

SPAN GLOBAL

The Complete **Marketing** &  
**Technology** Provider

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# About Span Global

Span Global has a keen eye on diverse areas of the modern business actions.

Be it shortening sales cycles, finding quality leads faster or delivering the products to make them happen better than ever – Span Global leaves no stone unturned in improving your branding, sales, marketing and operations.



# About Span Global

**The Company with a Proud Wing Span**

It is a Customized business solutions provider

Specializing in B2B operations

And Data-driven Marketing

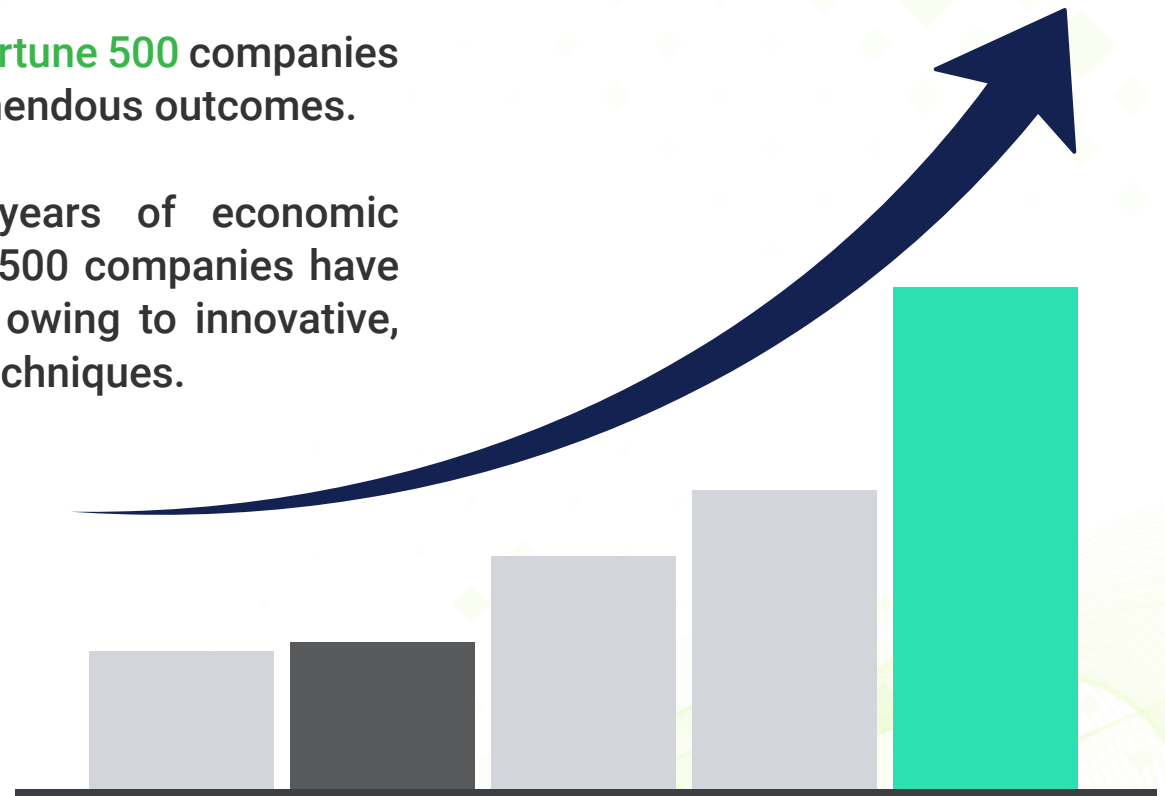




## About Span Global

Span Global has served **Fortune 500** companies helping them achieve tremendous outcomes.

Through the last few years of economic slowdown, many Fortune 500 companies have found stronger footholds owing to innovative, yet seamless marketing techniques.



# About Span Global

## NUMBERS SPEAK

**10+**

Years in Business

**1,500+**

Employees

**3**

Global Delivery  
Centers

**16**

Data Partner with 16 of  
the Top 100 Directory/  
Data firms worldwide

**#1**

Partner Globally  
with >40% of Top  
Data Clients

**20** MILLION

Verified Business  
Contacts

## The “Solutions” Vision

Marketing challenges give birth to ideas – Ideas that are ahead of its time.

Alternative methods require technology, service packages, monitoring and realtime testing.

Span Global provides you with all of that, to bring into existence a exclusive marketing program, which is customized for every business differently.



# MARKETING PRODUCTS

## TECHNOLOGY-SERVICE PACKAGES



# Consulting

- ✓ Marketing Consulting
- ✓ Demand Generation
- ✓ Marketing Automation
- ✓ Marketing & Sales Integration
- ✓ Database Management
- ✓ Business Consulting
- ✓ Support Services

# Marketing Consulting

To give you measurable readings of your marketing activities, improve them and make brainstorming a simpler task for you.



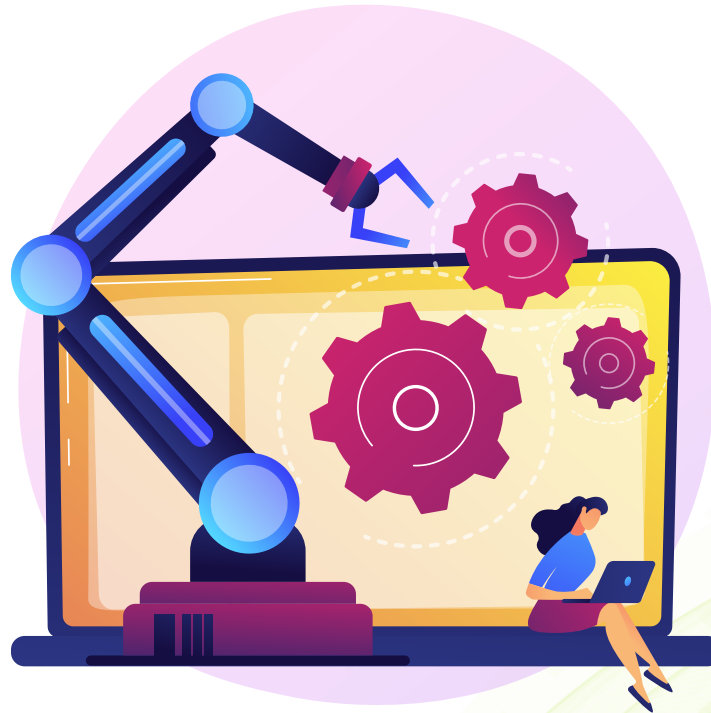
# Demand Generation

It gets real customers to your desk whether or not you believe in pushing your products and services through expensive advertisements!



# Marketing Automation

It automates and synchronizes a multitude of marketing activities and communications, which can also be modified for optimum results later.





# Marketing and Sales Integration

It is the boon that reduces differences, increases understanding and creates exceptional synchronization in the activities between discovery and deal.



# Database Management

The package that manages all your information with the objectives of using them for greater revenue and efficient coordination between departments.



# Business Consulting

The service that will help generate measurable productivity from your teams by maintaining an optimum level of coordination between them.



# Support Services

Support Services are directed towards seamless functioning of your promotional and technical activities through prompt corrections, adjustments and pitch modulations – 24/7





# Marketing

- ✓ Email Marketing
- ✓ Paid Search Management
- ✓ Direct Mail
- ✓ Customer Profiling

# Email Marketing

Reach your prospective customers, existing customers, cold customers and the newer ones with unique messaging and perfect timing.



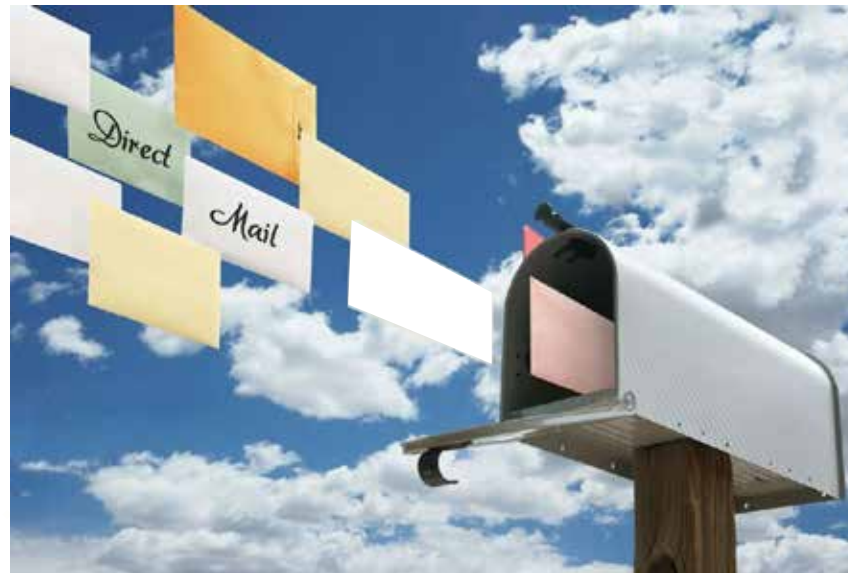
# Paid Search Management

Make sure that your online advertisements get noticed by 2.4 billion people on the web. Bring profits by investing optimum amounts as per your purchasing power and future scope of growth.



## Direct Mail

Use our support in sending brochures, one-pagers, communiques and other promotional documents to millions of avid folks talking about your brand at home.





# Customer Profiling

Use our expertise in finding out granular information on diverse clients and what interests them, so that you quickly know who your likely buyers are.



## Outsource to US

- ✓ Web Development
- ✓ Online Reputation Management
- ✓ CRM Solutions
- ✓ Lead Management
- ✓ Search Engine Optimization
- ✓ Event/Brand Management
- ✓ Data Intelligence
- ✓ Marketing Survey
- ✓ Social Media Marketing
- ✓ Telemarketing Services

We are managing these as part of our Outsourcing services. But we would be glad to take up the other specializations as part of an outsourcing package as well.

## Web Development

Use our expertise in developing the most effective websites, characterized by the right color codes, messaging tone and highlights for your brand.

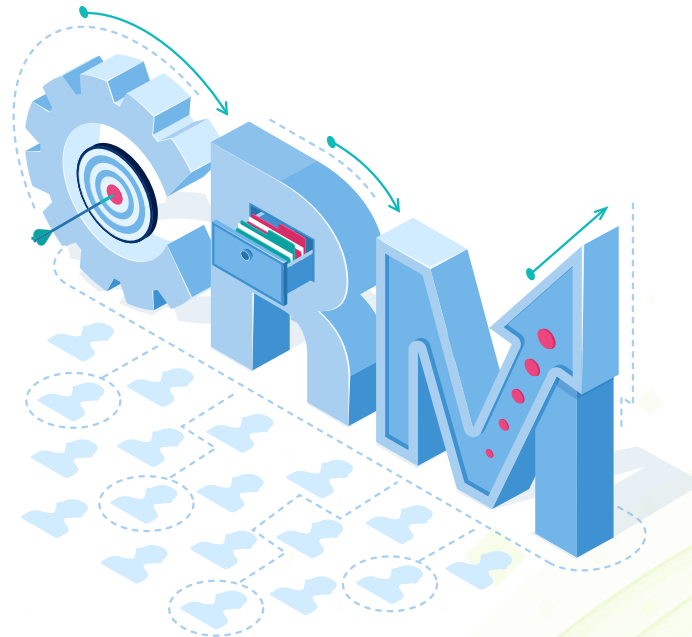






# CRM Solutions

Get unhappy customers back, keep happy customers with you and remove all the blotch you might have spilled on your brand-name! We have the brains and the technology to make that happen.



# Lead Management

Make sure that the people who express some sort of interest in your products and services, just happen to follow a symbiotic path towards contributing to your profits. Modern Marketing is the mantra!



# Search Engine Optimization

Keep your visibility up and make sure you are not 'just one of them' trying to attract customers. Hire our SEO package and make sure you have exactly what they type on search engines.



# Event/Brand Management

The brand you own needs to summit world conferences. Have us connect you to the most educative, lucrative and spirited business events and relevant audiences.





# Data Intelligence

Intelligent Data packages are a part of our pioneering outcome in marketing innovations. Invest in our doubly-verified and real-time customer lists over API and other useful technologies – supporting 32 million customer records!



# Marketing Survey

Get us to use cutting-edge science in market surveys to deliver the most insightful data that can help start the promising activities in your premises.



# Social Media Marketing

Use our effective promotions, tweets, posts and updating services for tapping into the moods in your market. Know their pain points and understand their favorite wants through bidirectional communication.



# Telemarketing Services

Follow up with leads, customers and partners to find out the need of their hour. Tapping into the market will tell you when its raining demands.





# IT Services and Support – to keep you worry free!

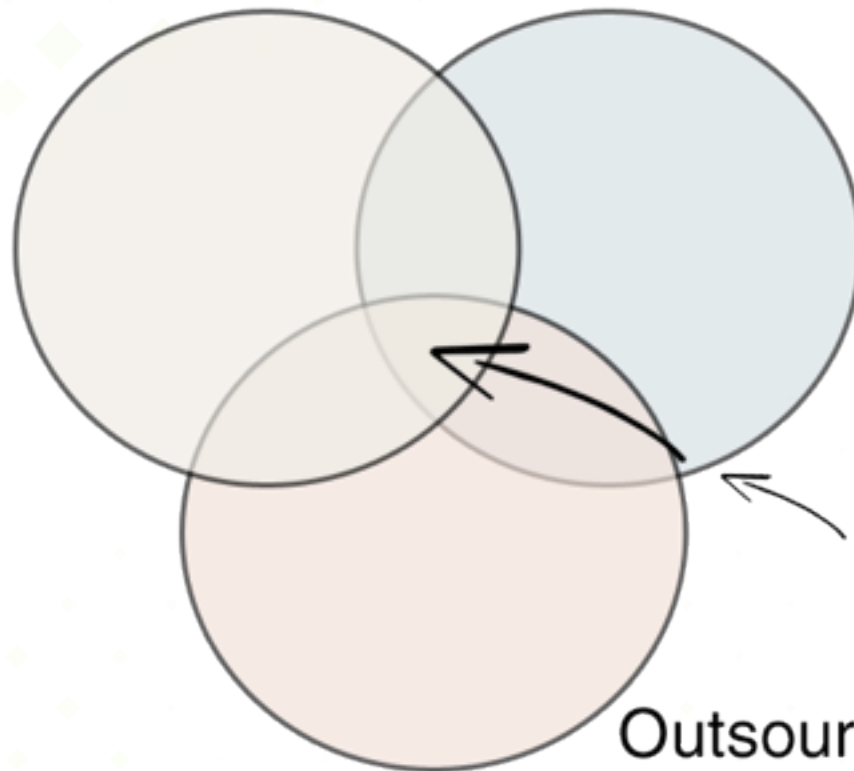
- ✓ Marketing Automation
- ✓ Lead Tracking and Metrics
- ✓ Web Analytics and Maintenance
- ✓ Custom Communications and File Transfer
- ✓ Multifaceted Infrastructure Creation
- ✓ Access and Maintenance of Customer Data

**Use these to find out if our services are working**

# The Way We do it...

Consulting

Marketing



↑  
THE BASE: TECHNOLOGY (API,  
ROI, SEARCH-TOOL, ETC.)

←  
COMPLETE SOLUTION

Outsourcing

And That's About All... in a nutshell!

*Thank You.*