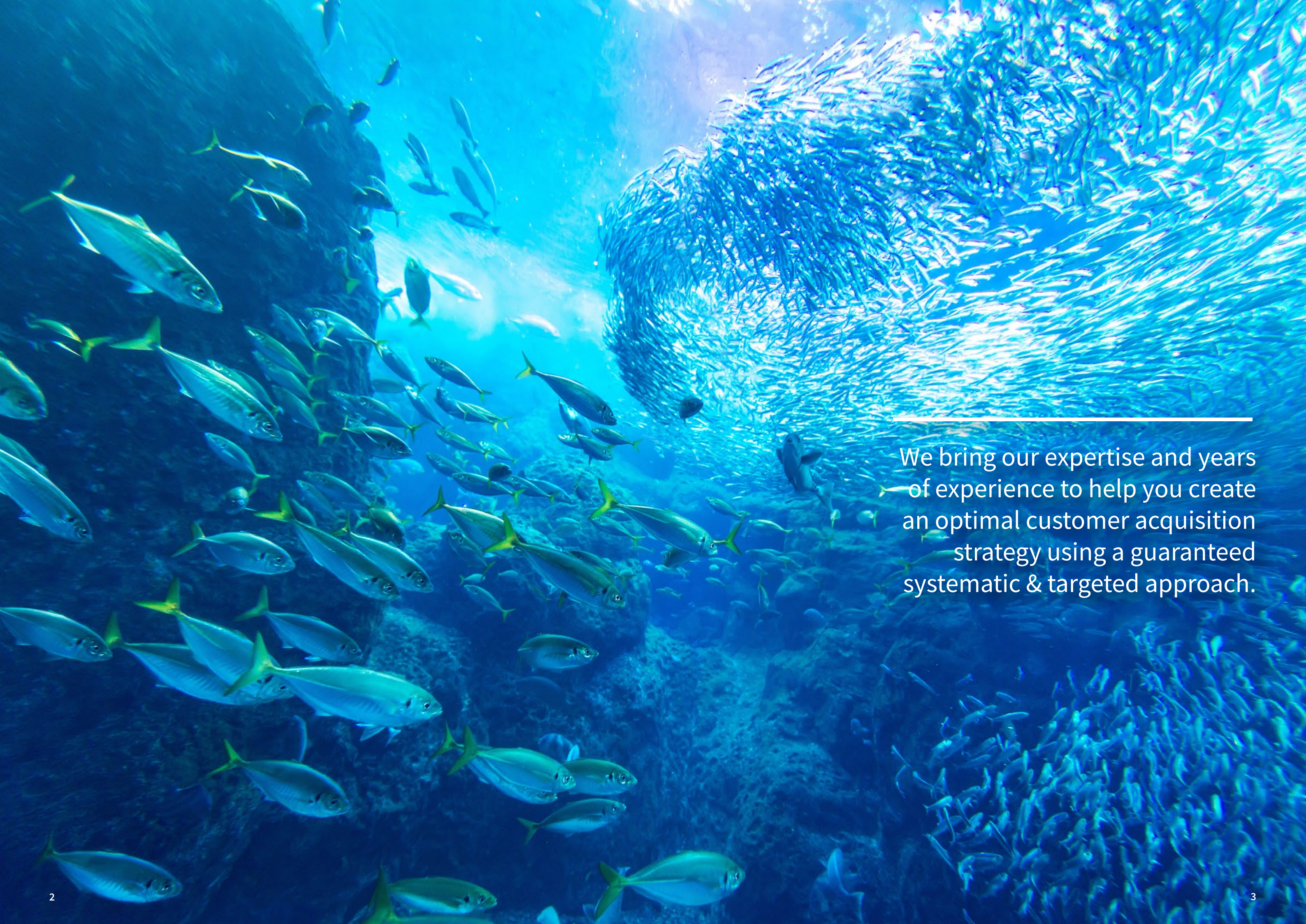


INDEVCO
CONSULTANCY

Lead Generation & Customer Acquisition Programs



Accelerating your sales performance



We bring our expertise and years of experience to help you create an optimal customer acquisition strategy using a guaranteed systematic & targeted approach.

Lead Generation Today is at the Core of Business Expansion

Over the years, lead generation strategies and tactics have evolved tremendously with the rise of technology, as well as new online and social techniques. Change has also impacted the buyer process pushing marketers to find creative ways to get heard through the noise and stand out from competition.

Lead generation today is at the core of business expansion, as it grows the digital presence and reach and drives traffic, leading to higher conversions. It is a cost-effective, result-oriented solution to businesses across all industries facing problems in generating hot leads and acquiring new customers.

Benefits



**Provide you with qualified
sales opportunities**



**Create impactful
content programs**



**Help you reach & engage
potential customers**



Measure ROI



**Boost your conversion
& close rates**

A proven comprehensive program that generates results



SUB-SERVICES

At INDEVCO Consultancy, we work hand in hand with you to plan, create and run lead generation campaigns and nurturing activities to attract and grow your qualified leads, and convert them into customers as they move across the pyramid.

To do so, we use a set of inbound and outbound marketing techniques and best practices to increase your reach and drive sales traffic to your pipeline.

« Understanding your buyer persona and setting an optimized lead generation strategy, helps you build your online presence and attract sales leads even before they are ready to talk to sales. »

Customer Acquisition Strategy & Implementation Setup your lead generation strategy and framework, from identifying your buyer persona through creating the targeted communication system, scoring model, and lead qualification process.	Search Engine Optimization (SEO) & Content Development Create and distribute impactful, targeted content and build trust with your target audience.	Online Presence & Advertising Build your natural links on search engines and showcase your products on vertical and geographical trade lead portals.	Research Lead Databases Design your outbound marketing tactics to find relevant and targeted leads for your business.
Lead Generation at Exhibitions Support your lead generation activities during exhibitions by setting your requirements, automating your lead processing, and evaluating your KPIs.	Product Nurturing & Events Campaigns We help you build meaningful relationships with your leads and active customers through creating and executing a strong email marketing strategy that helps you reach and connect with your target audience in a personalized way to increase sales, and drive the desired results. Whether you're launching a sales-driven campaign in order to introduce a new product and service, cross-sell or up-sell, or would like to perform an event-triggered marketing campaign, the email remains a principal digital marketing tool and one of the strongest channels of communication in both B2B and B2C marketplaces.		

A customizable program to suit your industry

Amongst industries we serve:

- Consumer Packaged Goods
- Distribution & Wholesale
- Energy, Utilities & Resources
- Hospitality & Leisure
- Manufacturing & Industrial Products
- Retail

« Don't sell a product or service.
Instead, help your customers
reach a goal or solve a problem. »

Taline Arakelian

Associate

Lead Generation & Customer Acquisition Programs

Taline Arakelian is a Certified Digital Marketer with near 15 years of experience in paid advertising, email marketing, visual communications and building forward-looking strategies, as well as developing and overseeing implementation of integrated campaigns. She has significant experience in demand generation and lead nurturing methodologies to attract and convert leads into customers, working with manufacturing companies in Europe, the Middle East, North Africa, and Gulf Cooperation Council (GCC).



Keep your customers engaged throughout their buying process and continuously offer them valuable content that helps them with their decision making.



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@INDEVCO Group



Rooted in over 60 years of experience, with a strong track record of value creation and operational excellence.

INDEVCO Consultancy's holistic approach addresses customer needs using a set of comprehensive services coupled with deep industry knowledge. Our services include: Customer Experience & Retention Strategies, Lead Generation & Customer Acquisition Programs, Marketing & Sales Enablement, Risk Assessment & Internal Audit Advisory, Strategic Sourcing & Supply Chain Optimization, People Strategy & Organization Development, Exhibition Strategy & Management, Sustainability Strategy & Governance, Business Process Improvement & Excellence, Information Systems & Business Intelligence, Insurance & Safety Risk Management and IT Solutions & Consultancy.

Our network of consultants will guide your way to success serving public and private clients and spanning multiple industries.

Bringing our expertise and experience to help you create long-term, sustainable value and accelerate your growth.

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