



A process & result-oriented approach to marketing and 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 and 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
- 200+ channel partners engaged with for endto-end co-marketing in India







### TSL India vision

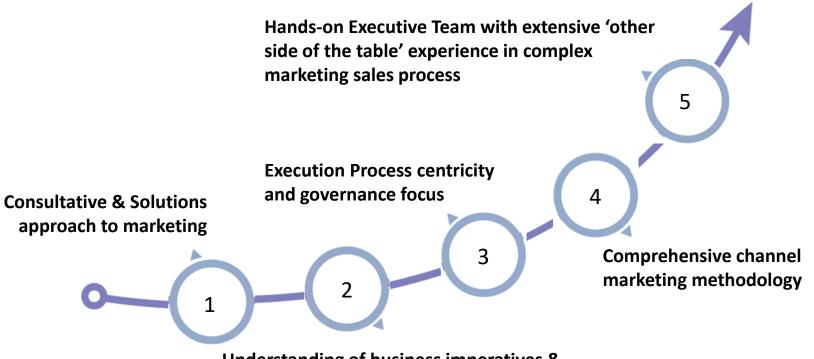


To add business value and deliver **Return-on-Marketing-Investment** (RoMI) as a strategic marketing partner of choice for technology companies





### Our differentiators



**Understanding of business imperatives &** technology subject matter





# Our value proposition

Unique customer experience due to confluence of TSL's technology **Shorter campaign** Subject Matter Expertise (SME) & 'Go Live' cycle times marketing services specialization le-hardened experience based Ability to become the customer's **Business, Sales & Marketing** end-to-end extended marketing **Consulting capability** arm, thereby, releasing their internal bandwidth while delivering Measurable Service Level on commitments Agreements (SLAs) and tangible RoMI





# Why TSL?

- TSL already has the process and the people to make your program a success.
- Do what you do best-Focus on closing deals!

Complete footprint across industry verticals and technology horizontals

- 2 E2E Channel Marketing mode
- 5 Global Solution

Building sales pipelines is ALL we do!

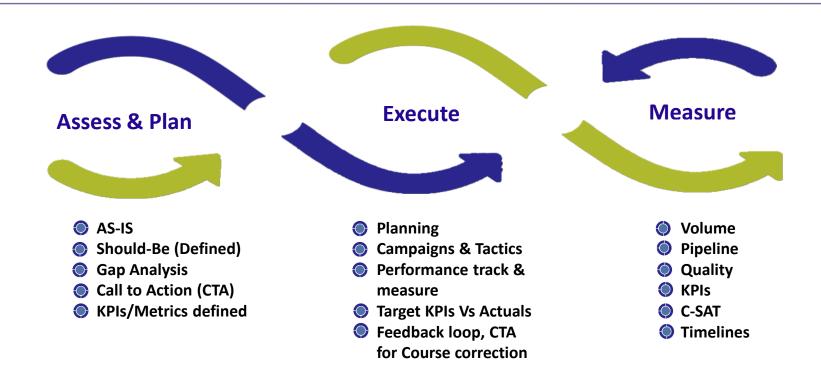
- Understanding of and experience in End-to-End Technology sales process
- Process and methodology centric approach to managing programs
- TSL executive team has extensive experience and understanding of technology sales







## Our execution approach







## 8 core solutions for you







### TSL Services Portfolio

### Channel **Enablement**

- Partner account management
- Profiling
- Recruitment
- Enablement
- Support Process set-up & Activation
- Pipeline build
- Capacity Planning
- Measurement. reporting & analysis

#### **Data Profiling** & Research

- Database creation
- **Contact generation**
- **Database Cleansing**, Append
- **Contact profiling**
- **Account profiling &** mapping
- **Industry profiling &** research
- **Data Analytics**
- **CRM Integration**
- **Email append**

#### Tele **Services**

- **BANT** qualified Lead Generation
- **Appointment Setting**
- **Inquiry Management**
- **Event Audience Drive**
- **Inside Sales Support**
- **Lead Nurturing &** Progression
- Awareness & visibility creation
- White paper Marketing
- Webinars

### **Digital Marketing**

- Website assessment
- Website design & development
- SEO
- Microsites & landing pages
- Creative & IT Services Social Media
- Marketing Branding Content Creation &
- marketing **Email Marketing**
- Marketing Automation
- Pay-per-Click
- advertisements

#### Consulting Services

- Strategic Sales consulting **Key Account** management
- Digital marketing Workshops
- Sales workshops **Marketing Plan** Creation &
- management
- **Sales Playbooks Negotiation skills**
- workshop
- Communication & Presentation skills
- workshop







# 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





# Lead generation



- Lead generation via Teleoutreach
  - » BANT, AN, AI
  - + Eco-system intelligence for each lead
  - > Lead report for each lead
- Leads handed over facilitation conference calls
- Consultative and probing approach to lead generation
- Database included as part of campaign

- Committed SLA per month and for the campaign duration
- Nurturing & Progression support to ensure no lead is left behind
- Lead generation via Teleoutreach
  - Focused Governance
  - > Call guide & script created by TSL
  - Review & feedback mechanism

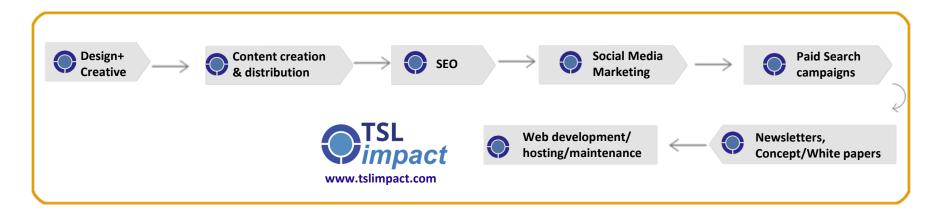
Quality, and not just volume of leads, will determine RoMI





# Digital marketing

### Brand visibility, positioning, inbound pipeline



Comprehensive digital presence enables you to differentiate your company and help establish thought leadership





Creative

Partner account

Nurturing &

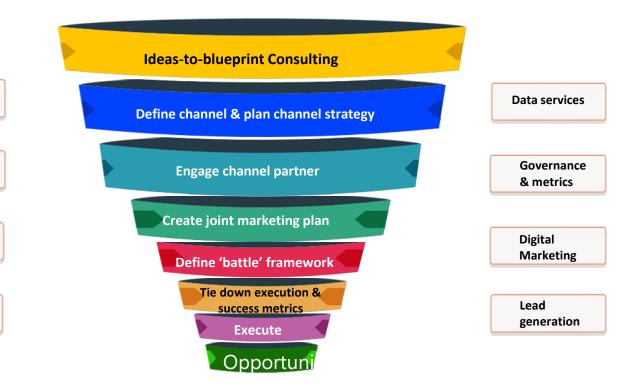
**Progression** 

**Pipeline** 

management

management

## Channel marketing



**Ensure committed mind & wallet share of your business** partners for a wide channel eco-system footprint





# TSL organization structure

Support teams (HR, Finance, IT, Admin)

Leadership

Sales & Business Development

Demand Generation (Tele)

Data Services & Profiling

Digital Marketing

Market Research Consulting & Workshops

Managed by the Leadership team

Business Unit Heads
Program owners, Quality analysts & Account managers
Team managers/ Leads & Business Development specialists

Continuous improvement & metrics analysis team of tunit

ies

#### **Our Digital Team**

Content writers, Social media specialists, designers, PPC experts, SEO specialists, developers, MAP team, Solution team



















































## **Thank You**

