



REPORTS iNTELLECT

INTRODUCTION



WORK HARDER

A leader in market research, market intelligence and insights. Results oriented culture along with a team determined to win, is the success factor holding us together since inception. We are a company that can assist you from gathering the correct data to make a product to selling it to your targeted audience.

No matter how hard you work, someone else is working harder. ~ *Elon Musk*

Bifurcation of Data



USA/CANADA - 45%

EMEA - 30%

APAC - 25%

OUR WAYS

WE RECOGNIZE OUR STRATEGY IS THE ONLY THE ONLY SOLUTION WHICH WILL LEAD US TO SUCCESS.

As many as half of all marketing teams fail to match their strategies with company needs. You may find it useful to go through this seemingly elementary exercise to re-evaluate your company's lead generation strategy. To keep your audience engaged, it is necessary to have a balance between quantity and quality.

Lead generation requires a strategy that focuses on building relationships in a meaningful way while continually gauging and evaluating the lead's potential for conversion.

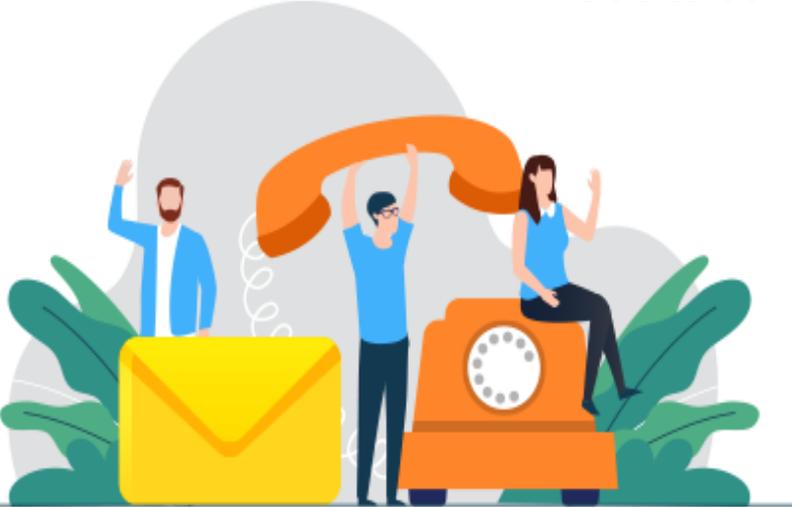
OUR QUESTIONS

ARE WE TARGETING
THE CORRECT
AUDIENCE ?

WHAT PROBLEM CAN
I SOLVE ?

WHAT METHOD WILL
WORK THIS TIME?

WHAT DO WE OFFER?



EMAIL MARKETING



CONTACT DISCOVERY



CONTACT DISCOVERY

Ideal prospect
qualification

Data
accumulation

Screening of
collected
database

Telephonic
validation

Quality &
relevance check

100% Validated
Contacts

E-MAIL MARKETING

1



Define

name a campaign
name a subject
enter details

2



Test

Test through browsers,
email clients

3



Send

Deliver immediately
or send at scheduled time

4



Measure

Opens e-clicks recipient
activity worldwide, etc.

5



Report

Email clients usage
bounce summary
social sharing, etc.

LEAD GENERATION



REVENUE GENERATION

B2B lead generation is the process of drawing new customers into your business, in order to produce revenue.



TYPES OF LEADS WE WORK ON

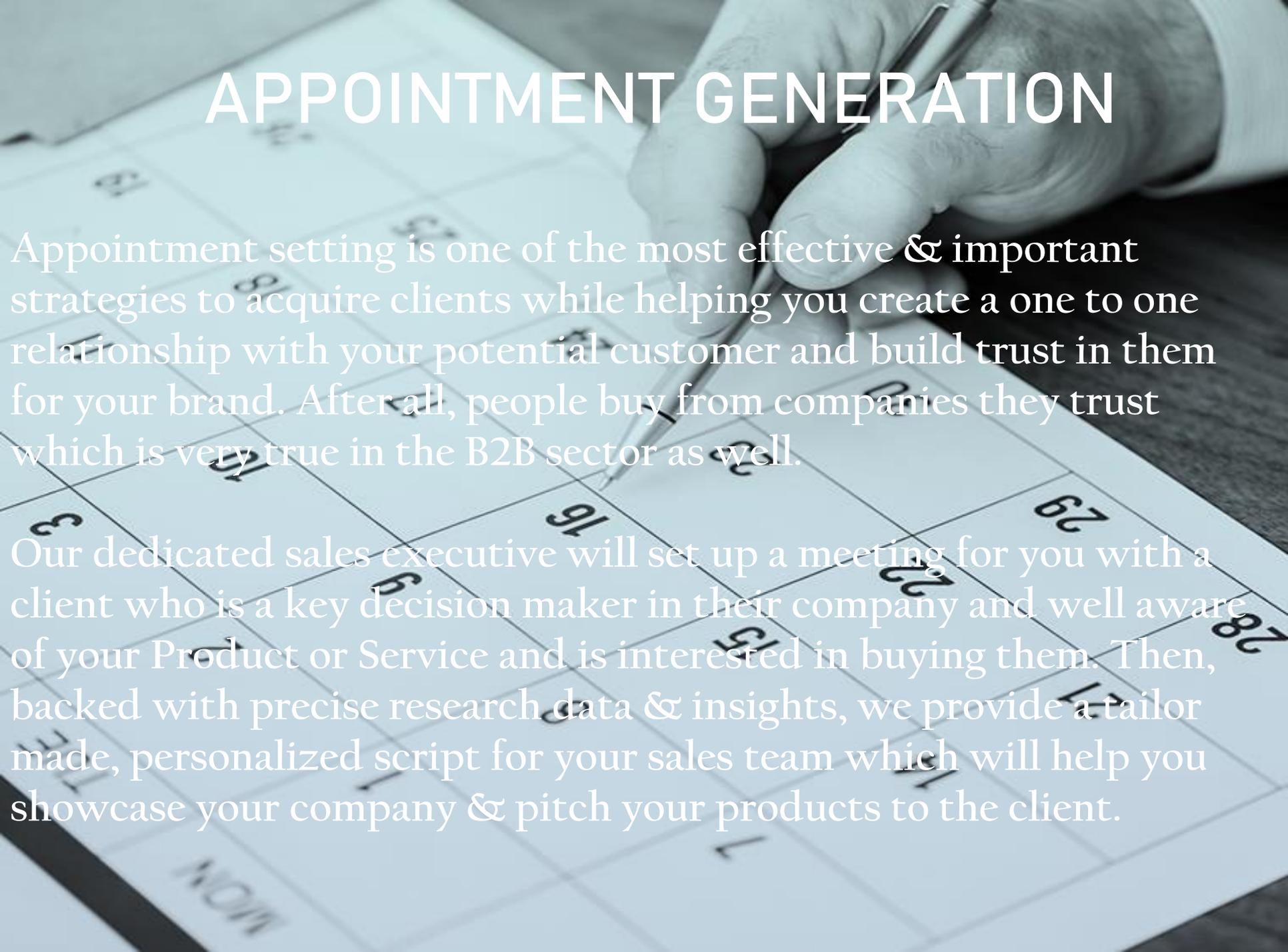
White paper : This is probably the most popular benefit of using a white paper. As they contain both educative content in the form of a long magazine article and direct marketing material in the form of a corporate brochure, they have a high conversion rate

MQL : An MQL is interested in your products and/or services, and you may offer a solution to whatever it is they need. The prospect has taken steps to become a customer and is primed to receive additional contact

BANT : A company using BANT in its inbound sales process will ask specific questions that are designed to uncover these four criteria. The lead can be prioritized, based on the prospect's answers, and pursued accordingly

Sales : A sales-ready lead is a prospect who is affiliated with a qualified company can make or influence the decision to purchase your product or service, and is sufficiently interested in exploring solutions to engage in a meaningful sales

APPOINTMENT GENERATION

A close-up photograph of a hand holding a silver pen, pointing at a date on a calendar. The calendar is open to a page showing dates from the 16th to the 28th. The background is a soft, light blue color, and the overall image has a professional, business-oriented feel.

Appointment setting is one of the most effective & important strategies to acquire clients while helping you create a one to one relationship with your potential customer and build trust in them for your brand. After all, people buy from companies they trust which is very true in the B2B sector as well.

Our dedicated sales executive will set up a meeting for you with a client who is a key decision maker in their company and well aware of your Product or Service and is interested in buying them. Then, backed with precise research data & insights, we provide a tailor made, personalized script for your sales team which will help you showcase your company & pitch your products to the client.

DEMAND GENERATION

Unifies campaign activity across channels and functions

Understanding that demand can't be forced

Is tied back to goals and can be optimized

An **integrated** and **measurable** approach to **encouraging** the increased and **sustained** **interest** leading to **revenue**

Recognizing that it doesn't happen instantly

Perceived overlap between problem and solution

The overall goal being sale of products or service

MARKET RESEARCH / REPORTS

Industry outlook

Market size

Market trends

Competitor research

Buyer persona

BENEFITS OF MARKET RESEARCH & REPORTS

"Market Research Reports" offer detailed analyses about a specific market situation within a geographic area. The reports contain information on market shifts due to social, technological and economic changes.

Market segments

Target segments

Competitor market share

Product pricing

Product marketing

LEAD NURTURING

5 BEST PRACTICES FOR EFFECTIVE LEAD NURTURING

- 1 PERSONALISE
- 2 EDUCATE ACCORDING TO THE BUYER'S JOURNEY
- 3 DON'T EMAIL LEADS EVERY DAY
- 4 DON'T SEND EVERY LEAD EVERY EMAIL
- 5 START · NOW

Lead nurturing is the process of developing and reinforcing relationships with buyers at every stage of the sales funnel. A successful lead nurturing program focuses marketing and communication efforts on listening to the needs of prospects and providing the information and answers they need to build trust, increase brand awareness, and maintain a connection until prospects are ready to make a purchase.

Over time, companies who utilize personas will often see a pattern emerge.

OMNICHANNEL



Connecting the offline and online experience

For us it's all about thinking holistically in terms of customer experience, interactions, and messaging. From a B2B perspective, it is about being relevant in all the places a customer wants or expects to find you.

We want you to experience a multi-channel approach to marketing, selling, and serving customers in a way that creates an integrated and coordinated customer experience no matter how or where a customer reaches out.



Let's Discuss

sales@reportsintellect.com

+ 1-706-996-2486

+ 91-9890978752

Reports Intellect