



# METANOVA

DEVISING YOUR DIGIVERSE

We consult, develop, advertise and market to create a transitional and seamless business platform.



## About Us

We at Metanova Tech help companies worldwide along every step of their digital marketing by providing them the right marketing strategy, lead generation and demand generation strategy in place. Our aim is to drive revenue for publishers by providing them high quality leads with higher conversion rates for advertisers. We take pride in us becoming a leading ad tech firm. We also aim to provide them the best technical support and service in this era of disruptive tech.





# Marketing and Advertising

- Email Marketing
- Tele Marketing
- Digital Marketing - SEO, SEM, SMO
- Performance Marketing
- Content Syndication
- Branding
- Brand Awareness
- Marketing material designing
- Marketing Consulting
- Vendor Partnerships
- Lead Generation
- Organic Data
- Marketing Automation



# Email Marketing



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 your 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 references.

Email Marketing Process :

1. IP / Domain ESP Configuration
2. Domain FBL / Blacklist Process
3. Seed Creation
4. E-mail Template / Landing Page Design
5. Litmus / Spam Score Test
6. Send Campaign
7. Campaign Checking
8. Campaign Reports





# PROCESS TIMELINE

## Sending EDM

Email is sent to thousand of ids, where it is tracked with their representative delivery reports

## Landing Page

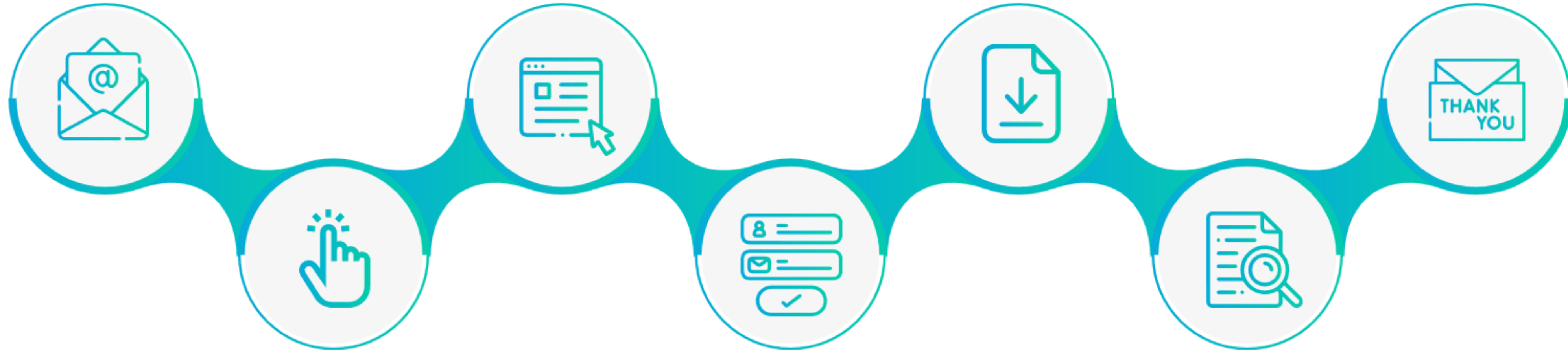
Prospect is directed to aesthetically designed landing page where he can find more information.

## Downloads

The media is download as soon as the form is filed.

## Thank you Mail

Prospect is greeted with a thank you mail and informed for further assistance



## Open/Click

Our Specialized tools track activities on email views and action clicks.

## Fill Form

To get the digital content the prospect fills out details.

## Our DB

We receive the details filled out by the prospect which we can take follows-ups.

# Advantages Email Marketing

Our investments in efficiency are paying off.

This allows us to lower cost of email while maintaining top of the industry standards in reliability, scalability and delivery.

## ● High Deliverability

Our software automatically cleans all anomalies from our Database

## ● Automatic Bounce, Complaints & Unsubscribe Handling

We Use Amazon's EC2 Infrastructure to ensure it reaches its destination.

## ● Reports & Insights

Plethora of custom reports and analytics scopes all inbuilt to automate tracking effectively.

## ● Developer API

Our software can directly integrate into your sales CRM to streamline.

PROFESSOR@GMAIL.COM 4673218



# Tele-marketing



A script is very Important to approach any prospect. Script enables our agents to perform better and make the best out of a call.

## Script based on Content

Every campaign needs a script that becomes our pitch. Every script is based on the content of the campaign and the market that we have to target. It is uniquely created for different markets and campaigns as to gather and provide all the information in the best manner. A script ensures the best approach and is used as a standard to measure the quality of the leads.

## Specification

The campaigns come in with specifications to filter the most relevant information that can facilitate the campaign. These specifications are provided to the agents, so that the contact discovery is 100% relevant and accurate. This function raises the efficiency and effectiveness of the process.

## Qualifiers are Set

To ensure the best quality, qualifiers are set. The basic criteria are to cover the scope of qualifiers 100% i.e. it is mandatory to reach up to the standard of every qualifier that has been set. Only when the scope of qualifiers is covered, the lead is considered as a prospect for delivery and is sent for further evaluation.

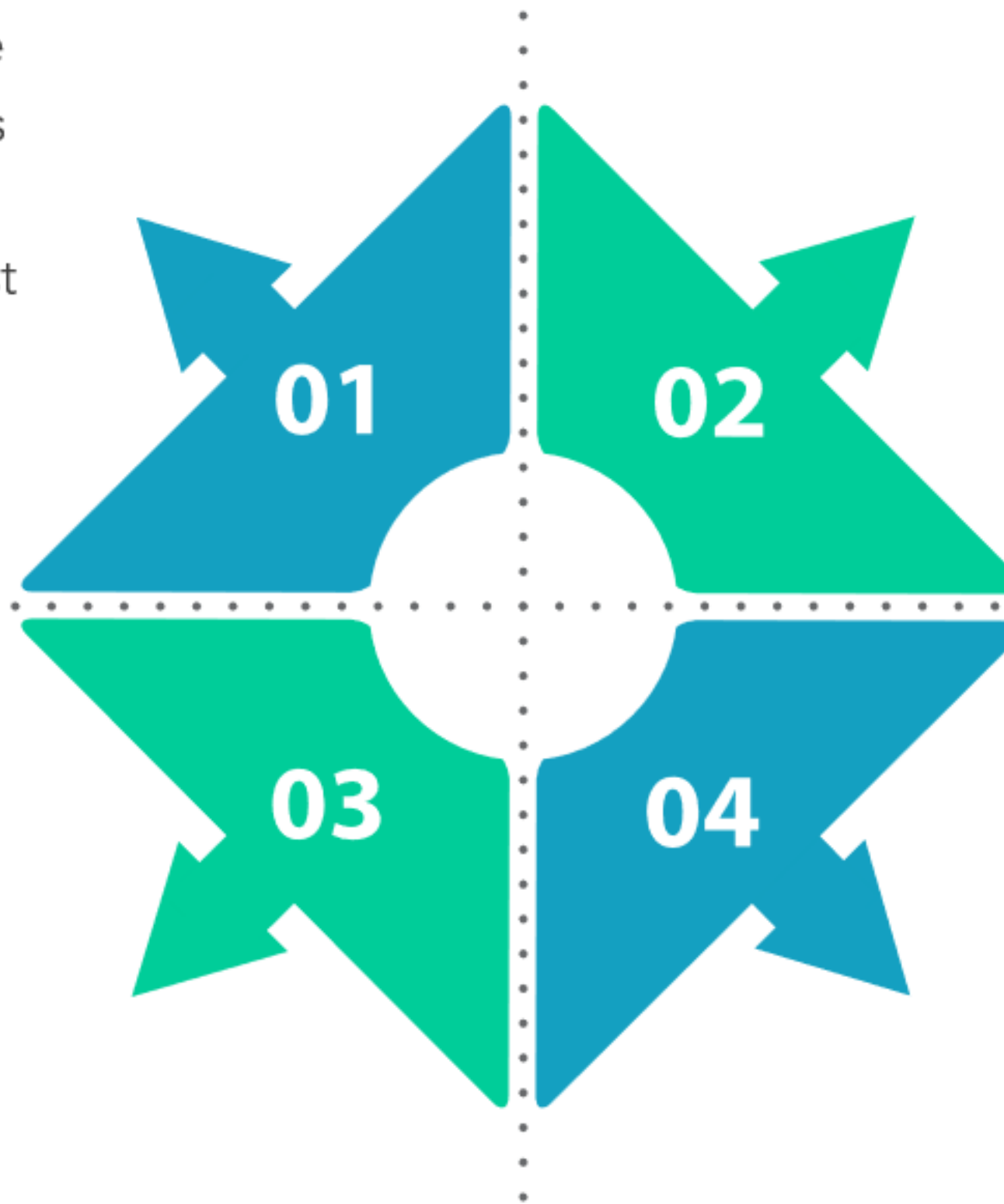
# OPERATIONS PROCESS

## Campaign Briefing

As soon as the campaign is received the agents are given a preferred over the same. Every campaign is different in its approach and only through a deep understanding of its demand can bring out the best results. Hence, the foremost task is to provide the understanding to the agents.

## Allocation of Campaign

The campaign as per its demand is there an assigned to the agents. Specific headcount is assigned for a generating leads for a campaign so that the apply for the same can be done efficiently.



## Daily Analysis

It is a performance management function which is practised on a daily basis regular analysis is done to short and check for any impediments occurred and how to overcome it. the action plan and standards have been defined, control methodology is practiced if any deviation is recorded from the defined path.

## Dashboard Preparation

A dashboard is prepared to analyse the productivity and quality of the agents. This dashboard consists of qualifiers that calculate the efficiency of an agents work. It is all calculated duly and recorded on a daily basis. This allows recognising the areas of growth and provides transparency as the agents can monitor their own performance.



# QUALITY ANALYSIS



## Campaign Briefing

Leads are verified against the specifications sent by the clients i.e. specifying the various industries, geographies, job titles to approach, the employee strength of the company to be considered, custom questions, email bounce back, internal and clients suppression



## Call Audits

That ensure 100% quality audits are done. All the voice logs that are saved are analysed on the basis of the standards that have been set for the particular campaign. The agents ensure that they complete the qualification defined by the set qualifier before saving. Every lead in the same log is analysed Again by the quality analyst for a perfect delivery. The rejected leads are also analysed for the rectification of mistakes.



## QA report is sent to the delivery team:

The quality report is combined and sent to the delivery team. The delivery team does a round up check of the report whether it is as per the clients specifications, if not, the format the file accordingly and eliminate any possible last bugs to deliver the perfect report!



# Digital Marketing

Employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks.

Digital Marketing Process :

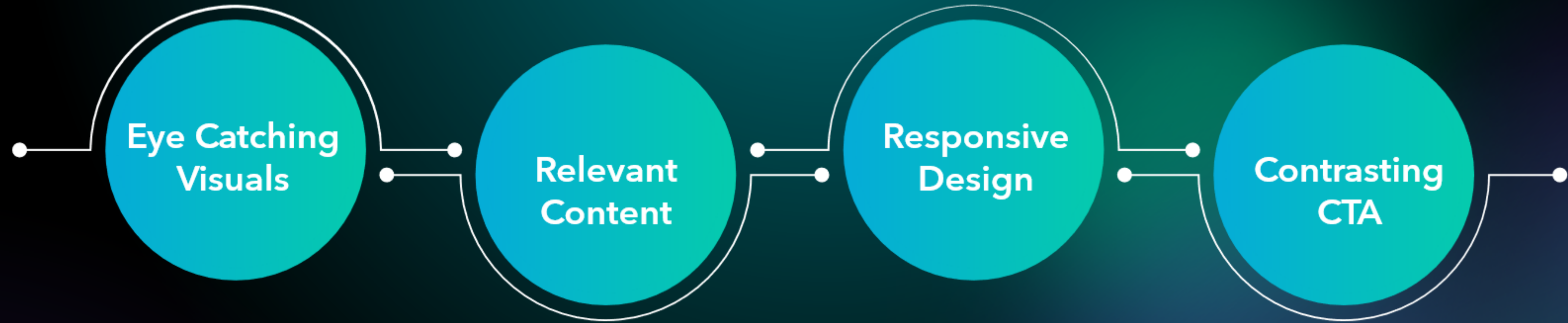
1. Probe
2. Strategize
3. Build
4. Optimize
5. Publish
6. Promote
7. Track
8. Refine







## High Quality Newsletters



## Landing Page Design

- **The first 5-10 Seconds** Very crucial time, user attention only scroll down about 30% of the page.
- **47% Successful landing page** Great landing page makes 47% sales than the original web home page.
- **\$650 average cost** Daily average cost for landing page database supported landing page.
- **8% More leads!** Great landing page also increase leads by (average) 8%. ©



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# Social Media

Getting Subscriber

## ● Social Media & Blogs

Enroll to get emails series, Free Downloads or whitepaper, Beta testing etc.

## ● Articles & Write-ups

Reviews or creative writing on partner blogs to get

## Double Opt-in

We always confirm subscriptions with our leaders to insured they want to receive updates and promotions. This practice helps us to minimise sperms and increase content relevancy.

We also strictly abide to legal rules and compliances, thus follow strict NO-SPAM policy.

This further helps us to maintain high rating with ISPs and our subscribers.







# SEO & Analytics

SEO or Search Engine Optimization is the name given to an activity that attempts to improve search engine rankings. In search results Google displays links to pages it considers relevant and authoritative.

Authority is mostly measured by analyzing the number and quality of links from other web pages





## Similar Types of Services



### **Make your site appear in google**

Great Content encourages people to link your pages and Google ensures your pages are interesting and authoritative

### **The results are low cost**

Organic listings are essentially free. When you are listed at the top, you don't need to pay per click or allocate a budget for advertising.

### **60% of clicks go to the first result**

Google promotes authority pages to the top of its rankings so it's your job to create pages that become authority pages.

### **Take your business to the next level**

SEO can bring thousands upon thousands of visitors to your website a day. Your customers may recommend you a product or services.



## Lead Generation

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.

They are further segregated in-  
Marketing Qualified Leads (MQL),  
Budget Authority Need Time (BANT) and  
Sales Qualified Leads(SQL).

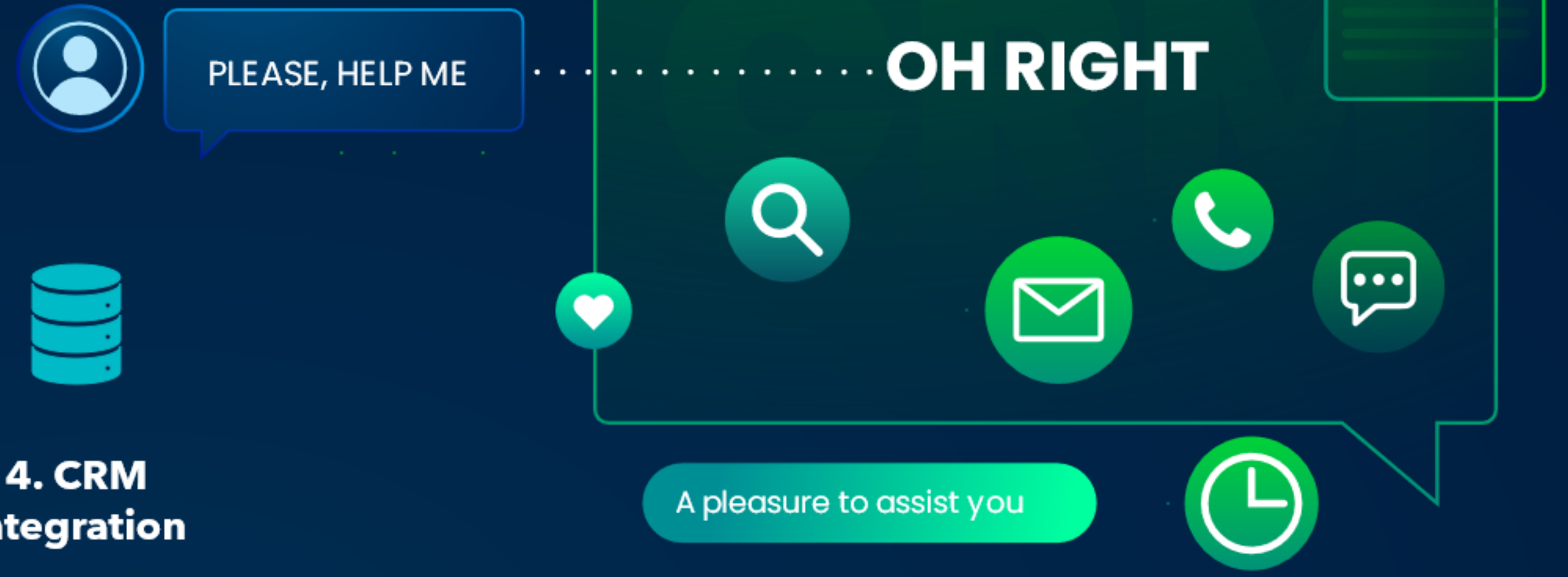
1. Research
2. Develop / Build Powersite
3. Optimize
4. Promote
5. Cleanse
6. Introduce
7. Secure Information
8. Pitch



# Marketing Automation

Marketing automation helps you to identify potential customers, automating the process of nurturing those leads to sales-readiness. It automates actions that bring prospects to the point where they can be directly approached by the sales team with the aim of closing a sale and starting an ongoing relationship, and the information it gathers can drive your choice of marketing tactics.

-   
**1. Nurturing Leads**
-   
**2. Personalized Email Marketing**
-   
**3. Campaign Management**
-   
**4. CRM Integration**





# Tools for Marketing Automation

## Forms and Landing Pages

These tools have been the mainstay of online marketing for a long time. They help brands capture information from prospects and then route it to various systems for storing and/or action.

## Lead Scoring

An integral part of all marketing automation and email platforms. Many of these more advanced solutions are moving beyond scoring as a result of activities (visits, opens, clicks, etc.) and scoring based on perceived intent and/or buying stage. Lead scoring improves the communication between the marketing and sales teams and helps everyone do a better job.

## Lead Filtering and Management

Some marketing automation platforms serve as a landing spot for leads that don't quite include enough information to pass on to sales. For an increasing number of B2B organizations, this is becoming less relevant. The abundance of data on a targeted market segment makes it possible to move to a "contacts only" customer data structure. This brings every account and contact into the CRM.

## Social Media Management

This allows for the distribution of content across most major social platforms from one interface. Marketers no longer have to manage each account individually. This can increase security because social media account managers don't need access to the underlying login credentials. Rather, they receive access via the automation platform. The use of social media management tools also helps maintain a consistent brand image across all social media platforms. Marketers can reuse images or content easily, tweaking them to suit the format of each platform but maintaining the integrity of the message.

# Marketing Consulting

## A. Assess Goals

Let's start by identifying what you want to accomplish.

- What are your business' top revenue producers?
- What is your business' value proposition?
- What is your company's brand perception in the marketplace?
- What do you want to change and improve about your company?

## B. Develop Strategy

Once your business goals have been identified, let us help you develop a strategy to accomplish them.

## C. Align Strategy with Goals

Your sales and marketing strategy should align with the overall goals of your business; we'll help you keep your eye on the prize.

## D. Create Infrastructure to Execute Strategy

Does your business have the resources to execute the strategy? We can help you assess your resources - human, technical, operational and financial - to ensure you have the resources to properly execute strategy and accomplish you goals.

## E. Defining Marketing and Sales processes

A critical step of the strategic marketing consulting process is defining and documenting your marketing and sales process. We work with you to clearly define the process and fully document the flow from the initial marketing channels through the sales process to revenue generation.





## **F. Establishing marketing and sales metrics**

Marketing metrics and sales metrics provide direct, measurable and quantifiable insight to the state of your business. We can help identify the right metrics for your organization and how to ensure your sales and marketing metrics are reliable.

Once your organization starts gathering sales and marketing data, we'll sift through the data so you can see it in a useful, actionable format. Visual dashboards, whether through Salesforce or another CRM platform can display your sales and marketing metrics in a format that is easy to interpret, we can do this for you.

Does your organization have a use Key Performance Indicators, also called KPI? We will work with you to identify the best KPIs for your organization. We also develop digital KPI dashboards - a powerful tool to provide immediate feedback and engage your employees in the business.

## **G. Performance measurement and management**

If we have made it this far, we have the tools to quantify and assess performance - from an enterprise level to a granular level.

## **H. Develop a culture of Perpetual Improvement**

Defined processes, established metrics, communication and employee buy in can be a powerful tool. When executed correctly, it becomes pervasive and transforms your company culture to focus on constant process improvement and revenue generation.

Strategic Marketing Plan - Getting Started. Contact Marketing Practicality today to begin your strategic marketing plan. We will develop a strategic marketing consulting plan that will transform your business and work with your budget.



## Database Overview



METANOVA



Our database consists of more than **19.8 million** verified records across North America, LATAM, EMEA + UK, ANZ & APAC regions and across all horizontals % verticals.



# Database Segmentation



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THANK YOU



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