



The Smarketers

Portfolio





Solving, B2B Marketing and Sales Challenges

Our Goal

The Smarketers was founded in 2015 with one goal - to enable B2B organisations strongly align their sales and marketing teams, drive thought leadership, focus on the right channels and generate new business opportunities through Inbound and Account Based Marketing.

Over the past 5 years we've organically grown from operating out of a home office with a team of 2 to over 60 today.

At The Smarketers, we strive to ensure that only the best is delivered to our clients. The bottomline for any marketing or sales initiative is to generate new opportunities and revenue. We focus on generating these opportunities the right way through a well orchestrated Inbound and Account Based Marketing program tailor made for every single client.

About Us

Who We Are

We are a team of Marketing and Sales strategists with strong expertise in helping B2B Organizations strategize, create, promote the right content to the right audience to generate awareness, interest and engagement to drive new opportunities



Industries

Information Technology, Manufacturing, Healthcare



Services:

Branding, Inbound Marketing, Content Marketing, Account Based Marketing



Opportunities Created

Over \$300 Mil in the past 5 years

2016

FOUNDED

100+

CLIENTS

70+

TEAM MEMBERS

12+

GEOGRAPHIES TARGETED

Recognitions



Partnerships



Our Expertise



ACCOUNT BASED
MARKETING



INBOUND MARKETING



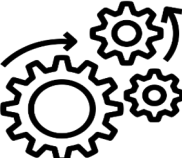
DEMAND GENERATION



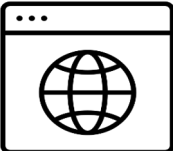
CONTENT
CREATION



EVENTS



MARKETING
AUTOMATION



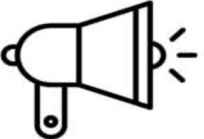
WEBSITE DEVELOPMENT



CONSULTING &
TRAINING











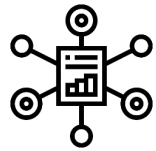



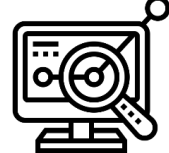
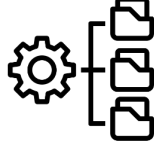

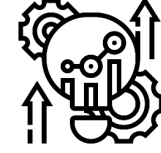
CONTACT DATA MINING



SEM & PPC

Account Based Marketing

1:1, 1:Few and 1:Many ABM Strategy and Execution that includes

<p>Ideal Customer Profile (ICP) Development</p> 	<p>Account Selection and Profiling</p> 	<p>Account Research (Primary and Secondary)</p> 	<p>Intent Data (First Party and 3rd Party)</p> 
<p>Stakeholder Contact Data Mining and Profiling</p> 	<p>Competitor Analysis</p> 	<p>Buyer Persona Development</p> 	<p>Content and Website Audit</p> 
<p>Content Mapping and Messaging Framework</p> 	<p>Multi-Channel Campaigns (Email, LinkedIn, IP Based Ads, Cookie Based Ads, Direct Mail)</p> 	<p>Innovation Workshops, Round Tables, Micro Events</p> 	<p>Personalized Content Creation</p> 
<p>ITSMA Approved Dashboards for Reporting</p> 	<p>ABM Martech SetUp</p> 	<p>ABM Consulting and Training</p> 	<p>Analyst Relations</p> 



Inbound Marketing

Demand Generation and Inbound Marketing to drive brand awareness and inbound leads

Buyer Persona
Analysis



Competitor
Analysis



Content and Website
Audit



Website
Optimization



CTA Optimization



Conversion
Optimization



Content Creation



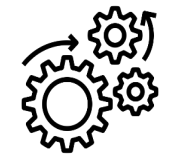
On Page and Off
Page SEO



Landing Pages



Marketing
Automation



Lead Nurturing Drip
Campaigns



Email Marketing



Social Media
Marketing



PPC Ads



Reporting





Consulting and
Training



Content Creation


We develop thought leadership driven content across various formats


Blogs 

eBooks 


White Papers 


Thought Leadership Articles 

Infographics 


Videos(Explainer, Whiteboard, Product, Typography, corporate) 


Flipbooks 

Organization Research 

Landing Pages 


Web Pages 


HTML Newsletters/Emails 

Corporate Presentations 

Press Release 

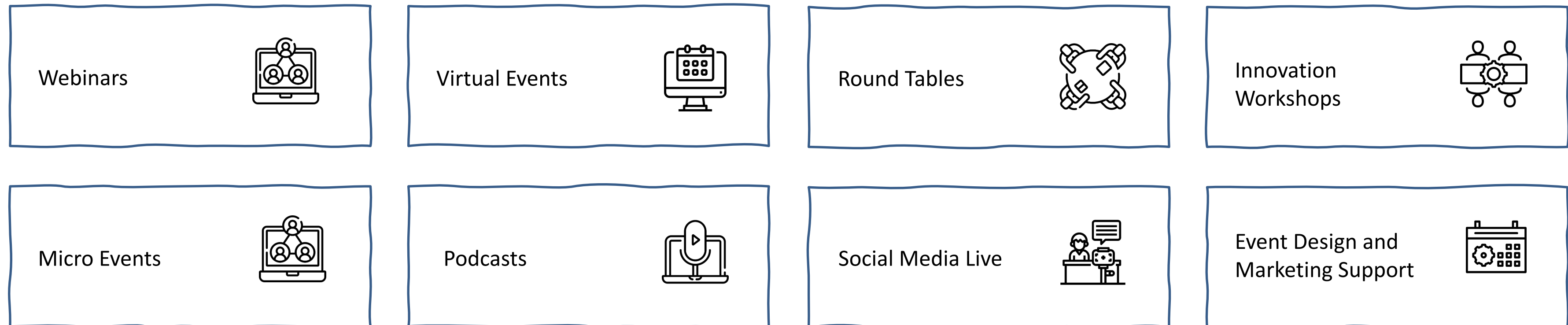
Play Books 

Guides 

Case Studies 

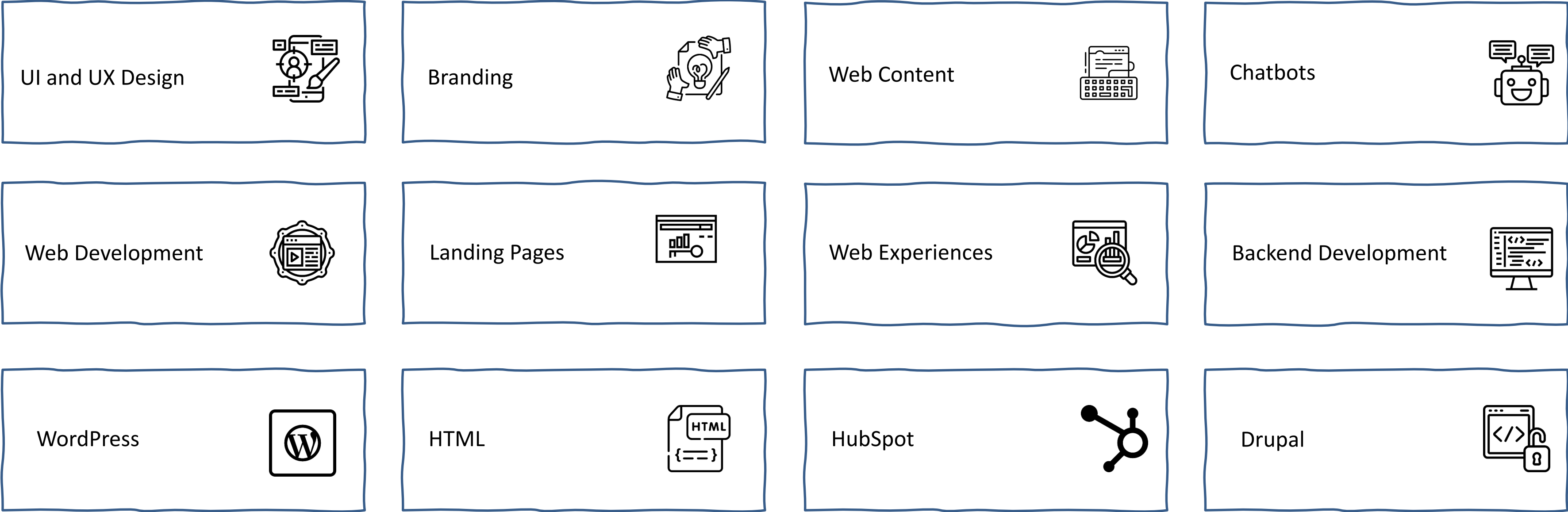
Events

We're specialized in online, offline and Hybrid Events



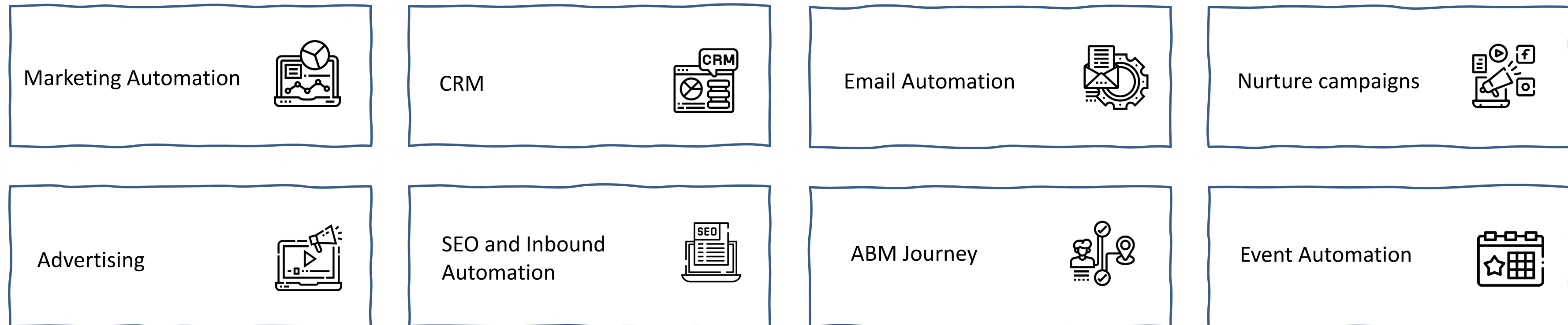
Websites

End-to-end website development across WordPress, HTML, and HubSpot.



MarTech and Automation


Automation setup across marketing, sales, advertising, and end-to-end user journey





HubSpot Solutions


HubSpot Platinum Solution Partners





Marketing Hub 


Sales Hub 


Operations Hub 


Service Hub 


CMS 

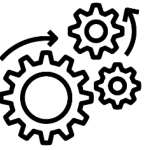
Implementation 


Onboarding 

Management 

Design 

Development 

Automation 

Integrations 



Our Client **Show Case**

SELECT CLIENTS

SaaS and Enterprise SaaS



Cybersecurity



ServiceNow Partners



Large Enterprises



Telecom



Health-Tech



Manufacturing



Cloud



OUR SUCCESS STORIES



DOWNLOAD SUCCESS STORIES

Client	Activity	Results	Read more
Thomson Reuters	Inbound + 1:1, 1:few ABM	Over 80 Sales Qualified Accounts within 9 months	DOWNLOAD
Acuvate	Inbound + 1:1, 1:few ABM	ITSMA Award Winning Case Study	DOWNLOAD
TechJini	Inbound + 1:many ABM	237 Sales Qualified Leads and 237% increase in web traffic	DOWNLOAD
Rockwell Automation	Virtual Summit	300+ Sales Opportunities Within 4 Weeks	DOWNLOAD
Savantis	Inbound + 1:many ABM	150+ Marketing Qualified Leads from companies with over \$500 Million in revenues	DOWNLOAD

ACCOUNT BASED MARKETING



The client is a Fortune 500 technology company in the finance, legal, tax & trade space.

Challenge

Scaling the stagnant sales pipeline with the existing marketing approaches for their Tax and Global Trade Platform..

70+ SQLs Generated in a duration of 8 months

150+ Personal connections established for Sales Leaders via various channels

300+ Potential Warm Leads put to Nurture Campaign

Services Provided

- **Account Based Marketing**
- Microsite
- Content - Proposition and Thought Leadership (Blogs, Ebooks, Landing Pages, Case Studies)
- Webinars
- **Offline outreach**
- Roundtable Conferences
- Advertising - Targeted LinkedIn and Google Ads
- **Personalized LinkedIn Outreach**
- Videos
- Surveys
- **Outbound Campaigns**



itelligence is an SAP Platinum Partner with 30 years' experience in global SAP consulting services.

Challenge

Generate qualified leads for the latest ERP solution for automotive, manufacturing, and life sciences in India within a short time frame of 4 months.

25

Sales qualified leads generated

2k+

Prospects engaged

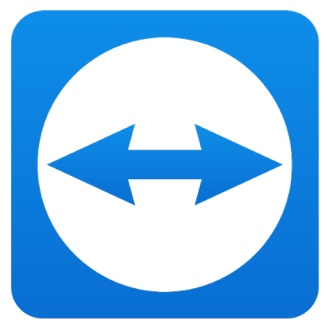
0.22M+

Impressions across target industries



Services Provided

- **Content:** blogs, landing pages, eBooks, video
- **Ads:** Google, LinkedIn
- **Outbound**
 - Email campaign
 - LinkedIn outreach
 - Cold calling



TeamViewer

TeamViewer is World's No. 1 proprietary software application for remote control, desktop sharing, online meetings, web conferencing and file transfer between computers.

Challenge

Increase app downloads in India and SEA countries while reducing total cost per download

Strategy

Targeted and personalized campaigns in Google and social media channels with creative ads to generate interest and downloads. This is combined with guest blogging and influencer marketing to position the company as an authority in remote collaboration software market.

2.2 + Mil Downloads within 3 months

0.09 Euros Cost per click in Facebook campaigns

0.4 Euros Cost per click in Google campaigns

Services Provided

- **Digital Advertising:** Google Search & Display, Youtube, Facebook, Instagram, LinkedIn, Retargeting
- Ad creatives: Images, videos, ad copies
- Campaign management and optimization
- Guest Blogging
- Influencer Marketing

TechJini

TechJini is a leading application development company operating out of New Jersey and India.

Challenge

TechJini was struggling with little to no website traffic and inbound leads every month.

Goal

TechJini approached the Smarketers to rank in the first page on Google with unique content and to drive leads.

Results

\$12 Million+ in opportunities generated.

237+ Marketing qualified leads

600+ eBook downloads

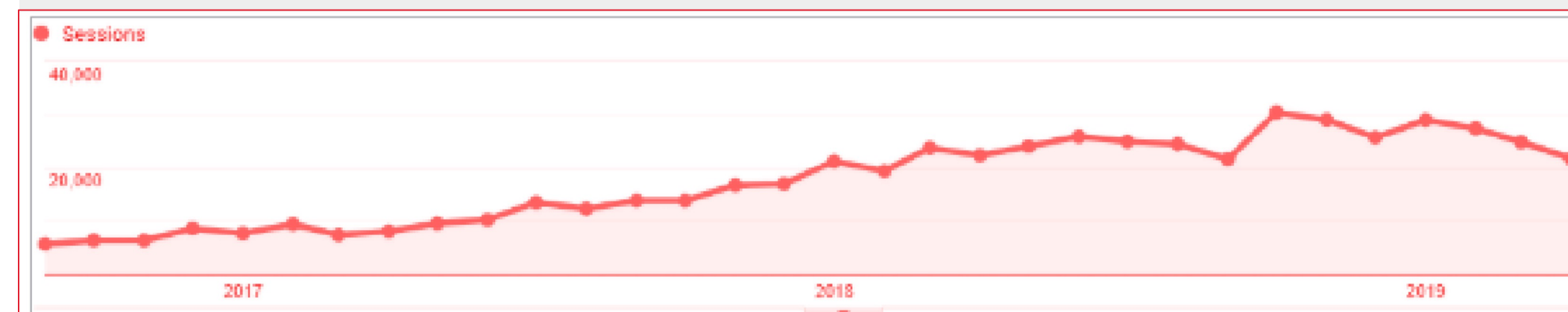
1000+ newsletter subscribers

SEO Activities

- Targeted, optimized landing pages
- Healthcare-focussed microsite
- Guest blogging and article linking
- Social bookmarking, product listing, forum/group posting, blog comments, backlinking, business listings
- Continuous review of keywords, competitors, ranking positions and updating/creating content

Impact created over two years

- 276.70% Increase in website traffic from the US alone with over 3K US visitors each month
- 28K+ monthly traffic from all locations with 20K+ traffic from organic searches
- Each month 21K+ visits from website blogs
- In two years, there is a 125% increase in website domain authority





Savantis is an SAP Gold Partner with a focus on Cinema, Retail, Entertainment, and Manufacturing for the US.

Challenge

Post a 2017 merger, the newly formed company, “Savantis” didn’t have enough brand reach and engagement.

Goal

Savantis approached the Smarketers to gain a competitive advantage with unique content and improved search visibility.

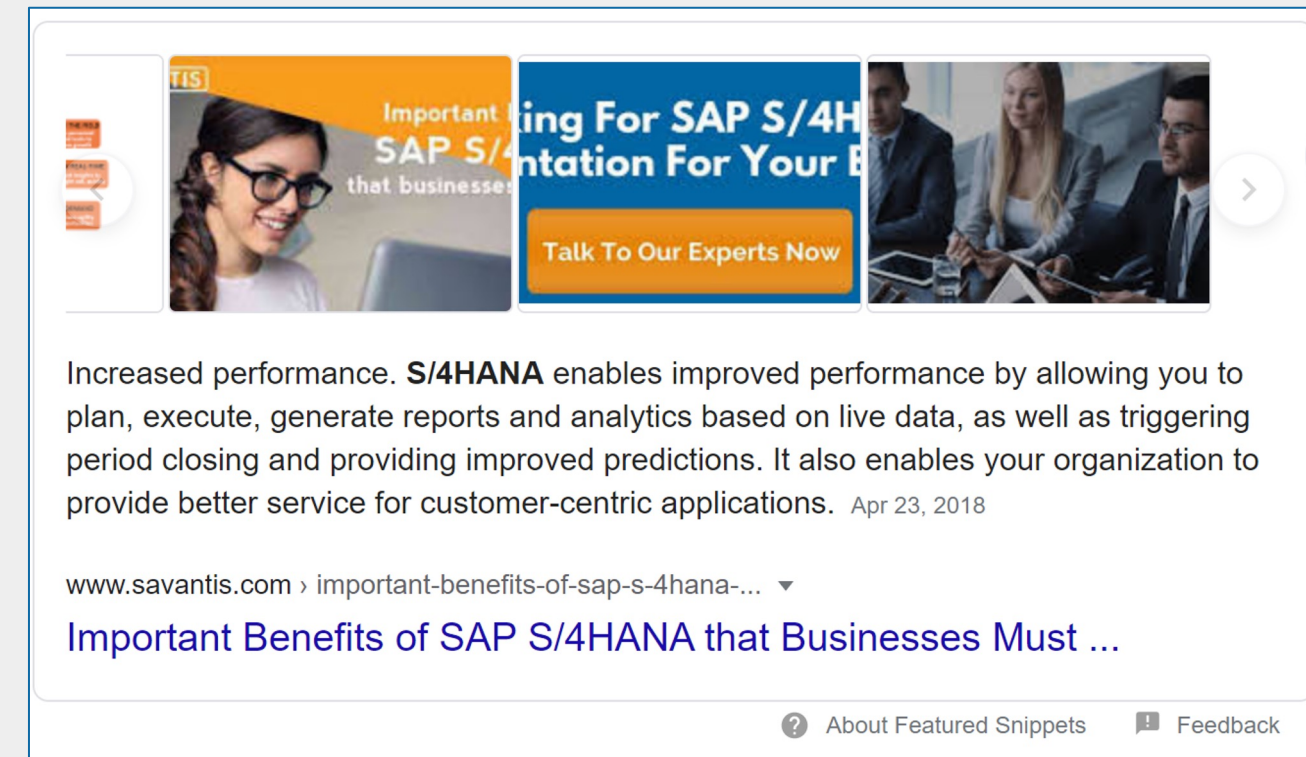
Results

200+ Marketing qualified leads

\$30M+ In sales qualified leads and opportunities

SEO Activities

- Keyword-optimized 140-page website
- SAMMY-focussed microsite
- Guest blogging and article linking
- Social bookmarking, product/business listings, forum/group posting, blog comments, backlinks
- Continuous review of keywords, competitors, ranking positions and updating/creating content



Impact in 21 months

- 891% increase in overall traffic from the US
- 130% increase in website domain authority
- 5 keywords ranking in featured snippets
- 29 Keywords are ranking in top 10 position
- 1.7K monthly visits on the website from US



Acuvate is a medium sized Information Technology company provide cross-industry solutions using emerging technologies around Data Analytics, Bots, Idea Management and Workforce enablement.

Challenge

Acuvate was struggling with website traffic, content, and inbound leads every month.

Goal

Acuvate approached Smarketers to generate leads from US and Europe, unique content and traffic.

Results

1421 MQLs

600+ In sales qualified leads and opportunities

1000+ Subscribers

SEO Activities

- Targeted, optimized landing pages
- Solution focused Microsite
- Guest blogging and article linking
- Social bookmarking, product listing, forum/group posting, backlinking, business listings
- Continuous review of keywords, competitors, ranking positions and updating/creating content

Impact in 2 years

- 311% increase in overall traffic and 771% increase in US traffic
- 80 % increase in website domain authority
- 10 keywords ranking in featured snippets
- 30 Keywords are ranking in top 10 position
- Each month 10K+ visits from website blogs
- 2.5K monthly visits on the website from US



Firstsource is a customer management solutions company with presence across multiple geographies.

Challenge

Creating opportunities at key Telco and Banking accounts in the US.

10+ SQAs Generated in a duration of 3 months

25+ Personal connections established for Sales Leaders via various channels

60+ Potential Warm accounts put to Nurture Campaign

Services Provided

- Account Based Marketing (1:1 and 1:few Approach)
- ICP creation, Account profiling, solution mapping
- Content - Proposition and Thought Leadership (Blogs, Ebooks, Landing Pages, Case Studies)
- Webinars
- Advertising -Targeted LinkedIn and Google Ads
- Personalized LinkedIn Outreach
- Multi-touch omnichannel campaigns
- Surveys



The client is a U.S. based IT services company with an exclusive focus on helping companies in the effective implementation of ServiceNow solutions.

Challenge

INRY was struggling with website traffic, and inbound leads every month.

Goal

INRY approached Smarketers to generate leads from US using unique content and organic traffic.

Results

30 SQLs

450+ MQLs

SEO Activities

- On-page and Technical SEO activities
- AMP Implementation
- Targeted, optimized landing pages
- Guest blogging and article linking
- Social bookmarking, product listing, forum/group posting, backlinking, business listings
- Continuous review of keywords, competitors, ranking positions and updating/creating content

Impact in 2 years

- 43% increase in website organic traffic from US
- 200% increase in website domain authority
- 177.78% increase in website page authority
- 26 keywords are ranking first page in Google



Qohash is a Canadian AI-based data security company focused on helping cybersecurity teams find, track, and safeguard the sensitive data.

Challenge

Qohash was a new player in the industry trying to establish its brand and the unique features of its platform with its target audience.

Goal

Qohash wanted to target the US and Canadian markets with 1:Many ABM with the goal of generating MQLs

Results

125 SQLs

275+ MQLs

ABM Activities

- Buyer persona analysis and competitor analysis
- Programmatic advertising through Rollworks
- LinkedIn Ad Campaigns - Sponsored Messaging ads (InMails), Sponsored Content ads, Lead Generation Ads
- Landing page, ads and asset creation
- Touchpoint based email campaign based on prospect engagement rates, segmented by personas
- In-depth A/B testing



The client is an IT services company, focussed to build innovative Web Based applications on an Open Source framework for their clientele.

Challenge

Josh team wanted to start a marketing department which was not there earlier.

Goal

Josh Software wanted to build a new division and experiment with how marketing would enable sales

Results

0 to 4000+ Website visitors in 6 months

300% ROI

500+ MQLs

Activities / Services Provided

- Web Development
- Inbound Marketing
- SEO
- Content Marketing
- Email Marketing
- Account based marketing
- Market Research

Impact in [8 months]

- 0- 4000+ monthly website visitors
- 300% increase in marketing ROI
- 500+ marketing qualified leads
- 45%+ engagement rate across all channels



SunTec is a leading global Relationship-based Pricing and Billing company targeting the BFSI, Telecom, and Travel sectors.

Challenge

SunTec wanted to drive growth within the target universe, starting with a pilot aimed at US and European markets.

Goal

The goal of the pilot was to drive 8-12 SQLs per quarter.

Results

Delivered better than targeted results

Activities / Services Provided

- Account based demand gen (personalization based on persona and region)
 - Emails
 - Ads

Impact in [6 months]

- 3 conversions
- 15 opportunities
- 40 SQLs
- 57 MQLs

Our Select Website Projects

We specialize in working with and developing B2B websites.

Wordpress:

1. www.edcast.com

2. <https://wecureapp.com/>

3. <https://dasceq.com/>

4. <https://moduurn.com/>

5. <https://toyotaconnected.co.in/>

6. www.i95dev.com

7. <https://sentientsolutions.io/>

Hubspot:

1. <https://www.inry.com/>

All our websites include custom design, content creation and development. We do not use paid themes. Instead, the goal is to build websites that are fast, optimized for SEO and conversions and tightly integrated with marketing automation tools.

Thanks For Your Attention!

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