

# Marketing Services

Everything you need for successful demand generation

## AN INTEGRATED MARKETING STRATEGY OPTIMIZES YOUR OUTREACH

When you commit to an outbound campaign, you want amazing results. To achieve that, you can expedite success by evolving a cold audience to one that is educated, aware and interested to learn more. Televerde uses an integrated marketing strategy to enhance and optimize your outreach.

## STRATEGICALLY TARGET YOUR AUDIENCE

Start the journey with a deeper understanding of your customers, target market, and industry.

### Persona Development

We use primary research to identify and validate the highest performing members of your target audience. Clearly identified personas help increase alignment between sales and marketing outreach while also guiding future campaign development.

### Voice of Customer Research

#### Qualitative Customer Feedback

Discover the true voice of your customer. Give your best customers a platform to speak with in-depth research calls that reveal how your solution best serves your customers and identifies areas of opportunity.

### Market Research

#### Quantitative

For more analytical and data-based research, we gather specific insight you want to know about your current customer base or industry prospects. You can use that information to tailor your marketing strategy, gauge customer satisfaction, and/or develop a customer sentiment baseline.

Looking to break into a new market? Our market research report provides the insight needed to launch into unfamiliar territory. The report evaluates behaviors and needs of a specified market to identify the buying habits, challenges, pain points and preferred solutions of customers experience today.

### Account Profiling

Ideal for ABM campaigns, Televerde builds customized account profiles that give you the business intelligence needed to effectively penetrate targeted accounts. We'll identify organizational priorities, members of buying groups, and factors that influence purchase decisions.

#### With customized account profiles you'll gain:

- Accurate and actionable account intelligence
- Identification of key contact information
- Enable more meaningful dialogues
- Enhance campaign performance



## BUILD CAMPAIGNS THAT CONVERT

With a good grasp of your target market and personas, we can help you build campaigns that generate awareness and leads to buyer interest

### Marketing Automation

Our marketing automation packages optimize your calling program through lead scoring capabilities, prioritized outreach and direct call integration processes. These nurture and score programs include key components needed to build a robust marketing automation nurture campaign.



#### Awareness Nurture and Score Campaign

Designed to create brand awareness within a cold list of target accounts through an integrated email campaign that improves lead generation effectiveness.



#### Consideration Nurture and Score Campaign

Designed to generate interest, educate prospects and capture additional information about target accounts via gated content.



#### Conversion Nurture and Score Campaign

Designed to maximize response time to engaged leads via direct integration to agents in your calling campaign. This campaign utilizes content and qualification steps to better identify leads who are ready to make a purchasing decision.

### Marketing Automation Managed Services

Marketing technology talent can be hard to find. For clients who prefer launching campaigns within their own marketing stack, our team of certified marketing automation experts can work within your tools to implement necessary integrations and develop required campaigns assets needed to both launch and track campaign performance on an ongoing basis.

### Content Creation

Create content that aligns with campaigns. Launch campaigns quickly with compelling content that speaks the language of your target market and can be used throughout your strategy, from nurture streams to sales conversations to inbound activities. Choose our complete campaign content package or select the individual content assets needed. Content creation services include copywriting and graphic design for blogs, eBooks, infographics, checklists, Q&A assets, solution briefs and more.

Call **866.787.2829** to learn how marketing services can launch your campaign.

