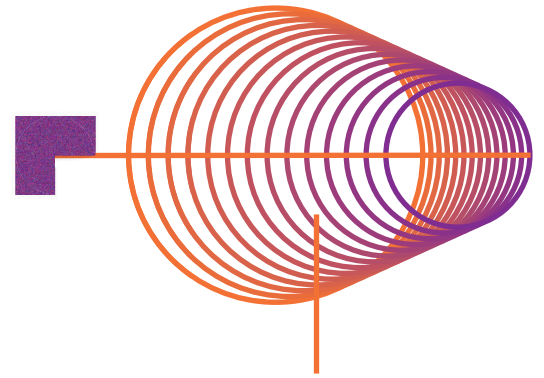


Marketing as a Service

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Overview

A specialized Marketing Capability Center focused on empowering IT ecosystems with tailored, growth-focused marketing strategies that are closely aligned with their business objectives.

We operate as trusted consultants, growth partners, and virtual CMOs, overseeing the full spectrum of marketing initiatives, from brand positioning and technology integration to leveraging AI for advanced insights and efficiency. Our deep expertise allows us to plan and manage Marketing Development Funds (MDFs) strategically, ensuring maximum ROI and helping our clients achieve sustained market leadership.

Geographic Reach

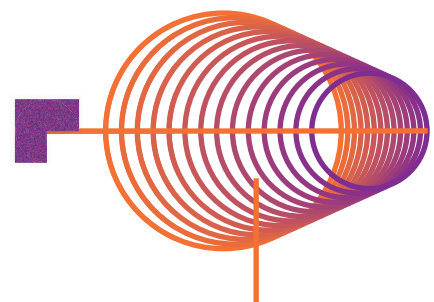
Asia Pacific Region - India and Singapore (Hub)

Audience

Matured Startups | SMBs | IT Partners | SaaS | Hyperscalers
ISVs | Mid Enterprises | Large Enterprises | SIs | MSPs | Distributors

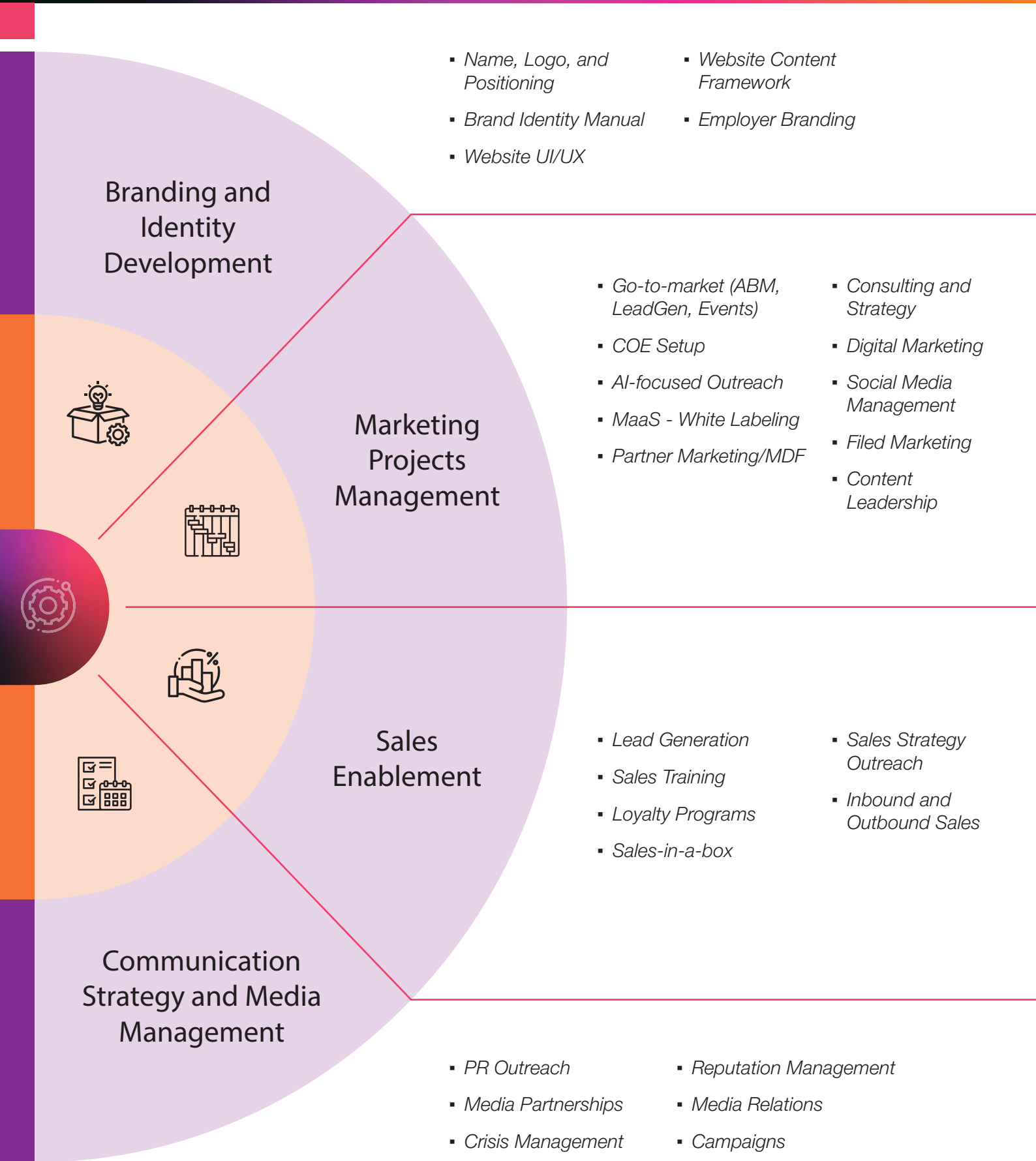
Industry

Cross Industry, Largely Technology Focused (B2B and B2C)

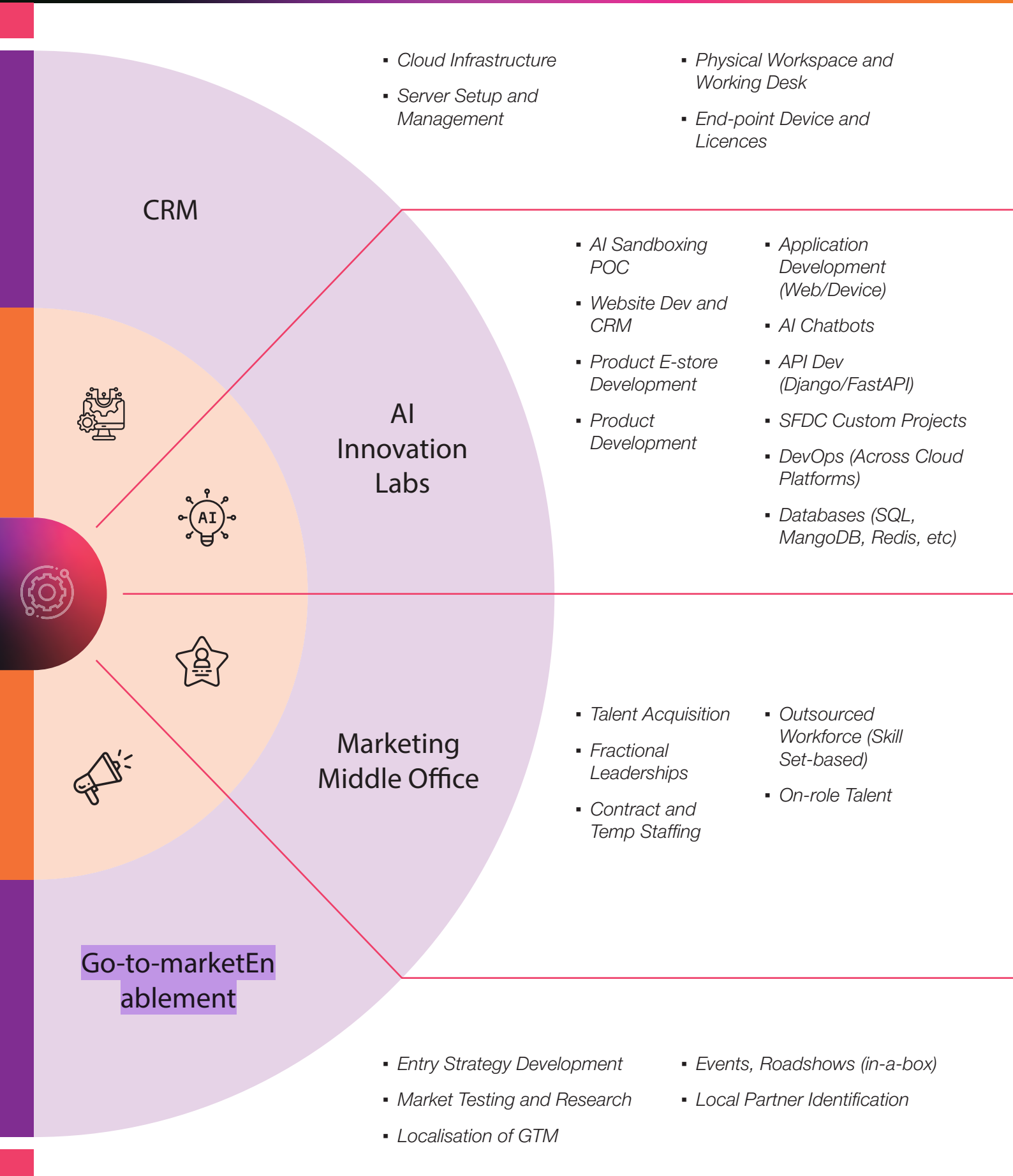




Services: Deliverables



Services: Deliverables



CRM

- *Cloud Infrastructure*
- *Server Setup and Management*
- *Physical Workspace and Working Desk*
- *End-point Device and Licences*

AI Innovation Labs

- *AI Sandboxing POC*
- *Website Dev and CRM*
- *Product E-store Development*
- *Product Development*
- *Application Development (Web/Device)*
- *AI Chatbots*
- *API Dev (Django/FastAPI)*
- *SFDC Custom Projects*
- *DevOps (Across Cloud Platforms)*
- *Databases (SQL, MangoDB, Redis, etc)*

Marketing Middle Office

- *Talent Acquisition*
- *Fractional Leaderships*
- *Contract and Temp Staffing*
- *Outsourced Workforce (Skill Set-based)*
- *On-role Talent*

Go-to-market Enablement

- *Entry Strategy Development*
- *Market Testing and Research*
- *Localisation of GTM*
- *Events, Roadshows (in-a-box)*
- *Local Partner Identification*






Services: Unit-wise Deliverables

Brand

| Service Name | Scope/Deliveries |
|---|--|
|  Name, Logo, and Positioning | <i>Creation of brand name, theme, logo with logo usage and messaging positioning.</i> |
|  Brand Identity Manual | <i>Development of brand guidelines, templates, and a guidebook for voice, graphics, and best practices across all media.</i> |
|  Website UI (Frontend) | <i>UI design framework, navigation, user journey map, responsive layout, and HTML (8-10 pages).</i> |
|  Website (Content Development) | <i>Content development and editing for homepage, product pages, resources, and about us sections (8-10 pages).</i> |
|  Website UX (Backend and CRM) | <i>Platform development with user testing, data capture, and CRM integration (8-10 pages).</i> |
|  Employer Branding (Campaign) | <i>EVP development, content creation, and social media/recruitment campaigns to attract and retain talent.</i> |


Services: Unit-wise Deliverables

Brand

| Service Name | Scope/Deliveries |
|--|---|
|  <p>ABM Campaign (Strategy and Playbook)</p> | <p><i>Account-based marketing campaigns (1:1, 1:few, or 1:many) with a master theme/message and strategy framework. Deliverables include emailers, web assets, sales collateral, and a solution video, aligned to the user journey.</i></p> |
|  <p>Digital Campaign (Strategy and Playbook)</p> | <p><i>Digital campaigns with a master theme/message and strategy framework. Deliverables include emailers, web assets, sales collateral, and a solution video, all aligned to the user journey.</i></p> |
|  <p>Lead Gen (Digital Campaign)</p> | <p><i>Digital marketing campaigns with a master theme/message, user journey, and audience segmentation. Deliverables include emailers, web assets, and gated content designed to generate MQLs.</i></p> |
|  <p>Content Syndication Campaign</p> | <p><i>Digital marketing campaigns with a user journey and audience segmentation. Deliverables include emailers, web assets, and gated content designed to generate MQLs.</i></p> |
|  <p>Event (Creative)</p> | <p><i>Event branding with a master theme/message and user journey. Deliverables include emailers, web assets, and comprehensive venue branding (stage, kiosk, signage, etc.).</i></p> |
|  <p>CXO (Roundtable)</p> | <p><i>CXO roundtable event planning, 8-10 CXO audience, and execution with targeted outreach. Includes venue, F&B, and branding.</i></p> |

Services: Unit-wise Deliverables

Brand

| Service Name | Scope/Deliveries |
|---|--|
|  <p>Channel Digital Transformation</p> | <p>Omnichannel enablement for channel partners, including GTM strategy and execution. Development services include website and digital assets, social media, e-store, and promotional campaigns.</p> |
|  <p>GTM Playbook (Product/Service)</p> | <p>Global campaign development with a key visual and messaging guidelines. Deliverables include digital assets, emailers, social content, marketing collateral, and a video.</p> |
|  <p>Campaign (Key Visual and Theme)</p> | <p>Campaign key visual and theme development, including research, rationale, and usage guidelines.</p> |
|  <p>Social Profile Management (Leadership)</p> | <p>Leadership/CXO social persona mapping and LinkedIn profile management, including strategy, content creation, design, and execution.</p> |
|  <p>Social Profile Management (Brand)</p> | <p>Brand social media strategy with a content calendar and post designs (static, GIF, and carousel). Includes execution and management.</p> |
|  <p>SEO Management (Brand)</p> | <p>SEO services including keyword optimisation, technical audits, content development, link building, local SEO, and competitor analysis.</p> |



Services: Unit-wise Deliverables

Brand

| Service Name | Scope/Deliveries |
|--|--|
|  Video VFX (60 Sec) | <i>Video development, including animation/stock footage, graphics, voiceover, track, and SFX (60 seconds).</i> |
|  Video VFX (2 Mins) | <i>Video development, including animation/stock, graphics, voiceover, track, and SFX (2 minutes).</i> |
|  Video Development (Onsite) | <i>Onsite video shoot (4-6 hours) with raw and colour-corrected files, storyboard, speaking points, and editing (2-3 minutes).</i> |
|  Photoshoot Files Only (Onsite) | <i>Onsite photoshoot for 4-6 hours and up to 50 raw photos, with raw and color-corrected files.</i> |
|  Website (Refresh Content + design) | <i>Content editing and polishing with webpage refresh, per page.</i> |

Services: Unit-wise Deliverables

Brand

| Service Name | Scope/Deliveries |
|---|---|
|  <p data-bbox="292 936 544 972">Digital/Web Assets</p> | <p data-bbox="716 869 1437 1025"><i>Digital design and content services, including, web banners, emailers with HTML (various formats and templates), social media content (static, GIF, and carousel posts with descriptors and templates), and short animated videos (15 seconds) with music.</i></p> |
|  <p data-bbox="292 1659 501 1771">Field/Individual Marketing Collaterals</p> <p data-bbox="292 1787 564 1839"><i>(Includes Asset Requests and Development)</i></p> | <p data-bbox="716 1648 1382 1805"><i>Design and content services for various marketing collaterals, including brochures, flyers, posters, standees, backdrops, and PowerPoint presentations. Also includes infographic design, content writing and editing, press ad design, illustrations, wall branding, and print artwork edits.</i></p> |

