



MARKETING SERVICES PRESENTATION



MEDIADEV OVERVIEW



MediaDev is a global marketing services provider exclusively serving clients in the IT and technology industries. For over 25 years, we have been helping big and small players alike grow their businesses, branch out into new markets, promote their products and services, and connect with strategic business partners. Through a combination of both inbound and outbound marketing tactics (on and offline), we engage your target audience and nurture prospects until they are sales-ready. We cover over 18 languages natively to enhance visibility for your brand among local communities.



Our teams have an extensive understanding of technical IT concepts (Cloud services, Databases, AI/Machine Learning, Big Data, Business Intelligence/Data Analytics...), and highly-developed sales skills. In addition, our marketing and pre-sales specialists (all of whom have at least a Bachelor's degree level of education), have an average length of employment that battles industry norms: our agents stay on board for no less than 4 years. The loyalty of our team translates into customer loyalty. On average, we have a 92% customer satisfaction rate.

For more information about MediaDev, please visit:



CLIENT ENDORSEMENTS



“Working with MediaDev is easy and cost effective. They deliver qualified leads to us which we subsequently accept or reject – so it’s a clean no-cure/no-pay solution.”

-Anne,
Senior Marketing Manager, Audience Marketing



“I have been working with MediaDev for the better part of a year, and am absolutely thrilled with the services they provide. They are committed to generating top quality leads and work hand-in-hand with us to set-up sales appointments with key decision-makers in accounts with high-level business potential. They have helped to build a sales pipeline valued at over \$1.2 million USD. I highly recommend MediaDev.”

-Fanny,
Sales Manager

“MediaDev is flexible and adapts to our needs. They have been able to customize campaigns for us and promote a variety of assets in local languages. This has helped us significantly increase our sales pipeline and meet our quarterly targets.”

-Victoria,
EMEA Marketing Communications Manager



“We have been working with MediaDev on a leads nurturing initiative to help us raise awareness for our brand. Their deep understanding of our product helps engage our key target audience both on and offline.”

-Donna,
Senior Manager Marketing Programs UK

“What’s great is that we tell MediaDev what we want and they deliver. Their market research has helped us to hone in on the right decision-makers for direct mailing, emailing and lead generation campaigns with contacts that match our exact target audience. No data provider has ever been able to provide us with such high-level decision-makers before. MediaDev’s quality is top notch.”

-Sarah,
Marketing Manager



“We got top-quality results with on time delivery. The infographic was highly professional and suited our exact needs. We highly recommend MediaDev for their holistic marketing approach.”

-Isabelle,
Global Marketing and Communications Director – Getronics

LEAD GENERATION



Get access to the best opportunities to close deals faster. Pay only for the leads you approve.



Appointment Setting

Through outbound tactics such as Social Selling and Phone Outreach we engage your target audience and nurture prospects until they are ready for an appointment with your sales team.



Event Promotion

Drive attendees to your physical or online events (seminars, road-shows, webinars, video-casts etc) by inviting prospects that are interested in the topic you'll present or the product/service you can offer.



Content Promotion

Endorse your lead magnets (case studies, e-books, research reports and white papers etc) to prospects by creating buzz and increasing brand awareness through education.



Inbound Lead Follow-up

We'll reach out to inquiries to qualify their interest in your product, answer their questions and assess their "sales readiness".



Channel Partner Network Building

Expand your sales/distribution network into new markets by identifying value-added resellers, service providers and IT consulting firms that can add your solution to their portfolio.



ISV OEM Lead Qualification

Further your OEM initiatives by reaching out to ISV players to demonstrate the value of your offers. Our dedicated ISV team and highly granular database are the tools you need to grow your OEM alliances.



Attract, convince, convert and engage with your target audience through online channels.



Content Creation & Marketing

Multimedia design - Copy writing
podcasts - Webinars

Attract, convince and convert prospects online through content with proper context. Make it easy for your audience to comprehend your message. plan and execute your brand value proposition and content production calendar. No third parties involved. We can directly market what we create.



Social Media Management

Social Media planning - Content distribution
Advertising

Reach your branding, social PR and lead generation goals with highly targeted social content. We will reflect and relate your brand's values online by creating social media campaigns that are tailored specifically for you, have in-depth target audience reach, and are ultimately relatable and engaging to users by putting the "social" back into social media.



Search Engine Optimization

Keyword research - On-Site SEO
Off-Site SEO

By managing and creating, your websites' on- and off-site content we will make sure your webpages rank great in search engines. Prepare to harvest your low-hanging organic fruit.



Email marketing

Customer segmentation - Personalized email
campaigns - Newsletters

By implementing a well-orchestrated email marketing campaign, you will be able to reach your target audience through a direct line. Would you like to stay in touch with your leads and current customers? With highly personalized messaging we keep your leads and customer base interested and satisfied.

DIGITAL MARKETING



Digital Advertising

Pay-per-Click - Display Advertising
Remarketing

Through digital advertising your brands and products are immediately visible for your specific target audience. Well-managed campaigns result in higher visibility at lower costs per click. For Short-term goals, event promotion, but also to generate a reliable flow of visitors to your website.



Analytics and Reporting

Visitor tracking - Audience insights
Conversion rates

To keep up with the ever-changing digital environment it is important to keep monitoring and analyzing campaigns. Through comprehensive yet clear reporting you will always be up-to-date and able to make strategic business decisions based on relevant data.





Get a 360-degree view of your data to help your inside sales team go after the most relevant prospects.



Database Profiling

Keep your prospect lists up-to-date through regular data cleansing campaigns, so your sales team always has access to accurate information on prospects they are engaging with.



Bespoke Data Sets

Get a custom-built, detailed breakdown of qualified information on your possible target markets, business opportunities and more, so you can make data-driven decisions.



Market Surveys

On your behalf, we can launch survey campaigns through our tech-savvy agents who know the topic well. We execute the surveys in native languages all across the globe to ensure that there are no communication gaps that could skew results.



Market Studies and Research

Intimately understand your market through carefully gathered insights and properly conducted interviews that uncover market trends and opportunities.



ISV-OEM CHANNEL PARTNER RECRUITMENT



Find the right partners to embed your solutions, white-label your products and tap into new market geographies. With our extensive experience in the ISV space, MediaDev helps you identify partnership opportunities based on several key-criteria.



Vertical and horizontal market targeting

Pin-point ISVs within strategic markets to identify potential partners that best fit your value proposition. Depending on your objectives, our team of ISV marketing experts helps you target a specific niche or address a broader ISV audience across multiple markets.



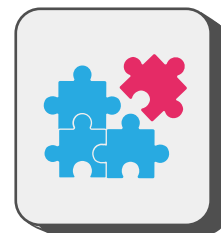
Business model/deployment

Find and engage ISVs that are generating a revenue stream with a business model that is perfectly adapted to your solution (SaaS, Hybrid Cloud, On-Premise...)



OEM partnership policy/strategy

Get exposure to ISVs that are sure to be open to OEM partnerships. We help you present your edge to establish win-win benefits for both parties.



Ecosystem compatibility

Identify ISVs that easily integrate with your technology. Our goal is to help you expand your ecosystem more efficiently by lowering technical barriers.



Disruptive Marketing for Software Vendors

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