TSL Marketing
plan · develop · manage

Data Profiling & Research services

A process & result-oriented approach to marketing & demand generation. Proven in some of the world's most challenging IT marketing environments.

TSL Overview

- **Founded in 1999 by technology B2B marketing and sales professionals with formidable experience on the other side of the table**

- **18+ years of technology integrated marketing expertise world-wide**

- **Approved marketing, demand generation & channel marketing agency of choice with top technology giants in India, North America and ASEAN**

- **Fully Integrated Marketing Solutions**

- **100+ marketing specialists in India and 200+ world-wide**

- **1000+ successful marketing campaigns delivered in India 200+ channel partners engaged with for end-to-end co-marketing in India**

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TSL India vision

To add business value and deliver Return-on-Marketing-Investment (RoMI) as a strategic marketing partner of choice for technology companies

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Data services vision

To become a reliable partner that empowers companies with dynamic & accurate databases & profiled buyer intelligence so they experience maximum RoI/RoMI

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Our differentiators

We understand
- Industry vertical uniqueness
- Types of buyer Persona
- Buyer behavior by Persona
- Decision making process
- Digital and social media hangouts
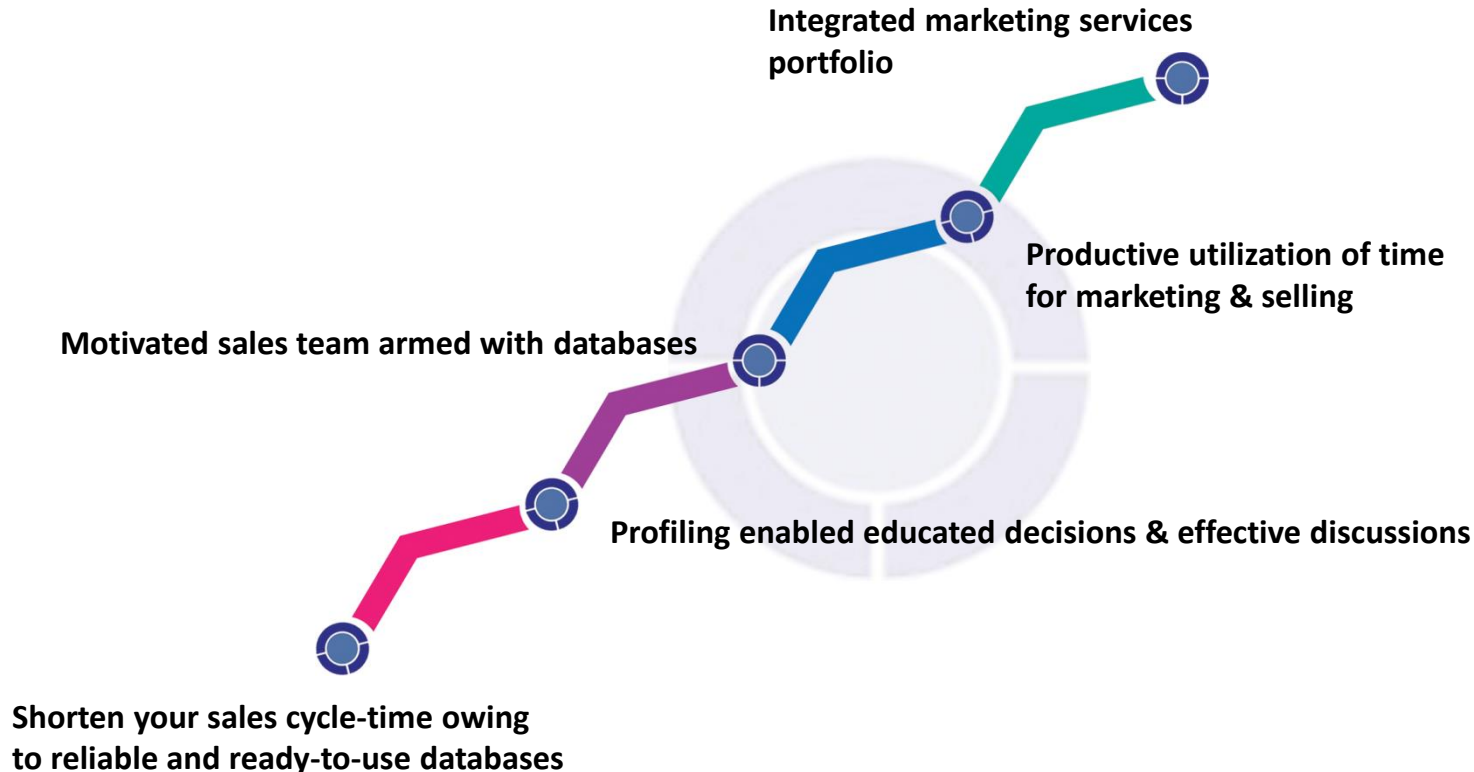
Repository of 500K+ contacts in-house

Process centricity & governance focus

Accuracy of data and research

Differentiators

SLA commitment

Faster turn-around time

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Our value proposition

Integrated marketing services portfolio

Productive utilization of time for marketing & selling

Motivated sales team armed with databases

Profiling enabled educated decisions & effective discussions

Shorten your sales cycle-time owing to reliable and ready-to-use databases

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What you can do with your databases

Funnel stages (top to bottom): Databases, Suspects, Prospects, Responders, Leads, Opportunities, Proposal, Win

Nurturing & Progression

Awareness creation

Lead Generation

Digital marketing

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Data profiling & Research

- **Database creation – by geography, by industry vertical, by company, by Persona**

- **Contact generation – by Name, Title, contact details and Email address**

- **Data cleansing & append**

- **Profiling & mapping – Contacts, Accounts & industry verticals**

- **Data Analytics**

- **Data Entry – CRM and other platforms**

- **In-house repository of 500K+ contacts**

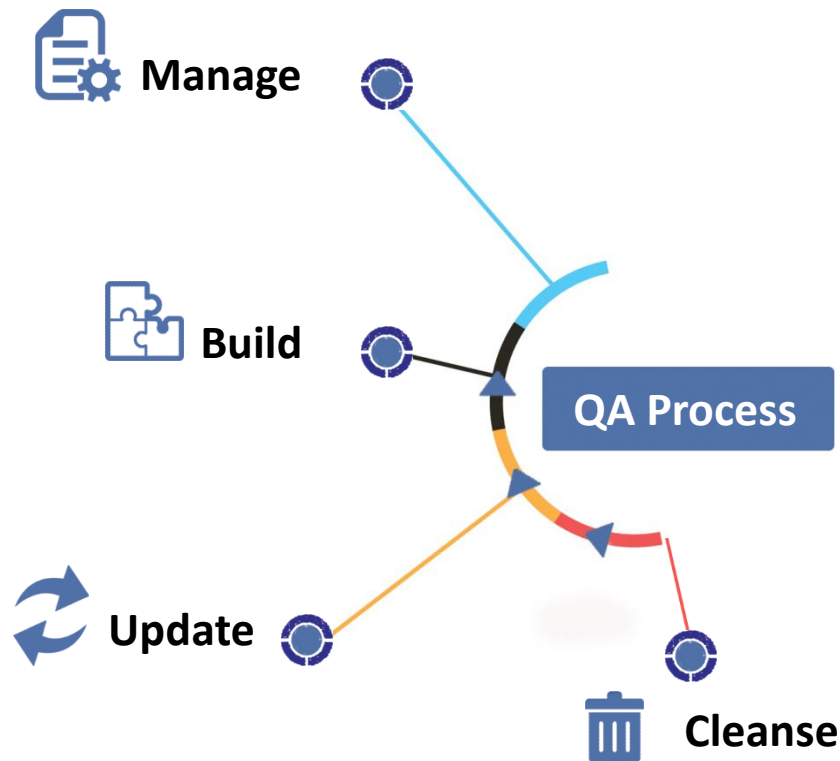- **250+ campaigns successfully executed**

- **Dedicated organization of data and research analysts**

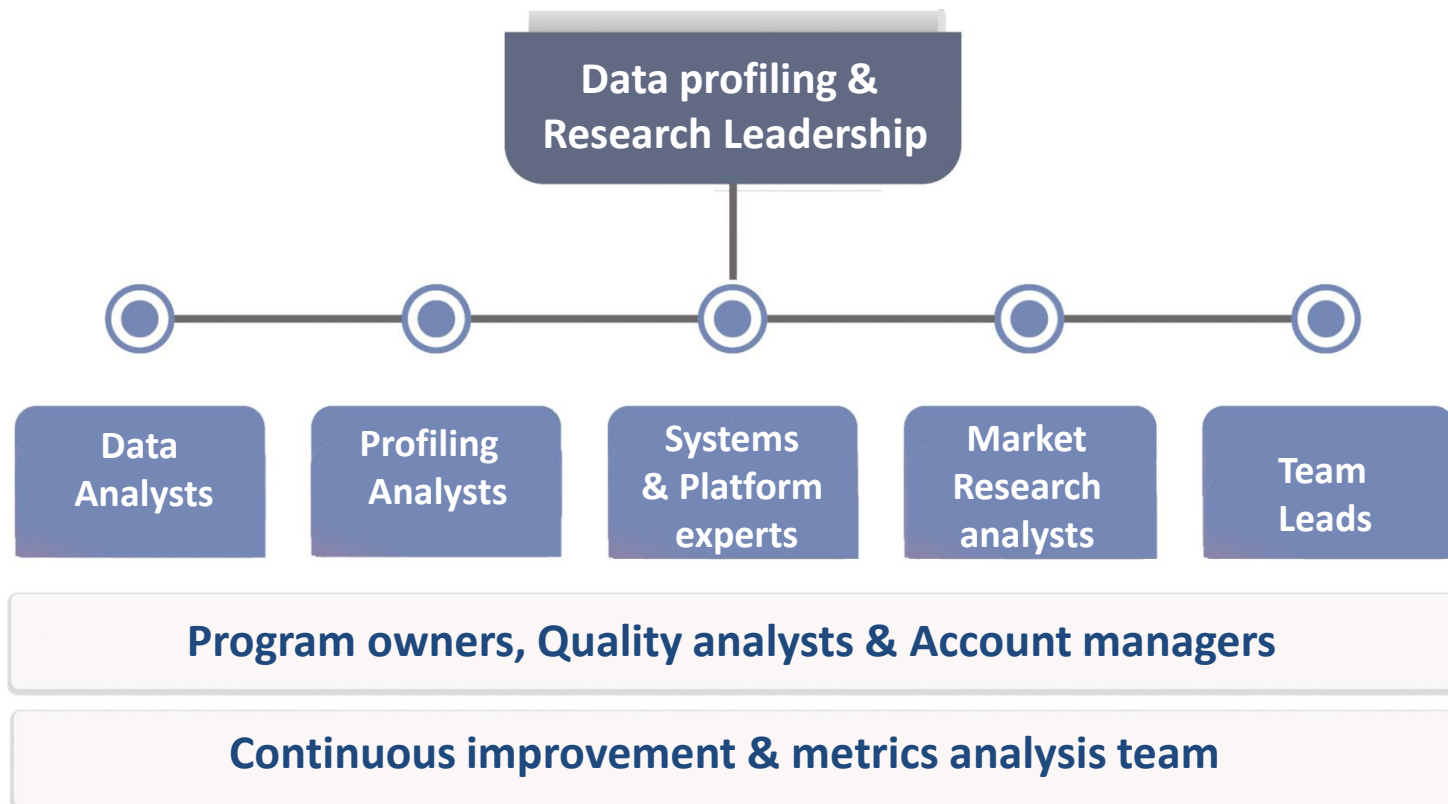- **Primary-Secondary-Tertiary modes of search**

Marketing success is as good as the quality of databases used

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Database management

Manage

Build

Update

Cleanse

QA Process

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Data services organization structure

Data profiling & Research Leadership

| Data Analysts | Profiling Analysts | Systems & Platform experts | Market Research analysts | Team Leads |

Program owners, Quality analysts & Account managers

Continuous improvement & metrics analysis team

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Thank You

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