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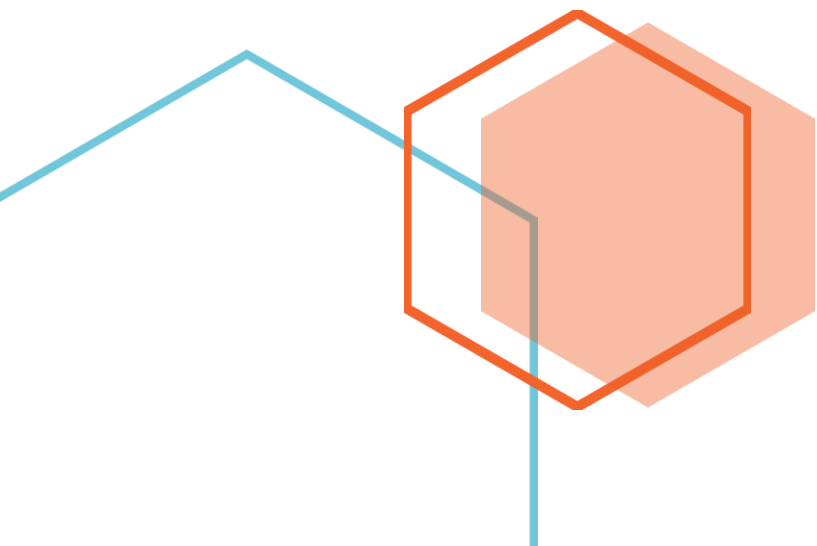
A leader in market research, market intelligence and insights. Results oriented culture along with a team determined to win, is the success factor holding us together since inception. We are a company that can assist you from gathering the correct data to make a product to selling it to your targeted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

# **Reports Intellect** In B2B Industry

The service that we provide will simplify sophisticated decisions, run business sub processes and share data/documents to trading partners through appropriate protocols. We prioritize business to business communication, as it is the strongest medium which not only connects an organization to the end user but also the employees of the organizations when required. We are aware that business marketing constitutes the largest market; hence agility in our working processes is a dominant factor of our culture. The monetary value of business-to-business transactions is significantly higher than business-to-consumer activity because businesses are more likely to purchase higher priced goods and services and purchase more of them than consumers are. The decision-making process on a purchase can take days, weeks, or months, depending on how the purchasing company works and the size and nature of the order. Purchasing decisions are often made by committees, so each member needs to be educated and "sold." The dollar value of goods or services sold is much higher than on the consumer or retail level, so the buyer needs to take steps to minimize risk. That sometimes involves requesting a product prototype or customization.

## "It's About the Customer, Not the Transaction Size"

While business-to-business transactions often involve high prices and volume, they can also happen on a much smaller scale when a small business sells products or services to another small business. The hallmark of business-to-business commerce then, is the participants – two businesses rather than a business and a consumer.

# White Paper

A white paper is an informational document usually issued by a company or not-for-profit organization to promote or highlight the features of a solution, product, or service that it offers or plans to offer. White papers are also used as a method of presenting government policies and legislation and gauging public reaction. The purpose of a white paper is to promote a certain product, service, technology, or methodology, and to influence current and prospective customers' or investors' decisions. While brochures and other marketing materials might be flashy and include obvious sales pitches, a white paper is intended to provide persuasive and factual/technical evidence that a particular offering is a superior method of solving a problem or challenge. In general, white papers are at least 2,500 words in length and are typically written in an academic style. White papers are often written as sales and marketing documents to entice or persuade potential customers to learn more about or purchase a particular product, service, technology, or methodology. They are designed to be used as a marketing tool before a sale, and not as a user manual or other technical document developed to provide support to the user after making a purchase.

# 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. Explaining market opportunities and how to harvest them focus

on organizational alignment, business processes and capital structures. It is the process of evaluating the feasibility of a new product or service, through research conducted directly with potential consumers. This method allows organizations or businesses to discover their target market, collect and document opinions and make informed decisions. Market research can be conducted directly by organizations or companies or can be outsourced to agencies which have expertise in this process. Experienced report writers know that their audience, while composed of marketers, may not be experts in all aspects of marketing research. Good reports present an honest, accurate, and unbiased review of the research objectives, methodology, and findings. And, good reports present a complete review of the data gathered. Reports should include appendices that show all data. It is very common for executives from the client's organization and its promotion agencies to study these data with great care to see if alternate conclusions can be supported.

# Account Based Marketing-

A focused approach to B2B marketing in which marketing and sales teams work together to target best-fit accounts and turn them into customers. in the simplest terms, a marketing strategy that allows marketers to target and engage a focused set of the target audience. By strategically targeting accounts, marketing and sales teams need to work together to agree on targets and create account-specific messaging. You could use account based marketing to generate higher revenue in a shorter time frame. According to a study conducted by Oracle and Argyle among B2B marketers, as many as 48% of respondents assume that ABM is a very effective tool for the marketing strategy of a business, and 16% think that ABM is crucial to the success of a business. Additionally, 52% of respondents said ABM was a tactic that perfectly complemented the numerous marketing resources and activities of an organization. Since this approach focuses on concentrating on only

important accounts, you can make your marketing campaigns more personalized and targeted. This ultimately improves your conversion rate.

# Digital Marketing-

Basically, digital marketing refers to any online marketing efforts or assets. Email marketing, pay-per-click advertising, social media marketing and even blogging are all great examples of digital marketing—they help introduce people to your company and convince them to buy. In the age of digitization, your best strategy would be to meet your customers online where they are already spending much time. Digital platforms are increasingly getting associated with marketing schemes and everyday life. In such circumstances, it's essential to understand the key benefits of digital marketing. By incorporating technology-focused strategies into marketing, business owners can gain better outputs easily.

# Demand Generation-

Demand generation is a data-driven marketing strategy that creates awareness of and interest in a company's offerings through the use of technology. A true demand generation strategy accounts for every touchpoint in the buyer's journey — all the way from anonymous visitor to delighted customer. Demand generation is a holistic approach to marketing and sales cohesion within the company. Through various nurture campaigns and marketing approaches, demand generation efforts aim to both create a long-term relationship between a brand and a

potential buyer, and at the same time gauge and develop a prospect's purchasing interest in said brand's products/services. Building brand or product/service awareness is a vital component in the demand generation process, and often takes a continued effort and involves multiple facets of marketing. The second key area of focus for a marketer focused on demand generation is ensuring that when a prospect decides to seek a vendor to provide a solution in a given solution category, they discover the vendor that the marketer serves. This is again accomplished with a variety of techniques and tools, often overlapping with the tools used for creating awareness of the category, but with a different emphasis.

# Lead Generation-

In marketing, lead generation is the initiation of consumer interest or enquiry into products or services of a business. Leads can be created for purposes such as list building, e-newsletter list acquisition or for sales leads. Leads may come from various sources or activities, for example, digitally via the Internet, through personal referrals, through telephone calls either by the company or telemarketers, through advertisements, and events. A 2015 study found that 89% of respondents cited email as the most-used channel for generating leads, followed by content marketing, search engine, and finally events. A study from 2014 found that direct traffic, search engines, and web referrals were the three most popular online channels for lead generation, accounting for 93% of leads. These leads are then bifurcated into 'sales leads' & 'marketing leads'.

Sales leads are generated on the basis of demographic criteria such as FICO score (United States), income, age, household income, psychographic, etc. These leads are resold to multiple advertisers. Sales leads are typically followed up through phone calls, emails, or social selling by the sales force. Sales leads are commonly found in the mortgage, SaaS, insurance and finance industries.

Marketing leads are brand-specific leads generated for a unique advertiser offer. In direct contrast to sales leads, marketing leads are sold only once. Because transparency is a necessary requisite for generating marketing leads, marketing lead campaigns can be optimized by mapping leads to their sources.

## Email Marketing-

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations. Email marketing strategies commonly seek to achieve one or more of three primary objectives, to build loyalty, trust, or brand awareness. The term usually refers to sending email messages with the purpose of enhancing a merchant's relationship with current or previous customers, encouraging customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads. Email marketing is significantly cheaper and faster than traditional mail, mainly because with email, most of the cost falls on the recipient. Businesses and organizations who send a high volume of emails can use an ESP (email service provider) to gather information about the behaviour of the recipients. The insights provided by consumer response to email marketing help businesses and organizations understand and make use of consumer behaviour.

## Search engine optimization (SEO)-

Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, the computer-programmed algorithms that dictate search engine behaviour, what people search for, the actual search terms or keywords typed into search engines, and which search engines are preferred by their targeted audience. SEO is performed because a website will receive more visitors from a search engine when websites rank higher on the search engine results page (SERP). These visitors can then potentially be converted into customers.

# Search Engine Marketing (SEM)-

SEM, or search engine marketing, is the act of using paid strategies to increase search visibility. In the past, search engine marketing was a term used to describe both search engine optimization (SEO) and paid search. But now, it almost always refers only  to paid search marketing. SEM, or search engine marketing, is the act of using paid strategies to increase search visibility. With SEM, brands pay for ads to appear as search results on search engine results pages (SERPs). They target select keywords so that when a user searches for those terms, they see an ad from the brand. The brand is charged only if a user clicks on the ad. Paid search ads can be found on almost any search results page. These paid placements are typically located at the top and bottom of the page. They include an "Ad" designation to let users know that it is a paid placement. An SEM platform is a search engine where a brand can place search ads

that are displayed when users perform a search. The most common SEM platforms are Google and Bing.

# Appointment Generation-

How Does Appointment Generation Work? First, the appointment setter gets in touch with key decision-makers to qualify the lead. They usually do this by cold-calling or by following up on warm leads. B2B appointment setting is a sales development activity that involves trained sales reps calling, following up with, and nurturing qualified sales leads. The goal of B2B appointment setting is for sales reps to set appointments for another rep who will deliver a more detailed sales pitch and, ideally, close a deal. Lead qualification criteria are characteristics that help to classify a lead by the degree of its willingness and readiness to buy. As a result of this qualification, one can distinguish, in terms of making a purchase, the leads with the most and least potential: hot, warm, and cold. With Appointment Generation, you have the perfect opportunity to gain your prospect's trust and professionally introduce your business. When appointment setting is done right – it shows your prospects how organized your company is further building the brand. Appointment setting can be a long and rigorous process. Done correctly, and by qualified appointment services, it can be a useful medium for creating a good first impression of your company. More importantly, appointment setters convince prospects to meet you.

# Content Syndication-

Content syndication is when web-based content is re-published by a third-party website. Any kind of digital content can

be syndicated, including blog posts, articles, infographics, videos and more. Think of it as a kind of barter arrangement. It's important to note that, although it might seem similar, content syndication is not the same as guest blogging. A guest post is a completely new piece of content, written specifically for one publication. Syndicated content is literally taking the same piece of content and republishing it, with permission, on other platforms. From the reader's perspective, one can tell if an article was syndicated, and not a guest post, because there's usually a mention on the page about the original source. Typically, publications mark syndicated piece with text like this:

"This article originally appeared in [Original publication + Link]."

The web is so big and so noisy. It isn't reasonable to think that all the people you want to reach will read your story just because you published it on your own blog. Syndicating your content gets your blog posts (either the full article or a shortened version of it) in front of a different audience who otherwise would have never known it existed. Content syndication is a very low-cost (usually no-cost) way to make your content go further. It's much cheaper and quicker than writing a new blog post for a third-party site, either on the same topic or on something completely different.

## Account Profiling-
To stand out from the competition you must be able to comprehend the needs of yours prospect accounts. This is where account profiling plays a key role, it provides you with relevant information on the structure of business, key decision makers, decision making process, current vendors, and key

initiatives of your prospects to help you determine the business potential within an account. The sales process can last anything between 3 weeks – 6 months. The only way to reduce this and make an impact is by doing account profiling, if you can define the needs of your clients and the goals of the engagement, you can fast track the process. Beyond Codes as a B2B Account profiling company can help you get actionable insights about your prospects that will enable you to start meaningful conversations that resonate with their pain points. A focused list of prospects is the most critical component for effective marketing & sales cycles. Without an accurate and most updated list of prospects, marketing and sales efforts become burdensome, lengthy and inefficient. Focused lists pave the way for sales teams to maximize prospecting efficiency; while, unfocussed lists wastes time and leads to frustration.

## Email Appends-

Email appending, also known as e-appending, is a marketing practice that involves taking known customer data (first name, last name, and postal address) and matching it against a vendor's database to obtain email addresses. The purpose is to grow one's email subscriber list with the intent of sending customers information via email instead of through traditional mail. Email appending is a controversial practice in the email marketing world, with critics claiming that sending email to people who never explicitly opted-in is against best practices. An email appending process involves either a business or consumer database made up of contacts including their name, address and company name [for business contacts]. If the company wants to expand into email communication, then they can involve a service provider that has a database of email addresses in order to merge the data and append business or consumer email addresses to their existing file. In this way they

can have an updated database with the current email address of individuals on the list. The success of email appending depends on the quality of both databases being merged. Like other forms of Database marketing, marketing materials sent using e-pending may be considered spam. Mailers using appending by definition do not have consent of the individuals on their lists, since the individuals did not disclose their email addresses to begin with. Mail sent by appending methods therefore is Opt-out instead of Opt-in e-mail.

# Webinars-

B2B webinars allow you to do just that; you can host as many webinar as you'd like on a slew of hot industry topics and trends. You'll have the opportunity to connect with, inform, and educate your audience on what's up and coming in your designated field, instantly establishing your brand as in-the-know experts. In no time, you'll become a Thought Leader in your industry. Why simply tell consumers how great your products are when you can use your webinar session to show them. Unlike other marketing materials that only offer static lists and outlines, B2B webinars provide a dynamic forum for live product launches and demonstrations. Most importantly, the impact of B2B webinars lasts well beyond the event itself. B2B webinars can be recorded and filed for use at later dates, allowing your business an opportunity to connect and engage with other businesses in the future without having to regenerate new content.