



# GET TO KNOW US

INDI MARKETERS



# WHAT WE ARE



INDI marketers

**MARKETING IS BECOMING A BATTLE BASED MORE ON INFORMATION THAN ON SALES POWER. PHILIP KOTLER**

INDI MARKETERS IS MADE UP OF A HUMAN TEAM OF PROFESSIONALS THAT HAVE BEEN WORKING TOGETHER FOR MORE THAN TEN YEARS, AND HAVE A LONG ESTABLISHED TRACK IN THE MARKETING WORLD, BOTH TRADITIONAL AND DIGITAL.

- MARKETERS
- JOURNALISTS
- COMMUNICATORS
- EXPERTS ON TECHNOLOGY AND MARKETING PROCESSES
- IMAGE AND DESIGN PROFESSIONALS

**EXPERTS ON TECHNOLOGY AND MARKETING PROCESSES**

# WHAT WE DO



INDI marketers

**INDI SERVICES:  
MARKETING AGENCY**

**INDI MAAS:  
MARKETING AS A SERVICE**

**CHANNEL INDI:  
CO-MARKETING  
PROGRAMS FOR THE IT  
INDUSTRY**

**INBOUND INDI:  
INBOUND MARKETING**

**INDI PANORAMA:  
COMMUNICATION 3.0**

**EXPERTS ON TECHNOLOGY AND MARKETING PROCESSES**

## INDI SERVICES: MARKETING AGENCY



**MORE THAN TEN YEARS'  
EXPERIENCE OF WORKING AS  
AN AGENCY, HAVING  
SUCCESSFULLY CARRIED OUT  
EVENTS, TELEMARKETING,  
DESIGN PROJECTS,  
WEBSITES, CONTENT  
CREATION, VIDEOS, ONLINE  
MARKETING...**

**IN-HOUSE STAFF  
+  
EXPERTS TAILORED TO EACH  
PROJECT  
=  
QUALITY AND EFFICIENCY**

**WE HAVE EXPERTS  
IN...**



TELEMKT

WEB  
DEVELOPMENT

DESIGN

CONTENT

STRATEGIC  
CONSULTING

USER  
EXPERIENCE

SEO

PAY PER  
CLICK

SOCIAL  
MEDIA

MARKETING  
AUTOMATION

MOBILE  
MARKETING

CUSTOMER  
SERVICE

WEB  
ANALYTICS  
BIG  
MARKETING  
DATA

PR  
ADVERTISING

EVENTS

IT INTEGRATION  
(PARTNERS)

MARKETING  
LEGAL AUDIT

CORPORATE  
IMAGE

**EXPERTS ON TECHNOLOGY AND MARKETING PROCESSES**

**SEO SEM LEAD NURTURING STRATEGIC MARKETING DB LEAD SCORING CONTENT  
MARKETING INBOUND MARKETING TELEMARKETING COMMUNITY MANAGEMENT  
WEB DEVELOPMENT MARKETING AUTOMATION CUSTOMER LOYALTY GRAPHIC  
DESIGN PUBLIC RELATIONS BLOGGING PAY PER CLICK...**

# INDI MAAS: MARKETING AS A SERVICE



**INDI MAAS (MARKETING AS A SERVICE)  
PAY FOR THE USE OF MARKETING  
RESOURCES YOU NEED ONLY.**



## HOW DOES INDI MAAS (MARKETING AS A SERVICE) WORK?

WE WORK ALONGSIDE YOU TO ASSESS ALL THE MARKETING RESOURCES YOUR BUSINESS NEEDS AND GIVE YOU TWO DIFFERENT PAYMENT OPTIONS:

- ISSUING AN INVOICE AT THE END OF THE MONTH FOR THE SERVICES RENDERED BASED ON YOUR BUSINESS SPECIFIC NEEDS AT ANY GIVEN TIME**
- ESTABLISHING A MONTHLY FEE FOR THE TURN-KEY OUTSOURCING OF YOUR MARKETING DEPARTMENT, WITH OUR TEAM OF PROFESSIONALS — IT MAY OR MAY NOT INCLUDE MARKETING MANAGEMENT**

## INDI MAAS: MARKETING AS A SERVICE



EXPERTS ON TECHNOLOGY AND MARKETING PROCESSES

## ADVANTAGES OF INDI MAAS (MARKETING AS A SERVICE)

### INDI MAAS: MARKETING AS A SERVICE



- ❑ **A MULTIDISCIPLINARY TEAM OF PROFESSIONALS WITH EXPERTISE IN ALL MARKETING TACTICS AND TECHNOLOGIES YOU MAY NEED**
- ❑ **EASE OF MANAGEMENT: A SINGLE POINT-OF-CONTACT FOR ALL MARKETING SUPPLIERS**
- ❑ **EFFICIENCY AND QUALITY OF RESULTS IS ENSURED BY EXPERT PROFESSIONALS IN EVERY DIFFERENT AREA**



# CHANNEL INDI: CO-MARKETING

## DAY TO DAY



**THE MANUFACTURER DOESN'T PROVIDE CO-MARKETING FUNDS**

**PARTNERS DON'T USE CO-MARKETING FUNDS**

**I DON'T RECLAIM CO-MARKETING FUNDS BECAUSE THE PROCESS TO DO IT IS EXTREMELY DIFFICULT**

**PARTNERS USE CO-MARKETING FUNDS IN ACTIONS THAT DON'T GENERATE DEMAND**

**MY REQUEST FOR FUNDS HAS BEEN REJECTED AND THE DEADLINE FOR A NEW APPLICATION HAS PASSED**

**PARTNERS DON'T REPORT THE RESULTS OF THEIR CO-MARKETING ACTIONS, AND SO RETURN ON INVESTMENT CAN'T BE MEASURED**

# CHANNEL INDI: CO-MARKETING PROGRAMS FOR THE IT INDUSTRY



## ADVANTAGES FOR MANUFACTURERS:

- ❑ PARTNERS MAKE USE OF CO-MARKETING FUNDS
- ❑ POSSIBILITY OF DEFINING ALONGSIDE INDI A MARKETING MENU TO MAKE SURE THAT CO-MARKETING FUNDS ARE USED IN ACTIONS ALIGNED WITH THE MANUFACTURER'S SALES GOALS AND IMAGE CAMPAIGN
- ❑ PARTNERS USE THE REPORT FORMAT DEFINED BY THE MANUFACTURER, AND SO LEADS CAN BE EASILY MEASURED AND UPLOADED INTO INTERNAL SYSTEMS
- ❑ INCIDENT MANAGEMENT IS REDUCED WHEN THE PARTNERS WORK WITH AGENCIES THAT ARE PERFECTLY FAMILIAR WITH THE TERMS AND CONDITIONS OF THE PROGRAMS

## ADVANTAGES FOR PARTNERS:

- ❑ WORKING WITH AN AGENCY THAT KNOWS WELL THE MANUFACTURER'S PRIORITIES, IMAGE CAMPAIGN AND INCENTIVE PROGRAM TERMS AND CONDITIONS, AND SUPPORTS THEM IN THE DIFFERENT STEPS OF THE MARKETING FUNDS REQUEST.
- ❑ WORKING WITH AN AGENCY THAT ENSURES THE OPTIMIZATION OF FUNDS ALLOCATED BY THE MANUFACTURER AS WELL AS THE POSSIBILITY TO DEFINE A GLOBAL MARKETING PLAN BY COMBINING VARIOUS INCENTIVE PROGRAMS.
- ❑ RECORDS AND PERFORMANCE REPORTS ARE ISSUED IN THE FORMATS REQUIRED BY THE MANUFACTURER FOR RESULTS REPORTING AND APPROVAL OF INVOICES.

# INBOUND INDI: INBOUND MARKETING



**INBOUND MARKETING IS A NEW APPROACH TO MARKETING AND A NEW WAY OF REACHING CUSTOMERS. BY DETECTING THEIR INTERESTS AND/OR NEEDS DURING THE INFORMATION SEARCH PROCESS, CUSTOMERS ARE ATTRACTED TOWARDS POSSIBLE SOLUTIONS IN ORDER FOR US TO MOVE FORWARD TOGETHER IN THE DECISION-MAKING PROCESS, UNTIL THEY ARE CONVERTED INTO CLIENTES. + INFO**

**NOT TO BE CONFUSED WITH  
TACTICS**

**NOT TO BE CONFUSED WITH  
METHODOLOGIES**

**NOT TO BE CONFUSED WITH  
TOOLS OR  
TECHNOLOGY**

**FISHING A FISH IN THE SEA IS NOT THE SAME THING THAN FISHING A FISH IN A POOL, A JACUZZI OR A FISH TANK, NEITHER IS THE SAME THING GAINING A CUSTOMER ON THE INTERNET THAN ON YOUR WEB SPACES, DATABASE, OR CURRENT CUSTOMER DATABASE.**

**INTERNET**

**ATTRACT**

**SEA**

**YOUR WEB SPACES**

**IDENTIFY**

**POOL**

**YOUR DATABASE**

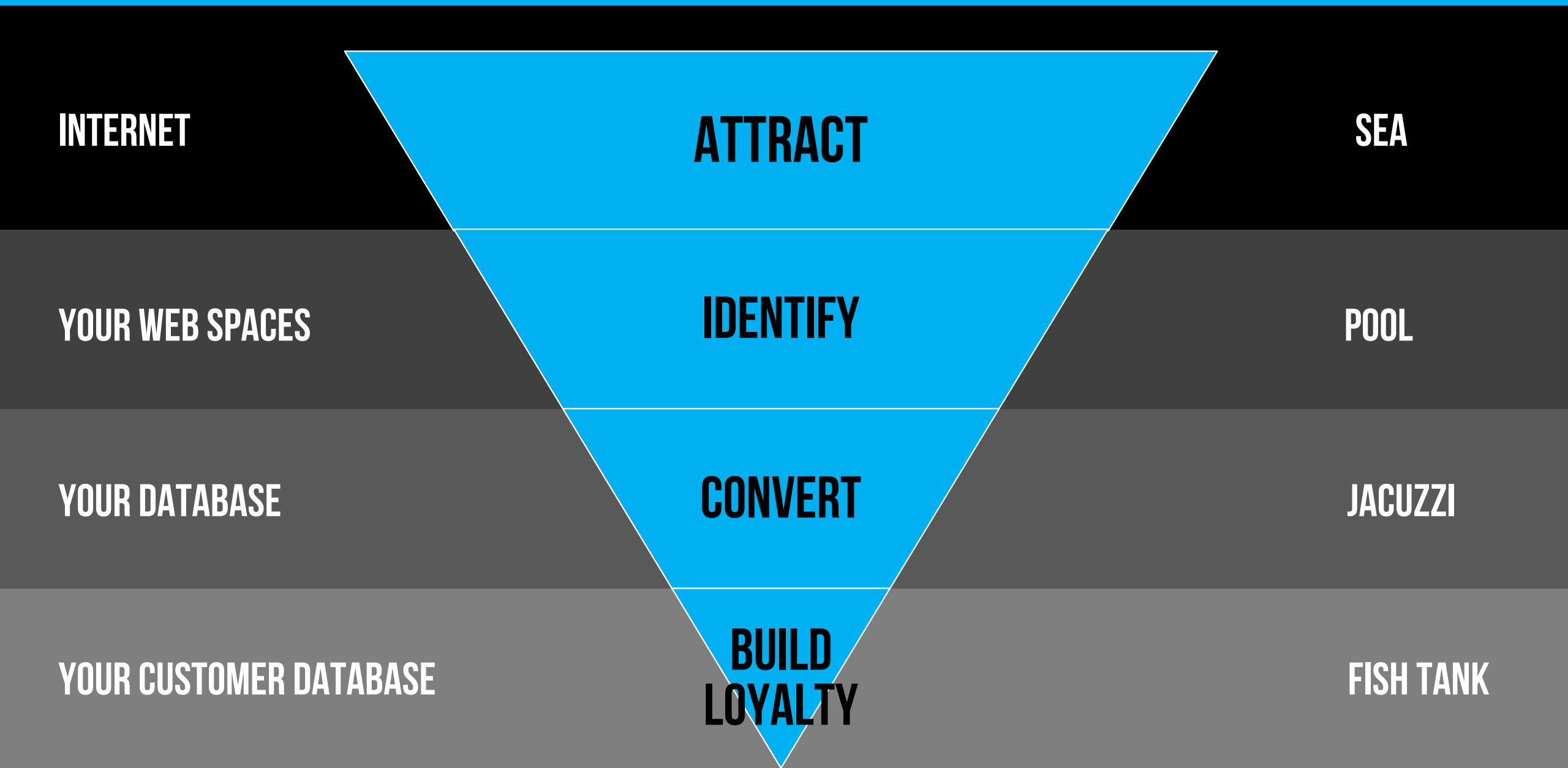
**CONVERT**

**JACUZZI**

**YOUR CUSTOMER DATABASE**

**BUILD  
LOYALTY**

**FISH TANK**





# ATTRACT (THE INTERNET)



EXPERTS ON TECHNOLOGY AND MARKETING PROCESSES

## METHOD

### Strategic Marketing:

- SWOT analysis
- Target definition
- Buyer personas
- Offering

### Content plan:

- Content matrix
- Content creation
- Web Architecture



### Marketing Mix:

- SEO
- Pay per click
- Traditional marketing
- PR
- Social Media plan



## TECHNOLOGY

Doesn't apply

Image and A/V Editing  
Copy-editing  
Website editing and CMS  
Hosting

SEO Tools  
E-reputation and social listening  
Adwords, adsense, retargeting and real time binding  
Events Management  
Social Media Management  
Marketing automation



# IDENTIFY (WEB SPACES)



EXPERTS ON TECHNOLOGY AND MARKETING PROCESSES

## METHOD

### Behavior analysis:

- Web analytics
- Web optimization and landing pages optimization
- A/B testing

CONTENT

### Call to actions:

- Valuable content and/or promotions
- Web forms

CONTENT

## TECHNOLOGY

Web analytics tools  
Identification of IP address  
Web tracking  
Marketing automation

Website editing and CMS  
Marketing automation



# CONVERT (WORK ON YOUR DATABASE)



EXPERTS ON TECHNOLOGY AND MARKETING PROCESSES

## METHOD

### Lead management:

- Lead nurturing
- Lead scoring
- Lead qualification

CONTENT

### Trade tracking:

- Opportunity management
- Offer and acceptance

CONTENT

## TECHNOLOGY

E-mail Marketing  
E-reputation y social listening  
Herramientas multicanal  
Marketing Automation  
CRM  
Contact Center

Marketing Automation  
CRM  
Contact Center





# BUILD LOYALTY (WORKING ON YOUR CUSTOMER DATABASE)



EXPERTS ON TECHNOLOGY AND MARKETING PROCESSES

## METHOD

### Customer service:

- Customer loyalty campaigns
- Management of queries

CONTENT

### Upgrade and cross-selling:

- Lead nurturing
- Lead scoring

CONTENT

## TECHNOLOGY

E-reputation and social listening  
Marketing automation  
CRM  
Contact center

E-reputation and social listening  
Multi-channel tools  
Marketing automation  
CRM  
Contact center





# iTHANK YOU!



[SEBAS@INDIMARKETERS.COM](mailto:SEBAS@INDIMARKETERS.COM)



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