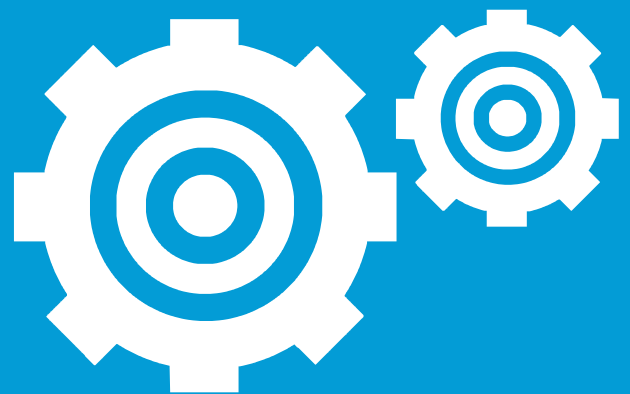


# Span Global Services Marketing and Data Management Solutions

Customer Acquisition | Customer Retention | Customer Loyalty

**A Complete Package of Data Management**

**products from Span Global Services**





Our mission is to address the three main marketing concerns through our Globalized Marketing Services, which are:

- To start right by acquiring the relevant customer base
- To retain our customer base through excellent marketing efficiencies while increasing returns on investments
- To maintain a high level of Data Integrity that drives customer loyalty

## Marketing Services

As experts in marketing, Span Global Services offers a comprehensive list of marketing services aimed at attracting, engaging and increasing efficiencies of your marketing department. We offer the following customized marketing services:

- Market Research
- Search Marketing
- Direct Marketing
- Social Media Marketing
- Telemarketing Services
- Content Marketing

## Data Services

Span Global Services offers the following Data Solutions to keep your data up-to-date and get optimum results and improve revenues and ROI. Translate data into actionable insights with our solutions:

- List Management – Email Lists | Lists Building
- Data Management – Data Cleansing | Data Profiling | Data Verification | Data Appending
- Data Cards

## Consulting

As a global consulting agency, Span Global Services offers marketing, and technology-consulting service to maximize opportunities and solve your business challenges:

- Marketing Consulting
- Business Consulting
- CRM Solutions

A detailed listing of our services would give you a 360-degree view of what we do and offer to our clients. This document has all the details.

## Marketing Services

Service	Description And Features	What You Get:
	<p><b>Brand Visibility:</b> We take your brand to a global level for enabling your access to prospects on a global scale.</p>	
<p><b>Market Research</b></p>	<p>Market Research facilitates evaluation and improvisation of new products, services, ideas, processes, businesses, customers, markets and industries. Span Global Services provides business data, custom and proprietary research as well as customized business consulting.</p>	<ul style="list-style-type: none"> <li>• Primary Research Reports</li> <li>• Secondary Research Reports</li> </ul>
<p><b>Search Marketing Services</b></p>	<p>Search marketing experts at Span Global Services are adept at coming up with the best campaigns while keeping your investment minimum.</p>	<ul style="list-style-type: none"> <li>• Deliver targeted messages</li> <li>• Generate more targeted traffic</li> <li>• increased brand reputation</li> </ul>
<p><b>Direct Marketing</b></p>	<p>Direct mail campaigns from Span Global Services enable you to reach potential prospects with targeted and personalized messaging. As a high-response marketing channel, direct mailing is effective and is recommended in combination with other marketing methods.</p>	<ul style="list-style-type: none"> <li>• Build prospect base</li> <li>• Remove duplicate mailing addresses</li> <li>• Clean, update and append postal information</li> </ul>

Service	Description And Features	What You Get:
<p><b>Social Media Marketing</b></p>	<p>Social media is about endless opportunities if you know how to get it right every time you post something or do an analysis. Through our social media marketing solutions, you can build great relationships with communities, customers and prospects and raise your marketing ROI.</p>	<ul style="list-style-type: none"> <li>• Get connected with your target audience</li> <li>• Increase sales and ROI</li> </ul>
<p><b>Telemarketing</b></p>	<p>Telemarketing involves taking customer calls, calling to promote new products / services, so on and so forth. Our experience in serving clients from various parts of the globe and diversified industries makes us the best pick for your telemarketing needs.</p>	<ul style="list-style-type: none"> <li>• Appointment Setting Services</li> <li>• Demand Generation Services</li> </ul>
<p><b>Content Marketing</b></p>	<p>Content Marketing involves research on the recently defined audience segments, their current areas of interest, pain points and relevant market news.</p>	<ul style="list-style-type: none"> <li>• Marketing Collaterals</li> <li>• Website Copywriting</li> <li>• Blog Creation &amp; Management</li> </ul>

## Data Services

Service	Description And Features	What You Get:
<b>List Management</b>	Span Global Services provides clean and green databases. Our focus is on data quality, accuracy, currency and relevancy. You can target your customers and prospective clients relevantly by keeping your lists fresh through our list management services.	<ul style="list-style-type: none"> <li>• Segmented data</li> <li>• Data fields like industry, SIC codes, social media profiles etc</li> <li>• Email lists &amp; Lists Building Services</li> </ul>
<b>Data Management</b>	We safeguard your data by organizing, securing and managing it through our comprehensive data management solutions. Whether it is data backup, data verification or data segmentation, we have dedicated teams to use their skills in all aspects of data.	<ul style="list-style-type: none"> <li>• Handle data churn and maintain data consistency</li> <li>• Validate data through verification services</li> <li>• Improve the efficiency of your data</li> </ul>
<b>Data Cards</b>	Organize, manage, maintain, analyze and utilize data to gain strategic information and business intelligence.	<ul style="list-style-type: none"> <li>• Data always updated</li> <li>• No overheads of investing in wrong leads</li> <li>• Saves time and effort</li> </ul>

## Consulting

Service	Description And Features	What You Get:
<b>Marketing Consulting</b>	Marketing consulting is a proven way to improve your marketing strategies and add value to your brand equity. Span Global Services incorporates the latest marketing practices, analyzes your markets and designs the best-fit marketing programs for your business.	<ul style="list-style-type: none"> <li>• Understand your current position and your competitors'</li> <li>• design the most suitable strategy</li> <li>• Gain new insights on your market and set new plans</li> </ul>
<b>Business Consulting</b>	Business consultancy services by Span Global Services are designed around specific business challenges. Our solutions are practical and result-oriented to meet the growing challenges of running a business	<ul style="list-style-type: none"> <li>• Reduce overall cost of acquiring new customers</li> <li>• Develop practical solutions to compete in global markets</li> <li>• Take advantage of the latest technologies at affordable prices</li> </ul>
<b>CRM Solutions</b>	Our CRM tool manages all your business processes; from lead generation to lead nurturing, and deal conversion to customer service. Unlike traditional CRMs, our hosted CRM system is easy to manage, and all you need is a web browser and an active internet connection.	<ul style="list-style-type: none"> <li>• A single tool to manage sales and marketing</li> <li>• A higher lead to deal conversion rate</li> <li>• Accurate report generators to keep a track of activities</li> </ul>

## Our Globalized Marketing & Consulting Services and Solutions

Our clients see value in the trust they can put in us for dedicated and customer-oriented services. We stand as your committed partners in helping you not only to achieve your goals but also surpass them.

### Marketing Services

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- Enhance brand visibility
- Enable growth
- Help clients reach out to customers all across the world

### Data Services

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- Update, clean and manage data,
- Ensure deliverability with suitable database
- Understand and give the customer what he needs
- Connect you to various professionals spread across different industries globally

### Consulting

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- Help clients gain new market insights
- Empower you with knowledge
- Build intellect of our clients
- Plan, strategize and launch new products and services

Customer Acquisition. Customer Retention. Customer Loyalty

**SPAN GLOBAL SERVICES**

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