



TOP DIGITAL MARKETING | SEO | SMO | SEM | BPO/ITES SOLUTION



Basic about Counterpart360

Counterpart360 is a complete onshore and offshore Marketing, Demand generation and Lead Generation Company. Our main objective of being in business is to provide onshore and offshore clients the best solutions that could fulfill their marketing needs, help in generating demands of their products in their target market. And how do we plan to do that is through various mix of marketing techniques primarily through online research, telemarketing, social media marketing, SEO – Search Engine Optimization, SEM – Search Engine Marketing, E- mail Marketing, Online Marketing, etc.

Counterpart means a person or thing that corresponds to or has the same function as another person or thing in different place or situation. We are an extension of your business, we will represent you in some or the other aspect giving you the result that you expected with the cost that you never expected and the best part about counterparts is that we would deliver with 100% quality and you pay for what you get.

Counterpart360 Provide Following SERVICES:

BPO & ITES

Business process outsourcing (BPO) is a subset of outsourcing that involves the contracting of the operations and responsibilities of a specific business process to a third-party service provider. ITES (Information Technology Enabled Services) is an outsourced Process. Originally, this was associated with manufacturing firms, such as Coca Cola that outsourced large segments of its supply chain.



In BPO & ITES Services -

- **Outbound Sales:** The definition of outbound sales refers to the process of sales reps making outbound sales calls to prospects. Outbound sales sometimes involves making cold calls to leads on a list, though often reps call leads that have previously demonstrated demand for a product by engaging with a brand's content, filling out a form, emailing a business or making a previous call to a business.

- **Lead Generation:** Online lead generation is an Internet **Marketing** term that refers to the generation of prospective consumer interest or inquiry into a business' products or services through the Internet. Leads, also known as contacts, can be generated for a variety of purposes: list building, e-newsletter list acquisition, building out reward programs, loyalty programs or for other member programs.



- **Contact Discovery:** Jill Dyche calls data discovery 'Knowledge discovery' and defines it as "the detection of patterns in data. These patterns are too specific and seemingly arbitrary to specify, and the analyst would be playing a perpetual guessing-game trying to figure out all the possible patterns in the database. Instead, Special knowledge discovery."

- **White Papers:** A white paper is an authoritative report or guide informing readers in a concise manner about a complex issue and presenting the issuing body's philosophy on the matter. It is meant to help readers understand an issue, solve a problem, or make a decision. White Papers are a "tool of participatory democracy not unalterable Policy " having in white papers tool in generally democracy intelligence.



- **Appointment Setting:** Your prospect organizations are out there researching solutions. Help them find you and make it easy for them to understand how you can help better than others. By using Account Based Marketing in Demand Generation you get past the biggest challenges for B2B companies like influencing many decision-makers at the same time, avoiding to get "down-prioritized".



- **Accounting And Finance:** Financial accounting (or financial accountancy) is the field of accounting concerned with the summary, analysis and reporting of financial transactions pertaining to a business. This involves the preparation of financial Statements available for public consumption. Stockholders, suppliers, banks, employees, government agencies, business owners, and other stakeholders are examples of people.



DIGITAL MARKETING

Online Marketing can deliver benefits such as:

- # Growth in potential
- # Reduced expenses
- # Elegant Communication
- # Better control
- # Improved customer service



Digital Marketing Services -

- **SEO:** The leading search engines, such as Google, Bing and Yahoo!, use crawlers to find pages for their algorithmic search results. Pages that are linked from other search engine indexed pages do not need to be submitted because they found automatically. Two major directories, the Yahoo Directory and DMOZ both require manual submission and human editorial review. Google offers Google Webmaster Tools, for which an XML Sitemap feed can be created and submitted for free to ensure that all pages are found, especially pages that are not discoverable by automatically following links.



- **SEM:** Search Engine Marketing (SEM) is a form of Internet **Marketing** that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.



- **SMO:** Social media optimization (SMO) is the use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event. Types of social media involved include RSS feeds, social news and bookmarking sites, as well as social networking sites, such as Twitter, and video and blogging sites. SMO is similar to search engine optimization in that the goal is to generate traffic and awareness for a website.



- **E-MAIL Marketing** : Email marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.



- **Content Writing**: A website content writer or web content writer is a person who specializes in providing relevant content for websites. Every website has a specific target audience and requires a different type and level of content. Content should contain words (key words) that attract and retain users on a website.



WEB Development

A website, also written as web site, or simply site, is a set of related web pages typically served from a single **Web Domain**. A website is hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an Internet address known as a uniform resource locator (URL). All publicly accessible websites collectively constitute the World Wide Web.



Web Services -

- PHP Development: We provide bespoke PHP based services to help your business start-up and increase sales. PHP is a widely used, general-purpose scripting language that was originally designed for web application development to produce dynamic web pages.



- **Wordpress:** Your business is more than just a business card and your website should be too. It believes that the functionality of your website should be fresh and up-to-date, showcasing your business and **Communicating** with your clientele.



- **E-Commerce:** E-commerce has a much better reach and is the one of the best and low cost mediums to reach out to new **Markets**, varied customer base and niche segments. If implemented successfully, E-commerce can provide exponential growth to your business and multiply sales and revenues for your organization –Our E-commerce Web Solutions provide you with dynamic functionalities, enabling quick, easy and smooth transactions combined with a safe, convenient & secure shopping experience for your clientele.



As an Ecommerce Web Development Company we have developed a customized platform that includes a database driven shopping cart system with multi and unlimited level of products that can be managed through effective online catalogues.

- **Web Development:** Counterpart360 believes that the functionality of your website should be fresh and up-to-date, showcasing your business and communicating with your clientele. With strategically planned web development projects, Multiaccess can also increase efficiencies, streamline logistics and provide functionality access to selected groups.



- **Web Design:** Counterpart360 recognizes how strong web design can bring new customers to a business, and even help propel it toward bigger and better business. Our portfolio of clients can attest to exponential business growth due to well-designed and properly developed websites.



Vision

Our vision is to become a brand name which provide solutions to all kind of industry with creativity and innovativeness and become an extension of clients business to cater to their Marketing needs with 100% quality.

Mission

To achieve our goals by providing 100% quality on our deliveries, to provide best solutions by means of creative brainstorming sessions, generating innovative ideas and getting the best out of our resources with competitive and best work culture.



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