JYOTIRGAMAY
तमसो मा
WAY TO ETERNAL BLISSFUL LIFE BASED ON BHAGVADGITA

CRAFT YOUR DIGITAL SUCCESS STORY

Introduction to our Digital Marketing Offerings

THE CURRENT B2C LEAD GENERATION TREND

84%
of C-level executives are influenced by social media when making purchasing decisions, showcasing the critical role of digital platforms in driving lead generation.

60%
B2C consider social media conversations as part of their research process, highlighting the growing influence of digital platforms in shaping purchasing decisions.
Source: ElevationB2C

83%
of marketers use social media as a core marketing tactic, highlighting its effectiveness in driving consumer engagement and conversions.
Source: CMI

53%
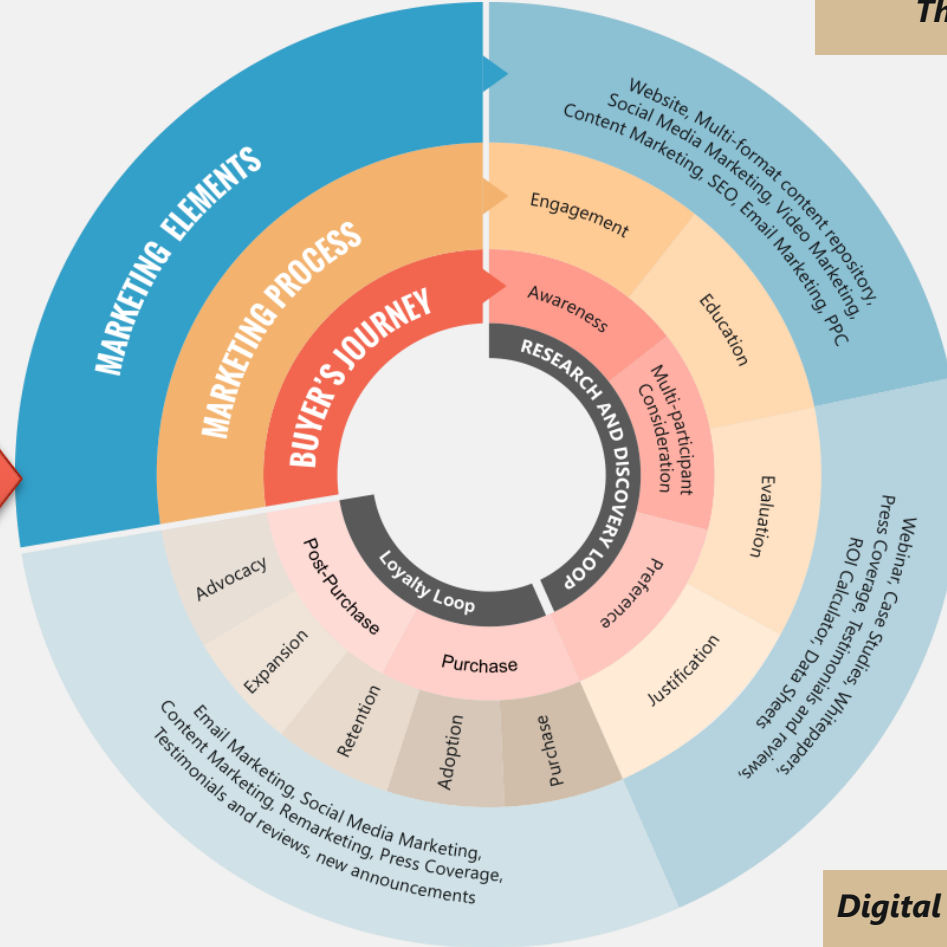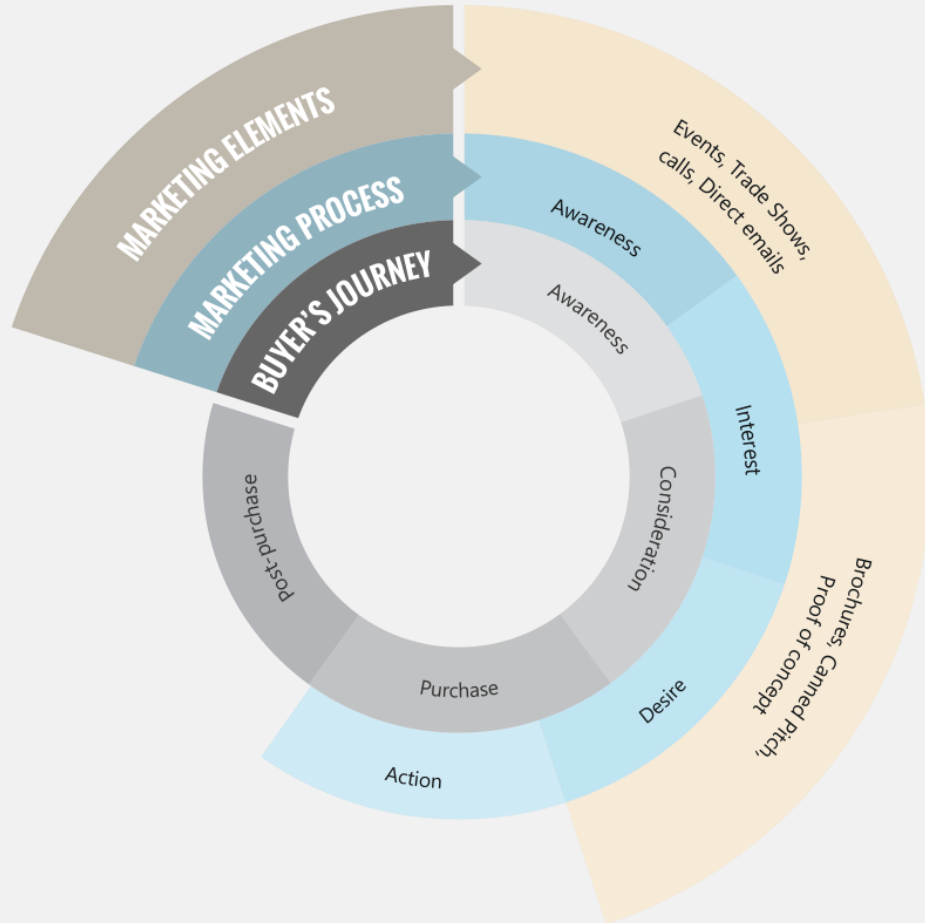of marketers get a higher ROI with inbound marketing.
Source: Hubspot report

Information drives purchase ease and high-quality lead gen

91%
of B2C marketers use content marketing to reach customers.
Source: CMI

REVOLUTION OF THE LEAD GEN CYCLE

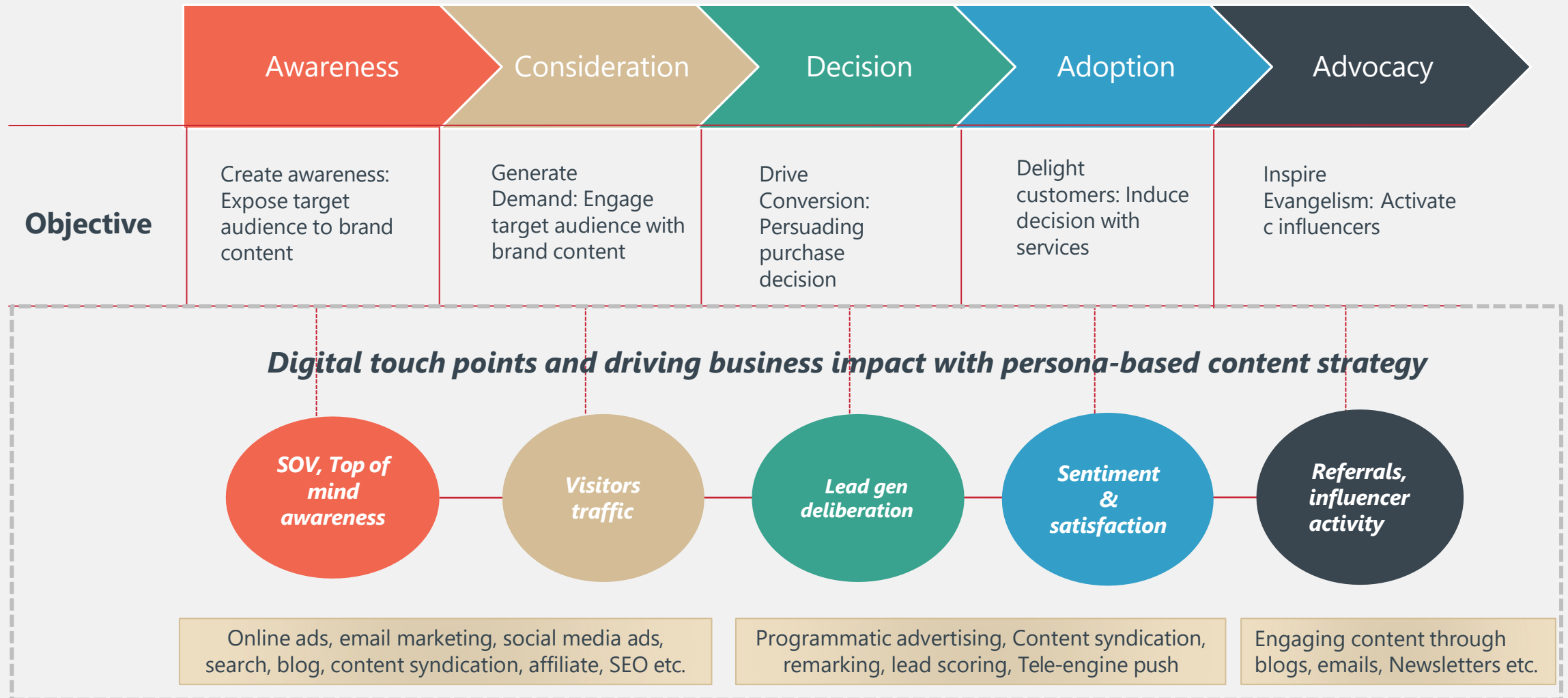The touch points have increased

Knowledge-driven
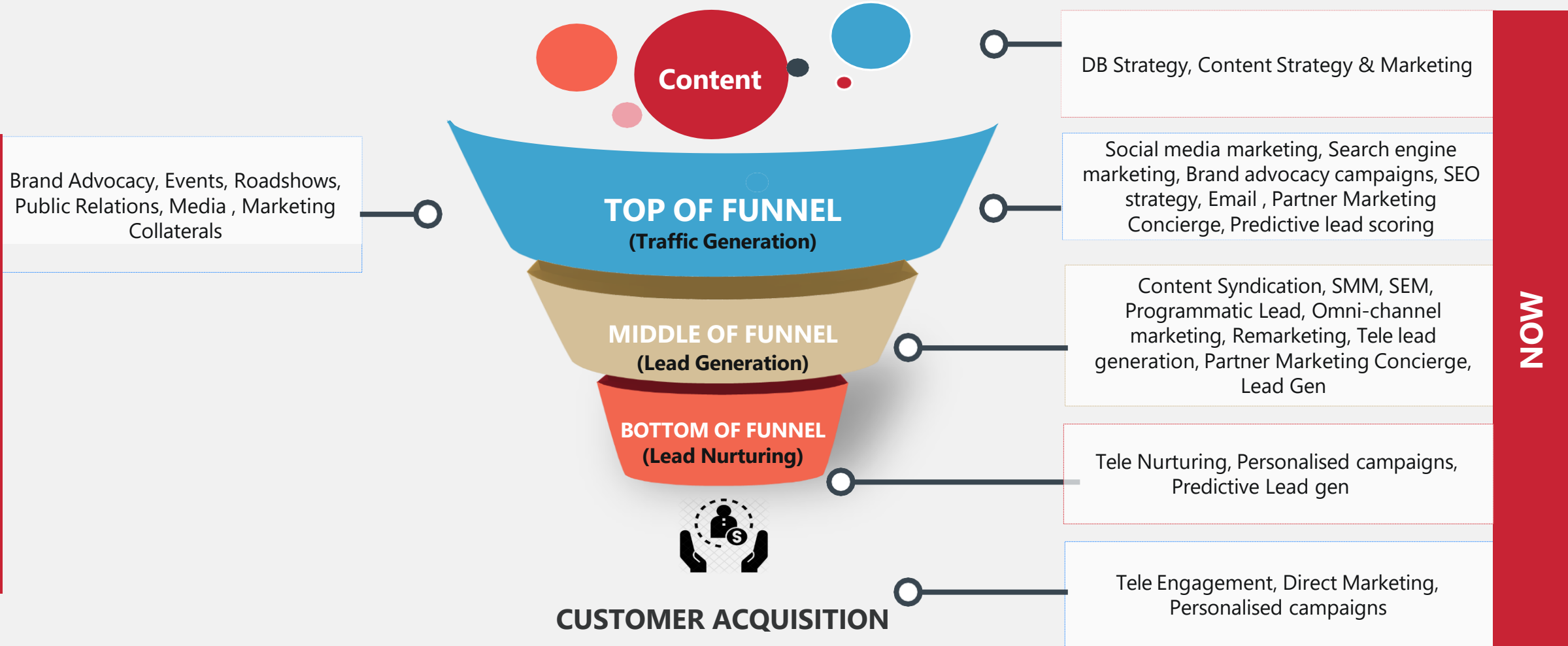
Nurture-based

Complex Journey

360-degree approach

Digital intervention key at every step

LEAD GEN JOURNEY & DIGITAL INTEGRATION

Awareness	Consideration	Decision	Adoption	Advocacy

Objective

Create awareness: Expose target audience to brand content	Generate Demand: Engage target audience with brand content	Drive Conversion: Persuading purchase decision	Delight customers: Induce decision with services	Inspire Evangelism: Activate c influencers

Digital touch points and driving business impact with persona-based content strategy

SOV, Top of mind awareness	*Visitors traffic*	*Lead gen deliberation*	*Sentiment & satisfaction*	*Referrals, influencer activity*

Online ads, email marketing, social media ads, search, blog, content syndication, affiliate, SEO etc.	Programmatic advertising, Content syndication, remarking, lead scoring, Tele-engine push	Engaging content through blogs, emails, Newsletters etc.

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THE LEAD GEN FUNNEL

Content

DB Strategy, Content Strategy & Marketing

Brand Advocacy, Events, Roadshows, Public Relations, Media , Marketing Collaterals

TOP OF FUNNEL
(Traffic Generation)

Social media marketing, Search engine marketing, Brand advocacy campaigns, SEO strategy, Email , Partner Marketing Concierge, Predictive lead scoring

MIDDLE OF FUNNEL
(Lead Generation)

Content Syndication, SMM, SEM, Programmatic Lead, Omni-channel marketing, Remarketing, Tele lead generation, Partner Marketing Concierge, Lead Gen

BOTTOM OF FUNNEL
(Lead Nurturing)

Tele Nurturing, Personalised campaigns, Predictive Lead gen

CUSTOMER ACQUISITION

Tele Engagement, Direct Marketing, Personalised campaigns

THEN

NOW

5

OUR APPROACH

THE GROWTH EDGE (STRATEGY + EXECUTION)

Lead generation marketing solutions designed to convert customers, engage existing ones and build brand value.

Data-driven insights & action and Marketing channel analysis	Content and engagement strategy	Campaign Management: Tracking and strategy modifications	Lead gen funnel analytics and conversion optimization	B2C Lead gen Scoring and nurturing	Tele – nurturing/ BANT criteria qualification
Leverage our extensive database profiling and mining capabilities to target the right audience for your campaign through identified channels	With years of B2C industry experience, we understand the content and creative treatment required to hit the target segment	Complete monitoring and execution of the campaign with regular check-ins and improvisations at every step	Advanced reporting and analysis offered to get the maximum output of the budget.	Leads generated are scored using a tested methodology. It is based on a points system for contact action, or inaction. This helps in lead prioritisation.	Prioritised leads are passed to the Tele sales team for qualifying them further as an end‑to-end approach

Acquire, nurture, and engage: qualified leads

WHAT WE OFFER

SEARCH ENGINE OPTIMISATION

With a website audit and health check, get a sound SEO strategy to boost your organic efforts.

PARTNER MARKETING

Level-up partner digital marketing readiness, accelerate marketing through partners to amplify campaigns and maximize channel reach.

SOCIAL MEDIA MANAGEMENT

A to Z planning, execution and optimisation of tailored social media strategy.

PAID MARKETING CAMPAIGNS

Ranging from PPC/SEM, YouTube, programmatic, display ads and more - everything under one roof.

SEARCH ENGINE MARKETING

SEM Strategy + Creative Development

Advanced reporting & insights

Search Engine Optimization

Advanced Audience Profiling through Keyword selection

End-to-end Campaign Management

Lead Qualification through Telesales

Linking paid ads to conversion focused landing pages or sales pages that move web traffic through the sales funnel.

Consistent web traffic to maintain visibility and sale

Analysing traffic and discovering search intent and optimising the campaign accordingly

Target or connect with regional businesses

Track keywords and analyse other valuable insights with competitive analysis that improves marketing campaigns and help drive more traffic.

Optimizing & advertising through paid campaigns

The campaign impact

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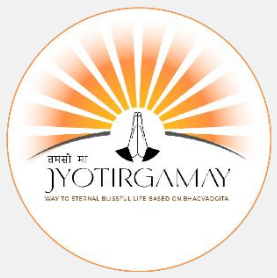
ENABLING CONTINUOUS ENGAGEMENT

Content Pillars

Content filtration and engagement building

☑

Top funnel - Awareness content – Brand connect & visibility

☑

Middle funnel - Relevance building – Brand consideration & product relevance

☑

End Funnel - Re-engagement – Need creation

Marketing Materials

Content marketing through emailers. The emailers include different content types

☑

Brand intro – Current presence & offerings

☑

Specific action based – Whether it's a demo or form fill or purchase need or registration for a specific program

☑

Nurture – The marketing material is concentrated on building the continuous engagement to build interest

Trajectory Scoring

Campaign tracking at each level of engagement

☑

Engagement Scoring – Each open or click or specific CTA act define action and leads to dedicated scoring

☑

Scoring Tracking – Each score is tracked to map the engagement level and to define the behavioral pattern of the respective customer

Lead Gen Enabled

The behavioral engagement post every engagement leads to funneling of targeted customers

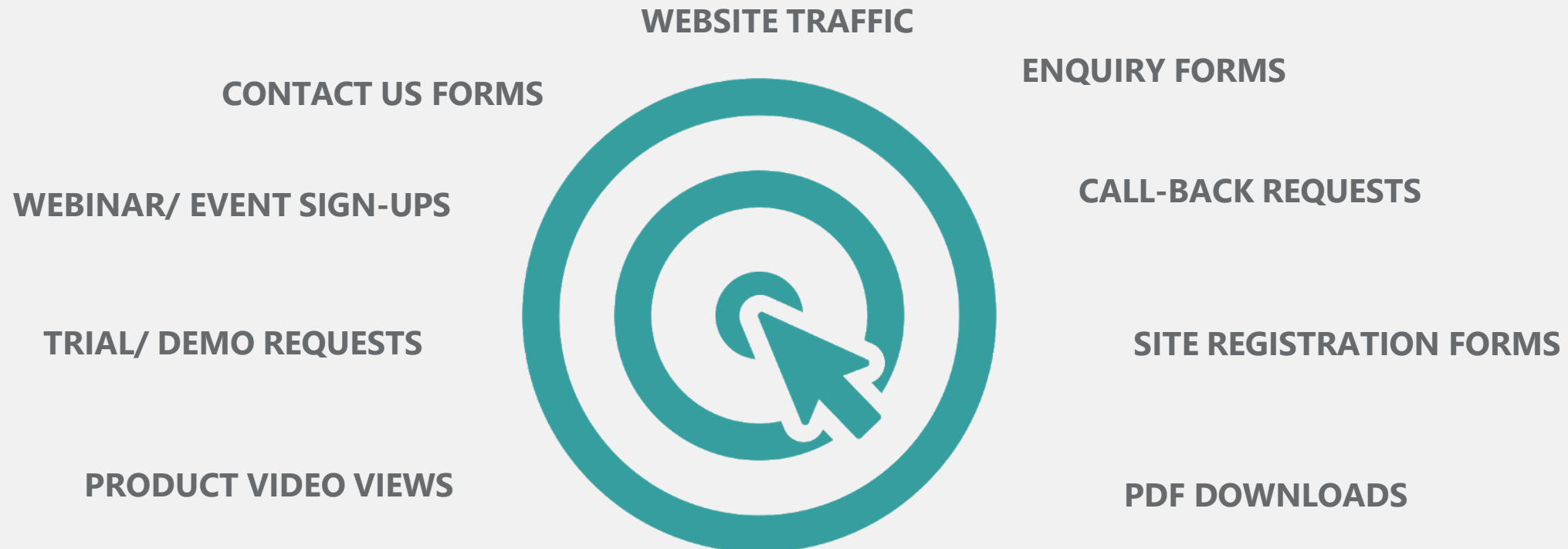*Marketing generated opportunities*

- *The considered opportunities are filtered basis the different level of engagement the customer has taken during the marketing journey*

SOCIAL MEDIA MARKETING

- Social media advertising
- Social media optimization
- Tailored social media strategy

- Planning and publishing
- Listening and engagement
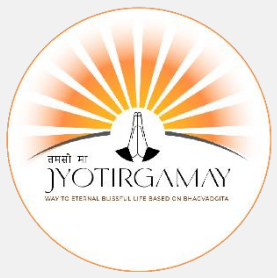- Analytics and reporting

GOALS WE COULD HELP MEET

WEBSITE TRAFFIC

CONTACT US FORMS

ENQUIRY FORMS

WEBINAR/ EVENT SIGN-UPS

CALL-BACK REQUESTS

TRIAL/ DEMO REQUESTS

SITE REGISTRATION FORMS

PRODUCT VIDEO VIEWS

PDF DOWNLOADS

● Improved Brand Authority   ● Higher Conversion Rates   ● Make Informed Decisions

JYOTIRGAMAY

CONTENT & CREATIVE EDGE

- Content & creative strategy formulation
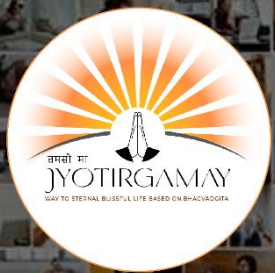- Dedicated campaign landing page creation & hosting
- Creative for social media & SEM campaign
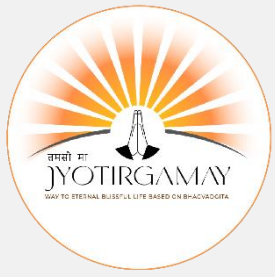- Content syndication (content & creative development)
- Nurture campaign creative (specific content strategy based on Len gen scoring requirement)

FUNCTIONAL CAPABILITIES OF LEAD GEN

Content & creative development team: *Tailored messaging and creative development as per need and product/service requirement*

The lead acquisition /nurture – Tele Engine: *The MQL and SQL validation*

Digital marketing strategy building team: *Valuing marketing trends and implementing strategies*

Reporting and Analytics team: *The campaign matrix measurement and valuable insights*

Digital Marketing

Digital marketing operations/ execution team: *Maintaining vision and compelling campaign output*

CASE STUDIES

INTERNET SECURITY SOFTWARE COMPANY

SCOPE

Global Cybersecurity Company wanted to expand its presence in the APAC region (ANZ, Singapore, Malaysia & Philippines)

Target Segment – SMBs and Mid Market

Target Verticals - IT Services, Hospitality, Manufacturing & Education

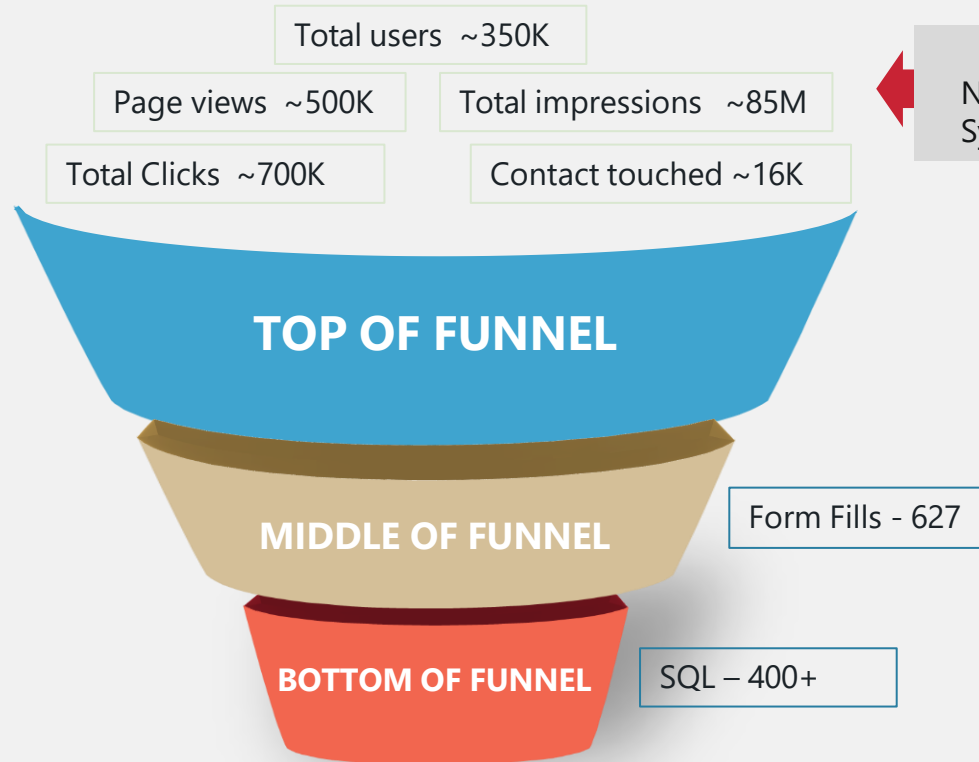**LinkedIn and Email campaigns as part of digital campaign to achieve the following objectives:**

1. *Drive Brand & Solution awareness with engagement with prospects*
2. *Increase connectivity with prospects during pandemic work-from-home*
3. *Reach right audience and target companies with substantial employee size*

- ☑ 114% Increase in SQL numbers
- ☑ *5% SQL conversion from MQO's*
- ☑ *Average deal size at USD6,500*
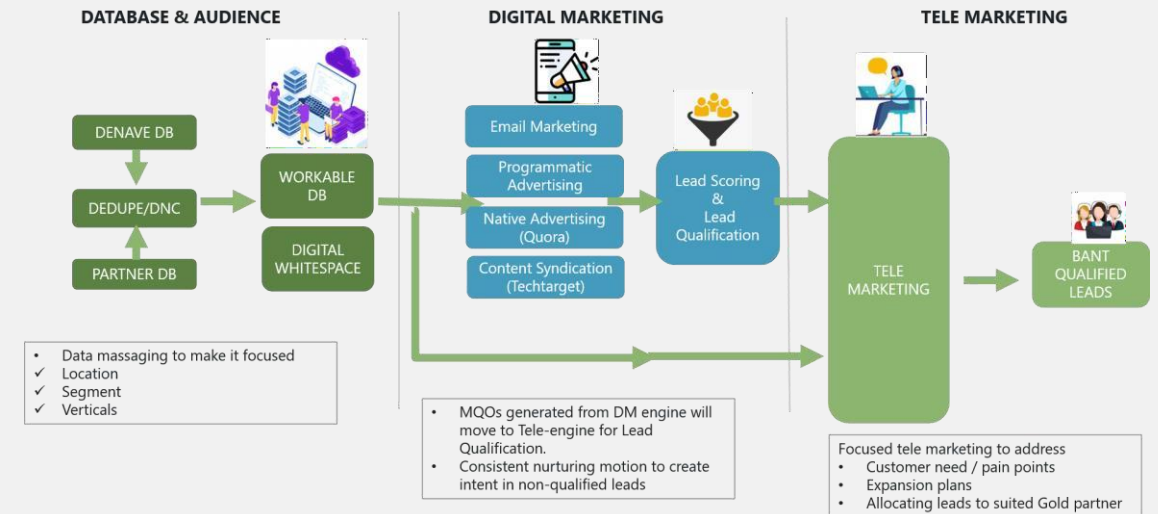- ☑ *Average 35% conversion of SQL to Pipeline Generated*
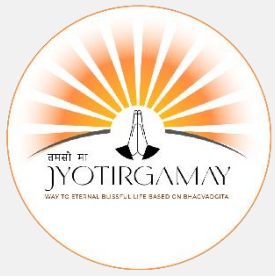
COMPUTER HARDWARE COMPANY

Total users ~350K

Page views ~500K

Total impressions ~85M

Total Clicks ~700K

Contact touched ~16K

Programmatic Advertising, Native Advertising, Content Syndication, Email Marketing

DIGITAL MARKETING

TELE MARKETING

TOP OF FUNNEL

MIDDLE OF FUNNEL

Form Fills - 627

BOTTOM OF FUNNEL

SQL – 400+

DATABASE & AUDIENCE

DIGITAL MARKETING

TELE MARKETING

DENAVE DB

DEDUPE/DNC

PARTNER DB

WORKABLE DB

DIGITAL WHITESPACE

Email Marketing

Programmatic Advertising

Native Advertising (Quora)

Content Syndication (Techtarget)

Lead Scoring & Lead Qualification

TELE MARKETING

BANT QUALIFIED LEADS

- Data massaging to make it focused
  - ✓ Location
  - ✓ Segment
  - ✓ Verticals

- MQOs generated from DM engine will move to Tele-engine for Lead Qualification.
- Consistent nurturing motion to create intent in non-qualified leads

Focused tele marketing to address
- Customer need / pain points
- Expansion plans
- Allocating leads to suited Gold partner

SOFTWARE TECHNOLOGY COMPANY

Objective: *To reach out to APAC market and generate opportunities through partner marketing initiatives*

Target Regions – *Singapore, Malaysia & Philippines, Thailand Vietnam*

Target Segment – *Enterprises*

Digital tactics such as LinkedIn, Email campaigns, end-to-end Management were applied to:

1. *Drive awareness and also act as an means to support funnel to provide opportunities to tele engine for sales qualification*
2. *Specific offer-based communication for each partner to increase reach*
3. *To reach out to the targeted audience base with targeted content pieces and to bring relevancy*

RESULTS ACHIEVED

Total account level reach ~2500

Penetrated data ~ 8000+

Awareness ~300+

Opportunities ~60 +

Total demand ~120+

Average deal size created: ~ $5500

Impacted revenue of ~ 350K

CLOUD STORAGE COMPANY

Objective:

Generate website traffic and drive relevant traffic to fill assessment form

Tactics used:
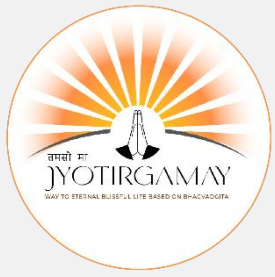
Google Search & Display campaign

Results Achieved:

Total impressions   ~44M

Total Clicks ~61K

Assessment Completed ~359

DIGITAL APPROACH

Audience Identified

Assessment Completed

Campaign optimization

Keywords Shortlisted

Website Traffic

Retargeting campaign

Creative / Content prep

Campaign Live

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IT PRODUCTS AND SERVICES COMPANY

SCOPE

Global Cloud Solutions Company wanted to on-board new partners in the ANZ (Australia), ASEAN (Singapore, Indonesia) and India region

Target Segment – SMBs and Mid Market

Target Vertical – IT/ITES

Email campaigns as part of digital campaign to achieve the following objectives:

1. *Drive Brand & Solution awareness with engagement with partners*
2. *Increase connectivity with partners during pandemic work-from-home*
3. *Reach right audience and target companies and on-board them as a new partner*

☑ 73 partners have been on-boarded across ANZ, ASEAN and India regions

☑ *2% SQL conversion from MQO's*

☑ *6% SQL contribution from Email marketing*

LEADING SOFTWARE COMPANY

Objective:

End-to-end management in India markets leading to client product interest generation

DIGITAL APPROACH

Database Identification → Content/ Creative Asset Creation → Digital Campaign for audience acquisition → Speaker Acquisition

Confirmation calling → Reminder Emailers → Dry Run and tool management → Flow / Agenda

management, moderation, Q&A handling → Post nurture → Tele Feedback calling → Client Demo booking

SOFTWARE TECHNOLOGY COMPANY

SCOPE

To reach out to India market and generate sales opportunities

Target Segment – SMB

Target Verticals – Across verticals

Email Marketing (drip campaign) as a continuous engagement was used to

- *Drive awareness and act as a means to support funnel to provide opportunities to tele engine for sales qualification*

- *Product specific communication and build the product relevancy and induce for genuine product buy*

- *Drip methodology applied to build the top funnel*

- The mailers were designed after identification of need and product proposition and were scheduled as a continuous engagement.

RESULTS ACHIEVED

Reached out to ~30k total SBM database penetrated across tier 1, tier 2 and tier 3 cities

Total Marketing generated opportunities ~1000+; SQL ~120 +
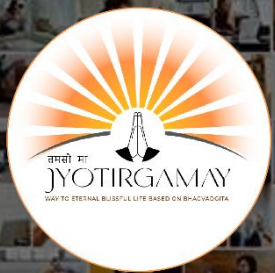
ABOUT JYOTIRGAMAY

INFLUENCING THE LEAD GEN ECOSYSTEM

Stable revenue
Fast-tracking innovation

More jobs secured
Create more jobs globally

Stable customers
Activate Selling Process

Supporting unstable economy
Getting the Lead gen ecosystem together
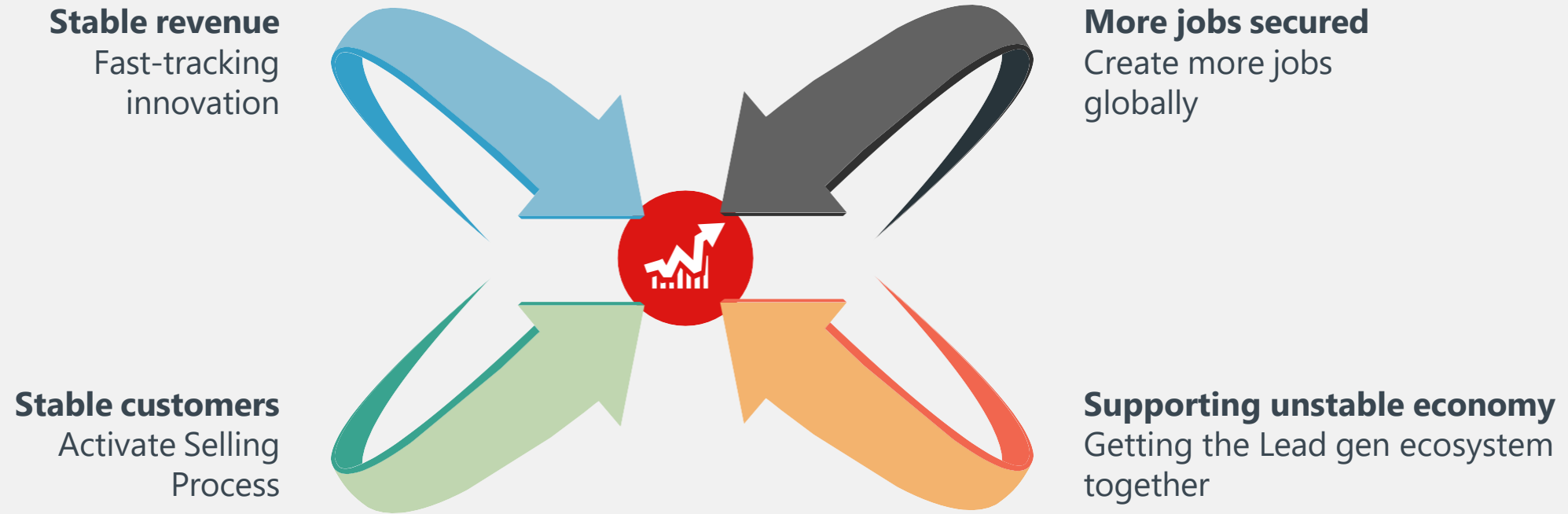
We focus on providing disruptive Lead gen solutions at every step of the journey
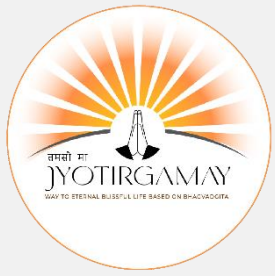
MILESTONES ACHIEVED...AND COUNTING

Influenced **USD 2 MN** revenue for customers globally

50+
Lead Gen people trained

1 million+
enterprise/ SMB entities touched

50+
partner/ channel base touched

500+
combined years of Lead gen enablement experience

Multi-lingual capabilities covering **10+** languages

Reach across **5** continents, **50+** countries, **10+** cities
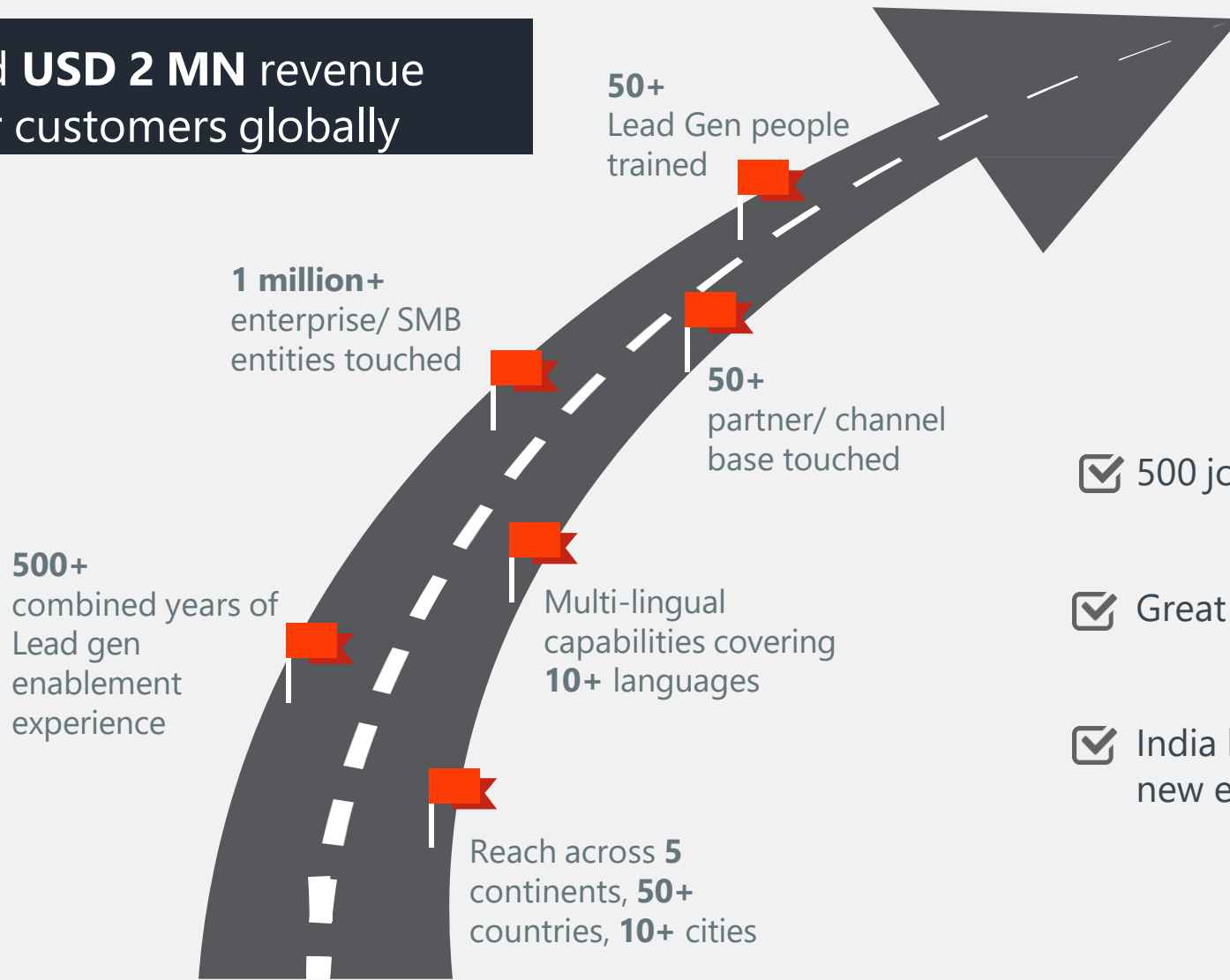
☑ 500 jobs created so far

☑ Great Place to Work company

☑ India born MNC – Canada and Uk are new establishments

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IMPACTING GLOBALLY

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WAY TO ETERNAL BLISSFUL LIFE BASED ON BHAGVADGITA

Current Delivery centres

- India
- Singapore
- UK
- Malaysia
- United States

Upcoming Delivery centres

- Poland
- Australia

ASIA, AUS & MEA

India Singapore Malaysia Indonesia Thailand Vietnam Philippines

Sri Lanka Japan Cambodia China S Korea Australia New Zealand

Nepal Myanmar UAE Saudi Arabia S Africa

KEY MARKETS COVERED

UK Belgium France Portugal Norway Ireland Germany

Denmark Switzerland Sweden Spain Italy US Iceland

Latin America

ASIA, AUS & MEA
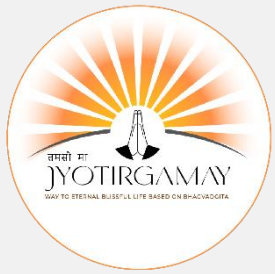
CUTTING ACROSS INDUSTRIES

TECHNOLOGY (Hardware/ Software/ Cloud)

TELECOM & E-COMMERCE

FMCG & RETAIL/CONSUMER

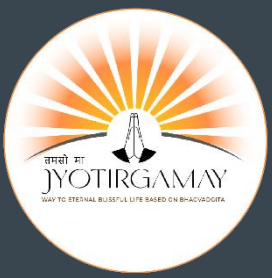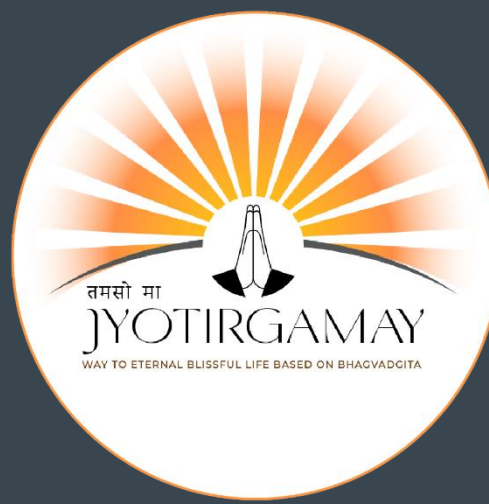# WHY US?

What-next Approach

Expert Change Management

ROI Orientation
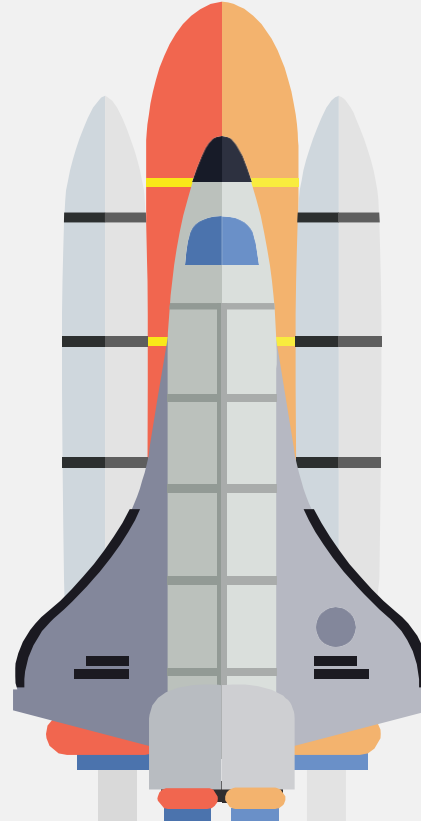
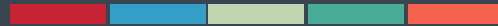New-age Technology

Measurable Business Impact

Lead Gen Ownership

THANK YOU

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Global Offices: Canada, USA, Oman, UK, Dubai, Singapore.