

Contentu.
media

THE SCIENCE OF SUCCESSFUL
CONTENT





Full Service B2B Marketing Agency

Our company is committed to make your marketing activities a success by using our multidimensional channels spread across business and verticals.

We are a young and dynamic company. Founded with a goal of creating vast digital presence to bridge the gaps between information seekers and service providers. Our team has decades of experience in building pipeline for organization with high ROI and in short amount of time.

MARKETING SERVICES

Key Marketing Services

Building meaningful service portfolio to address demand for modern marketing.

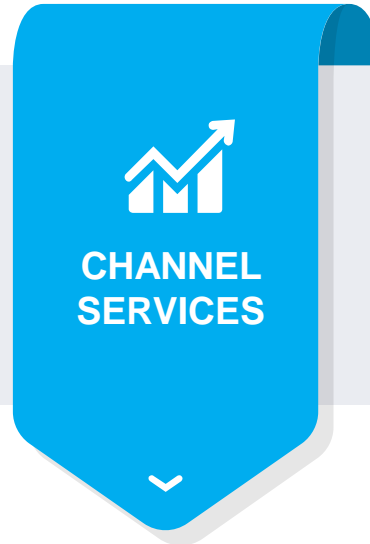
An all-in-one marketing service portfolio to cater to of your funnel requirements. A digital agency with a natural aspiration to creativity and engagement.

We have helped Agencies and enterprises with critical campaigns and demanding delivery timelines.



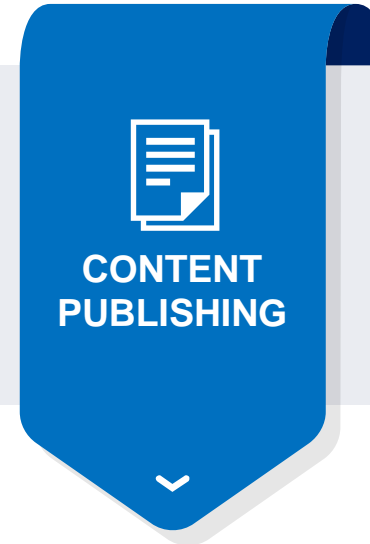
Full Funnel Lead Generation

- Top of the Funnel – MQL
- Middle Funnel – HQL, SQL
- Demand Generation



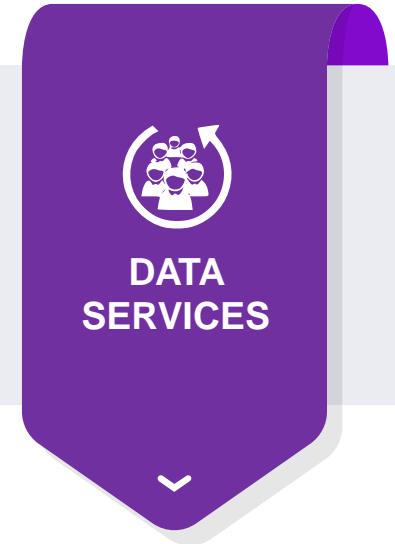
Impactful Strategies

- Partnerships
- Enablement
- Management
- Technology



Inspire & Inform

- Syndicated Content
- Content Repurposing
- Original Content Publication



Data and Sales Intel

- Install Tech
- ABM intelligence
- Direct Dial
- Data Abstraction

CREATIVE SERVICES




Creativity Aspired

A simple hand-in-hand relation to modern marketing is with visually inspiring storytelling.

As a multifunctional agency we can not only cater to generating demand and leads for your portfolios but also build one.

A content strategy combined with creative use of writeups, graphics and web development, you and your client's can be assured of increased demand.



CONTENT CREATION

▼

Inspire & Educate

- Ebook
- WhitePaper
- Case Study
- Blogs & Posts




WEB DEVELOPMENT

▼

Tech Enablement

- Brand Websites
- Brand Web pages
- Specialty Pages
- Landing Page




CREATIVE ASSET

▼

Eye Catching Visuals

- Presentations
- Videos
- Banners
- Posts



CHANNEL CREATIVES

▼

Branding Management

- Branded Media Channels
- Social Media
- Network Sites

LEAD GENERATION

- 📣 Top of the Funnel – MQL
- 📣 Middle Funnel – HQL, SQL
- 📣 Demand Generation

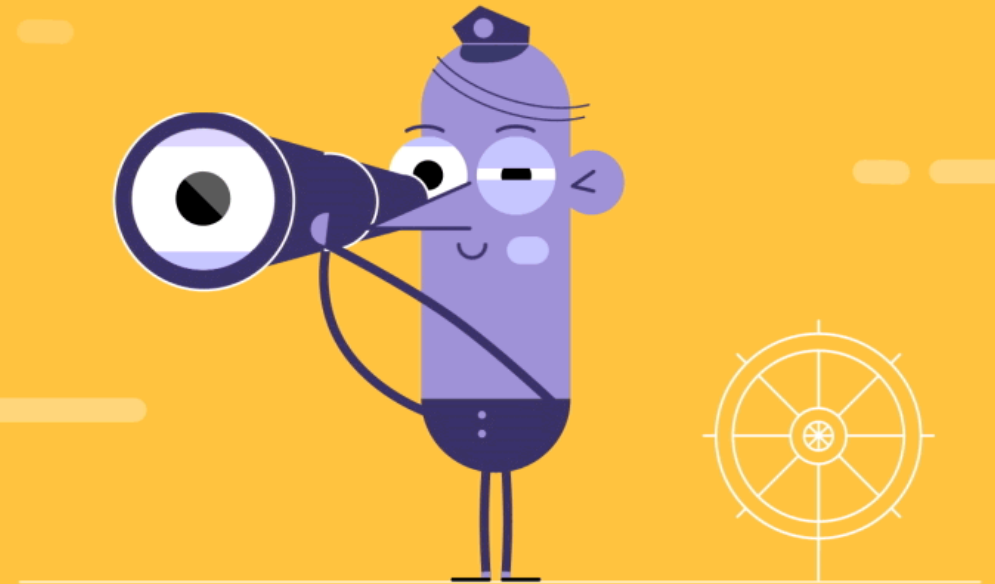
- ✅ ABM
- ✅ BANT
- ✅ Waterfall
- ✅ Nurturing
- ✅ Follow-ups
- ✅ Retention



RIGHT PROSPECTING

- 👤 Finding Ideal Persona.
- 👤 Reaching Right Party Contact.
- 👤 Established Decision Maker in need.
- 👤 Intent Based Audience.
- 👤 Install Tech insights.
- 👤 Direct Dials, no bad email.

Powered By:



DATABASE AND LIST BUILDING

- 🗄️ Identify inbound visitors.
- 🗄️ Get actionable insights.
- 🗄️ Overview of contact journey.
- 🗄️ Engagement performance.
- 🗄️ Check data fatigue and churn rates.
- 🗄️ Build marketing list with intent.



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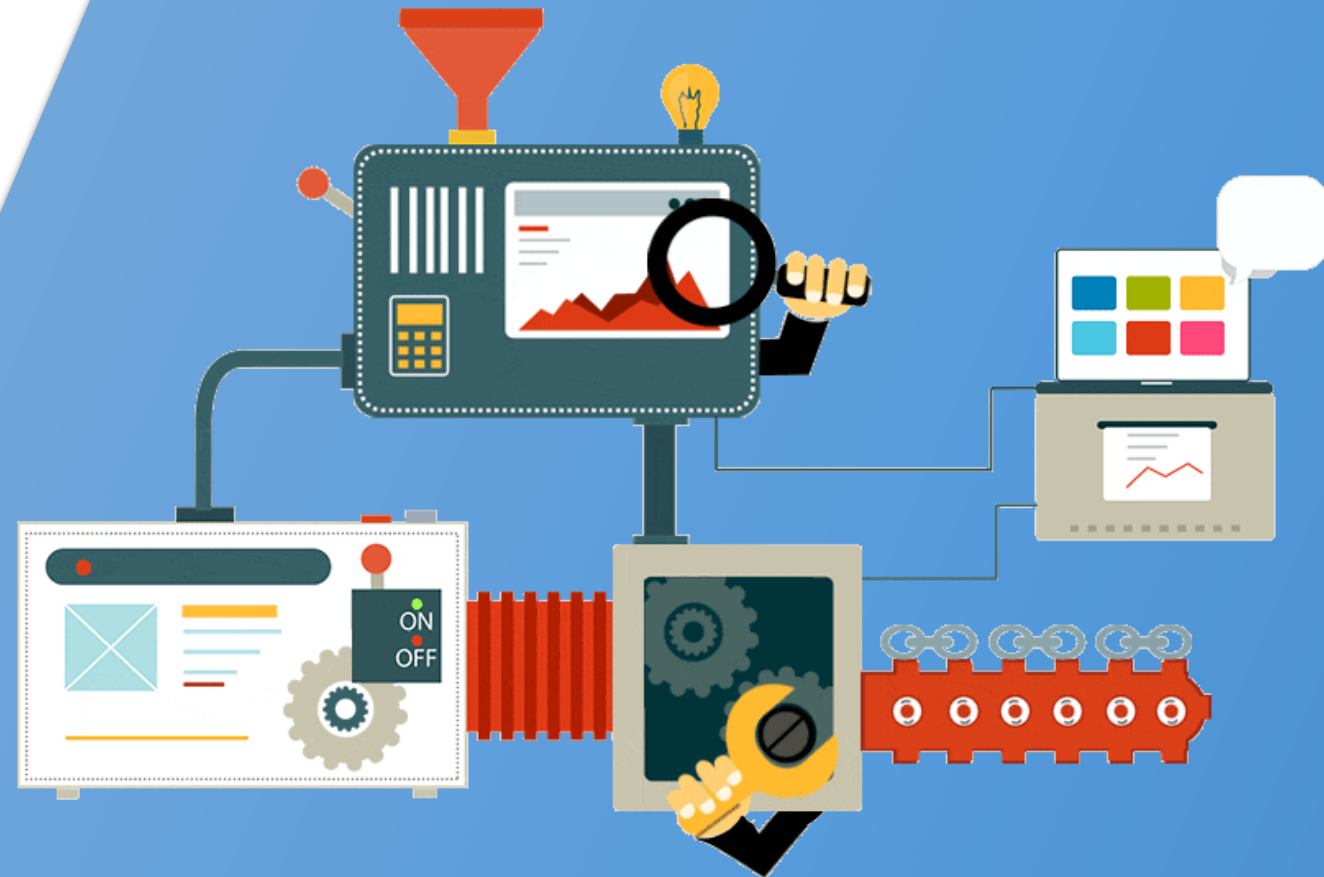
 Microsoft

 Power BI

ANALYTICS & OPTIMIZATIONS

- 📊 A/X Testing.
- 📊 Test design & messaging.
- 📊 Behavioural Analytics.
- 📊 Performance Analytics.
- 📊 Check data fatigue and churn rates.
- 📊 Build marketing list with intent.

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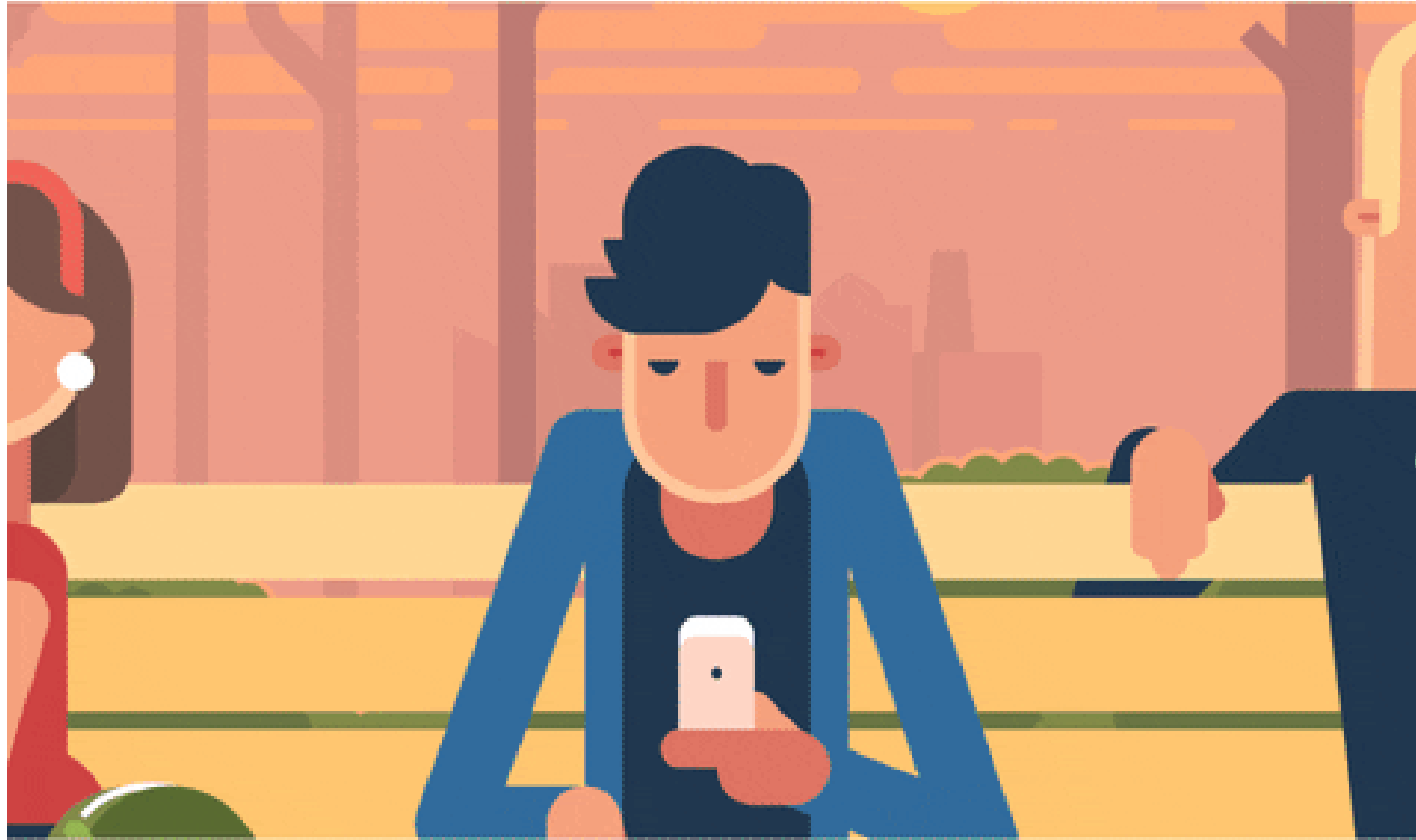
Ai ORCHESTRATION

- ✉ Personalized Emails & Landing Pages.
- ✉ Send time optimizations.
- ✉ Smart Follow-ups.
- ✉ Form field intelligence.
- ✉ Pre filled forms for visitors.
- ✉ Lead Scoring.
- ✉ Engagement Autoresponder.

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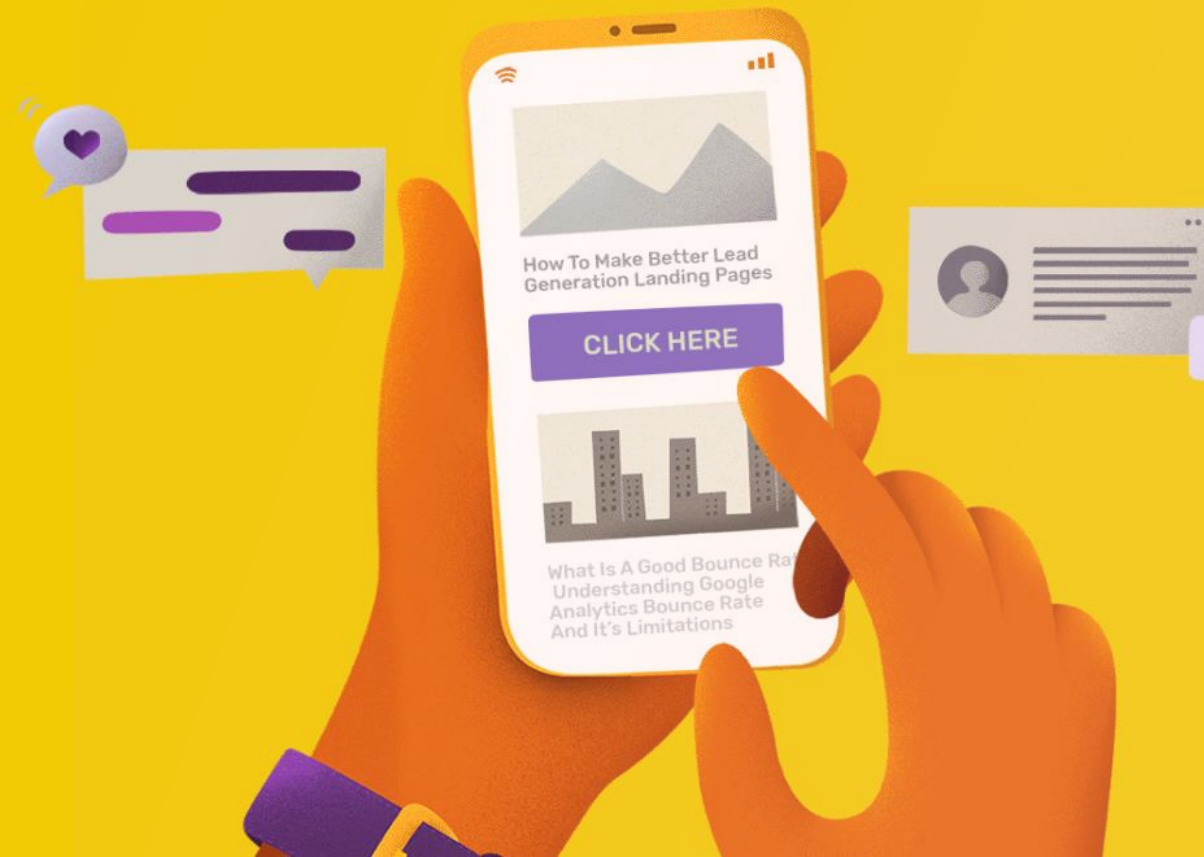
THE WORLD IS MOBILE



INVEST IN MOBILE MARKETING READY PLAN

CREATIVE & RESPONSIVE PAGES

- ⌘ Bold, Modern & Simple Pages.
- ⌘ Personalized LP.
- ⌘ Optimized for all screen sizes.
- ⌘ Minimal Size, loads in instant.
- ⌘ Accelerated Mobile Pages (AMP).
- ⌘ Pixel Tracking.



INTUITIVE CONVERSIONS

- 👉 Personalized Offers.
- 👉 Pre filled Forms with personal info.
- 👉 Intelligent offer delivery.
- 👉 To point Custom Questions & Answers.
- 👉 Conversion Tracking & Optimizations.
- 👉 Exit Intent Popups.
- 👉 Social Proofs.



USER FRIENDLY DESIGNS

- 🏠 Designed by, for professionals.
- 🏠 Daily Heatmaps & Session analysis.
- 🏠 Modern and minimalistic.
- 🏠 Focus on delivery & Optimizations.
- 🏠 Image to text ratio.



COMPLIANCES

We Build Trust with Consumers and Users by Going Beyond Just Complying with Global Regulations. We Implement a Continuous & Dynamic Privacy Foundation with our own Security Solutions.

Our Best practices are:

1. Protect User Data
2. Data Access Policy
3. Realtime Unsubscribe Mechanism
4. Consent and tracking



NORTH AMERICA

- Canadian Anti Spam Law (CASL)
- California Consumer Protection ACT (CCPA)
- US CAN SPAM



EU & GDPR

- EU- GDPR
- UK – DPA
- SP – SAISS-ECOM
- FR – CPEC
- DE – FDPA, TELA, AAUC



AUSTRALIA

- Australia Spam Act of 2003

PUBLISHING WEBSITES

Flagship Product -





LET'S BOOST YOUR BUSINESS

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media

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