



REPORTS INTELLECT

INTRODUCTION

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.



OUR WAYS

**WE RECOGNIZE
OUR STRATEGY IS
THE ONLY SOLUTION THAT
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.



WHAT DO WE OFFER?



CONTACT DISCOVERY



EMAIL MARKETING



LEAD GENERATION



MARKETING RESEARCH

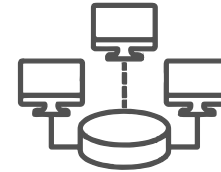
CONTACT



**Ideal Prospect
Qualification**



**Data
Accumulation**



**Screening of
Collected
Database**



**Telephonic
Validation**



**Quality &
Relevance
Check**



**100% Validated
Contacts**

EMAIL MARKETING

01



Define

Name a campaign
name a subject
enter details

02



Text

Test through
browsers email
clients

03



Send

Deliver
immediately or
send at
scheduled time

04



Measure

Opens e-clicks
recipient activity
worldwide, etc.

05



Report

Email clients
usage bounce
summary social
sharing, etc.

LEAD GENERATION



SALE



Discover your
Total Addressable
Market



Give you
accurate
contact data



Increases
conversion rates



Creates a strong
sales pipeline



REVENUE GENERATION

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



MARKETING



Know your
customer



Assists with
content creation



Builds brand
awareness



Creates a
predictable
marketing
system

TYPES OF LEADS WE WORK ON



White Paper:

This is probably the most popular benefit of using white paper. As they contain White paper 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 that can make influence the decision to purchase your product or service and is sufficiently interested in exploring solutions to engage in meaningful sales

APPOINTMENT GENERATION

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/REPORT

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 & economic changes.

INDUSTRY OUTLOOK

MARKET SEGMENTS

MARKET SIZE

TRAGET SEGMENTS

MARKET TRENDS

**COMPETITOR MARKET
SHARE**

COMPETITOR RESEARCH

PRODUCT PRICING

BUYER PERSONA

PRODUCT MARKETING

LEAD NURTURING

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 & 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 pattern emerge.



CONNECTING THE OFFLINE & ONLINE EXPERIENCE

OMNICHANNEL

For us it's all about thinking holistically in terms of customer experience, interactions, & 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.





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LET'S DISCUSS

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