

Brand Awareness

Brand recognition & reputation

Media Channel

Online – Offline - Organic

Demand Generation

Customer Success

Onboarding & Retention

Creating and managing the brand identity

Corporate Communications

Publish marketing messaging through owned, paid and social media channels to target audience

Marketing

Product awareness

Landing pages

Marketing

Lead generation

MQL

SQL

Marketing & Sales

Customer relations management through sales support and account management

Sales

Analytics to provide conversion rates and cost per lead