

EVENT MARKETING FOR TECH COMPANIES



A HOLISTIC APPROACH



BE EVERYWHERE



LEAD NURTURING



CREATE A COMMUNITY



DATABASE ENABLED MARKETING

BE EVERYWHERE



LET THE PROSPECT KNOW YOU FOR THIS WE USE
A MULTI CHANNEL APPROACH



SOCIAL



SEO



CONTENT



DATABASE MARKETING

SOCIAL

BRAND MONITORING

LEAD GENERATION

BRANDING

CUSTOMER SERVICE

ACCOUNT BASED MARKETING



SEO

PAY-PER-CLICK MARKETING

BANNER ADVERTISEMENTS

ONLINE REPUTATION MANAGEMENT

CONVERSION OPTIMIZATION

WEBSITE ANALYTICS



CONTENT

- STATIC AND DYNAMIC WEB PAGES
- PRODUCT DESCRIPTIONS
- EMAIL/NURTURING CAMPAIGNS
- SOCIAL MEDIA CAMPAIGNS
- SEO/PPC CONTENT
- BLOG CREATION AND MANAGEMENT
- ARTICLES / WHITEPAPERS
- CORPORATE BROCHURES
- SALES PITCH/PROPOSALS
- CASE STUDIES
- PRESS RELEASES
- COMPETITIVE ANALYSIS REPORTS



LEAD NURTURING



NOT EVERYONE IS WILLING TO BUY

- | EFFECTIVE LEAD NURTURING PROGRAMS
- | MANAGE LEADS
- | LEAD SCORING



DATABASE ENABLED MARKETING



- | RESEARCH ON PROSPECTS ATTENDING EVENTS
- | RUN EMAIL CAMPAIGNS
- | TRACKING
- | SCORING
- | SALES READY LEADS



PRE-SALES



- | WEBSITE CONTENT
- | EMAIL CAMPAIGNS
- | PROSPECT NURTURING CAMPAIGNS
- | SEO CONTENT
- | PPC CAMPAIGNS
- | SOCIAL MEDIA CAMPAIGNS



SALES



- | EMAIL CAMPAIGNS ABOUT BUYING, SHIPPING AND DELIVERY STATUS OF PRODUCTS
- | EMAIL CAMPAIGNS FOR SURVEY OR FEEDBACK
- | SMS CAMPAIGNS ABOUT PRODUCT STATUS UPDATES



POST-SALES



- | CUSTOMER NURTURING CAMPAIGNS
- | SOCIAL MEDIA CAMPAIGNS
- | LOYALTY PROGRAMS
- | SPECIAL OFFER CAMPAIGNS
- | HOLIDAY SPECIAL CAMPAIGNS



COMMUNITY



- | CREATE A PLATFORM FOR PROSPECTS TO LEARN ABOUT YOUR SERVICES
- | CREATE INTERACTION



TECHNOLOGY COUNTS



USA- **53 Million**

NON USA- **23 Million**



CONTACT US



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