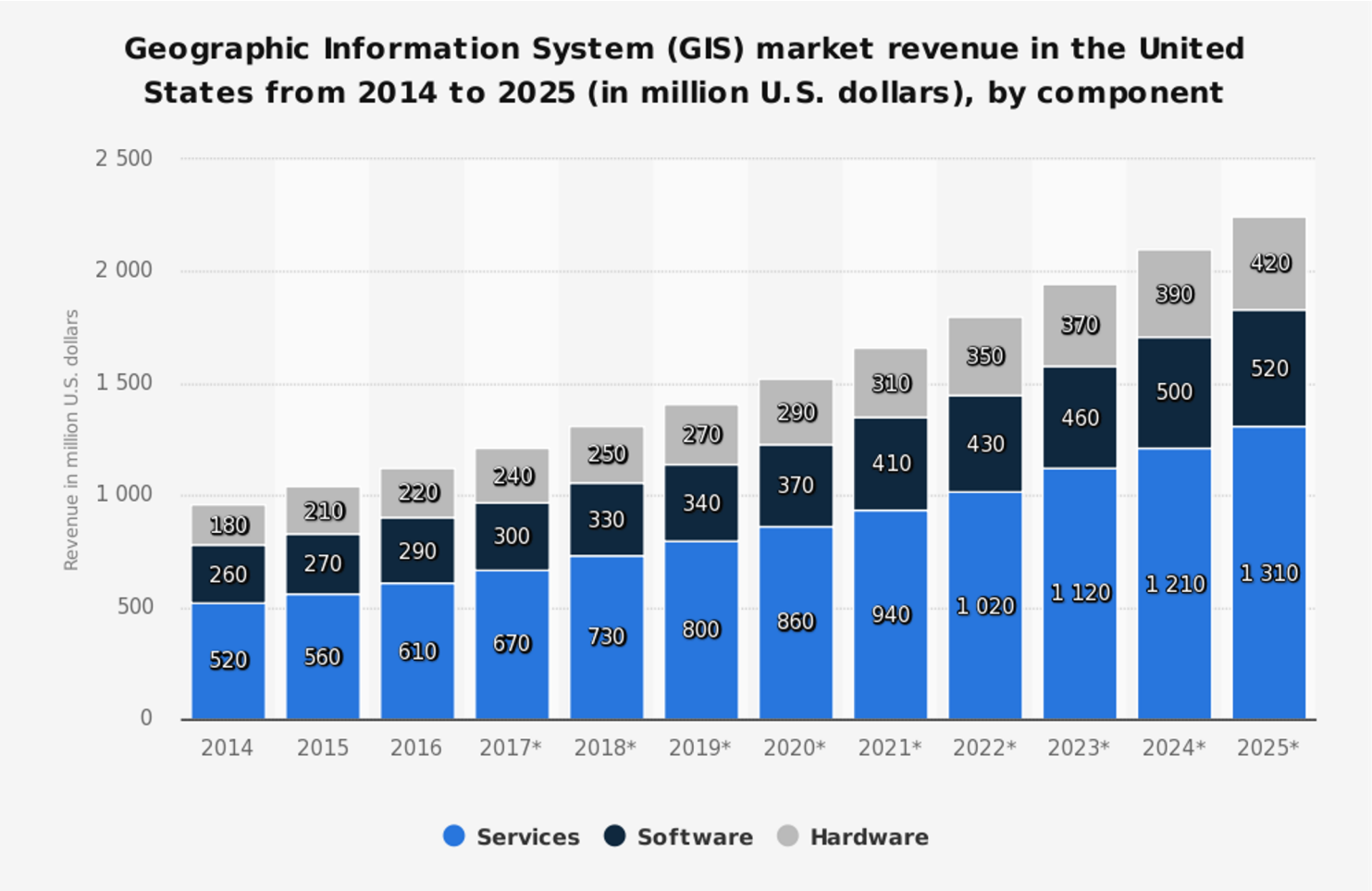
MARKET OVERVIEW

CONGRATULATIONS

!

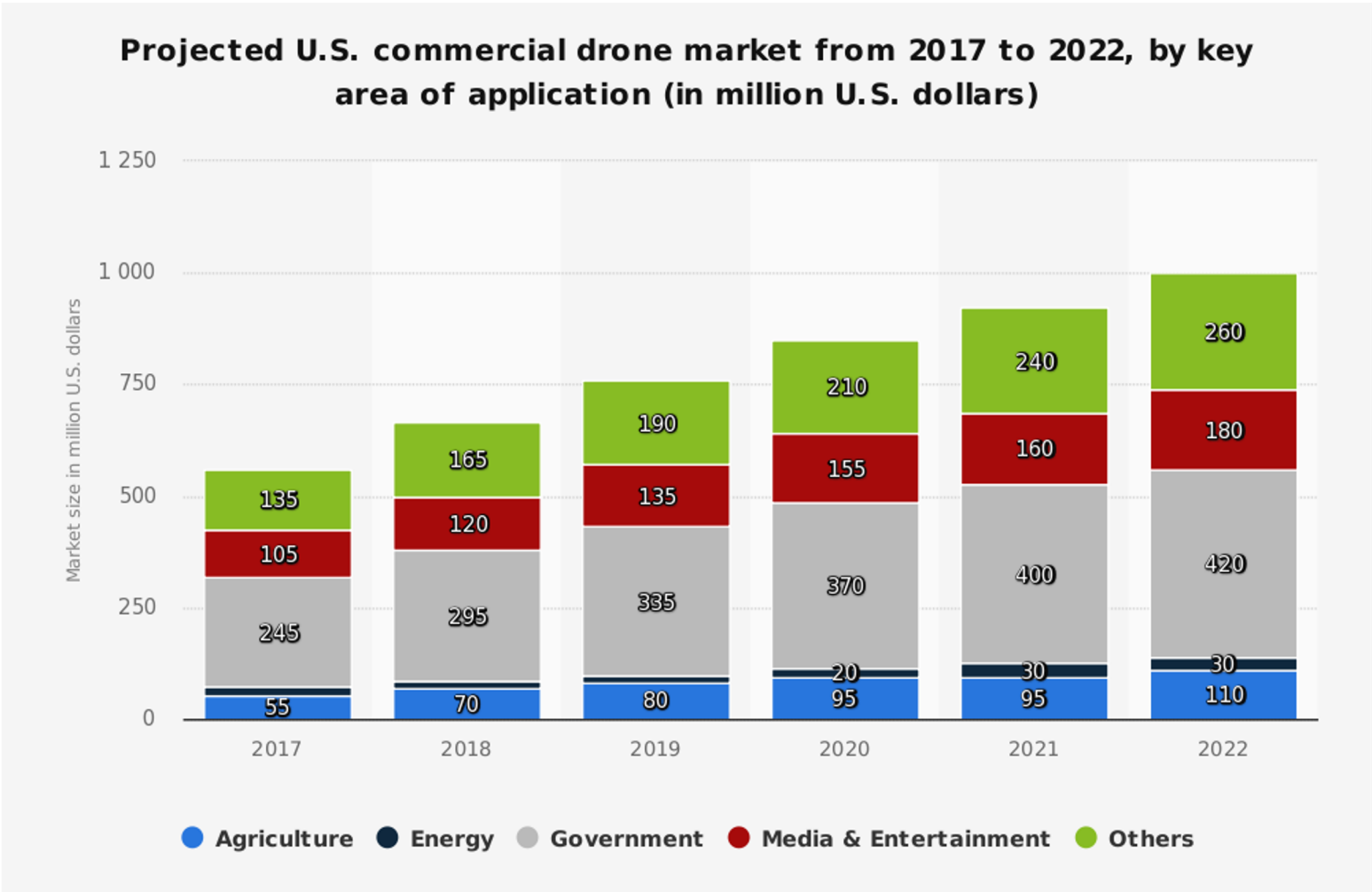
“The drone services market size is expected to grow from USD 4.4 billion in 2018 to **USD 63.6 billion by 2025**, at a **CAGR of 55.9%** during the forecast period.”

EXPECTED GIS MARKET REVENUE IN THE U.S



Statista. (March 1, 2018). Geographic Information System (GIS) market revenue in the United States from 2014 to 2025 (in million U.S. dollars), by component [Chart]. In *Statista*. Retrieved July 16, 2019

PROJECTED US COMMERCIAL DRONE MARKET



LEGISLATION and REGULATION

Proposed Legislation: A Local Law to amend the administrative code of the city of New York, in relation to requiring the registration and insurance of unmanned aerial vehicles

“New York City developers are now lobbying to legalize drones.”



An aerial photograph of a suburban residential neighborhood, showing houses, streets, and trees. A large, white, hollow diamond shape is superimposed over the center of the image. Inside the diamond, the words "COMPETITORS" and "ANALYSIS" are written in a bold, white, sans-serif font, stacked vertically.


COMPETITORS ANALYSIS

SUMMARY OF COMPETITORS

NAME	INDUSTRY	LOCATION	ONLINE PRESENCE
Drone it for you	Real estate & commercial; events; cinematic	New York, NY	Facebook, Instagram, YouTube
Fly Saucer Solution	Reality modeling; mapping, surveying & surface modeling; inspections; photography & video	Newtown borough, Connecticut	Facebook
Grey Goose Graphics	Agriculture; building modeling; construction; energy; environmental; insurance; claim management; police	Endwell, NY	Facebook, Twitter, LinkedIn, Instagram, YouTube
NY Drone Zone	Data collection; roof& building inspections; progress tracking; HD photography; residential real estate	New York, NY	Facebook, Twitter, LinkedIn, Instagram
Skyview Visuals	Inspection, mapping, thermal imaging, 3D models, elevation and volume metirc measurements, photography	Farmingdale, NY	Facebook, Instagram, YouTube

SUMMARY OF COMPETITORS

NAME	INDUSTRY	LOCATION	ONLINE PRESENCE
Dronebase	Agriculture; construction & inspection; insurance; real estate	Santa Monica, CA	Facebook, Twitter, LinkedIn, Instagram, YouTube
DroneDeploy	Agriculture; construction & inspection; surveying & mining insurance; roofing	San Francisco, CA	Facebook, Twitter, LinkedIn
Drone Genuity	Real estate; construction; solar energy; oil & natural gas; retail & storefront; media & marketing; roofing; legal; parks; stadiums; marinas; apartment communities	National wide	Facebook, Twitter, LinkedIn, Instagram

An aerial photograph of a residential neighborhood, showing houses, streets, and trees. A large white diamond shape is overlaid in the center of the image, containing the text 'COMPETITIVE WEBSITE ANALYSIS'.

COMPETITIVE WEBSITE ANALYSIS

List of Service Categories

FEATURED SERVICES



HIGH-DEFINITION VIDEO

Our powerful video camera is capable of recording 4K (3840 x 2160) at up to 30 fps, 2.7K (2704 x 1520) at up to 30 fps, and Full HD (1920 x 1080) at up to 60 fps in MP4/MOV format. Our professional-level footage will stun you with clarity and detail. A higher speed signal readout suppresses the rolling shutter effect when recording, resulting in beautiful footage even when flying at high speeds.



HIGH RESOLUTION PHOTOS

We provide 16 Mega Pixel photos with a clarity that brings them to life. Using more advanced camera systems we provide a more crisp and detailed images. The extra pixels represent a 25% increase over other aerial cameras. With the shutter speed increased to as quick as 1/8000 of a second, and the power of the new imaging processor enabling burst capture of up to 7 full size photos per second.



3D MODELING/ 2D ORTHOMOSAIC MAPPING

We can provide detailed, accurate 3D models, Orthomosaic 2D mapping and point clouds for properties and construction projects. Accurate topographic modeling, with DSMs and DTMs. Accurate topographic modeling, with DSMs and DTMs. Simple crop health visualizations with 5 algorithms.



BUILDING INSPECTIONS & THERMAL IMAGING

We can cut costs for companies and take out much of the risk of doing inspections on buildings by using our drones. Using special UAV's with the ability to be within 12 inches to a object in order to obtain high resolution images for inspections. Also, we have FLIR Thermal imaging for farming, construction, inspections, and whatever else you may need it for!



DRONE SERVICES CONSULTING

We can setup all the legal documents and training needed to start incorporating drone services in your business. Whether it's construction or engineering our team is ready to train you to become and FAA legal drone pilot. We also will supply software, support, and drones to complete the package needed to start doing UAV missions. Let us show you how we can create efficiency in your business using drone/ UAV technology



SOCIAL MEDIA

Let us help your market using social media! We can setup your Instagram, facebook, YouTube and whatever other platforms you want to use. We will execute software to help get real traffic and followers.



[Home](#) [Services](#) [Gallery](#) [About Us](#) [Contact Us](#)



REALITY MODELING

We capture and process aerial data and deliver high quality, detailed, to-scale digital 3D reconstructions of the real world.

[Read more](#)



MAPPING, SURVEYING & SURFACE MODELING

For city planning, public and private construction projects, quarries, mines and more. To-the-centimeter measurements.

[Read more](#)



INSPECTIONS

Revolutionize you inspection and documentation workflows. For anyone in need of real time actionable imagery without risk to life and limb.

[Read more](#)



PHOTOGRAPHY & VIDEO

Showcase properties for proud homeowners or promote with professionally produced and edited Full HD video.

[Read more](#)



Provide list of services, and short explanation of details
(The word choice of service is same as Google Ad Keywords)



Flying Saucer Solutions. Retrieved from: <https://flyingsaucersolutions.com/>
Sky View Visuals. Retrieved from: <http://skyviewvisuals.com/>

Visual Elements



A 3D model gif picture on the homepage that illustrates the detail of the report

Sample of Works

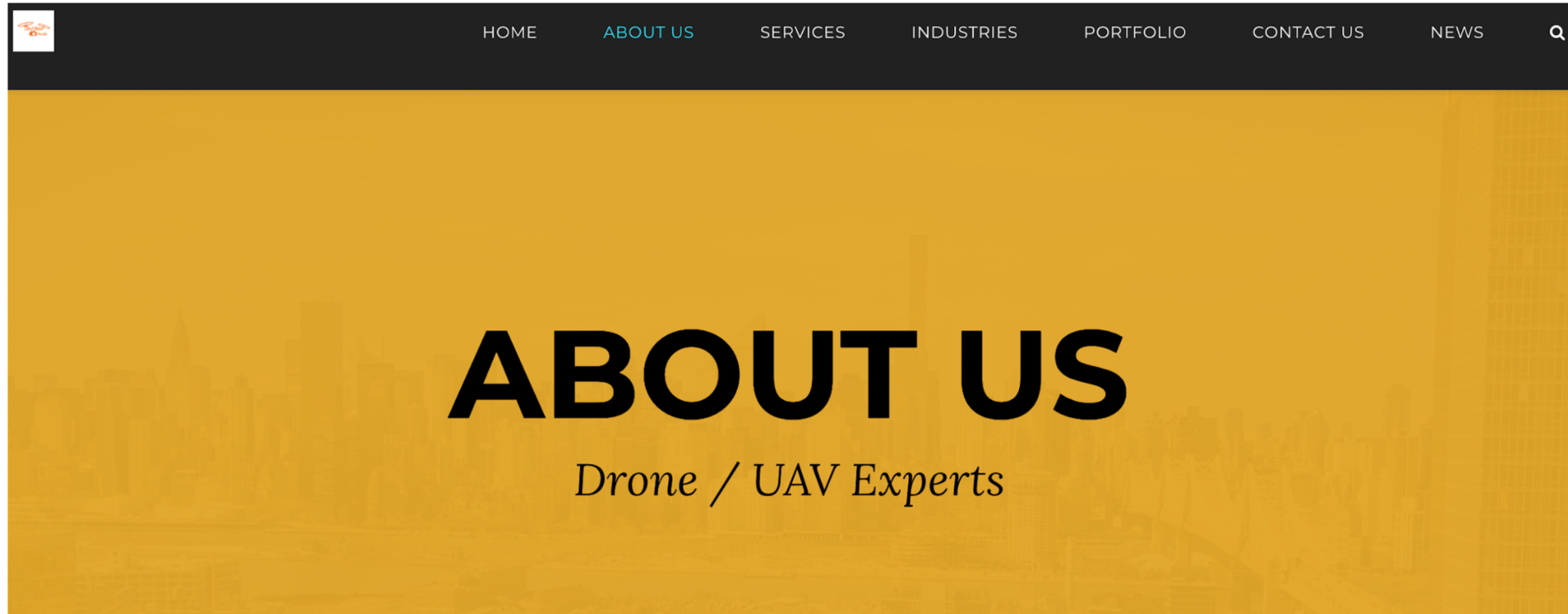


Home Services ▾ Gallery About Us Contact Us 🔍



Sample reports (picture and video of past work) that can show potential customers what the company can offer

Company Introduction



An “**about us**” page to share company story and background

Providing information of founders, managers, and engineers (pilots)

BLOG

dronegenuity

VIDEO SERVICES ▾ INDUSTRIES ▾ COMPANY ▾ RESOURCES ▾ Q

The Blog

Welcome to our little corner of the Internet. Kick your feet up and stay a while.



Hawaiian Islands by Drone: Kauai

Most Americans are aware of the beauty of Hawaii and can imagine the 50th state as one of the country's best destinations for aerial photography. However, most photographers are probably undecided on exactly where in Hawaii they can go to capture breathtaking drone footage and aerial photos. We hope to make that decision easier. The answer, in our humble opinion, ...

[Read More](#)



The Blog

Welcome to our little corner of the Internet. Kick your feet up and stay a while.



Cutting Edge Technologies to Differentiate Your Construction Business

The construction industry is booming. Businesses are breaking ground in new locations everywhere, and companies are allocating resources to overdue renovations on existing properties. There's no better environment for construction companies looking to differentiate themselves and set themselves apart from the competition. Many firms are doing this by integrating innovative breakthrough technology into their projects and processes. By embracing technology ...

[Read More](#)



The use of Blog to share industry insides, latest project.

(A potential method to build up credibility in the industry)

CUSTOMERS REVIEW



Products

Industries

Why Propeller

Plans

Contact us

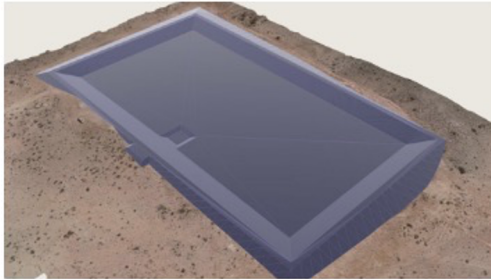
Resources

Login

Get a quote

Read the latest customer success stories

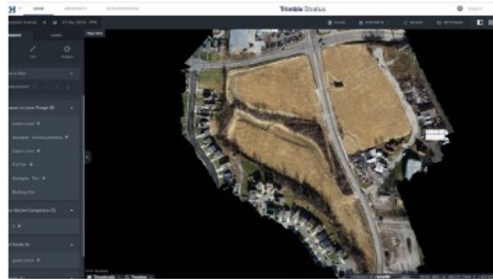
June 12, 2019



Big D Construction Uses Propeller for Faster Oil Pad Building in Texas

In the oil-rich regions of Texas, drilling pad construction is big business. Big D Construction is a construction company that's... [Read More](#)

May 30, 2019



Ohio-based Sunesis Construction Uses Trimble Stratus for Tracking Earthwork and More

Before closing its doors, Ohio's Cincinnati Gardens were best known for the Cincinnati Rollergirls, Xavier University basketball, and a variety... [Read More](#)

May 14, 2019



Legend Engineering Uses Propeller to Save Crew Time, Communicate with Clients as Part of Komatsu Smart Construction Initiative

Adopting new technology or tools into your business can be hard. But when you're a small team, every minute counts ... [Read More](#)

The use of **Customer review** to maximize the power of word of mouth.

SOCIAL MEDIA PLATFORMS

Share icons at the end of different pages to encourage viewers to share the content on viewers' personal accounts



QUOTE PRICE BREAKDOWN

Travel surcharges

Is a job outside of your regular service area?



Insurance coverage

Do your clients require you to carry a large liability policy?



Industry

What industry do you work with, and what are the price points in that industry?



Deliverables and quality

What maps or models do you provide your clients?



Expertise

Do you have a special license or certification such as a professional engineer or licensed survey?



Pricing base

For your industry, is it better to charge per-acre instead of per-hour?



Market value & ROI

What problems do your services solve and how much is that worth to your clients?



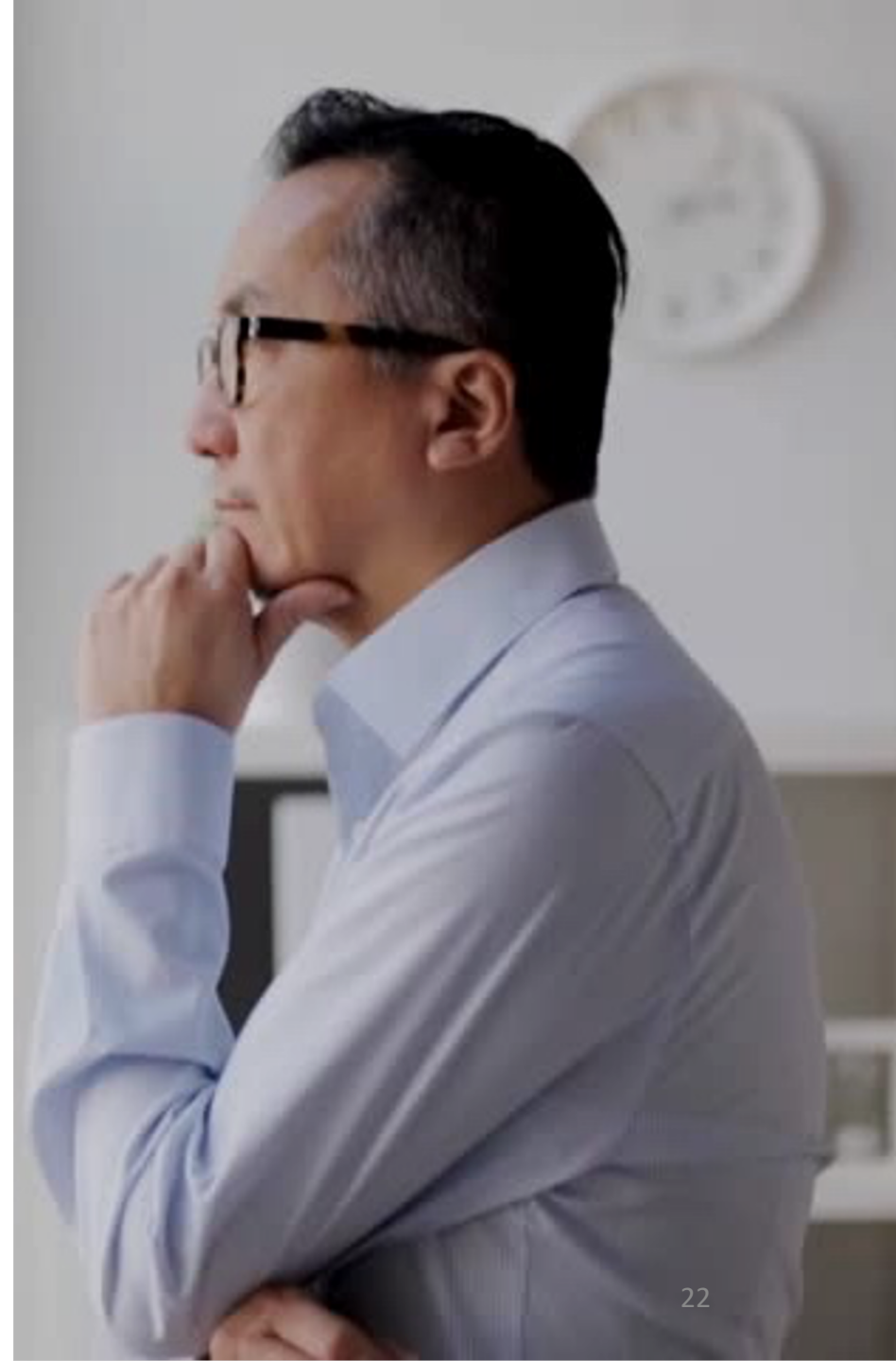
MARKET AND COMPETITORS SUMMARY



- The drone service industry is a highly competitive market that will continue growing in the future.
- CityDronez's competitors have applied various design elements for the companies' websites and social media.

PROBLEM STATEMENTS

- ❖ Who is CityDroneZ's best Target Market?
- ❖ How Will CityDroneZ Successfully Reach This Market?
- ❖ What Are The Next Steps For CityDroneZ In Terms Of Marketing?



An aerial photograph of a suburban neighborhood, showing houses, streets, and trees. A large white diamond shape is overlaid in the center of the image, containing the text 'TARGET MARKET'.

**TARGET
MARKET**

TARGET MARKET



CONSTRUCTION

Sub-Categories

- Construction project management
- Heavy industrial
- Constitution technology

Potential Clients

- Joken Development
- Empire State Builders
- LRC Construction, LLC
- Arcadis



INSURANCE

Sub-Categories

- Safety Inspection
- Damage Inspections
- Fraud Monitoring

Potential Clients

- Pure Insurance
- ACE Management
- BridgePoint Risk Management



ENGINEERING

Sub-Categories

- Constitution survey
- Mapping
- On-site management

Potential Clients

- Ryan Soams
- Kimley Horn
- ARKF, Inc



UTILITIES

Sub-Categories

- Information gathering
- Assessment

Potential Clients

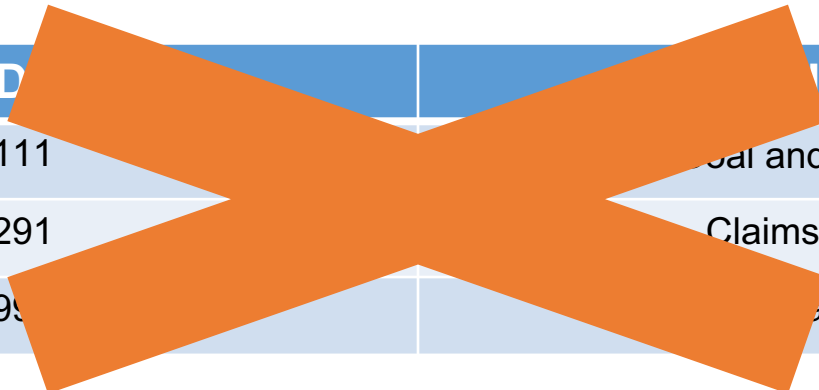
- Benfield Electric Supply Co. Inc
- Solar Electric System Inc

ORIGINAL NAICS CODE

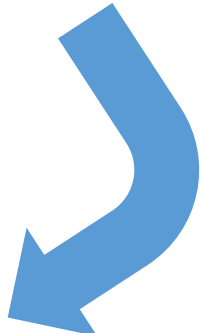
113110-----Timer Tract Operations	488999-----All Other Support Activities for Transportation
212111-----Bituminous Coal and Lignite Surface Mining	524291-----Claims Adjusting
212321-----Construction Sand and Gravel Mining	541310-----Architectural Services
213113-----Support Activities for Coal Mining	541320-----Landscape Architectural Services
221122-----Electric Power Distribution	541330-----Engineering Services
236220-----Commercial and Instructional Building Construction	541350-----Building Inspection Services
237310-----Highway, Street, and Bridge Construction	541360-----Geophysical Surveying and Mapping
238990-----All Other Specialty Trade Contractors	541370-----Surveying and Mapping (except Geophysical Services)
485111-----Mixed Mode Transit Systems	541690-----Other Scientific and Technical Consulting Services
486210-----Pipeline Transportation of Natural Gas	541922-----Commercial Photography

NAICS CODE UPDATE RECOMMENDATION

CODE	TITLE
212111	Coal and Lignite Surface Mining
524291	Claims Adjusting
54199	Photography



CODE	TITLE
236118	Residential Remodelers
263166	New Multifamily Housing Construction
236210	Industrial Building Construction
236220	Commercial and Institutional Building Construction
237310	Highway, Street, and Bridge Construction
237130	Power and Communication Line and Related Structures Construction



CONTENT MARKETING RECOMMENDATION

Post Frequency: 2~3 posts / week

Format: short paragraph

Topics: company news, drone technology, pilots' story, industry insight, customers' review

Platforms:



CONTENT MARKETING RECOMMENDATION

Branding Campaign:

our mission, our value, our expertise

National Military Appreciation Month Campaign

Story of our pilots

End of year Campaign:

voice of our customers



CityDroneZ @CityDroneZ · Jul 19

Commercial UAV Expo Americas exceeds 100 exhibitor sign ups
bit.ly/2LrvsHJ #drone #uav



Commercial UAV Expo Americas exceeds 100 exhibitor sign ups
Show organisers confirmed that they are expecting 2,500 visitors to be in attendance at October's fifth annual show in Vegas.
commercialdroneprofessional.com



An aerial photograph of a suburban residential neighborhood, showing houses, streets, and trees. A large white diamond shape is superimposed over the center of the image. The word "POSITIONING" is written in white, bold, uppercase letters across the center of the diamond.

POSITIONING

BRAND POSITIONING

- ❖ City Drones
- ❖ Military Trained Pilots
- ❖ Highly Certified Drone Drivers
- ❖ Highly Customizable Reports




PERCEPTUAL MAP



VALUE PROPOSITION

VALUE	REASONING
Veterans	Veteran Company & High Qualifications
Efficiency	Less Personal Required
Accuracy	Deletes Human Error
Safety	Removes Safety Issue of Dangerous Projects
Customizable	Fully Detailed, Customizable Reports



An aerial photograph of a suburban residential neighborhood, showing houses, streets, and trees. A large, white, hollow diamond shape is superimposed over the center of the image. Inside the diamond, the text "VALUE CALCULATOR" is written in a bold, white, sans-serif font, arranged in three lines: "VALUE" on the top line, "CALCULATOR" on the middle line, and "R" on the bottom line.

**VALUE
CALCULATOR
R**

INDUSTRY PRICE FOR SURVEYING

Average Survey Cost by Acreage

Acreage	Average Reported Cost
1/5 (average U.S. lawn size)	\$400 - \$700
Up to 2	\$500 - \$1,000
Up to 10	\$500 - \$1,500
Up to 20	\$1,000 - \$2,000
Up to 40	\$2,000 - \$5,000
Up to 80	\$2,000 - \$6,000
100 to 200	\$3,000 - \$10,000
200 to 350	\$5,000 - \$20,000

	COST
National Average	\$505
Typical Range	\$340 - \$670
Low End - High End	\$200 - \$1,200

INDUSTRY PRICE FOR DURATION

Company A	Duration
Expedited	2-5 Business Days
Standard	5-10 Business Days

Company B	Duration
Small Residential	1-2 Weeks
Larger Commercial	1-2 Months

VALUE CALCULATOR

VALUE CALCULATOR			
COST			
KEY VARIABLES	TRADITIONAL METHOD COST	CITYDRONEZ COST	AMOUNT SAVED (\$)
Aerial Picture	\$2,625	\$179	\$2,446.00
Construction Measurement	\$20,000	\$5,000	\$15,000.00
Project Management	\$65,000	\$15,000	\$50,000.00
Rooftop Inspection	\$1,000	\$250	\$750.00
Survey	\$505	\$400	\$105.00
VALUE CALCULATOR			
DURATION			
KEY VARIABLES	TRADITIONAL METHOD DURATION	CITYDRONEZ DURATION	TIME SAVED
Aerial Picture	1 Day	1/2 DayDay	1/2 Day
Construction Measurement	7 Days	3 Days	4 Days
Project Management	Duration of Project	Duration of Project	Duration of Project
Rooftop Inspection	2 Days	1/2 Day	1.5 Day
Survey	14 Days	3 Days	11 Days

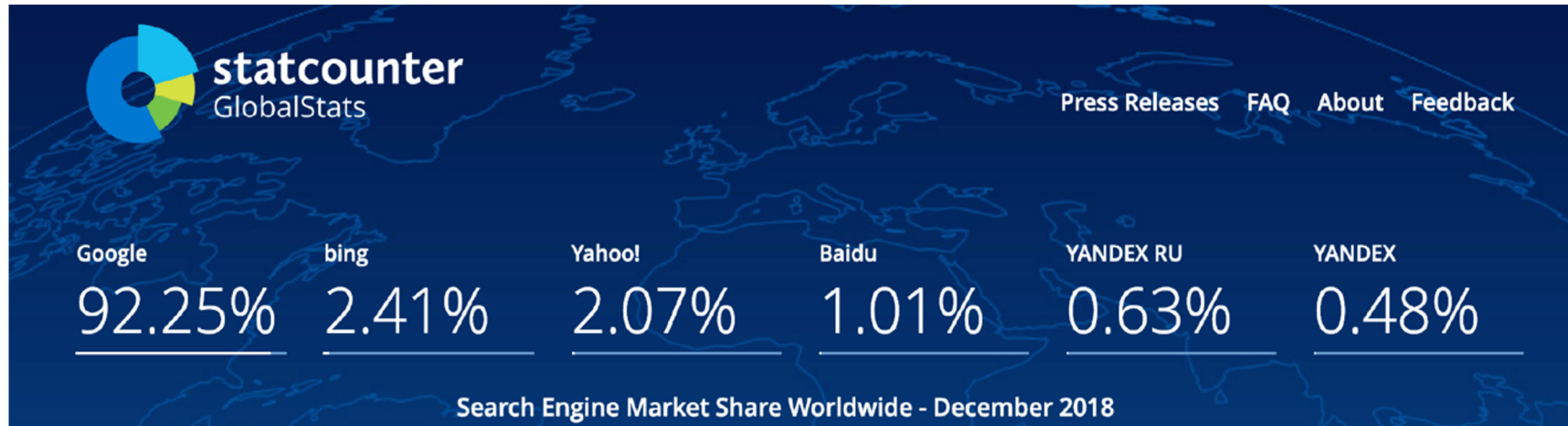
An aerial photograph of a suburban residential neighborhood. The houses are arranged in a grid-like pattern with streets and driveways. There are trees, lawns, and several cars parked in driveways. A large white diamond shape is overlaid on the center of the image, containing the text 'FINDING NEW PROSPECTS'.

**FINDING NEW
PROSPECTS**

SEO PROEES



SEARCH ENGINE MARKET OVERVIEW



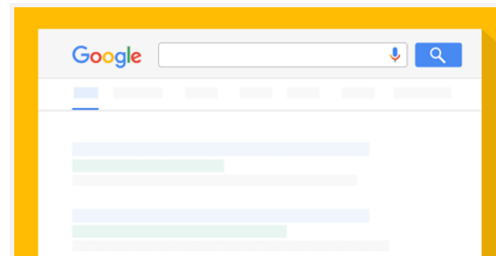
Google Ads



Google Analytics

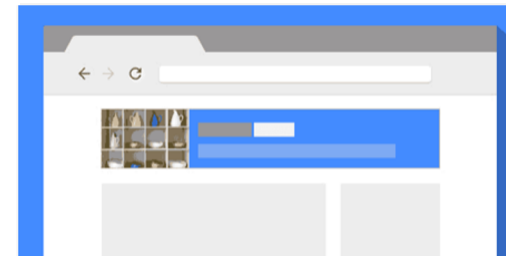
HOW TO REACH CUSTOMERS

Search Ads



Your ad appears next to search results on Google.

Display Ads




With text and banner ads across Gmail and a network of over two million websites and apps.

REACH WHO YOU WANT





Reach out to potential customers within a few miles, or broadcast the ads to entire region or countries.

DISPLAY ADS SAMPLE



Book A Drone For Fast Service

We manage the entire process for you—piloting drones, capturing data, generating insights.



Book A Drone For Fast Service

We manage the entire process for you—piloting drones, capturing data, generating insights. ConnexiCore

[OPEN](#)

COST FOR DEVELOPING EFFECTIVE KEYWORD ADVERTISING



Free sign up



Flexible pricing



Only pay for ads that pay off



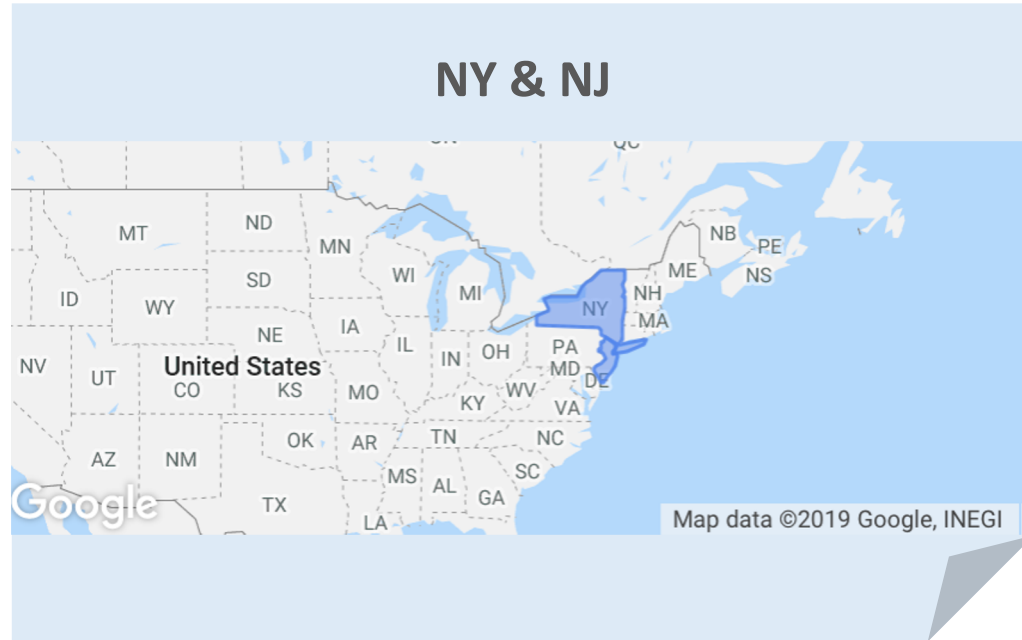
Consult with Google Ads specialists

\$12.00

daily average

\$365.00

monthly maximum



Business Info

CityDroneZ

www.citydronez.com

Business Category

Drone service

Product or Service

Aerial mapping drone service

Drone photography service

Industrial drone service

KEYWORD ADVERTISING SIMULATION

- Set budget
- Targeted locations
- Business Info
- Product or service type

KEYWORD ADVERTISING SIMULATION

- Create Search Ads headline and description

Headline 1



Headline 2



CityDroneZ | Professional Drone Services

Ad <https://www.citydronez.com> ▼

We provide drone services including mapping, aerial photography, and data collection




Description

KEYWORD ADVERTISING SIMULATION

Ad Group Names	Sample Keyword
1 General	Professional drone services New York
2 Certification	Veteran owned certificated drone service company
3 Construction	Construction site drone inspection service
4 Utility Service	Electronic/gas utility aerial drone inspection service
5 Architecture and engineering	Drone service for architecture/engineering/surveying
6 Real Estate and Insurance	Drone service for real estate/insurance underwriting

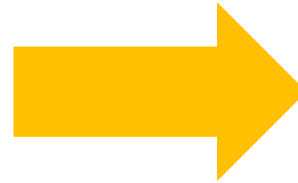
ESTIMATED PERFORMANCE

Estimated performance

 **13,910 - 23,424 impressions**
per month

 **136 - 229 clicks**
per month

This estimate is based on businesses with similar ad settings and budget.



With \$12/Day and \$365/month budget:

- 620 impressions per day
- 6 click per day
- \$2 CPC (cost per click) maximum
- 1% CTR (click-through rate)

An aerial photograph of a residential neighborhood, showing houses, streets, and trees. A large, white, outlined diamond shape is centered over the image. Inside the diamond, the text "CRM RECOMMENDATION" is written in white, bold, uppercase letters.

**CRM
RECOMMENDATION**

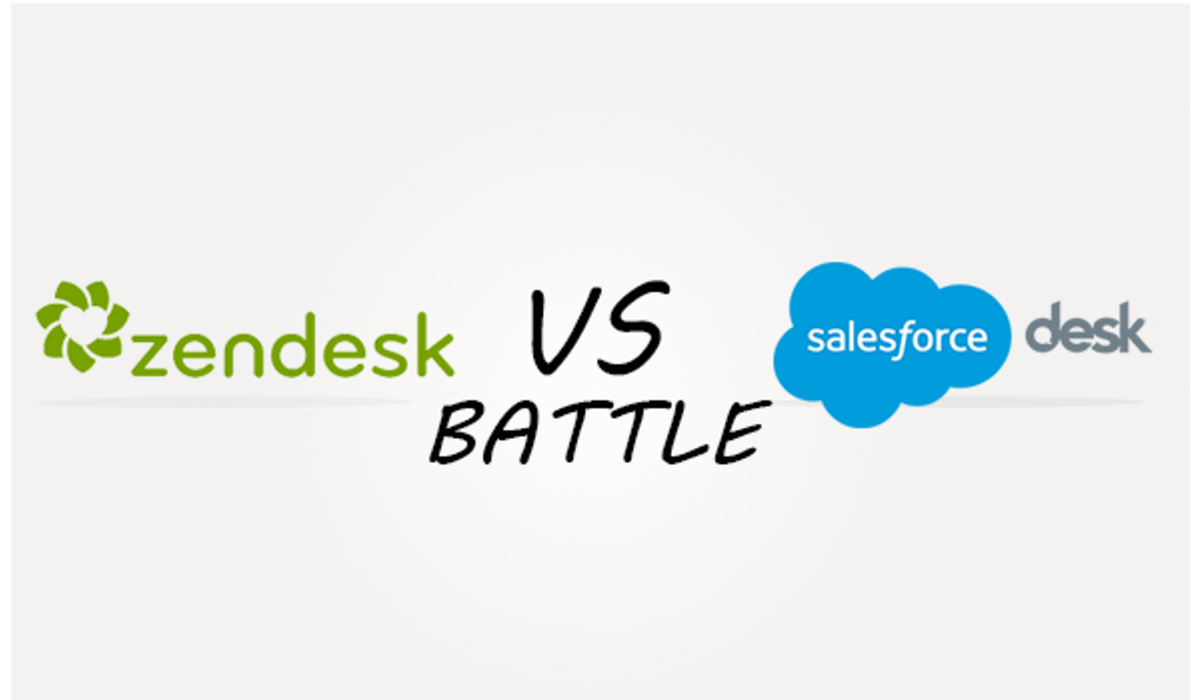
ZENDESK VS SALESFORCE

- Lower price
- Similar functions
- Easy to use
- Comprehensive Platform
- Integration with Google and Social Media Platforms

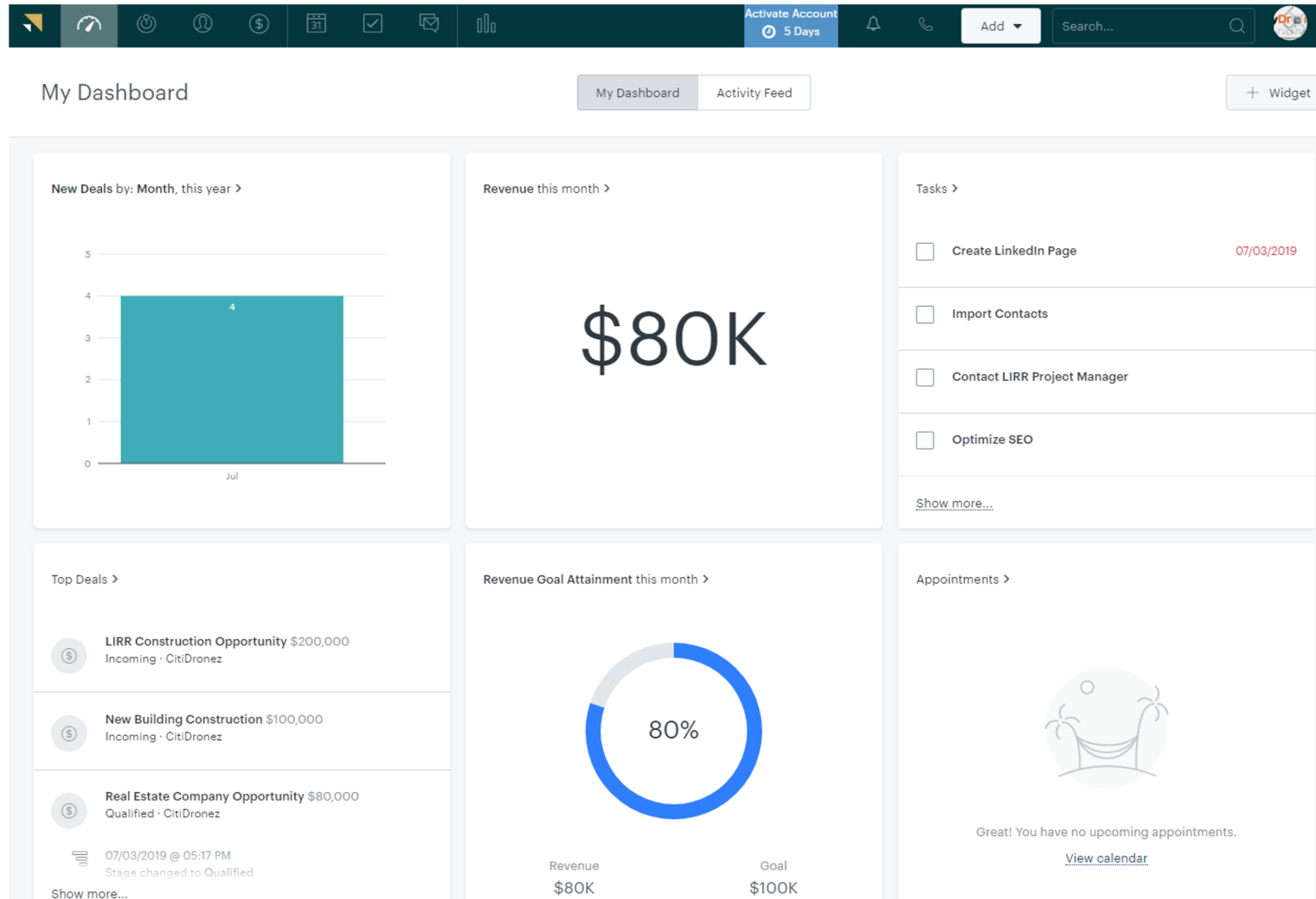
<https://www.zendesk.com/sell/more/>

Login ID: citidronezcrm@gmail.com

Password: Zxcvbnm123-



ZENDESK SELL DASHBOARD



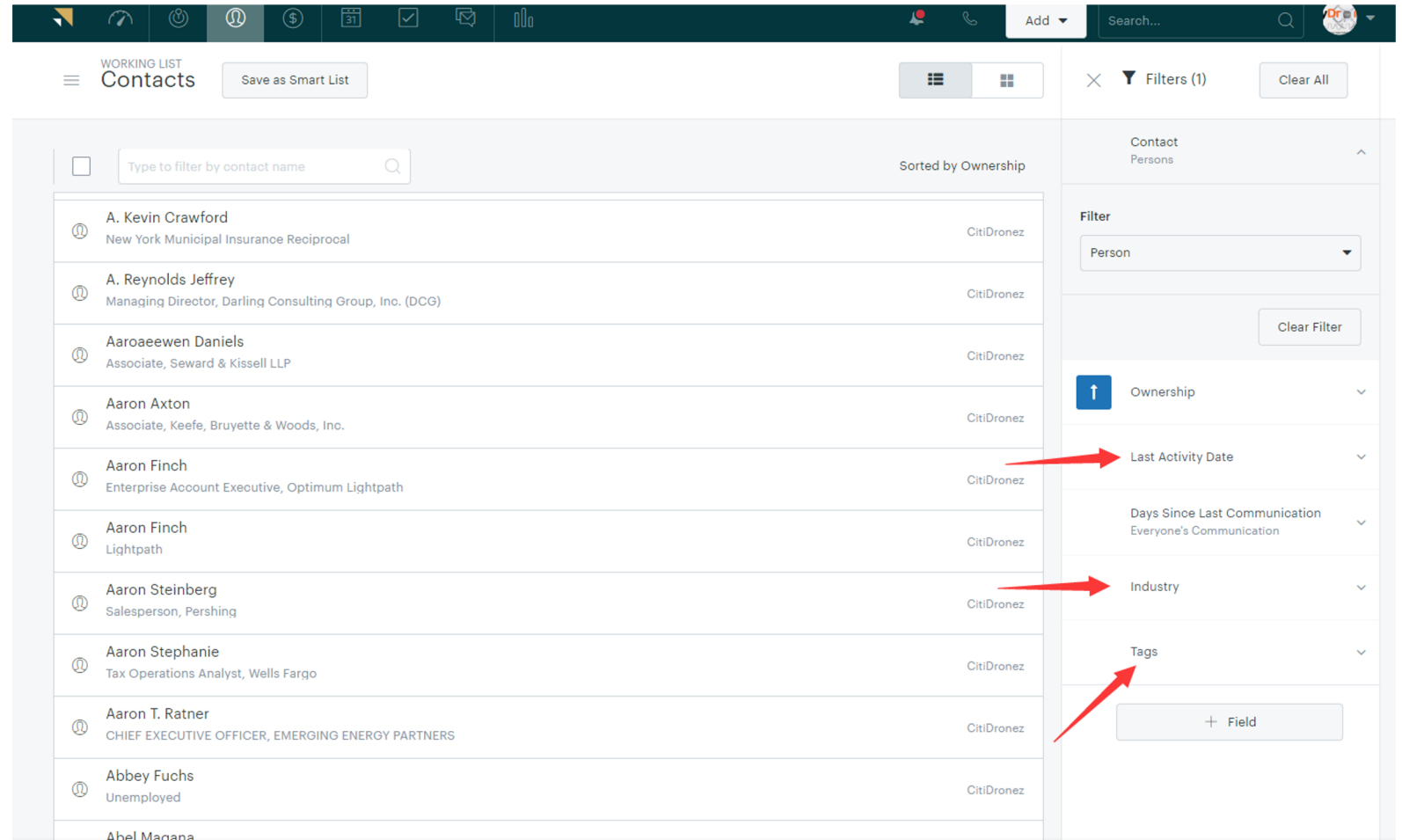
ZENDESK SELL DASHBOARD

1

Import **Contacts and Companies**.

All contacts in CityDronez's Google Contacts, Salesforce, LinkedIn and Iphone were imported without duplicate.

Users can add or delete filters to manage contacts



The screenshot displays the Zendesk Sell dashboard for a 'WORKING LIST' of 'Contacts'. The interface includes a top navigation bar with various icons and a search bar. Below the navigation bar, there's a 'Save as Smart List' button and a view toggle. The main area shows a list of contacts with columns for name, title, and ownership. A sidebar on the right contains filter options, including 'Ownership', 'Last Activity Date', 'Days Since Last Communication', 'Industry', and 'Tags'. Red arrows point to the 'Last Activity Date', 'Industry', and 'Tags' filter options.

Filter
Person
Clear Filter
Ownership
Last Activity Date
Days Since Last Communication Everyone's Communication
Industry
Tags
+ Field

Sort	Filter
Sorted by Ownership	Filters (1) Clear All

☐	Type to filter by contact name	Sorted by Ownership
📌	A. Kevin Crawford New York Municipal Insurance Reciprocal	CitiDronez
📌	A. Reynolds Jeffrey Managing Director, Darling Consulting Group, Inc. (DCG)	CitiDronez
📌	Aaroeewen Daniels Associate, Seward & Kissell LLP	CitiDronez
📌	Aaron Axton Associate, Keefe, Bruyette & Woods, Inc.	CitiDronez
📌	Aaron Finch Enterprise Account Executive, Optimum Lightpath	CitiDronez
📌	Aaron Finch Lightpath	CitiDronez
📌	Aaron Steinberg Salesperson, Pershing	CitiDronez
📌	Aaron Stephanie Tax Operations Analyst, Wells Fargo	CitiDronez
📌	Aaron T. Ratner CHIEF EXECUTIVE OFFICER, EMERGING ENERGY PARTNERS	CitiDronez
📌	Abbey Fuchs Unemployed	CitiDronez
📌	Abel Maana	

ZENDESK SELL DASHBOARD

Automatically replicate contacts
from Google Contacts

Click “Setting”--> “Tools” --
“Integrations” Then link your Google
Contacts accounts

Integrations

Zendesk Support Support and Sell connected
Connected domain — citydronezsupport.zendesk.com

- Sync Support Tickets to Sell - Enabled
New Support Tickets are synced to Sell every 15 minutes.
- Sell App in Support - Installed
Display contact and deal information from Sell right alongside tickets in Support.

[Settings](#)

HubSpot ● Disabled
[How can the HubSpot integration help my Sales Team sell more?](#)
[Upgrade for HubSpot integration](#)

Dropbox ● Disabled
Create Dropbox folders for your deals to store files and other relevant documents.

Google ● Contacts Sync Enabled
● Tasks Sync Enabled
Enable the Google integration to sync your Google contacts and tasks with Sell. Select specific Google groups if you don't want to sync all your data.
[Edit](#) [Disable](#)

Google Drive ● Disabled
Enable Google Drive integration to store your Google Drive files with deals.
[Upgrade for Google Drive integration](#)

Exchange ● Disabled

ZENDESK SELL DASHBOARD

2 Create Leads.

The screenshot displays the Zendesk Sell dashboard interface. At the top, there is a dark navigation bar with various icons and a search bar. Below this, the main content area is titled "WORKING LIST Leads" and includes a "Save as Smart List" button. A search bar for lead names is present, with the text "Type to filter by lead name". The leads are sorted by "Lead" and are grouped by month: "M" (Meenan) and "S" (Sinclair). The sidebar on the right shows a "Filters (1)" section with a "Clear All" button. The filter list includes "Lead", "Company", "Status", "Ownership" (set to "Any: CitiDronez"), "Last Activity Date", and "Days Since Last Communication" (set to "Everyone's Communication"). A "+ Field" button is at the bottom of the filter list.

Month	Lead Name	Company	Owner
M	Kevin Meenan	CitiDronez	Meenan
S	Jeff Sinclair	CitiDronez	Sinclair

ZENDESK SELL DASHBOARD

3

Input Deals.

CRM manager can input deals in different stages (incoming, qualified, quote, closure, won, unqualified, lost)

Edit Deal

Search fields... Only show required fields

DEAL INFO

Deal Name *

Primary Contact *

Value

Source

Tags

Stage

Win Likelihood

Estimated close date

Added on

Moved to stage on

[Delete this deal](#)

Edit Deal

Search fields... Only show required fields

DEAL INFO

Deal Name *

Primary Contact *

Value

Source

Tags

Stage

Win Likelihood

Estimated close date

Added on

Moved to stage on

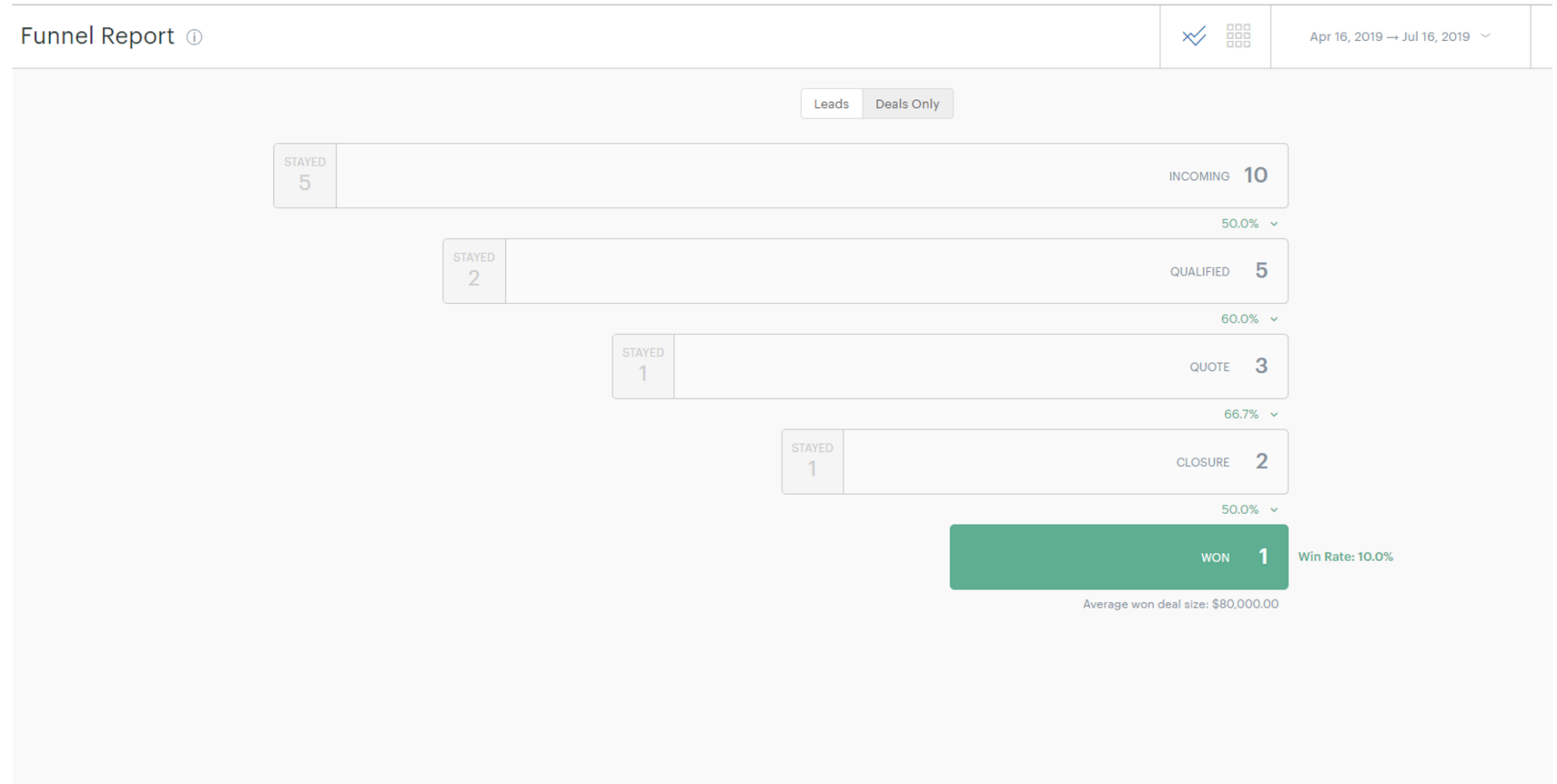
[Delete this deal](#)

ZENDESK SELL DASHBOARD

3

Input Deals.

They can view the deal funnel in “Report” page to track the process



ZENDESK SELL DASHBOARD

4

Set up revenue Goals

Settings

PREFERENCES

- Manage Account
- Manage Users
- Profile
- Notifications
- Import
- Duplicate Management
- Single Sign On
- OAuth

UPGRADE

- Plans and Pricing
- Billing

CUSTOMIZE

- Leads
- Contacts
- Prospects and Customers
- Deals
- Field Rules
- Pipelines
- Products
- Visits
- Goals**
- Automated Actions

TOOLS

Goals

Sales Revenue ● Enabled [Go to Goal Report](#)

Set goals for the value of won deals for your team.

Resolution Period: Monthly

Change Period ⚠ Changing the resolution period will affect the current period as well as future ones.

Set Goals for ◀ July 2019 ▶

Filter users...

\$ 0 CitiDronez

\$ 0 Team Total

Changes are automatically saved.

Won Deals ● Enabled [Go to Goal Report](#)

Set goals for the amount of won deals for your team.

Resolution Period: Monthly

Change Period ⚠ Changing the resolution period will affect the current period as well as future ones.

Set Goals for ◀ July 2019 ▶

Filter users...

0 CitiDronez

0 Team Total

Changes are automatically saved.

ZENDESK SELL DASHBOARD

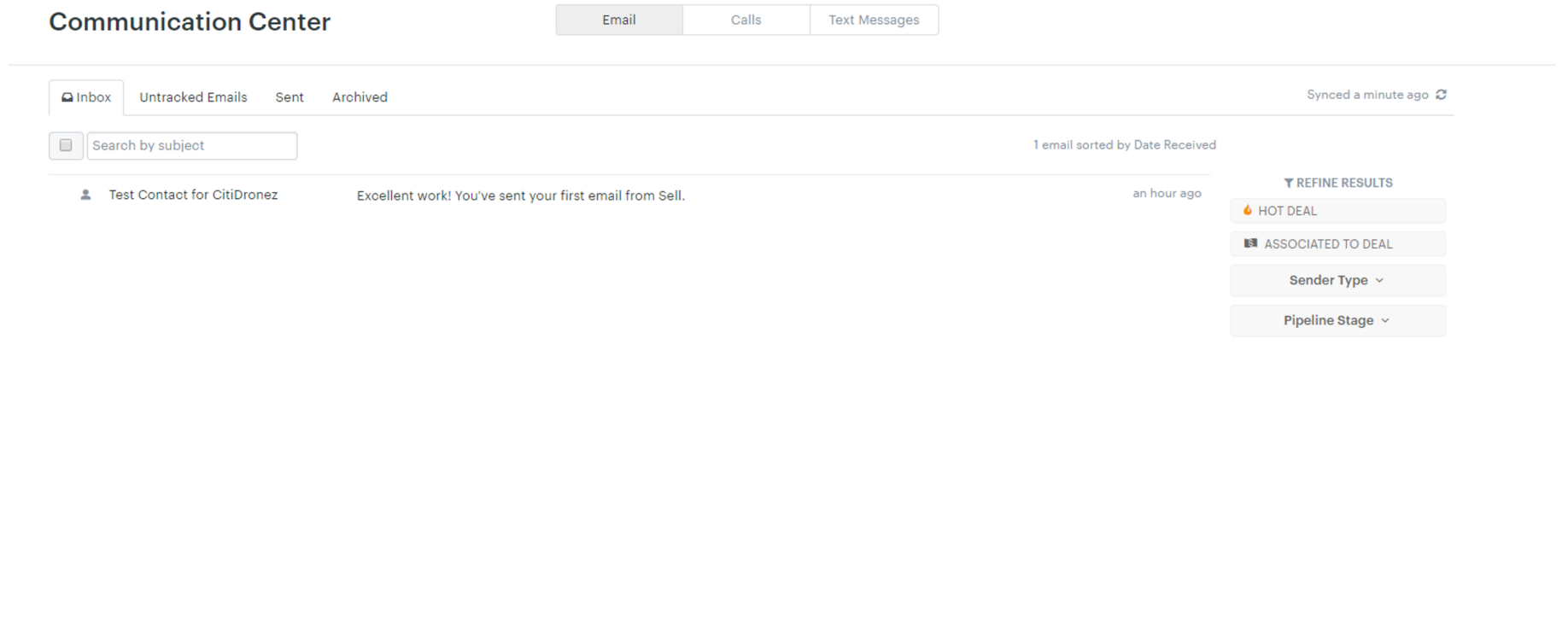
5

Manage **Email Marketing**,
Calls and **Text Messages**.

With this function, they can call directly from web browser or mobile application, no dialing required. And Send/Receive text messages from/to Sell directly.

The default email address is

citidronez@gmail.com



The screenshot displays the 'Communication Center' interface. At the top, there are tabs for 'Email', 'Calls', and 'Text Messages', with 'Email' selected. Below the tabs, there are filters for 'Inbox', 'Untracked Emails', 'Sent', and 'Archived'. A search bar labeled 'Search by subject' is present. The main content area shows a single email from 'Test Contact for CitiDronez' with the subject 'Excellent work! You've sent your first email from Sell.' and a timestamp of 'an hour ago'. On the right side, there is a 'REFINE RESULTS' section with filters for 'HOT DEAL', 'ASSOCIATED TO DEAL', 'Sender Type', and 'Pipeline Stage'.

ZENDESK SELL DASHBOARD

6

Reports

They can view the reports of :

	Pipeline Analysis	Sales Performance	Activity Reports	Goals	Advanced Sales Insights	Success Insights	Marketing Effectiveness	Voice
Back	<p>Funnel Report Track deal progression and identify sales bottlenecks.</p> <p>Pipeline Development Compare historical snapshots to see how your pipeline developed over time.</p> <p>Stage Distribution Monitor which stages your current deals are at.</p>	<p>Total Sales The sales amount of deals you won over a period.</p> <p>Forecasted Sales Forecasted sales and how they compare to actual sales.</p> <p>Forecasted Sales by Source See where forecasted revenue is coming from.</p> <p>Sales by Customer Total sales broken down by account.</p> <p>Sales by Owner Total sales broken down by deal owners.</p> <p>Deal Loss Reasons The reasons for which you're losing deals.</p>	<p>Activity Overview Analyze activity volume for teams and individual reps.</p> <p>Call Outcomes Track and compare call outcomes for teams and individual reps.</p> <p>Email Outcomes Track and compare email outcomes for teams and individual reps.</p>	<p>Sales Goals Your team's total value of won deals.</p> <p>Won Deals Goals Your team's total amount of won deals.</p>	<p>Deal Source Performance The percentage of won deals per source and user.</p> <p>Loss Reasons by Owner The percentage of loss reasons for each owner.</p> <p>Loss Reasons by Source The percentage of loss reasons for each source.</p> <p>Stage Conversion by Owner See sales stage conversion rates for each team member. Click on a sales stage to see conversion rates across multiple stages.</p> <p>Rep Performance Dashboard Track sales performance for a specific rep in one dashboard.</p>	<p>Stage Duration Analysis Track time deals spend in each stage and identify duration bottlenecks.</p> <p>Stage Duration by Owner See how long it takes each team member to close deals.</p> <p>Time to First Action by Outcome See the time between a deal's creation and first interaction.</p> <p>Time to First Action by Owner See the time between a deal's creation and the owner's first action.</p> <p>Time to First Action by Time Buckets Find the right time to reach out to your clients, based on your past performance.</p>	<p>Lead Status Report Total leads broken down by status in a given period.</p> <p>Deal Sources See which deal sources bring you the most business.</p> <p>Total Incoming Deals The number of deals added over a given period.</p>	<p>Call Log Filterable call history with recordings.</p> <p>Call Count Track call volume broken down by user.</p> <p>Call Duration Track the average call length by user.</p> <p>Call Outcomes See the distribution of your call outcomes.</p> <p>Call Volume vs Deal Value Track how call volume impacts closing deals.</p> <p>Call Length vs Time of Day See your call lengths compared to the time of day.</p> <p>Call Outcomes vs Time of Day See what time of day your calls are most effective.</p>

ZENDESK SUPPORT DASHBOARD

7

Zendesk Support

Domain:

<https://citydronezsupport.zendesk.com>

Username:

Citidronez@gmail.com

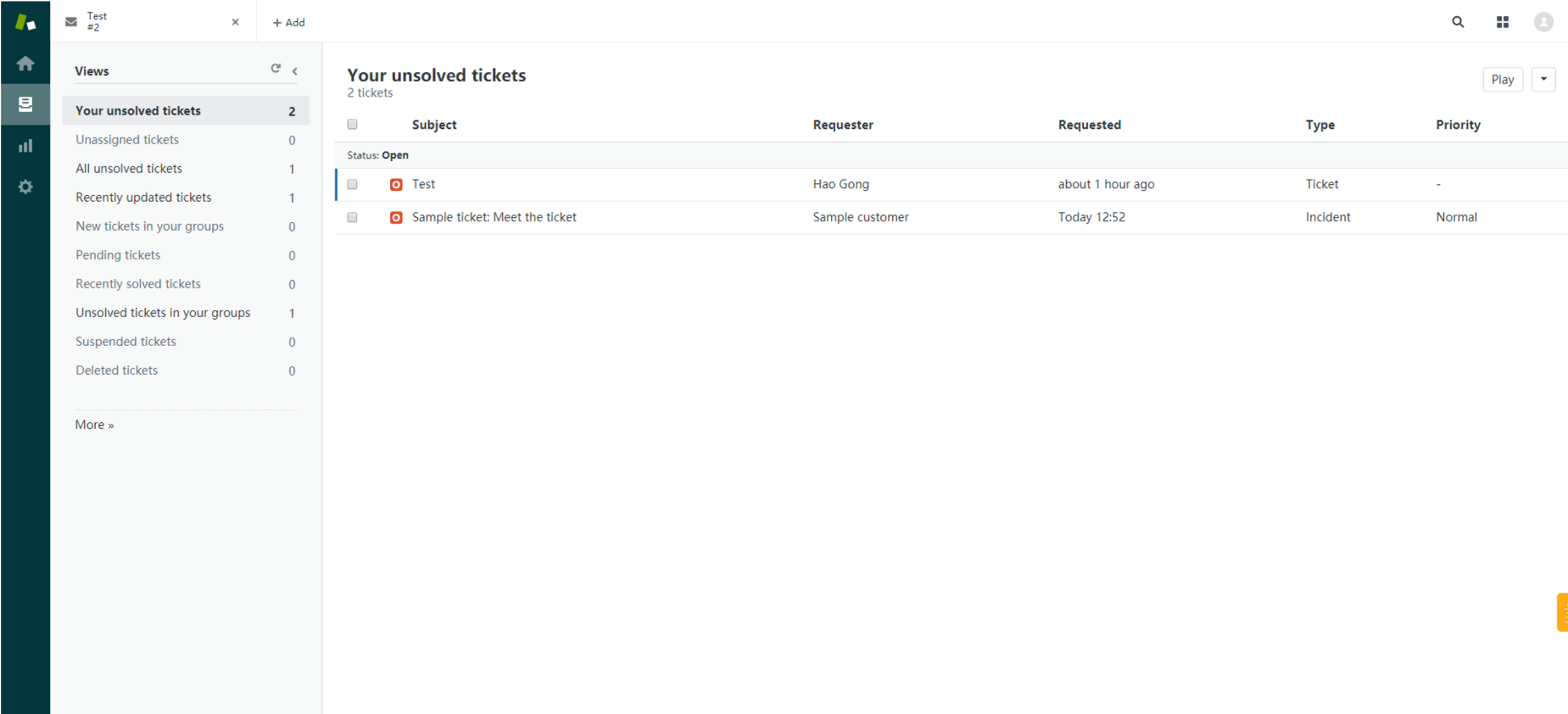
Password: Zxcvbnm123-

Default support email:

support@citydronezsupport.zendesk.com

Any email sent to support email address will appear as a new ticket.

Zendesk Support is intergrated with Zendesk Sell. It is convenient for customer support.



The screenshot displays the Zendesk Support dashboard interface. On the left, a sidebar contains navigation icons for home, tickets, and settings. The main content area is titled "Your unsolved tickets" and shows a list of 2 tickets. The table below details the tickets:

Subject	Requester	Requested	Type	Priority
Status: Open				
Test	Hao Gong	about 1 hour ago	Ticket	-
Sample ticket: Meet the ticket	Sample customer	Today 12:52	Incident	Normal

SUMMARY

- ❖ Target Construction, Insurance Engineering, and Utilities Companies
- ❖ Better Positioning, and Improved Targeting
- ❖ Launch Google AD Campaign and Social Media Presence







SKY

is the limit

An aerial, top-down view of a dense urban residential complex. The image shows numerous high-rise apartment buildings with balconies, arranged in a grid-like pattern. In the center of the complex is a courtyard area featuring several green sports courts (likely basketball or tennis) and a landscaped green space with trees and a winding path. A large white diamond shape is overlaid on the center of the image, framing the text.

THANK YOU