

# ► LUMULUS TECHNOLOGIES AEC BRAND PITCH DECK

**Empower Marketing Collective**

Aashika Arasu, Amel Fadel, Annie McGee, Bridget  
Nelson, Isabella Sanchez Villarreal

# ► Meet the Team

## **Aashika Asasu**

Competitor Research Specialist



## **Amel Fadel**

Financial Specialist



## **Annie McGee**

Media Specialist



## **Bridget Nelson**

Account Manager



EMPOWER MARKETING COLLECTIVE

## **Isabella Sanchez Villarreal**

Positioning Specialist



# ► Agenda

- 1. Analyses**
- 2. Brand Positioning**
- 3. Campaign Objectives**
- 4. Creative & Media Recommendations**
- 5. Budget**
- 6. Measurement & Evaluation**

# ► Product Analysis

Strengths	Weaknesses
- Cutting-edge products (800G OSFP, QSFP112)	- Low brand awareness (early-stage startup)
- Energy-efficient (low power, reduced costs)	- Niche market focus (data centers, networks)
- RoHS compliant, supports OSFP/QSFP	- Tough competition from established players
- Based in San Diego tech hub & Thailand.	- Complex product configurations

Opportunities	Threats
- Growing demand for high-speed solutions	- High R&D costs for continuous innovation
- R&D for better efficiency, cooling	- Pricing pressure from competitors
- Align with 5G, AI, cloud computing	- New compliance standards may increase costs
- Partnerships with tech firms, data centers	- Supply chain disruptions/material shortages

# ► Target Group Analysis

- **Primary Audiences:**
  - Data centers, cloud service providers (CSPs), telecommunications firms, and enterprises with in-house IT
  - Focus on U.S. IT hubs: Silicon Valley, Seattle, and New York
- **Decision-Makers:**
  - IT managers, data center engineers, CTOs, and procurement teams
- **Key Characteristics:**
  - Aged 30-50, in mid- to senior-level roles
  - Values innovation, energy efficiency, and cost savings
  - Open to switching for better performance and savings

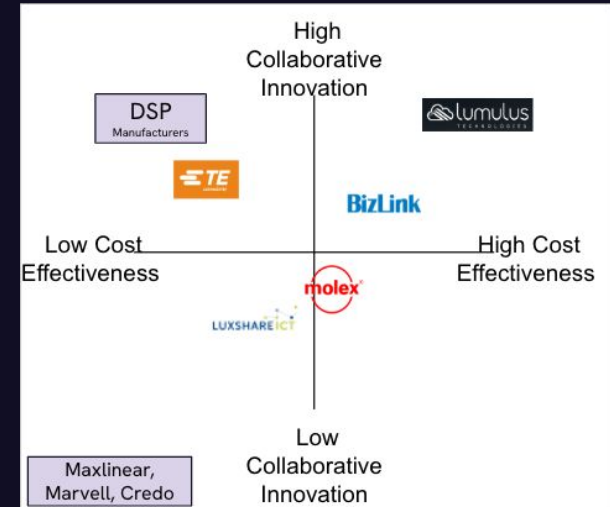
# ► Brand Positioning

## What Makes Lumulus Unique:

- **Collaborative Innovation**
  - Works with Marvell to provide technologically advanced DSPs
  - Tailored solutions designed with customer needs in mind
- **Cost Efficiency**
  - Manufactured in Thailand with lower tariffs
  - 25% less energy consumption compared to optical cables
  - Slim design enhances cooling and reduces overall costs

## Competitive Edge:

- **Versus Competitors**
  - BizLink: Reliable but lacks customization
  - TE Connectivity: Durable but less cost-effective
  - Molex: Innovative but targets high-end markets



# **Lumulus: Leading Efficient Interconnectivity with Cost-Effective Cabling**

# ► Campaign Objectives

## Awareness

Establish Lumulus as a recognizable name in the high-speed cable industry among companies that prioritize innovative energy solutions and cost savings

## Preference

Emphasize the unique product offerings of Lumulus: manufactured in Thailand, collaboration with industry leader Marvell, and long yet compact design

## Action

Highlight local customer service and past client successes



# **Creative & Media Recommendations**

# ► LinkedIn Organic

**Main Objective:** To increase brand awareness and highlight Lumulus' values and unique product offerings

## Why LinkedIn Organic?

- **Targeted Audience:** IT decision makers, data center engineers, decision makers in Technology
- **Engagement:** With existing following and audience with consistent content
- **Platform Appeal:** LinkedIn chosen platform as it is excellent for reaching B2B audiences.

**Message:** Cost efficiency, space optimization, Marvell Partnership and Product Design Benefits

## Execution Plan:

1. **Type of content:** Introducing the product launch, sharing the benefits of the product and or highlighting the company's partnership
2. **Scheduling:** Post 3-4 times a week



# ► LinkedIn Paid

**Main Objective:** to generate leads and increase brand preference among IT decision makers and data center managers by using LinkedIn's job title, industry, and geographic targeting capabilities

## Why LinkedIn Paid?

- **Targeted Audience:** IT decision makers, data center engineers, decision makers in Technology
- **Engagement:** Broaden existing audience by increasing visibility among followers
- **Platform Appeal:** LinkedIn chosen platform as it is excellent for reaching B2B audiences/ IT decision makers/ Trust and Credibility .

**Message:** unique value proposition of the product, efficiency and expertise

## Execution Plan:

1. **Type of content:** Product featuring, campaign objectives and strong CTA (e.g. "Learn More")
2. **Scheduling:** Paid Ads, pushed periodically around product releases or events (Trade Shows)
3. **Reach and Frequency:** 3-5 impressions per user per week / Ensuring increasing reach utilizing LinkedIn algorithms



# ► Press Releases

**Main Objective:** to build brand awareness and establish brand preference as it positions Lumulus as a credible company in the AEC market

## Why Press Releases?

- **Targeted Audience:** IT decision makers, data center engineers, decision makers in technology
- **Engagement:** Press releases broaden Lumulus' existing audience by increasing visibility and generating media coverage/ current stakeholders and potentials leads
- **Method:** important method of communicating credibility and reaching relevant stakeholders.

**Message:** Will highlight innovative technology offerings, cost effectiveness, innovation appeals.

## Execution Plan:

1. **Channel Recommendations:** PR Newswire, GlobeNewswire, and Business Wire. Industry specific: Data Center Dynamics, Network World and TechCrunch.
2. **Potential Headlines:** "Lumulus Technologies Launches Revolutionary AEC Copper Cable for Enhanced Data Center Efficiency", "New Collaboration Between Lumulus and Marvell to Revolutionize AEC Market", " Lumulus Technologies Leads the Way in Sustainable Connectivity Solutions with Eco-Friendly AEC Cables"
3. **Scheduling:** Bi-weekly or monthly ads

# ► Podcasts

**Main Objective:** Reach tech decision makers in an unexpected way to *increase awareness* and *drive interest*.

## Why Podcasts?

- **Targeted Audience:** Tech professionals seeking innovation and potential clients of Lumulus.
- **Engagement:** Active listeners open to practical solutions that best align with Lumulus.
- **Platform Appeal:** Resonates with decision-makers on newer platforms, like posting on LinkedIn but audio included.

**Message:** cost efficiency, space optimization, and energy efficiency as well.

## Execution Plan:

1. **Identify Sponsorships:** work with podcasts through direct sponsorship - targeted placement.
2. **Develop Scripts:** make concise, compelling ads script that focus on Lumulus's cost, space, and energy efficiency.
3. **Measure Engagement:** we would use promo codes/custom landing pg to track conversions and audience interest.
4. **Iterate & Optimize:** look/analyze performance plus refine messaging based on feedback & the results.

# ► Podcasts

## Recommendations:

- **NetworkChuck**
  - **Subscribers:** 3.4M
  - **Focus:** IT certifications, networking, and career advice.
  - **Audience:** Aspiring and advancing IT professionals.
  - **Content:** Study tips, CompTIA certifications, and motivational content.
- **The WAN Show**
  - **Subscribers:** 16M
  - **Focus:** Technology news and trends.
  - **Audience:** Tech enthusiasts/professionals.
  - **Content:** Tech industry news, hardware reviews, and personal anecdotes.
- **Elias Khnaser - Lets Talk Shop**
  - **Subscribers:** 229K
  - **Focus:** Cloud infrastructure and enterprise technology.
  - **Audience:** IT thought leaders and professionals.
  - **Content:** Multicloud strategies, data centers, and edge computing.

# ► Podcast Script

## Script:

### Host:

"Welcome back to *Let's Talk Shop* where we explore the innovations shaping the future of technology! Today, we're diving into the booming world of connectivity solutions, driven by the demand for high-speed, high-capacity networks.

Joining us is **[Spokesperson Name]** from **Lumulus Technologies**, a San Diego-based company making waves in the wire and cable industry. Founded earlier this year, Lumulus is already standing out with cutting-edge fiber optic cables designed for data centers and high-performance computing."

### Spokesperson:

"Thanks for having me! At Lumulus, we're all about pushing boundaries. With the rapid growth of data centers and applications, we saw a need for smarter, more efficient connectivity solutions. That's why we focus on creating tailored, high-speed cables for our clients."

### Host:

"It's exciting to see how Lumulus is stepping into this growing market with such a clear vision. Stay tuned as we dive deeper into their innovations!"

[🎵 Transition Music]

# ► Trade Show

**Main Objective:** To enhance brand awareness and establish Lumulus as a leader in the AEC market.

## Why Trade shows?

- **Targeted Audience:** IT decision makers, data center managers, decision makers in Technology
- **Engagement:** unique opportunities for hands-on engagement/ important method of communicating credibility and reaching relevant stakeholders.

**Message:** Cost-effectiveness, energy efficient, innovation

## Execution Plan:

1. **Cisco Live event in San Diego June 8-12** ; Create banner and Booth marketing materials
2. Live demonstration of AEC
3. Promoted on other media channels, LinkedIn, Email





# ► Email Drip Campaign

**Main Objective:** To nurture leads from LinkedIn ads, podcast ads, trade shows, personalized information to get eventually make a sale

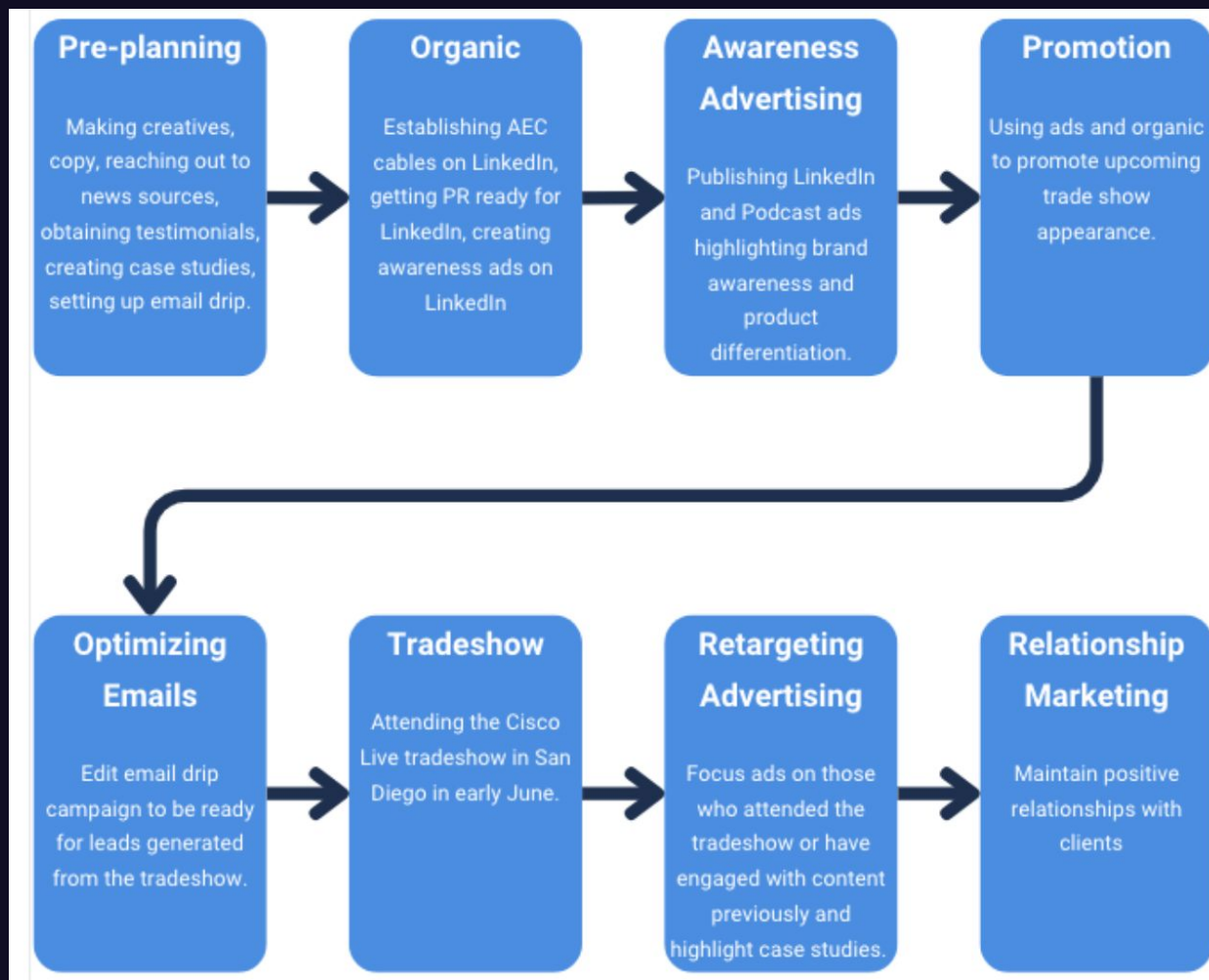
## Why Email Drip Campaign?

- **Targeted Audience:** Leads generated from LinkedIn ads, podcast ads, trade shows
- **Engagement:** Provide Leads with information about company and Unique product offering in personal way

**Message:** Trust, reliability, efficiency

## Execution Plan:

1. Six weekly or bi-weekly emails
  - a. tailored toward different selling points
2. Example of first email: Subject line "Discover the Future of Connectivity with Lumulus Technologies" and includes a CTA "Learn more About Our AEC Cable" (Link to product page)



# ► Campaign Budget

Starting budget= \$50,000

**29%**

LinkedIn Ads

**\$14,500**

- **Organic:** 3-4 times a week
- **Paid:** Product releases or events
- CPM: \$6-9
- CPC: \$3-7

**10%**

Press Releases

**\$5,000**

- \$350-9,000

**10%**

Podcasts

**\$5,000**

- \$500-3,000 per ad placement

**25%**

Trade Shows

**\$12,500**

- Booth space: \$5,000-10,000
- Design + setup: \$1000+
- No travel fee

**15%**

Newsletters

**\$7,500**

- Bi-weekly/monthly for key product updates/milestones
- \$500-3,000 per ad slot

**11%**

Creative Costs

**\$5,500**

- Testimonials: \$2,000-\$4,000
- Advanced data analytics: \$2,000-5,000
- Enhanced video content: \$2,000-5,000

# ► Measurement & Evaluation

## KPIs:

- **Awareness:** Impressions, reach, engagement rate.
- **Preference:** CTR, website traffic, lead generation.
- **Action:** Conversion rate, sales growth, customer feedback.

## Evaluation Methods:

- **Ongoing:** Track LinkedIn, website, and podcast metrics. Adjust weekly.
- **End-of-Campaign:** Analyze attribution, market share, and sentiment shifts.

## Tools:

- LinkedIn Insights, Google Analytics, CRM softwares
- Post-campaign surveys for client feedback.

## Reporting:

- Weekly updates for trends.
- Final report on ROI and insights for future campaigns.

# ► Summary

**Brand Positioning:** Lumulus offers cost-effective, energy-efficient cabling solutions with a focus on data centers. Key differentiators include a partnership with Marvell and cost savings from manufacturing in Thailand.

## **Campaign Objectives:**

- Awareness: Build brand recognition
- Preference: Highlight unique product features
- Action: Drive conversions with strong customer service and success stories

## **Key Media & Strategies:**

- LinkedIn Ads (Organic & Paid) to engage IT decision-makers
- Press Releases to boost credibility
- Podcasts to target tech professionals
- Trade Shows for hands-on demonstrations

**Budget Allocation:** \$50,000 across LinkedIn (29%), trade shows (25%), newsletters (15%), press releases/podcasts (10% each), creative costs (11%).

The slide features a dark blue background with abstract white and light blue geometric lines and shapes in the corners. These include circles, rectangles, and lines of varying thicknesses, some of which are connected by thin lines, creating a technical or architectural feel.

# Thank You!

Questions?

# ► Company and Market Landscape

## LUMULUS TECHNOLOGIES

Founded in 2024, based in San Diego, CA

Focus on high-speed cables, advanced cooling solutions, and interconnect technologies for data centers

Slogan: "Optimized Uptime, Continuous Upgrades, Unyielding Quality Standards"

## MARKET LANDSCAPE

The wire and cable industry is valued between \$215.49-\$266.2 billion in 2024

Lumulus aims for a significant share with a projected market value of \$112.83 billion by 2031

Technological advancements and the rise of data centers present substantial growth potential

# ► PRODUCT SWOT

## STRENGTHS

- Diverse Products
- Power Efficiency/High Performance
- Standards/Compliance
- Ideal Location

## OPPORTUNITIES

- Growing Market
- Differentiation
- Expansion & Trends
- Key Partnerships

## WEAKNESSES

- Limited Brand Recognition
- Dependency on Market
- High Competition
- Product Confusion

## THREATS

- R&D Costs
- Pricing
- Regulation Changes
- Supply Chain Risks

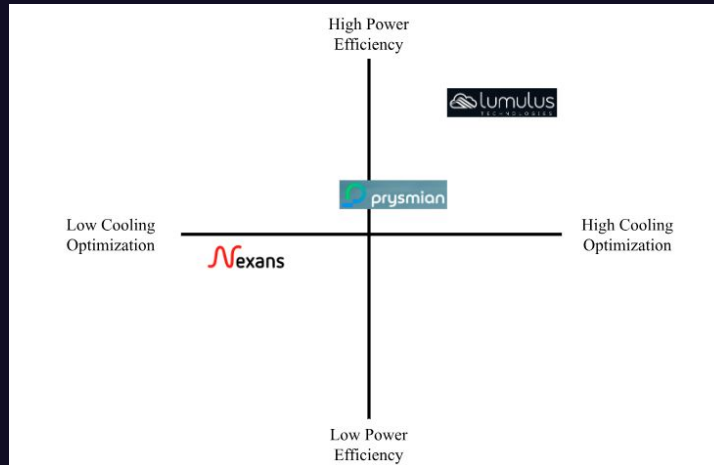


# ► TARGET MARKET & POSITIONING

**Target Market:** Focus on data centers, telecommunications companies, and cloud service providers

Targeting technical decision-makers (e.g., IT managers, CTOs) in major U.S. IT hubs

**Positioning:** A power savings and cooling efficiency solution in a market of data centers trying to cut costs and improve sustainability.



# ► Direct & Indirect Competitors

## Niche

1. Molex
2. Amphenol Corporation

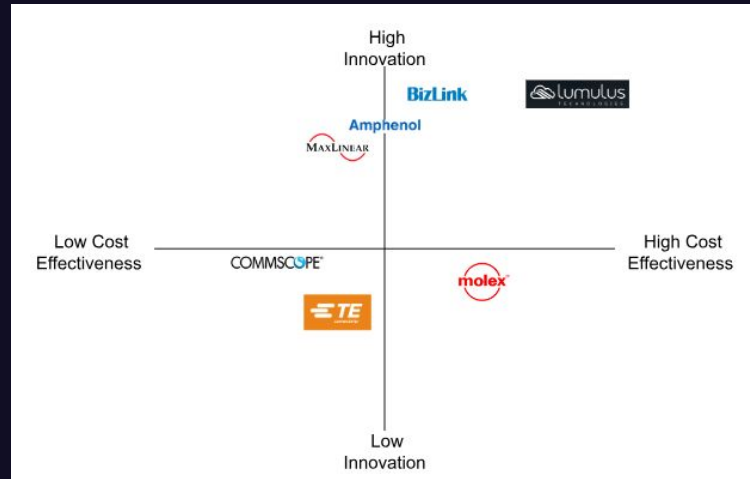
Indirect: CommScope



Amphenol

## ► UPDATED POSITIONING

**Positioning:** A cost-effective and innovative solution for data center cabling. Leveraging its Thailand-based manufacturing to allow for substantial cost savings, which is a significant differentiator.



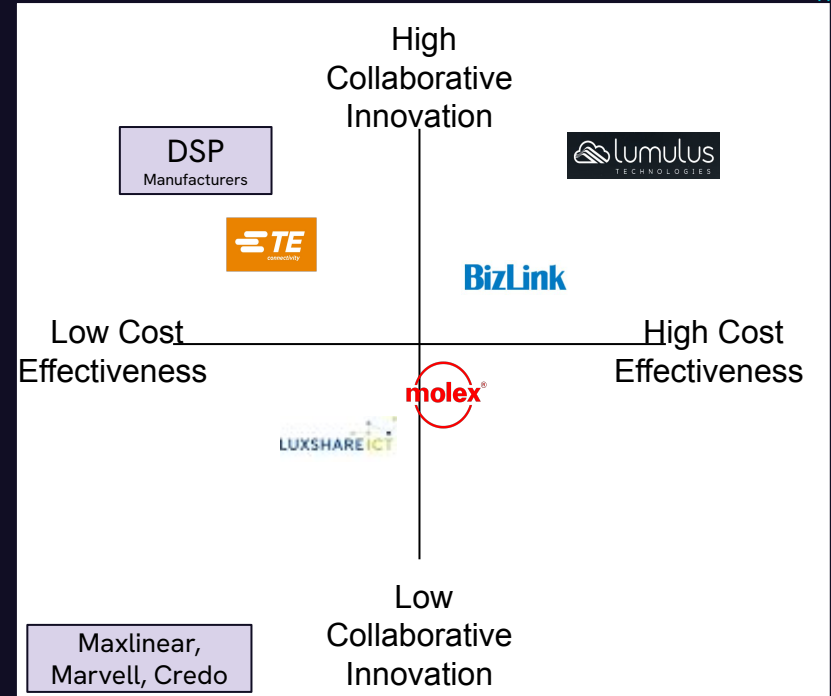
Lumulus: Your Cost-Effective Energy Solution

## ► 11/18 UPDATED POSITIONING

**Positioning:** A cost-effective and innovative solution for data center cabling. Leveraging its Thailand-based manufacturing to allow for substantial cost savings, which is a significant differentiator.

### Themes/Slogans:

- Redefining Interconnectivity with Cost-Effective Cabling
- Efficient Interconnectivity for a Cost-Effective Future
- Lumulus: Leading the Way in Cost-Effective Cabling
- **Lumulus: Leading Efficient Interconnectivity with Cost-Effective Cabling**



# ► Campaign Objectives

## Awareness

The AEC cable is already established but we must bring awareness to Lumulus and the benefits it offers; pain points

## Interest

Educating on the unique product offerings and the competitive advantages

## Consideration

Build trust and relationships by retargeting key prospects and highlighting US customer service

## Conversion

Driving contracts with clients

# ► Unique Product Offerings

1

## **Manufactured in Thailand**

Brings significant cost savings

2

## **Working with Marvell**

Industry leader & partner for chips

3

## **Long yet Compact Design**

Good for environments where space is at a premium

4

## **Local Customer Service**

Provides support during the same hours as clients

# ► Awareness Campaigns

Objectives: Build brand awareness by highlighting local manufacturing, partnerships, compact technologically advanced design, and customer service

Messaging: "Manufactured in Thailand" "Trusted by Marvell"

Tone: practical, confident, and value-driven

Channels:

- Social Media → LinkedIn, Meta both organic and paid
- Press Releases/ Newsletters
- PR

Creatives:

- Brand
- Unique Product Offerings
- Comparisons
- Case studies
- Stats

# ▶ LinkedIn

## Organic

- Intro Post about the company what they do, highlighting products and manufacturing, mission, and values
- Partnership highlights with Marvell showing how technologically advanced the cable itself is
- Product spotlights
- Any press releases, case studies, statistics, whitepapers

## Paid


- Optimized for lead generation through sponsored content and inMail
- Posts about the brand, product, and unique offerings
- Target: tech professionals, IT decision makers, CTO's, data centers ← is this right, can we get more specific
- Cost: \$5-10 CPC (cost-per-click)

Paid ads will be similar for meta ads but with less spend





## ► PR

- 
- Launch press release highlight manufacturing, product offerings
  - Partnership press release with Marvell
  - Thought leadership articles
  - Executive interviews



# ► Newsletter Drip Campaign

- Monthly or bi-weekly emails that slowly bring leads through the funnel (can be integrated into linkedin)
- Themes
  - Introducing the brand
  - Meet the new solution (AEC product)
  - What sets this AEC apart from competitors
  - Marvell partnership
  - Customer service

# ► CREATIVE RECOMMENDATIONS

## Channels

- Social: LinkedIn, YouTube
- News: Press Releases
- Trade Shows

## Concepts

- Unlocking the Power of AEC Efficiency with Lumulus Technologies
- Videos showcasing benefits established in positioning
- Comparisons namely manufacturing locations

## ► notes

- Slogan: change from energy solution, focus it on (its too broad) bring it to interconnect
- Thickness of the cable, technology inside the cable, its the most technologically advanced (DSP) its a very dynamic product, AEC transmission
- Less educational than DEC
- Define the competitors and differentiate

## ► Notes 11/13

Also persuasion

Look into costs of linkedin ads

Ask questions about target audience for reach purposes

Convey that collaboration benefits the end users bc its two experts coming together  $1+1 = 4$

Ad SEO

# ► Notes 11/18

## NOTES:

Maxlinear is DSP maker, similar to credo so they are different → take them off maxlinear and put a common group description "DSPs manufacturers category" and have a key with all companies  
DSP's maxlinear, marvell, credo are higher price

So bizlink has competitive prices in in twaiwan

Others to add luxshare, bolex,

For slogans:

Better but maybe take out cost-effective

More specific for the campaign

Combine the first, two

Slogan: Efficient interconnective with cost-effective cabling

But we like using the brand name

Alliteration

Leading interconnectivity

Target audience: data center industry, buyers in those orgs for long-term

Short-term: value added distributors

Linkedin: technicians at data centers

Look at groups on linkedin

Look at tradeshow and working groups to show quality; the companies are already buying the cabling so we want to show superior performance; in person shows

- Booth is just \$6,000 but its more expensive to have a meeting room and consider personnel and hotels

Worry about existing stuff on performance where to promote rather than redoing material but can make it align better with our campaigns

## MAKES BRAND GUIDELINES

See if theres podcasts to advertise → PR

Look at reach

Testimonlas from existing customers as anonymous

Cisco live is a event will be in SD next year

Employee engagemnt

## ► Questions for Friday 11/22

- Dates for campaigns
  - Start in jan 2025
  - Run for 6 months?
- Existing customers
  - Testimonials
  - Size
- Target audience
-

## ► notes

- Update paper on brand positioning and objectives
- Media:
  - Linkedin organic
    - Make creatives and copy
    - How often to post
    - Interact with other though leaders in the industry
  - Linkedin ads
    - Make creatives and copy
    - Whos the target
    -
  - Podcast ads
    - Make the script
    - Which podcasts and why
  - One trade show
    - Make the creatives and the display
  - Press releases
    - ?
  - Email drip campaigns to the lead from other marketing efforts
    - Draft the emails