

# Go with Datamatics to grow

Feb 2018



# End-to end marketing strategy enabling content syndication

## Demand Generation

End-to end marketing strategy  
enabling content syndication

**5M+** QUALIFIED LEADS  
GENERATED

**50M+** INTERACTIONS  
FACILITATED

**35M+** CLIENTS

## Database Management

Robotics & artificial intelligence

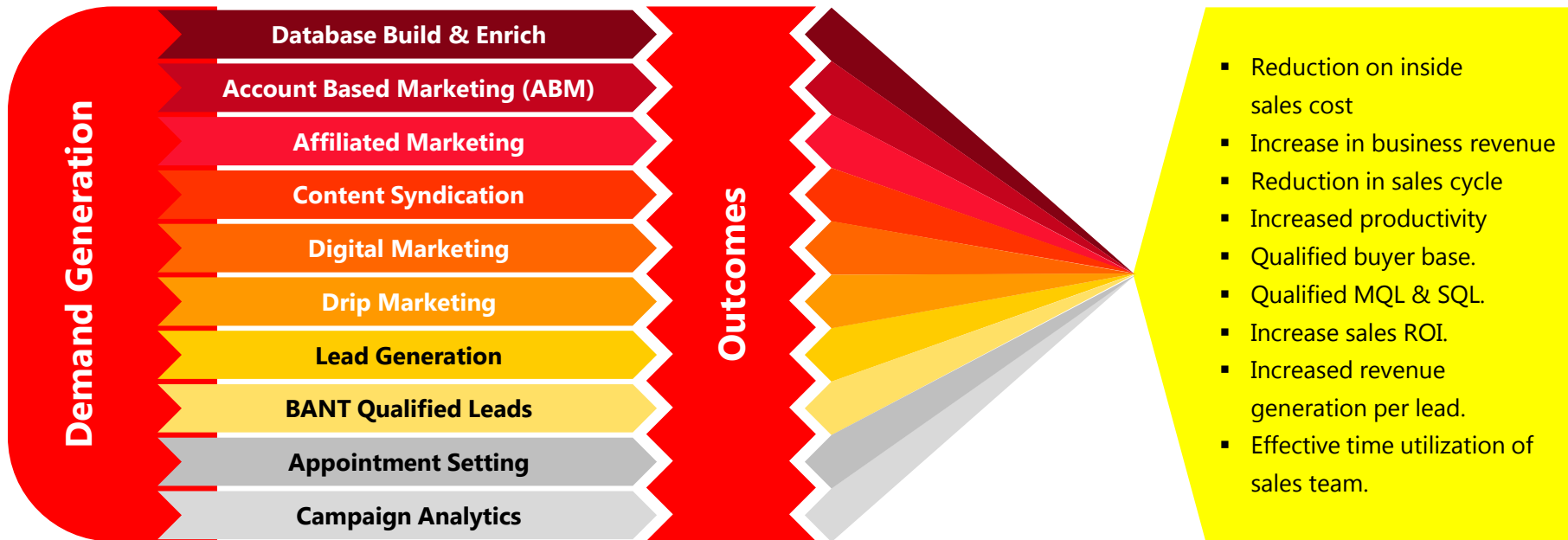
**20M+** CONTACTS  
BUILT

**2,000+** CLIENTS  
SERVICED

**120+** COUNTRIES  
COVERED

**256+** INDUSTRIES  
COVERED

# Intelligent Customer Acquisition Retention Solution (i-CARS framework)



# Our Happy Clients

Business and Finance | Consulting | Entertainment and Events | Insurance | Marketing and Advertising | Media and Publishing | Software and Web App | Automotive | Chemicals | Packaging | Industrial Manufacturing | IT & Technology | Building and Construction Materials | PE/IB | Law Firms | Pharmaceuticals, Labs | Aviation | Consulting | Engineering | Garment/Fabric | Travel, Tourism | Telecommunication, Mobile | Fashion & Design | Internet Media | Realty

## Over 300+ industries covered

When it came to event lead generation within agreed timelines, we could simply rely on Datamatics' expertise.

— **Head of Marketing Operations,**  
**B2B event company**

Extremely professional work carried out by the Datamatics' Team. We are happy with the collaboration.

— **Senior Manager,**  
**Software solutions company**

We were tired of hacking through the jungle of information within our organization. Datamatics had a clear strategy in mind and delivered exceptional results, within a short span of time.

— **VP - Marketing,**  
**Multi-national storage and data management company**

Every quarter builds tremendous pressure, but with Datamatics we have seen an increase in both the number of qualified leads and the number of sales opportunities, that's what really counts."

— **Director of Marketing,**  
**Leading business intelligence firm.**

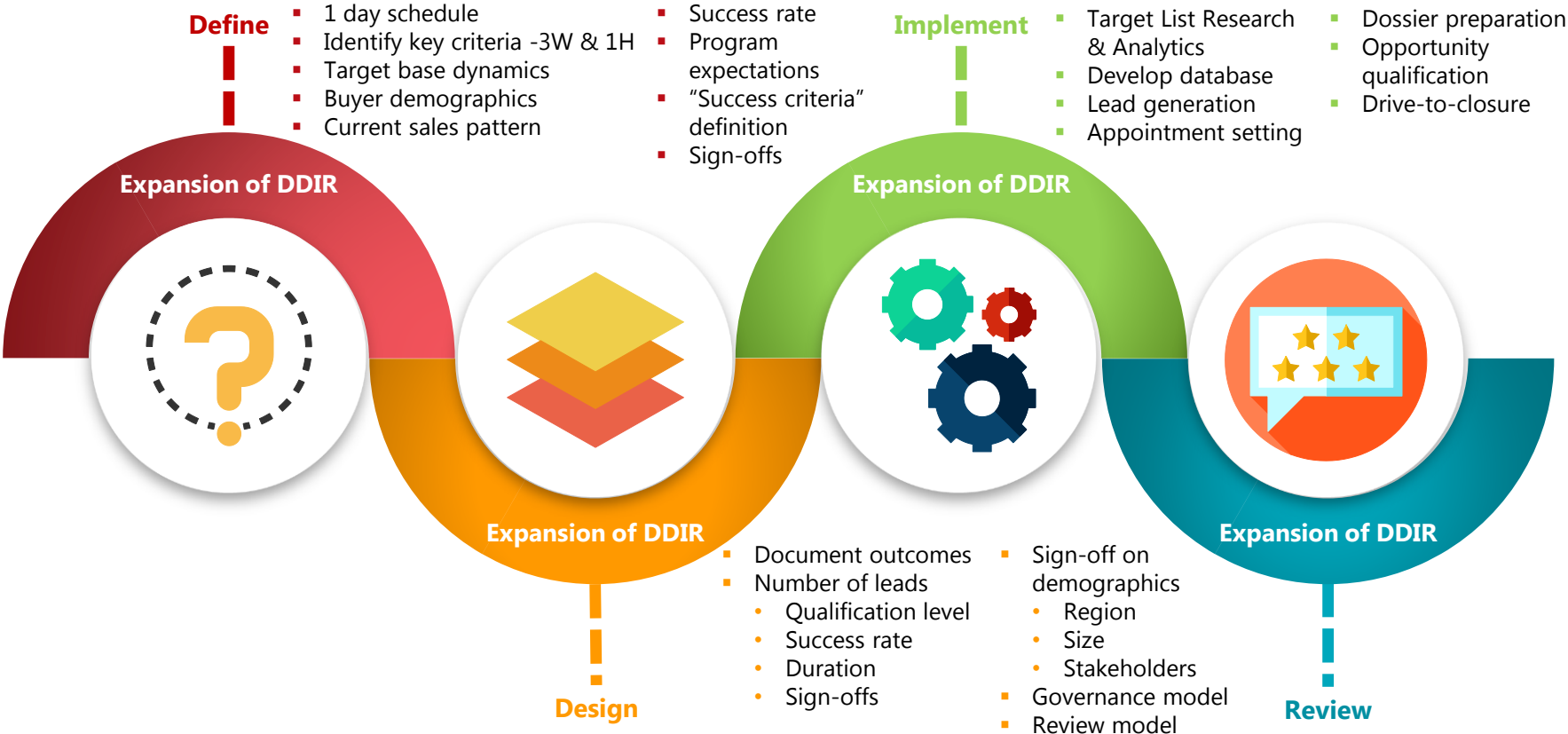
I've received a complete set of accurate database records, which seemed impossible at one time. Thank you for the quick resolution to this project.

— **Head of Data Quality,**  
**Global Investment Bank**

One of our client in US has extended their contract with us thanks to Datamatics. We are so elated with the service, the team deserves a pat on their back!

— **Vice President – Data Analytics,**  
**Leading Metal & Mining Intelligence Group**

# DDIR Framework



# Phase 1 : Define

## PHASE 1: Client defined needs

- Region, demographics, timelines, industry and target market.

### 6Ws

- **WHY** this campaign?
- **WHAT** do you want to sell?
- **WHO** are you selling to?
- **WHEN** – timelines?
- **WHAT** are the expected outcomes?
- **WHERE** do you want to sell?

Expected

### Outcomes

- New product or service / Market / Customer Demographics
- Define product or service
- Target market
- Seasonality
- Sales lead
- Revenue
- Market share
- Increase ROI

# Phase 2 : Design & Phase 3 : Implement

## Analyse – Finalize the 6Ws

**WHY**  
this campaign?

**WHAT**  
do you want to sell?











**WHO**  
are you selling to?

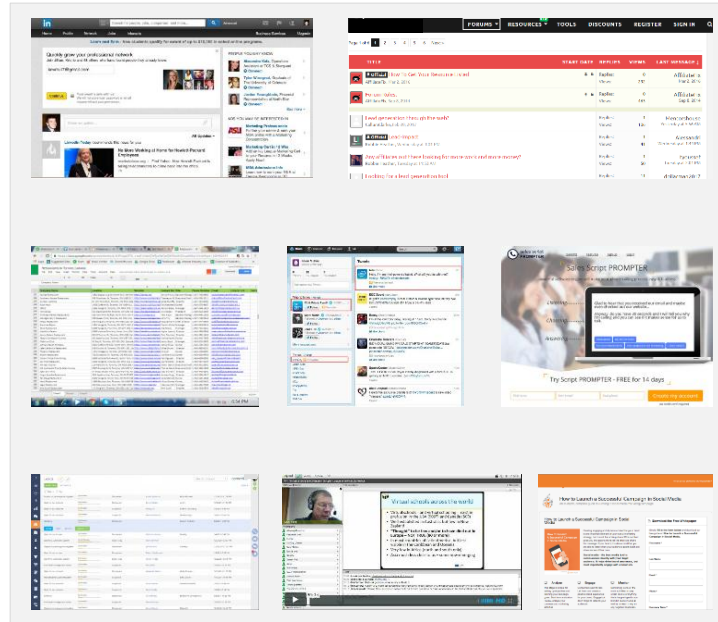
**WHEN**  
timelines?

**WHAT**  
are the expected outcomes?

**WHERE**  
do you want to sell?

### Sample module

-  Email
-  Voice
-  Social media platform
-  Whitepaper opt-ins
-  Webinar Opt-ins
-  Affiliated Marketing
-  RSS Feeds
-  Resource Libraries
-  Expert Blogs
-  Microsite



### Marketing campaign calendar

Activities	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13	Wk 14	Wk 15	Wk 16	Wk 17	Wk 18	Wk 19	Wk 20	Wk 21	Wk 22	Wk 23	Wk 24	
Service awareness campaign																									
Email																									
Cold calling																									
LinkedIn																									
Twitter																									
Community forums																									
Whitepaper campaign																									
Email																									
Cold calling																									
LinkedIn																									
Twitter																									
Community forums																									
Webinar campaign																									
Email																									
Cold calling																									
LinkedIn																									
Twitter																									
Community forums																									

# Phase 4 : Review

## Single source of truth for marketing & sales.

Revenue prediction

Performance verification

- Sales team
- Product line
- Lead source
- Pace regions

Revenue funnel blueprint

Forward looking projections

MQL to SQL transition

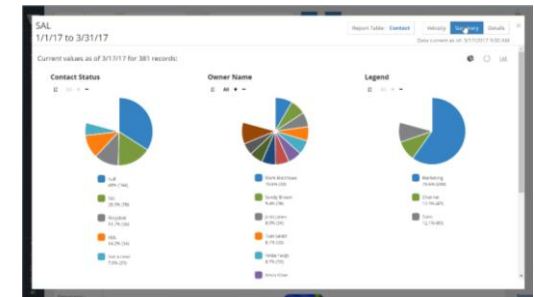
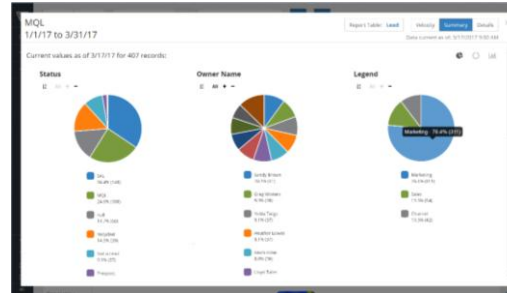
Lead scoring

Velocity distribution

Record aging

Lead stage analysis

## Sample Reports





# Thank You!

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