

IRD Lab Innovation Train

Your Innovation driver in a world of many technologies...



IRD Lab

Innovate, Research and Design Your World

Highlights

- Innovation Workshop Training specially designed to birth digital transformation in your business.
- Informed Digital Drive into technologies that'd instantly give you competitive edge.
- We don't just walk you through these technologies, We deliver them to you and initiate the digital culture change.
- Guaranteed Impact on operations and positive returns on investment.



1

ONE

THE INITIATIVE

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IRD DIGITAL TRAIN

What it's all about

The business world is also a case of evolution like life, it is a survival of the fittest race. We can no longer deny the fact that technology has transformed the way business is being delivered globally from the retail sectors, hospitality to even the arts industry. Truly Digital transformation is the future, However it is true that most businesses are not leveraging available technology in their operations, some see it as just a trend, while some are just comfortable with their present operating capacity, while being afraid of the disruptive impact technology can have on their operations, so they'd rather play safe and stick with traditional methods.

The fact is many business owners would appreciate an informed and expertly guided walk into using the right and appropriate technologies for their business operations. This is because we live in an age of so many technologies, and the internet of things where it's easy to get lost in a bid to find the right technology that'd take your brand to the next level.

This is where **IRD Train** Thrives, It's a 3 Months program designed to help you through this journey of digital transformation for your brand. **IRD Train** takes your brand through the digital world and we innovate with you to understand your operating needs as well as your customers needs and we use appropriate technology to set up a sustainable IT system and solutions for your brand . We also train your staffs how to use this systems if applicable.

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How Can IRD Train Help You

A Design Thinking Innovation workshop which will help guide us through which technology is appropriate for your brand and it's expected Impact.

Informed Digital Assistant from industry experts who will help you through this process.

Everything Your brand needs digitally from our portfolio will be delivered, from needed App, website, interface, design, payment gateway, online shop, brand awareness, to operational systems .

Staff training for effective use of these IT systems and applications

IRD train also ensures desired targets are met through periodic feedbacks after program.

I . ABOUT US: IRD Lab



IRD is an Innovation, research and web/app development brand. We thrive in creating digital solution for our clients businesses, so that they can constantly and effectively exceed the expectations of their clients. Our professional life cycle has been one of top and landmark digital delivery. We uphold a standard of delivering visible, attractive, responsive and easily accessible systems while always putting our clients first and always exceeding their expectations. We are a growing firm with presence in Nigeria, South Africa and U.S.A

PROGRAM GOALS AND OBJECTIVES



SUB GOAL 1: Up to date course materials



SUB GOAL 2: Diagnostics of your organizational IT needs, requirements and implementation of the right capacity development solutions.



SUB GOAL 3: Solutions that addresses relevant organizational challenges and facilitates operational changes.



SUB GOAL 4: Creative, Fun, hands-on, energetic and educational IT experience relevant to your needs.



PROGRAM APPROACH & DELIVERY METHODOLOGY

Our work is divided into Three (3) Phases:

1. The Innovation Workshop Phase, Using Design Thinking Tool

IT Systems delivery and Personnel training for effective use

Post project feedback and project review stage

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Thinking

to create and deliver solutions to complicated and process with a strong co-creation.

Disruptions which are informed by technologies such as augmented reality, artificial intelligence, and that the essence of this 2 days and the needs of your firm appropriate digital solution for your brand.

Design Thinking enables you to create and deliver innovative ideas, change and solutions to complicated problems. It is an activity-based process with a strong emphasis on teamwork and co-creation.

In this era of constant digital disruptions which are informed by advancement in Technologies such as augmented reality, data science, digital marketing, artificial intelligence, machine learning. We believe that the essence of this 2 days training is to creatively understand the needs of your firm and its customers and use the appropriate digital technologies to drive a sustainable solution for your brand.

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Offered Tech Tools List

We'd use the following IT tools to help digitally transform your brand.

The Goal of IRD Train is to select the appropriate technology tools or systems needed to improve your brand's operations and help you set it up, with a sustainable management system.

DESIGN

Logo Design, Product Design.....

Design is the process of imagining and planning the creation of objects, systems etc. It is user-centered meaning that users are at the heart of the design thinking approach.

The creative design process...



IRD Lab





1

LOGO DESIGN

A logo is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition.

2

STILL GRAPHICS DESIGN

Graphic design is the art, profession whose activity consists in projecting visual communications.

3

MOTION GRAPHICS DESIGN

It is a subset of graphics design in that it uses graphic principles in a filmmaking or video production context.

4

UI/UX DESIGN

It involves the design of interfaces for machines and software.

5

PHOTO MANIPULATION

It involves transforming or altering a photograph using various methods and techniques to achieve desired results.

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6

PUBLICATION DESIGN

It is the practice of layout and graphic design for printed matter.

01

LOGO DESIGN

A logo is a symbol made up of text and images that identifies a business.
A good logo shows what a company does and what the brand values.



LOGO DESIGN



A logo is an image that symbolizes your business.
Gives an precise representation of your brand, company that can be replicated on any surface.

TYPES OF LOGOS

Monogram logos (or lettermarks)

Monogram logos or lettermarks are logos that consist of letters, usually brand initials. e.g IBM, CNN, HP, HBO...



Wordmarks (or logotypes)

Similar to a lettermark, a wordmark or logotype is a font-based logo that focuses on a business' name alone. e.g Google, CocaCola etc



Pictorial marks (or logo symbols)

A pictorial mark (sometimes called brand mark or logo symbol) is an icon—or graphic-based logo. It's probably the image that comes to mind when you think "logo" e.g Apple, Twitter, Target etc.



The Emblem

An emblem logo consists of font inside a symbol or an icon; think badges, seals and crests.



Abstract logo marks

An abstract mark is a specific type of pictorial logo. Instead of being a recognizable image—like an apple or a bird—it's an abstract geometric form that represents your business. e.g Pepsi, Addidas etc



Mascots

Mascot logos are logos that involve an illustrated character. Often colorful, sometimes cartoonish, and most always fun, the mascot logo is a great way to create your very own brand spokesperson—er, spokes-character(?). e.g KFC,



The combination mark

A combination mark is a logo comprised of a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image. e.g Doritos, Burger King, Lacoste etc



TYPES OF LOGOS

Did you know?

The current era of logo design began in the 1870s[citation needed] with the first abstract logo, the Bass red triangle. As of 2014, many corporations, products, brands, services, agencies, and other entities use an ideogram (sign, icon) or an emblem (symbol) or a combination of sign and emblem as a logo. As a result, only a few of the thousands of ideograms in circulation are recognizable without a name. An effective logo may consist of both an ideogram and the company name (logotype) to emphasize the name over the graphic, and employ a unique design via the use of letters, colors, and additional graphic elements.



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WHAT YOU NEED TO KNOW



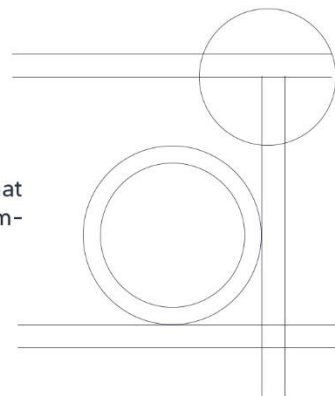
www.irdworld.com

Brief Description

At the very basic level, logos are symbols made up of text and images that help us identify brands we like. But they can be so much more! A good logo is the cornerstone of your brand. It helps customers understand what you do, who you are and what you value. That's a lot of responsibility on a tiny image!

What is a Logo?

A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values.



WHAT DOES A LOGO DO?

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A logo makes you stand out from the competition

Perhaps the most fundamental function of a logo is giving your business a unique mark that differentiates you from other businesses.

This is especially important if your business has competition (which 99.9% of them do).

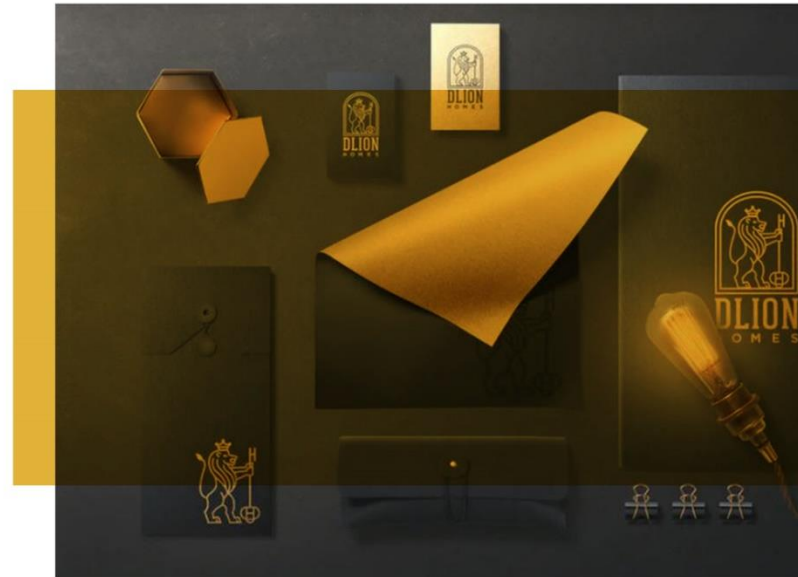
A logo identifies key information about your business

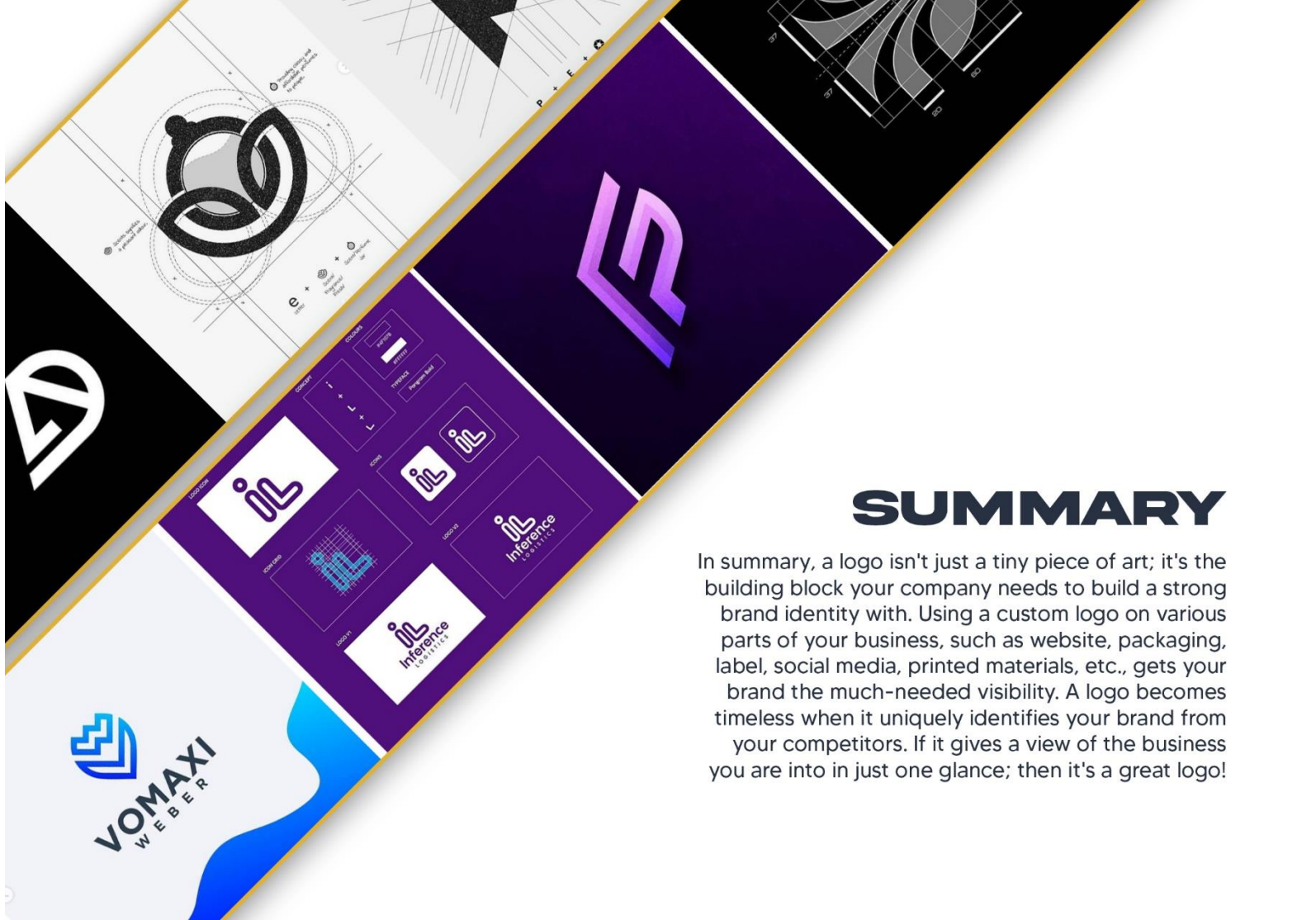
Along with demarcating your business, a good logo also provides your customer with some crucial information about your company: it can communicate the industry you exist in, the service you provide, your target demographic and your brand values.

A logo builds brand recognition

Logos also leave a visual impact that reminds your customers that, well... that you exist!

In other words, logos can create strong visual associations with a business. This association helps customers keep your brand in mind.





SUMMARY

In summary, a logo isn't just a tiny piece of art; it's the building block your company needs to build a strong brand identity with. Using a custom logo on various parts of your business, such as website, packaging, label, social media, printed materials, etc., gets your brand the much-needed visibility. A logo becomes timeless when it uniquely identifies your brand from your competitors. If it gives a view of the business you are into in just one glance; then it's a great logo!



Website, Mobile Development and Content Creation.



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Innovate, Research and Design Your World



Development Framework



Development Environment, Hosting and Data Management

In order to facilitate the rapid development and deployment of a needed website, IRD Lab will setup a development server, While Using provided hosting service or our recommended hosting network (Bluehost,siteground). We will ensure top Network Management, Managed Backup, and Managed Firewall.



Information Architecture and Search Engine Optimization

Our focus in this phase is to make content easily navigable and accessible. We will ensure that your website is built in such a way that search engines will be able to read your content. We do this by following best practices that allow us to maximize the presence of your website in the major search engines like Google, Yahoo, and Bing.



Graphic and User Interface Design

Here we develop the graphical interface that will represent your brand on the web and the mechanisms through which the end user will navigate and interact with the site. We will implement multiple rounds of revisions to create a unique and powerful design.



Development Framework



Programming, Customization and Templating

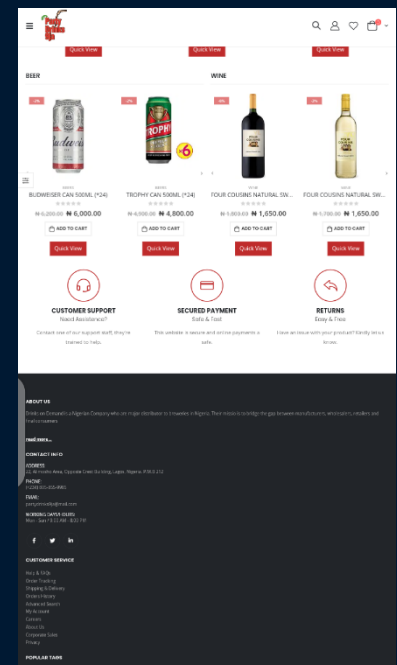
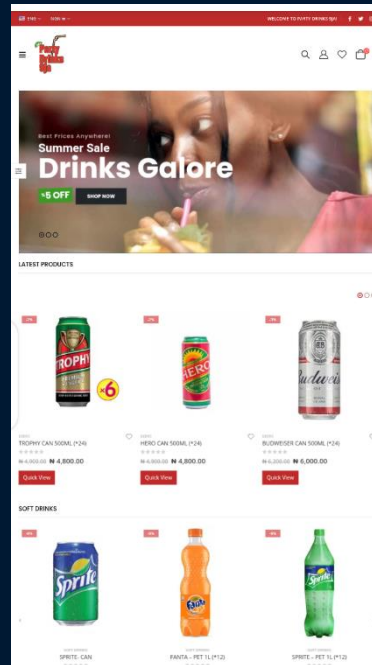
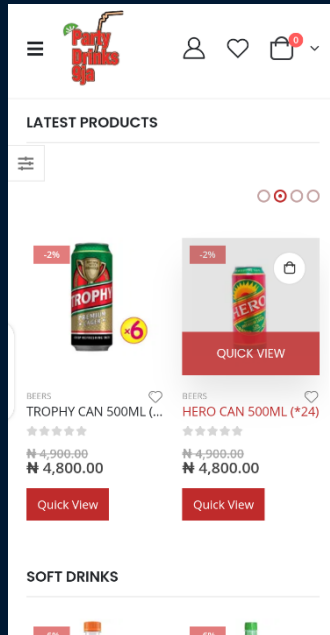
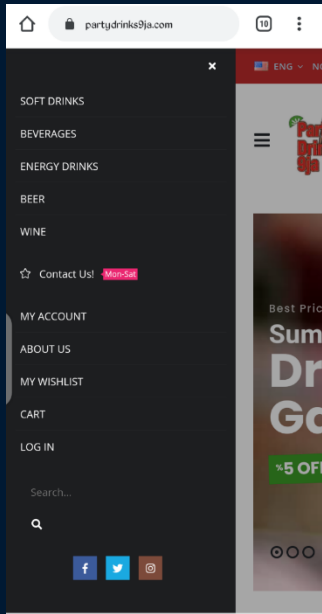
During this phase, IRD Lab will customize the base technologies that were selected in the design phase. This includes some amount of custom programming. In addition, during this phase we will merge the graphical design with the functionality by creating a responsive action templates



Testing and Launching

Thorough testing is an integral part of IRD Lab approach to website development and one of the final phases. We test the Internet-based systems we develop for browser compatibility, HTML syntax and CSS validation, and functional operation and accuracy. Each of these different test areas enable us to ensure that the systems we develop are bug-free, meet client expectations and fulfill end users' functional needs. The will be done across various devices and browsers before launch.

www.partydrinks9ja.com



MOTION GRAPHICS

A subset of graphics design in that it uses graphic principles in a filmmaking or video production context.





WHAT ARE MOTION GRAPHICS?

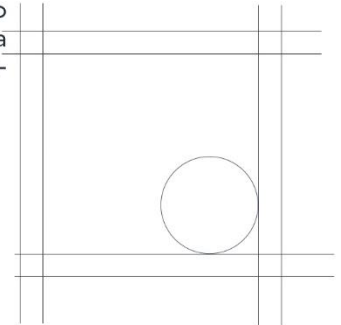
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Brief Description

First of all, Motion Graphics are pieces of animation or digital footages which create the illusion of motion or rotation, and are usually combined with audio for use in multimedia projects. Motion Graphics are exceptional way to communicate with viewers, and it can add depth to the story. Also it can give us a message by music and effective copy together, it is used to create ads, television title sequence, explaining a concept, and product videos that helps to communicate your message.

Software

Various software are used for motion graphics.



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Examples

Examples of software used for motion graphics include,

- Adobe After Effects



- Cinema 4D



- Maya



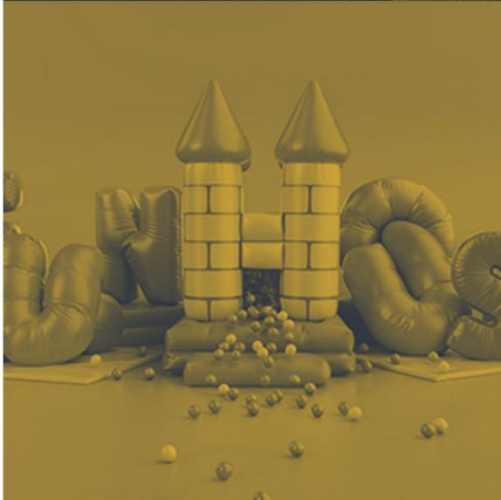
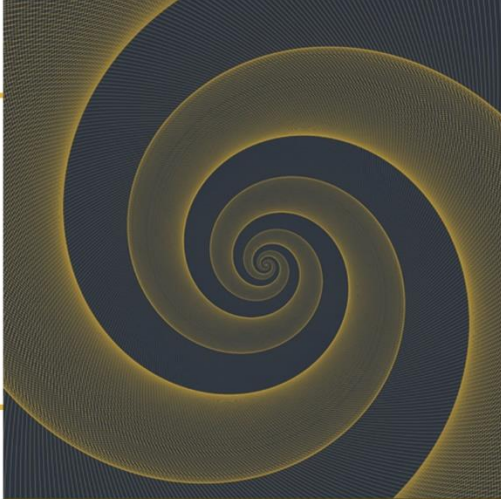
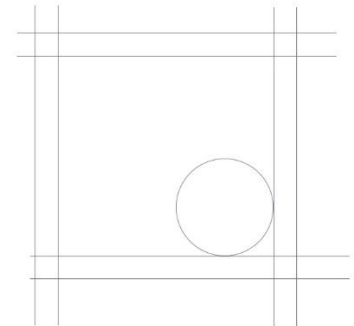
- Blender



Uses

Motion Graphics can be used for various purposes, some of which are,

- Information Sharing
- Movie and Video Titles
- Logo Graphics
- Social Media Post
- Digital Marketing





PUBLICATION DESIGN

Letterheads, business cards, brochures, magazines, books,
company profile, infographics...



WHAT IS PUBLICATION DESIGN?

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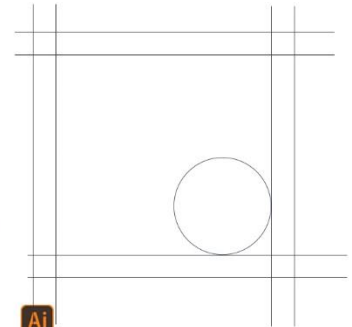
Brief Description

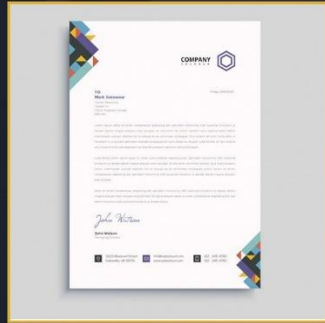
Publications are long-form pieces that communicate with an audience through public distribution. They have traditionally been a print medium. Publication design is a classic type of design—think books, newspapers, magazines and catalogs. However, there's recently been a significant rise in digital publishing.

Software

The following are examples of major software used for publication design.

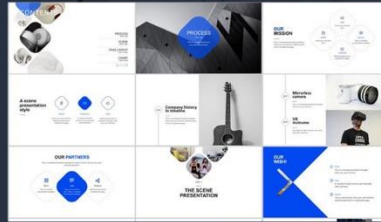
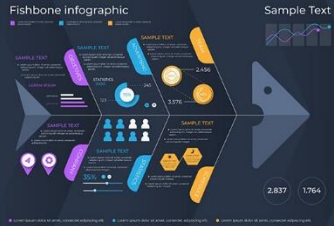
- Adobe Photoshop 
- Adobe Illustrator 
- Adobe InDesign 
- Corel Draw Graphics Suite 





OFFICE STATIONARY

Well designed stationery is not just a means to use your logo, but is a mark of a brand's professionalism and conduct. It helps a brand to establish its name and authority in every possible form and it helps other parties know the identity of the message or entity. With business stationery, such as letter heads, business cards, designer pens, envelopes, etc, your brand can showcase itself with pride and send across each message with a mark of professionalism and authority.



INFOGRAPHICS

Infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. They improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends. Used in presentations, reports etc.



BRANDING

We create assets like logos, typography, color palettes and image libraries that represent a brand's personality. In addition to the standard business cards and corporate stationary. We develop a set of visual brand guidelines (style guides) that describe best practices and provide examples of visual branding applied across various media. These guidelines help to ensure brand consistency throughout future applications.



Examples

Examples of publication graphic design include,

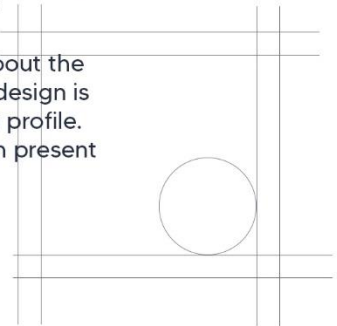
- Letterheads
- Business cards
- Brochures
- Magazines
- Company Profile
- Company portfolio
- Slideshow presentations and infographics
- Branding and Stationary design

Importance

Publishing industry is one of the biggest sectors that require professionals with proper skills and knowledge.

Design and publishing skill come into action when creating designs for newspapers, magazines, manuals, e.t.c

Attractive company document designs say a lot about the company it presents. Aside from the content, the design is also an integral factor in creating a great company profile. This work is best given to professionals as they can present your ideas in output, very well.



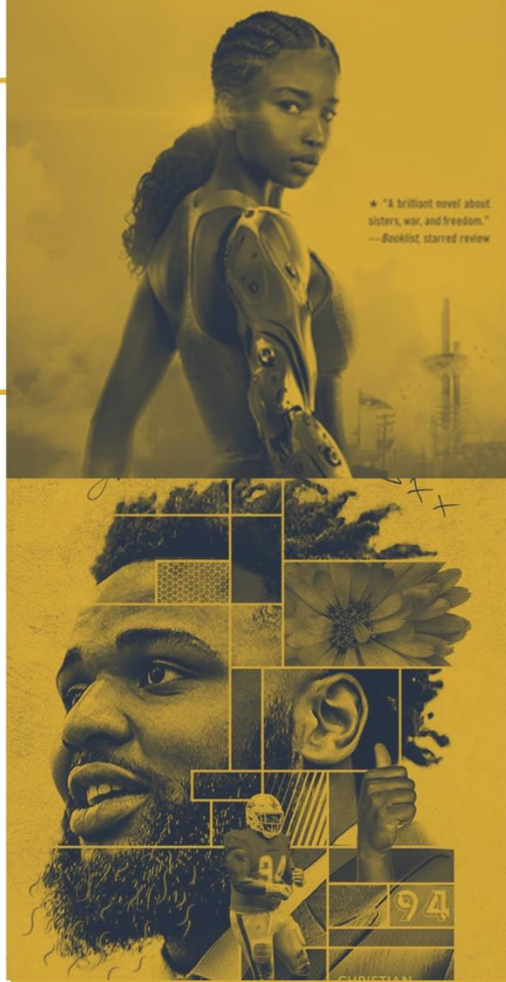


ART & ILLUSTRATION

GRAPHIC DESIGN

Digital Art, Book Art, Album Art, Cover Art, Photo Manipulation and more...





ART & ILLUSTRATION GRAPHIC DESIGN

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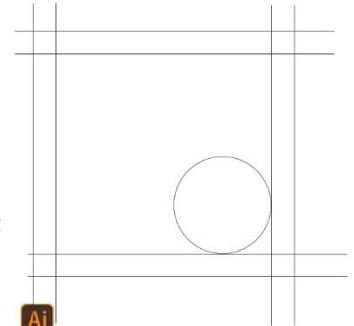
Brief Description

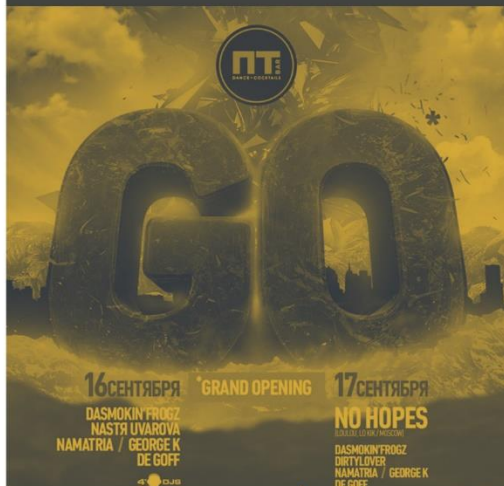
Graphic art and illustration are often seen as being the same as graphic design, however they're each very different. Designers create compositions to communicate and solve problems, graphic artists and illustrators create original artwork. Their art takes a number of forms, from fine art to decoration to story-telling illustrations.

Software

The following are examples of software used for art and illustration graphic design.

- Adobe Photoshop 
- Adobe Illustrator 
- Apple Notes 
- Corel Draw Graphics Suite 





Examples

Examples of art and illustration for graphic design include,

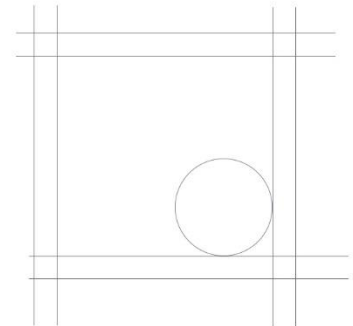
- Photo Manipulation
- Album Art
- Book covers
- Concept Art
- Graphic patterns
- Comic books
- Graphic novels
- T-shirt design and Video games

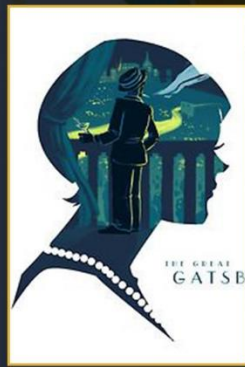
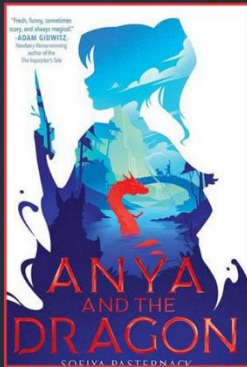
Importance

There was a time when oil easel painting was a new transformational medium. Digital art has had enormous impact not only in painting and drawing but also sculpture, music and video.

A few advantages of this form of art are:

1. Efficiency and cost effectiveness
2. Versatility
3. Permanence
4. Perfect replication
5. Strong impact for minimal cost
6. Enhances Communication
7. Expands time for creative input





DIGITAL ART

Digital Art is a general term for a range of artistic works and practices that use digital technology as an essential part of the creative and/or presentation process. This particular section includes digital paintings, drawings as well as other concept illustrations.

BOOK ART

No matter how good your book is, people simply won't buy it if the cover art doesn't grab their eye. In a crowded market place, you have to stand out and the best way to do that is with a beautiful eye-catching book cover.



PHOTO MANIPULATION

Photo manipulation involves transforming or altering a photograph using various methods and techniques to achieve desired results. One major application used for this is Adobe Photoshop with other alternatives such as Adobe Lightroom.

SONG ART

There's something to be said for a well-designed album cover. It's your chance to catch the attention of new listeners and give a visual representation of the music within. A great album cover can inspire someone to learn more about you.

DESIGN

A logo is an image that symbolizes your business.

Though they're all a combination of typography and images, each type of logo gives your brand a different feel. And since your logo is the first thing new customers will see, you want to make sure you get it right. Want to choose the best logo type for your business?

Here are the **7 types of logos** you need to know about:



IRD Lab



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tudo o que é criado
comercializadas nos
maiores e-commerce
e varejistas do país.

STILL GRAPHICS DESIGN

americanas.co

IN



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WHAT ARE STILL GRAPHICS?

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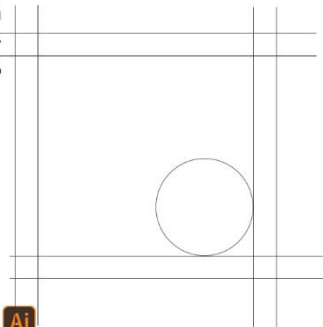
Brief Description

While a picture may be worth a thousand words, still-graphic design can be worth thousands of dollars in any business. Still graphics design is more than just a form of communication between your business and your audience. It is used in every stage of the marketing funnel to eventually persuade your audience to purchase or take the desired action. You may craft a flyer design to inform your audience about an upcoming workshop, design an email series to upsell to customers.

Software

The following are examples of software used in still graphics design

- Adobe Photoshop 
- Adobe Illustrator 
- Adobe Lightroom 
- Corel Draw Graphics Suite 



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Examples

The following are some examples of graphic design materials or pieces that businesses make use of,

- Event Fliers
- Statuses
- Posters
- Package Design
- Social Media Ad's
- Celebration E-cards
- Carousels
- Others

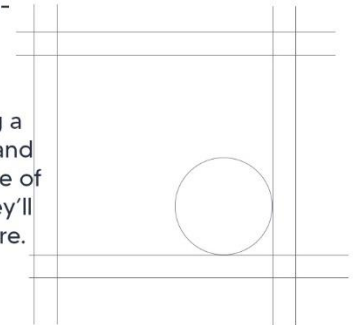
Importance

First impressions matter.

Graphic design is important for any business wanting to make a positive, lasting impression. The first time a visitor interacts with your brand in any capacity will set the tone for the rest of your business relationship.

Consistency is credibility.

Consistent content creation is the key to building a dedicated following of people who trust your brand and believe in your message. If you create a piece of content that helps someone solve a problem, they'll most likely turn to you for advice later in the future.





STATUSES

Social media statuses such as WhatsApp, Instagram stories, Facebook stories and the likes are an interesting way to engage your audience, this time around bringing your customers to take a particular action. These platform enables you to widely share special promotional codes for customers to redeem at your business.

Yes in a highly competitive digital age, it is important to maximize the use of this platform in order to be and remain succesful in your niche. Other than the regular, we think you can take your business a step further by use of social media statuses. Allowing customers give you their attention by making use of aesthetic designed images is key to making your brand stand out online.

SOCIAL AD'S (POSTS)

One simple fact is that your business needs a social media presence. It doesn't matter if you run a small local shop or a big national company. Social media is an essential piece of your business marketing strategy.

Social platforms help you connect with your customers, increase the awareness of your brand and boosts your leads and sales.

Customers aren't interested in businesses that publish dry, corporate style social media posts. Instead, let your brands personality shine through us. Your brand's personality is expressed in everything that you share on social media.





POSTERS

Posters are one of the most cost effective forms of advertising on the market. Posters allow you to spread your message to a wide audience far cheaper than radio, print or television advertising in a simple, easy and affordable way.

Poster advertising is a tradition that carries itself with distinction. Customers are more likely to trust poster adverts because they appear in public places and are more accessible.

Use them to create a direct call to action for your customers and tell them what you want them to do. Phone this number. Tweet this message. Visit this shop. Grab this discount. Poster campaigns create direct, effective response, so **Keep Calm and Poster Advertise**

KING'S FORD STADIUM, 54TH LOREM STREET, LONDON
FREE ADMISSION. REGISTER NOW AT LONDONSprinter.ORG



PACKAGE DESIGN

Who wants a sad, lifeless brand? **No one.** Customers today, more than ever, want a product that looks good.

The average buyer today chooses a product off the shelf based primarily on the package design. In a sea of competing products, packaging needs to demand attention to be successful. We research and develop strategic creatives that will be effective, so your product is a crowd puller.

Originality and memorability are the key components of a great brand. The design should not only reflect the product, but also the company. A memorable brand will resonate with your customers, helping to build brand recognition.



EVENT FLIERS

Fliers are a great way to promote an event because they allow you to reach a target audience with ease. This is important because in the world of modern marketing, you need to penetrate the right demographic in order to make an impact. Fliers can help with this as when printed, they can be distributed as door-to-door mail drops, street handouts, shopfronts ads and newspaper inserts.



An E-card is similar to a postcard or greeting card, with the primary difference being that it is created using digital media instead of paper or other traditional materials.

There are times that we have got to celebrate, remember and treasure important days in our lives. Such are the days when we get to meet special people in our lives whom we hold dear in every measure of love and affection. They are happy moments that the only way that they can last in our memory a lifetime is by way of sending and receiving invitations and gifts and this should be done in the most outstanding way possible. Be it a birthday, wedding, anniversary or any other special occasion, we've got you covered.



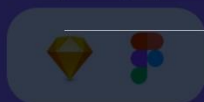
CAROUSELS

A carousel is a post with multiple photos or videos that can be viewed by swiping or clicking left. Up to 10 images or videos can be added and shared as a single post on the feed.



UI KIT

UI/UX DESIGN

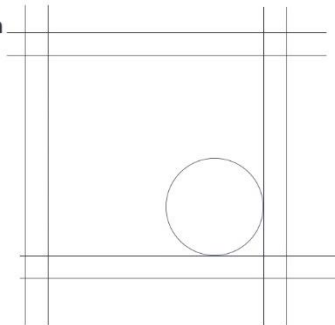


WHAT IS UI/UX DESIGN?

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Brief Description

“UI” in UI design stands for “user interface” whereas the “UX” in UX design stands for “user experience”. These two often confused and conflated terms in web and app design are usually placed together in a single term, **UI/UX design**. User interface is the graphic layout of an application. It consists of the buttons users click on, the text they read, the images, sliders text entry fields and all the rest of the items the user interacts with. User experience is determined by how easy or difficult it is to interact with the user interface elements that the UI designers have created.



IDZ

를 위한
케이션

KOT x VISION

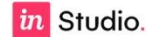
Software

Examples of software used for UI/UX design include,

- Sketch



- InVision Studio



- Adobe XD

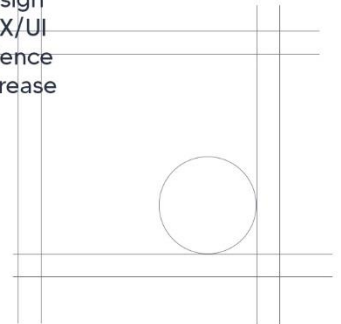


- Figma



Uses

The primary goal of any business is to increase its sales and increase the growth of the business. UX/UI design plays an essential role in achieving this goal. The UX/UI design of the application improves the user experience and customer satisfaction that ultimately helps increase the number of users of the specific application.



Digital Marketing

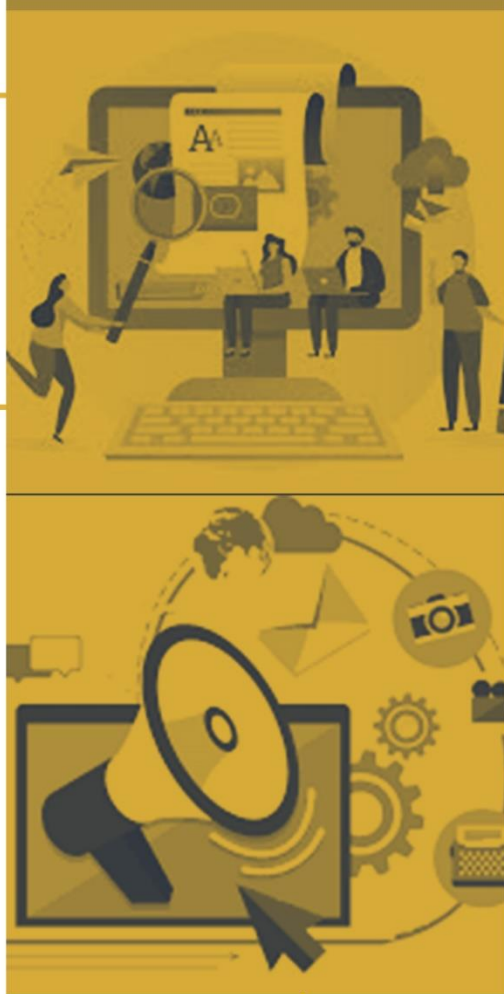
Digital marketing is like any other type of marketing. It is a way to connect with and influence your potential customers. The real difference is, you connect with and influence those customers online.





AFFILIATE MARKETING





WHAT IS AFFILIATE MARKETING?

www.irdworld.com

Brief Description

Affiliate marketing is the process by which an affiliate earns a commission for marketing another person's or company's products. The affiliate simply searches for a product they enjoy, then promotes that product and earns a piece of the profit from each sale they make. The sales are tracked via affiliate links from one website to another.

Parties involved in an affiliate marketing system

- The Seller and products creators
- The affiliate or advertiser
- The consumer

How does Affiliate Marketing Work?

Because affiliate marketing works by spreading the responsibilities of product marketing and creation across parties. It manages to leverage the abilities of a variety of individuals for a more effective marketing strategy while providing contributors with a share of the profit.

Let's look at the relationship between the parties to ensure a successful affiliate marketing system.

1. Seller and product creators

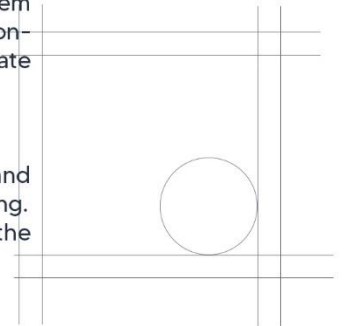
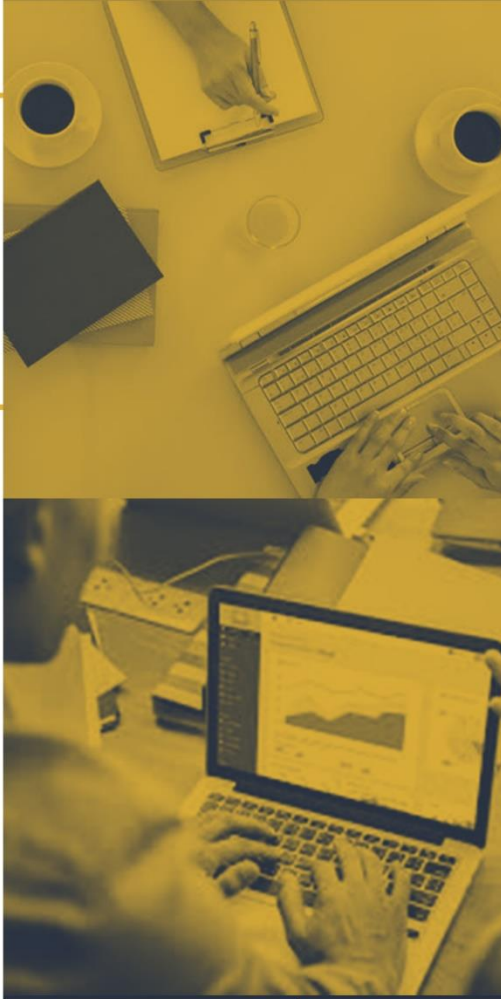
The seller, whether a solo entrepreneur or large enterprise, is a vendor, merchant, product creator, or retailer with a product to market. The product can be a physical object, like household goods, or a service, like makeup tutorials.

2. The affiliate or publisher

The affiliate promotes the product to persuade consumers that it is valuable or beneficial to them and convince them to buy the product. If the consumer does end up buying the product, the affiliate receives a portion of the revenue made.

3. The consumer

Whether the consumer knows it or not, they (and their purchases) are the drivers of affiliate marketing. When consumers buy the product, the seller and the affiliates share the profits.





CONTENT MARKETING





WHAT IS CONTENT MARKETING?

www.irdworld.com

Brief Description

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online. It is often used by businesses in order to achieve the following goals:

Attract attention and generate leads, expand their customer base, generate or increase online sales, increase brand awareness or credibility, and engage an online community of users. Content marketing attracts new customers by creating and sharing valuable free content.

Types

The following are some of the types of content marketing

- Blog Content Marketing
- Video Content Marketing
- Infographic Content Marketing
- Social Media Content Marketing
- Podcast Content Marketing



Importance

Here are a few reasons to start creating expert content for your company today.

- To build trust with your visitors.
- To build brand awareness.
- Great for Organic Search (SEO).
- Generates leads for your business.
- Attracts ideal buyers.
- Converts more website visitors to leads with Lead Nurturing (Buyer's journey).
- Your visitors will share your content on social networks.
- It gives people a reason to come back to your website.

Example

So you're a personal trainer and your business has plateaued over the past year or so. You're still looking to grow your client base, so you start a blog to write 2 to 3 keyword-optimized posts each week that explain how to get fit, eat right, and lose weight. These posts start to rank in the search engines over time and when spring hits, people start to search online about ways to get in shape for beach season. They come across your blog, read your expert posts, and keep coming back to learn from you week after week. While some of these people choose to make changes on their own, others decide that they should trust the expert to do what they do best and call you for a free consultation, eventually signing up for one of your training programs.

A conceptual graphic for email marketing. The background is a dark olive green with various icons: a megaphone, gears, a laptop with charts, envelopes, and upward arrows. A large laptop screen is in the center, displaying a paper airplane and a cursor arrow. The text 'E-MAIL MARKETING' is overlaid in large, bold, white letters. A yellow circle with a white arrow points right in the bottom right corner.

E-MAIL MARKETING

[Click Here To
Sign Up](#)



WHAT IS EMAIL MARKETING?

www.irdworld.com

Brief Description

Email marketing is a digital marketing strategy based on sending emails and developing relationships with prospects and customers. An effective email marketing strategy convert prospects into customers, and turn first time buyers into recurring customers. One advantage of email marketing is that you can automate the entire process.

Types of Marketing Emails

Here are four different emails your company may consider sending.

- Information Emails
- Digital Newsletter
- Product Update Emails
- Transactional Emails



EMAIL MARKETING

Importance of Email Marketing

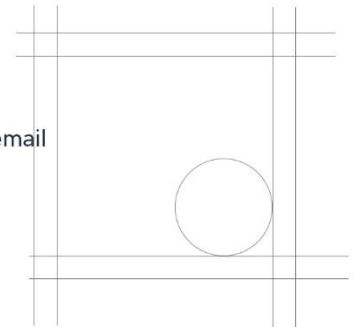
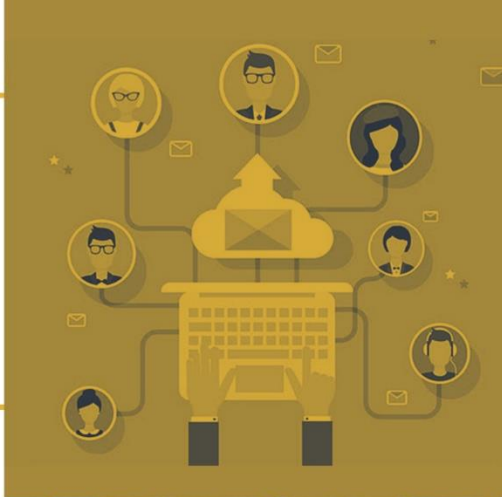
Email marketing is a vibrant and powerful way to connect with people. Bringing it home, think about your own experiences. Do you even know anyone who doesn't have an email address?

You probably receive a number of emails each week.

Email marketing is also a very personal way of reaching your target customers.

Reasons why you should not ignore email marketing

1. It is more effective than social media (for customer acquisition).
2. It is economic and cost effective
3. It is personal and customisable
4. It is action oriented
5. It is measurable
6. Mobile devices allow people to check their email constantly.





MARKETING AUTOMATION TOOLS (CRM)





WHAT IS MARKETING AUTOMATION?

www.irdworld.com

Brief Description

Marketing Automation is a subset of customer relationship management (CRM) that focuses on the definition, segmentation, scheduling and tracking of marketing campaigns. The use of marketing automation makes processes that would otherwise have been performed manually much more efficient and makes new processes possible.

It can be defined as a process where technology is used to automate several repetitive tasks that are undertaken on a regular basis in a marketing campaign. It allows an individual to design, execute and automate a time-bound marketing workflow.

Categories of Marketing Automation Software

There are three categories of marketing automation software.

- Marketing Intelligence
- Advanced workflow automation
- Marketing Automation





Examples of Marketing Automation tools

Below are some examples of marketing automation tools out there.

- Marketo
- Hubspot
- Eloqua
- ExactTarget/Pardot
- Customer.io
- Userfox
- Constant Contact
- Omnisend

Importance of Marketing Automation tools

Marketing automation helps small businesses stay relevant and competitive, whilst it enables large businesses keep up with the demands of their many customers within their respective industry. Therefore, benefits of marketing automation software include:

Time saving – Campaigns can be scheduled ahead of time, meaning you can channel your working hours into other projects.

Increases productivity – Marketing automation frees up your marketing team's time from performing repetitive tasks and gives them the capacity to brainstorm new ideas and boost productivity in other areas.

Personalization – You have the ability to create a tailored and unique experience for each customer, thereby increasing engagement and boosting sales.



✓ ONPAGE
OFFPAGE

CONTENT



SITE
ARCHITECTURE



TRAFFIC

★★★★★
RANKING



INDEXING
KEYWORDS

◀◀◀◀◀
BACKLINKS

 **SEO**  
Search Engine
Optimization
★★★★★

SEO



WHAT IS SEO (SEARCH ENGINE OPTIMIZATION)

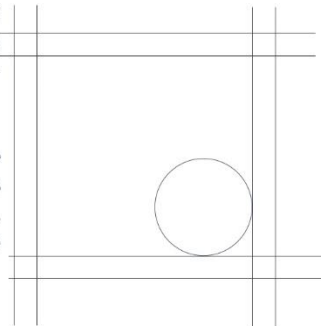
www.irdworld.com

Brief Description

Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or webpage from search engines.

As an internet marketing strategy, SEO considers how search engines work, the computer-programmed algorithms that dictate search engine behaviour, what people search for, the actual search terms or keywords typed into search engines, and which search engines are preferred by their target audience.

SEO is performed because a website will receive more visitors from a search engine when websites rank higher on the search engine results page (SERP). These visitors can then potentially be converted to customers.



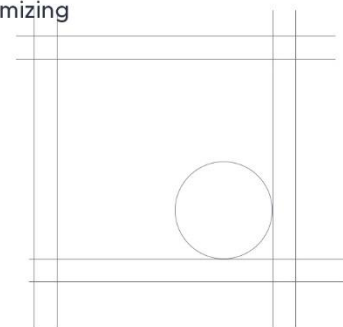


Importance

SEO can help you improve your rankings in search engine results.

This has the potential to make a huge impact on your company's most important goals, like increasing your leads and sales. Below are some of the benefits of optimizing your site for search

1. SEO targets quality traffic
2. You don't need to pay for ads in SEO
3. You can move ahead of the competition.





SOCIAL MEDIA MARKETING





Brief Description

Major Social Media platforms

- Facebook
- Instagram
- WeChat
- LinkedIn
- Youtube
- Tiktok
- Twitter
- Pinterest
- Signal
- WhatsApp
- Snapchat
- Telegram

Some of the strategies by which social media marketing can be maximized have been outlined under the design segment. These include social media posts, carousels as well as well-designed stories/statuses.

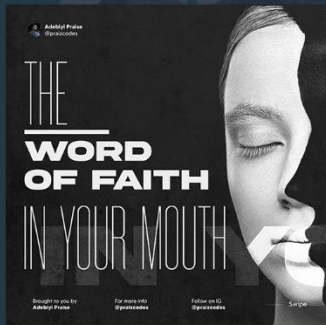


Social Media Posts

A simple example of this are some of the sample post templates displayed in both top boxes. Whether you run a restaurant, health center, school or any other form of business, this is something you'll always need to get the attention of your target audience.

Carousels

A carousel is a post with multiple photos or videos that can be viewed by swiping or clicking left. Up to 10 images or videos can be added and shared as a single post on the feed. With an attractive cover that extends to the next post, your audience have no choice but to swipe left.



Stories/Statuses

Other than the regular, we think you can take your business a step further by use of social media statuses. Allowing customers give you their attention by making use of aesthetic designed images is key to making your brand stand out online.

Importance of Social media Marketing

Social media has become the most influential and important virtual space where the platform is not only used for social networking but is also a great way of digitally advertising your brand and your products.

Social media's power is commendable as you get to reach a large number of people within seconds of posting an ad, helping you reduce costs, and making your ads reach out to your potential audience through these social media advertisements.

Some of the reasons why social media marketing is important for your business are:

1. You get to tell your story.
2. You can grow an audience with a small budget.
3. You can learn about your competitors.
4. You can build custom audiences.
5. You can learn the buying patterns of your ideal customers.
6. You can build relationships with your target customers.





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DATA

The big data knows everything.

DATA

01

Data Analytics

The science of analyzing raw *data* in order to make conclusions about that information

02

Modelling & Data Simulation

Simulations & Modelling is to develop *data* utilized for managerial or technical decision making

03

Machine Learning

This is the science of getting computers to act without being explicitly programmed.

04

Data Visualization

This is a graphic representation of data and information mainly used today as a business intelligence (BI) reporting tool.



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DATA ANALYTICS

Benefits of Data Analytics in Business



Data analytics is the science of analyzing raw data in order to deduce conclusions about that information. Many of the techniques and processes of data analytics have been automated into mechanical processes and algorithms that work over raw data for human consumption.

Data analytics techniques can reveal trends and metrics that would otherwise be lost in the mass of information. This information can then be used to optimize processes to increase the overall efficiency of a business or system.



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Why Data Analytics Matters

A data-driven approach enables companies, and individuals to examine and organize their data with the goal of better serving their customers, and consumers. Being data-driven means using facts, metrics, and data to guide strategic business decisions that align with your goals, objectives, and initiatives. When organizations realize the full value of their data, that means everyone is empowered to make better decisions with data, every day. However, this is not achieved by simply choosing the appropriate analytics technology to identify the next strategic opportunity.

Types of Data Analytics



Descriptive analytics

An Overview of what is happening in your Business

Diagnostic analytics

Why is it happening

Predictive analytics

What is Possible to happen in the nearest future

Prescriptive analytics

What do I need to do



ADVANTAGES & INDUSTRIAL USE



The Industries that have adopted the use of data analytics include the travel and hospitality industry, Retail and Technology where turnarounds can be quick. This industries do collect customer data and figure out where the problems, if any, lie and how to fix them. Healthcare combines the use of high volumes of structured and unstructured data and uses data analytics to make quick decisions. Similarly, the retail industry uses copious amounts of data to meet the ever-changing demands of shoppers. The information retailers collect and analyze can help them identify trends, recommend products, and increase profits.



Hospitality

Retail

Travel

Fintech

Sports

**Public
Sectors**



Data Simulation sheds light on the underlying mechanisms that control the behavior of a person or system.

DATA SIMULATION & MODELLING

Simulation & Modelling is used to predict (forecast) the future behavior of a system, and determine what you can do to influence that future behavior.





Business Competitive Advantages of Simulation



Simulation modeling solves real-world problems safely and efficiently. It provides an important method of analysis which is easily verified, communicated, and understood. Across industries and disciplines

- With simulation modeling, you can acquire an understanding of how your manufacturing operations will be affected as a result of a variable, such as bad weather, a worker strike, a political crisis in a country that supplies raw materials, and others. This is valuable information for decision-makers, executives, and shareholders who are examining project proposals and changes to their existing systems.
- Though you want insights spanning months or years into the future, you cannot afford to wait that long to get them. With simulation modeling, you can acquire information about the long-term — e.g., 12 months — relatively quickly, e.g., within 1 day.
- You can simulate many different things. From business operations to training aircraft pilots, there is no shortage of existing and potential applications for simulation systems. When it comes to simulation modeling, you can employ it to capture insights in mining, manufacturing, retail, supply chain management, logistics, and many others. It's industry agnostic and applicable to countless use-cases.



SIMULATION TYPES



Monte Carlo / Risk Analysis Simulation

A new project implemented or a change in a process has an impact on the profitability of a business. This type of simulation software is built on mathematical models which identify the potential risks and uncertainties using probability distributions. It gives a complete understanding of the future possible threats to your business in case of a new idea or project is executed.



Discrete Event Simulation

The discrete event type of simulation software helps in detecting the specific events that occur due to your specific business process. For example, the increase in leads was due to a new advertisement of your company published. This type of simulation software can be used for a diverse range of organizations to help them scale and stay competitive.



Agent-Based Modeling & Simulation

The term "agent" here means equipment, people, or practically anything else which can impact the processes of an organization. For example, think of the impact a new machine can have on the overall production of a manufacturing unit. Agent-Based simulation software can help you in extracting the accurate insights and responding smartly.



System Dynamics Simulation Solutions

System dynamics doesn't refer to the new product launch or any other event having an impact on the profitability of the business. It refers to the entire system, which can affect the processes of an organization. For example, simulation tools based on system dynamics can foresee the consequences of discontinuing a product line on the overall business.



Major Considerations in Simulation Systems Adoption

Easy of Use



Quick Results



Integration



Input Flexibility



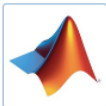
Graphical
Presentation



Reports &
Analytics



Simulation Tools



MATLAB

By The MathWorks

★★★★★ (1404)



Unreal Engine

By Epic Games

★★★★★ (236 re



AnyLogic

By The AnyLogic Company

★★★★★ (235 reviews)



OpenSim

Tool for modeling and simulation.

★★★★☆ (0 Reviews)



Machine Learning

Algorithms that improve automatically through experience

MACHINE LEARNING



Machine learning is a branch of artificial intelligence (AI) focused on building applications that learn from data and improve their accuracy over time without being programmed to do so. **Machine learning** is used in internet search engines, email filters to sort out spam, websites to make personalised recommendations, banking software to detect unusual transactions, and lots of apps on our phones such as voice recognition.

In data science, an algorithm is a sequence of statistical processing steps. In machine learning, algorithms are 'trained' to find patterns and features in massive amounts of data in order to make decisions and predictions based on new data. The better the algorithm, the more accurate the decisions and predictions will become as it processes more data.

Machine learning in today's world: Who's using it?



Financial Services

Banks and other businesses in the financial industry use machine learning technology for two key purposes: to identify important insights in data, and prevent fraud. The insights can identify investment opportunities, or help investors know when to trade.



Retail

Websites recommending items you might like based on previous purchases are using machine learning to analyze your buying history. Retailers rely on machine learning to capture data, analyze it and use it to personalize a shopping experience, implement a marketing campaign & price optimization.



HealthCare

Machine learning is a fast-growing trend in the health care industry, thanks to the advent of wearable devices and sensors that can use data to assess a patient's health in real time. The technology can also help medical experts analyze data to identify trends or red flags that may lead to improved diagnoses and treatment.



Transportation

Analyzing data to identify patterns and trends is key to the transportation industry, which relies on making routes more efficient and predicting potential problems to increase profitability. The data analysis and modeling aspects of machine learning are important tools to delivery companies.



Data visualization is the graphical representation of information and data. By using visual elements like charts, graphs, and maps, data visualization tools provide an accessible way to see and understand trends, outliers, and patterns in data. In the world of Big Data, data visualization tools and technologies are essential to analyze massive amounts of information and make data-driven decisions.

DATA VISUALIZATION

Information to visuals

The advantages and benefits of good data visualization

Examining the Market

Data visualization takes the information from different markets to give you insights into which audiences to focus your attention on and which ones to stay away from. We get a clearer picture of the opportunities within those markets by displaying this data on various charts and graphs.

Risk and Reward

Looking at value and risk metrics requires expertise because, without data visualization, we must interpret complicated spreadsheets and numbers. Once information is visualized, we can then pinpoint areas that may or may not require action.

Trends Over Time

While this seems like an obvious use of data visualization, it is also one of the most valuable applications. It's impossible to make predictions without having the necessary information from the past and present. Trends over time tell us where we were and where we can potentially go.



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CLOUD SERVICES

CLOUD COMPUTING



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CLOUD SERVICES

01 DATA WAREHOUSING

02 CLOUD SECURITY

03 CLOUD ANALYTICS



DATA WAREHOUSING



Data warehousing is the electronic storage of a large amount of information by a business or organization. Data warehousing is a vital component of business intelligence that employs analytical techniques on business data. business data's are used to help an organization make decisions.

Key Points

- ❖ Data warehousing is the electronic storage of a large amount of information by a business or organization.
- ❖ A data warehouse is designed to run query and analysis on historical data derived from transactional sources for business intelligence and data mining purposes.
- ❖ Data warehousing is used to provide greater insight into the performance of a company by comparing data consolidated from multiple heterogeneous sources

Reasons For Data Warehousing



**Faster
decisions**



**Better
Decisions**



**Analytics &
Storage**



CLOUD SECURITY



Cloud security is the protection of data stored online via cloud computing platforms from theft, leakage, and deletion.

Cloud security is a key concern for cloud storage providers. They not only must satisfy their customers; they also must follow certain regulatory requirements for storing sensitive data such as credit card numbers and health information. Third-party audits of a cloud provider's security systems and procedures help ensure that users' data is safe. Major threats to cloud security include data breaches, data loss, account hijacking, service traffic hijacking, insecure application program interfaces (APIs), poor choice of cloud storage providers, and shared technology that can compromise cloud security.

Cloud Security Methods

Data Encryption

Security method where information is encoded and can only be accessed or decrypted by a user with the correct **encryption key**

VPNs

A virtual private network, which protects your identity and browsing activity from hackers, and unwanted agencies

Firewall Services

A network security system that monitors and controls incoming and outgoing network traffic based on predetermined security rules

Security Tokens

A peripheral device used to gain access to an electronically restricted resource or data.

Cloud Analytics

Cloud analytics is the use of remote public or private computing resources—known as the cloud—to analyze data on demand. Cloud computing analytics helps streamline the business intelligence process of gathering, integrating, analyzing, and presenting insights to enhance business decision making.

- Cloud analytics implies a quicker time to value, agility, and the pervasive use of analytics across your company, meaning more employees make timely data-driven decisions, which is a vital component of a company's success.
- As data volumes are growing exponentially, We believe that the cloud is the future of data analytics



Types Of Analytics

Analytics conducted in the public cloud

Public cloud is the cheapest way to conduct cloud analysis, as infrastructure costs are split among cloud tenants, with shared data centres and hardwares.

Analytics conducted in the private cloud

A private cloud is physically located either at your own data center or at a cloud provider's site with hardware and software dedicated to your company solely.

Analytics conducted in the hybrid cloud

This works by keeping some parts of an analytics solution (for example, a storage of sensitive data) in the private cloud and the rest in the public cloud



Digital Business Tools

01 Task Management Tools

02 Document Collaboration Tools

03 Virtual Meeting Tools

04 CRM Tools



“

Task management helps either individuals or firms achieve goals, It involves planning, testing, tracking, and reporting. A task management tool is used by an individual, team, or organization to help complete projects more efficiently by organizing and prioritizing related tasks.

”

TASK MANAGEMENT

TASK MANAGEMENT



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Efficiency

Work efficiently
and reduce waste

Organization

Helps you stay
organized

Management

Ensure teams and
individuals are
being utilized in
the correct ways

Delivery

Meet deadlines
and set targets

Task management tools come in many forms, like basic spreadsheets or online project management applications. At every level, task management tools help people:

TASK MANAGEMENT TOOLS

Task management tools are basically used to create or to keep a track of the project or tasks within the project.

“

Task management tools address a general need to organize, prioritize and visualize work. Through analysis, you learn how to get things done in more effective ways.

”

Task Management Types

Manual Task Management



Electronic Task Management



Online Task Management



Monday.com

It can handle workflow management for any project. It has features of messaging, Calendar sync, due date reminders, time tracking, Graphs & Insights. and Forms.



Zoho Projects

This is a comprehensive project management solution. Teams can plan, track and collaborate online effectively with chart reports, forums, timers, chat and much more



Basecamp

Basecamp is an easy to use tool for task/project planning, scheduling, and tracking. Everything from tools, to-dos, messages, files,



Asana

With Asana, team activities like sharing files, task assignments, project progress tracking, receiving notifications, updates, and comments, etc are much easier.



DOCUMENT COLLABORATION TOOLS

These are Platforms that allows multiple people edit or contribute to a document, with the goal of creating single final version through collaboration. Collaborative documents may be word processing or text documents, spreadsheets, presentations, images, PDFs, videos, or maps.





TOP DOCUMENT COLLABORATION TOOLS

Collaboration is a common practice for both day-to-day and long-term innovations in modern organizations through the use of memos, shared files, presentations, whiteboards, conference rooms, bullpens, and email chains. But without a few important collaborative components, these methods can become cumbersome and inefficient.

Today, businesses are moving at lightning speed, and more and more companies are turning to specialized collaboration tools to help them increase productivity.

Document collaboration tools, like any other widely adopted software platform, are always growing and improving. Here are the most popular solutions:

- ✓ Microsoft Office 365
- ✓ Quip
- ✓ Dropbox Paper
- ✓ Google Docs (initially developed as Writely)
- ✓ Google Slides
- ✓ Google Sheets
- ✓ Microsoft SharePoint



BENEFITS OF DOCUMENT COLLABORATION



Enhance productivity

Productivity can be compromised when sharing files via email or as paper copies. Editing gets complicated if more than one person wants to be involved. Online document management allows participants to upload their files and have multiple parties examining the information at once.



Easy collaboration

Collaboration often results in some of the best ideas – so why do we choose technologies that force us to work in a silo? Email can be isolating and result in duplication of efforts due to everyone independently making their own changes and then sharing them with the group.



Protect your files

Trust the protection of your documents to the experts, those that have servers in secure locations online designed to handle catastrophe, or sudden file loss.



Flexible access

Business is more flexible than 9-5. That's why you need to know that you can access your documents whenever and wherever you need them.

These are real-time interactions that take place over the Internet using integrated audio and video, chat tools, and application sharing.

These virtual meeting platforms generally have integrated document collaboration tools and training tools for scholars.

Virtual meetings can be a cost-saving or revenue-generating option as an event planner.

VIRTUAL MEETING TOOLS





CRM TOOLS

Customer relationship management

Customer relationship management is the process of managing interactions with existing as well as past and potential customers. It is one of many different approaches that allow a company to manage and analyse its own interactions with its past, current and potential customers.

CRM TOOLS

The goal is simple: Improve business relationships to grow your business. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

Who is CRM for?

A CRM tool lets you store customer and prospect contact information, identify sales opportunities, record service issues, and manage marketing campaigns, all in one central location — and make information about every customer interaction available to anyone at your company who might need it.



Freshsales CRM

Offers a lightweight and simple solution for SMBs that want to get up and running quickly. Sensible pricing tiers, an AI assistant, and customization options make it even more appealing



Zoho CRM

Zoho CRM does a great job of delivering an excellent feature mix at a competitive price as well as integration with a long list of compatible Zoho products



Hubspot CRM

Aimed at small businesses, the platform has a freemium model as well as a range of add-ons. With these, it can evolve into an end-to-end martech solution for SMBs.



Salesforce CRM

This pioneering platform excels with a stellar feature set as well as an ever-widening set of innovations, including AI, and ease of interoperability with a long list of Salesforce partners.



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IRD Lab Innovation Train

Your Innovation driver in a world of many technologies...



IRD Lab

Innovate, Research and Design Your World

Highlights

- Innovation Workshop Training specially designed to birth digital transformation in your business.
- Informed Digital Drive into technologies that'd instantly give you competitive edge.
- We don't just walk you through these technologies, We deliver them to you and initiate the digital culture change.
- Guaranteed Impact on operations and positive returns on investment.



Our Team



Anthony G. Otun, M.F.M (IT Lead IRD Lab)

Otun Anthony is a programmer and digital designer with experience in extracting and analysing data, creating comprehensive analytical reporting using statistical methodologies. He has good understanding of the concepts related to object-oriented programming and with database systems. He has a bachelor's degree in Industrial Mathematics at the Federal University of Technology, Akure and a master's degree in Financial Mathematics at the University of Ibadan. He has worked with Global Innovation Firms to assist in providing solutions to client's problems, assisting in formulating growth strategies, Business model innovation, complex feasibility studies and Digital Solutions in this age of digital disruptions.



Samuel Edet (WBG- Africa Fellow)

Samuel Edet is an economist and data scientist with research interests in innovation economics and network science. His current research work focuses on economic complexity, network structure and innovation dynamics in global and non-global cities. Samul is currently a Phd. Fellow in Economics at the Analysis For Complex Economic Systems (AXES) research department of management, strategy and innovation (MSI), ku Leuven (Belgium). He is an Economist fellow at the international finance corporation (IFC), the private sector arm of the World Bank Group.

Prior to his Ph.D, Samuel got a Masters in Mathematical Sciences from the university of Cape Town, South Africa.



Oyewole Oluwatofunmi

A strategic focused, results-driven entrepreneurial executive with many years of C-level success. Experienced in raising capital, starting-up companies and building supply chains, transforming them into a highly profitable, dynamic brands. She Graduated from the Prestigious University of Ife. She provides leadership, management and vision necessary to ensure that the company has the proper operational controls, administrative and reporting procedures, and people systems in place to effectively grow the organization and to ensure financial strength and operating efficiency



Victor O. Akhimien (MBA, Pharm.D)

Experienced business developer, passionate about delivering goals creatively and achieving innovative results. He loves transferring ideas and negotiating. Brokering strategic win-win business deals gives me joy. I believe in creating opportunities and I have an eye for good talent

He has been in the Telecom industry for over 12 years with very strong track record in leading teams to win. He worked in Airtel Nigeria as Regional Head (GM), West Region, where I drove the total sales operations of through various channel partners. Before this, He was National Head of Corporate Sales, Airtel Enterprise Department. Before that, He worked at Globacom Ltd for 7yrs where I left as Regional Head

What we require from you

1. Letter of Interest
2. Scope of Engagement Agreement
3. An engagement letter to us.
4. Room with at least two white boards
5. Two deciders: Senior executives with deep understanding of the problem
6. Innovation Team (from various departments of your organization) Minimum number required 5 and Maximum 20.
7. Financial Agreement with **70% down payment** required to initialize the project



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**For more information,
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