autone | NRF'24 RETAIL'S BIG SHOW

Powering the Retail Renaissance: autone x NRF '24 Brand Strategy

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Booth #403 | January 14 - 16 2024 | Javitz Center New York, New York

Notes

1. Time Zone: All activities are aligned with Eastern Standard Time for effective audience and event coordination.
2. Email Outreach: Jack will refine the contact list, targeting those whose interests align but do not conflict with the ongoing sales campaign.
3. Poll Inclusion Idea: Incorporate polls in social media post 1 and post 4. These polls should also be integrated into Jack's sales emails to enhance engagement and gather valuable insights.

Outstanding Items

1. Graphics Needs
   - Create graphics for social media posts 2, 3, and 8.
   - Design graphic for Email 2.
   - Prepare individual headshot posts for LinkedIn.
2. Copy Requirements
   - Develop compelling copy for the upcoming email campaign.
   - Brochure and QR Code: Finalize the design and content of the brochure + generate QR code
3. Email Access to send blasts
4. Finalize Giveaway: Confirm details of the giveaway, including the prize, eligibility criteria, and promotion strategy.
5. Event Preparation
   - Schedule the final event preparation call to discuss last-minute details.
   - Assign an Onsite Point of Contact (POC) for Marketing to ensure smooth execution.
6. Post-Show Content: Draft post-show copy and content to capitalize on the event's momentum, including social media posts, email follow-ups, and blog articles.

Brand Strategy and Campaign Overview

Campaign Theme · autone: Powering the Retail Renaissance

Objective · Amplify autone's brand and product presence at NRF '24

Team Alignment · Marketing, sales, and product teams working together to deliver a cohesive and effective event experience.

Pre-Show Strategy (Leading up to January 14)

- Generate buzz with targeted announcements and thought leadership content.
- Engage with attendees via email and LinkedIn posts, highlighting autone's innovative solutions. Drive incentive to visit the booth via give aways.
- Introduce the autone team and the expertise they bring to the NRF '24 event.

During-Show Execution (January 14-16)

- Daily engagement through LinkedIn showcasing live demos, team insights, and booth activities.
- Real-time updates and wrap-ups to maintain momentum and interest with our audience.
- Immediate follow-up with booth visitors to solidify connections made at the event.

Post-Show Continuity (Post January 16)

- Thank-you communications to acknowledge booth visitors and new connections.
- Content distribution that reinforces the value of autone's solutions, including detailed NRF takeaways.
- Success stories and testimonials to illustrate the impact of autone post-NRF '24.

Content Pillars

7. ***Expertise & Innovation*** Positioning autone as the go-to operational brain for retail brands.
8. ***Sustainability & Efficiency*** Highlighting how autone contributes to eco-friendly inventory practices and operational efficiency.
9. ***Human-Centric Technology*** Emphasizing the synergy between autone's AI capabilities and human decision-making.
10. ***Actionable Insights*** Showcasing how autone turns data into actionable strategies for retailers.

Campaign Schedule

Pre Show

LinkedIn Post 1	**January 3**	7:30 am EST	Announce
Email 1	**January 3**	8:00 am EST	Announce
LinkedIn Post 2 ***(Article)***	**January 4**	7:30 am EST	Core Topic + Article
LinkedIn Post 3	**January 9**	7:30 am EST	Core Topic
LinkedIn Post 4	**January 11**	7:30 am EST	Reminder + Giveaway
Email 2	**January 11**	8:00 am EST	Reminder + Giveaway

During the Show

LinkedIn Post 5	**January 14**	TBD Based on Team Capture Onsite	We're Live
LinkedIn Post 6	**January 15**	8:00 am EST	Highlight Recap
LinkedIn Post 7	**January 16**	12:00 pm EST	Wrap Up

Post Show

Email 3	**January 17**	TBD Based on Leads and Prospects	Thank You for Visiting
LinkedIn Post 8 ***(Article)***	**January 19**	TBD Based on Leads and Prospects	Thought Leadership

LinkedIn Post 1

Announce Autone's presence at NRF '24, highlight the anticipation and what attendees can look forward to discovering. ***Pillar: Expertise & Innovation***

English Caption:

Ready to transform inventory guesswork into your strategic superpower? Come find us at NRF '24, where redefining inventory management at booth #403. 🗽📍

Experience firsthand how autone integrates seamlessly with your existing systems, infusing efficiency and profitability into every decision. This isn't just a showcase of our insane technology—it's your opportunity to transform challenges into victories. 🏆

Join us on the frontline of the retail renaissance, at #booth403.

🌟 P.S. We have exciting #giveaways every day! Don't miss the chance to win while exploring the future of retail tech.

#NRF24 #autone #RetailRenaissance #AIinRetail #RetailTech #JavitzCenter #Booth403

French Caption:

Prêt à transformer les incertitudes de l'inventaire en votre superpuissance stratégique ? Venez nous trouver à NRF '24, où nous redéfinissons la gestion des stocks au stand #403.

Expérimentez de première main comment autone s'intègre parfaitement à vos systèmes existants, insufflant efficacité et rentabilité dans chaque décision. Ce n'est pas seulement une vitrine de notre technologie incroyable - c'est votre opportunité de transformer les défis en victoires.

Rejoignez-nous en première ligne de la renaissance du commerce de détail, au #stand403.

P.S. Nous avons des #cadeaux passionnants tous les jours ! Ne manquez pas la chance de gagner tout en explorant l'avenir de la technologie du commerce de détail.

#NRF24 #autone #RetailRenaissance #AIinRetail #RetailTech #JavitzCenter #Booth403

LinkedIn Post 2

*Discuss the transformative role of AI in retail and enhance consumer experience, Embracing AI for Future-Forward Shopping Experiences. (**Designing for AI in retail** by Sakky)* ***Pillar: Human-Centric Technology, Pillar: Actionable Insights***

English Caption:

Did you know that AI-driven personalization can boost sales by up to 15%? Our latest article dives into the heart of retail innovation, where AI does more than just process - it understands and anticipates. It's all about creating connections and experiences that consumers love. 🛍️

And while you're absorbing the groundbreaking possibilities of AI in retail, don't forget to bring them to life by visiting us at NRF '24! We'll be at Booth #403, hosting a daily #giveaway and showcasing next-gen technology. 🗽📍

#NRF24 #autone #RetailRenaissance #AIinRetail #RetailTech #ConsumerExperience #JavitzCenter #Booth403

French Caption:

Saviez-vous que la personnalisation pilotée par l'IA peut augmenter les ventes jusqu'à 15% ? Notre dernier article plonge au cœur de l'innovation dans le secteur du commerce de détail, où l'IA fait bien plus que traiter - elle comprend et anticipe. Il s'agit de créer des connexions et des expériences que les consommateurs adorent. 🛍️

Et pendant que vous découvrez les possibilités révolutionnaires de l'IA dans le commerce de détail, n'oubliez pas de les concrétiser en nous rendant visite à NRF '24 ! Nous serons au Stand #403, organisant un #tirage au sort quotidien et présentant la technologie de la prochaine génération. 🗽📍

#NRF24 #autone #RetailRenaissance #AIinRetail #RetailTech #ConsumerExperience #JavitzCenter #Booth403

LinkedIn Post 3

Delve into the sustainability angle— reducing overstock and enhancing environmental responsibility in inventory management.

English Caption:

🌿 At autone, we understand that inventory accuracy is not just about numbers—it's about sustainability. With only 63% average inventory accuracy in U.S. retail, the ripple effects are real: stockouts, wasted resources, and missed opportunities for growth. As we step into NRF '24, we're bringing solutions that tackle these very issues head-on, aiming for more than just efficiency; we aim for eco-conscious precision.

Join us at Booth #403, where we'll showcase how our platform can trim inventory costs and streamline your operations. It's time to embrace a system where every item is accounted for, every space is optimally used, and sustainability is the default. Inventory management is a gateway to growth, resilience, and environmental stewardship.

#NRF24 #autone #RetailRenaissance #SustainableInventory #RetailTech #JavitzCenter #Booth403

French Caption:

🌿 Chez Autone, nous comprenons que la précision de l'inventaire ne concerne pas seulement les chiffres, mais aussi la durabilité. Avec seulement 63% de précision moyenne dans l'inventaire du commerce de détail aux États-Unis, les répercussions sont concrètes : ruptures de stock, ressources gaspillées et opportunités de croissance manquées. Alors que nous nous engageons dans NRF '24, nous apportons des solutions qui s'attaquent directement à ces problèmes, visant plus que la simple efficacité ; nous visons la précision éco-responsable.

Rejoignez-nous au stand #403, où nous présenterons comment notre plateforme peut réduire les coûts d'inventaire et optimiser vos opérations. Il est temps d'adopter un système où chaque article est pris en compte, chaque espace est utilisé de manière optimale, et la durabilité est la norme. La gestion de l'inventaire est une porte vers la croissance, la résilience et la gestion environnementale.

#NRF24 #autone #RenaissanceDuCommerce #InventaireDurable #RetailTech #JavitzCenter #Booth403

LinkedIn Post 4

Delve into the sustainability angle— reducing overstock and enhancing environmental responsibility in inventory management.

English Caption:

🌟 autone's power players are coming to NRF '24, booth #403! Meet Adil, Faycal, Disney, Jack, and Sophie – your allies in inventory excellence. Swing by to see our #AI tech in action and gain exclusive insights. Plus, don't miss out on our epic daily #giveaway.

Ready for a retail renaissance? We CAN'T WAIT to see you on Sunday, at NRF '24!

#NRF24 #autone #RetailRenaissance #MeetTheTeam #RetailTech #JavitzCenter #Booth403

French Caption:

🌟 Les figures de proue d'autone arrivent à la NRF '24, Stand #403 ! Rencontrez Adil, Faycal, Disney, Jack et Sophie – vos alliés dans l'excellence de la gestion des stocks. Venez découvrir notre technologie #IA en action et obtenir des insights exclusifs. De plus, ne manquez pas notre #tirage au sort quotidien épique.

Prêts pour une renaissance du retail ? Nous sommes IMPATIENTS de vous voir dimanche, à la NRF '24 !

#NRF24 #autone #RenaissanceDuRetail #RencontrezLÉquipe #TechDuCommerce #JavitzCenter #Stand403

Email 1

Delve into the sustainability angle— reducing overstock and enhancing environmental responsibility in inventory management.

* [call to action]

Subject:

Exclusive Invitation: Unlock Your Retail Potential with autone at NRF '24

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Meet autone at booth #403

As we gear up for the exciting NRF 24, we're thrilled to invite you to experience the future of inventory management at booth #403. Our team will be showcasing how autone can empower your brand with intelligent and streamlined inventory solutions.

Expert Insights
Discover how our AI-driven platform transforms complex inventory challenges into strategic advantages.

Live Demonstrations
See how autone integrates with your existing systems to bring efficiency and clarity to your operations.

Power of Personalization
Speak with our experts to explore how autone can be tailored to your unique business needs.

Let's Talk!

We understand the ever-evolving landscape of retail. Our platform is redefining inventory management for the 21st-century retailer, helping you navigate these complexities with ease and precision.

[Reach Out]

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Email 2

subject to change based on additions available from sales

Send out a targeted reminder with a sneak peek of giveaways or a success story, to add urgency to visit booth #403.

* [call to action]

Subject:

Exclusive Invitation: Unlock Your Retail Potential with autone at NRF '24

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Just two days until NRF 24!

As we gear up for the exciting NRF 24, we're buzzing to invite you to experience the technology powering the retail renaissance at booth #403. Adil, Faycal, Disney, Jack, and Sophie, will be on deck to walk you through transformative insights and personalized live demos that will change the way you think about inventory management.

And there's more! Each day, you'll have the chance to participate in our exclusive daily giveaway. Imagine walking away with not just revolutionary insights but also an exciting prize!

Mark your calendars, and let's ignite transformation together at NRF '24. We can't wait to connect and explore how our platform can catapult your business to new heights

Let's Talk!

Mark your calendars, and let's ignite transformation together at NRF '24. We can't wait to connect and explore how our platform can catapult your business to new heights.

[**Reach Out**]

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