

Xeo Marketing Corporate Video

Total Time: 6mins 20secs

Script	Visual	Text on Screen	Time
<p>Start of Xeo Marketing in a time-lapse format - stock footage</p> <ul style="list-style-type: none"> - 2015 - 2020 - 5 Years in Business - 80+ Clients - 100+ Projects - 2587 Cups of Coffee - 4 Industry Accolades - 100% Client Satisfaction 	<p>Starts with the globe, zoom in to North America, Canada, Mississauga</p> <p>Time-lapse format - it should have images starting from 2015 till 2020 depicting growth as mentioned in the script with customer testimonials (text) showcasing 100% clients satisfaction and being host of one of the biggest technology event of Canada</p>	<ul style="list-style-type: none"> - 5 Years in Business - 80+ Clients - 100+ Projects - 2587 Cups of Coffee over 3000 billed hours - 50+ years of industry experience - 4 Industry Accolades - 100% Client Satisfaction - Host of One of the Biggest Technologies Platform - Canadian Channel Partners Conference 	40 sec
<p>Monali Supramanyam – Director, Xeo Marketing & Strategic Consultancy</p> <p>Voted as the Top Technology Marketing Company in Canada by Clutch Awards for 3rd year in a row, Xeo Marketing is a B2B strategic consultancy and marketing organization for the telecommunications, cloud & IT sector with the aim to empower digital transformation in Canada. We work exclusively with companies like telecommunication & VoIP service providers, mobile service providers, cybersecurity & cloud companies, and start-ups in the emerging tech sector to promote innovation and foster international opportunities for our clients. Xeo helps B2B companies in the fast-paced, high-tech sector to capture the market share and enhance their revenue by providing best result-driven growth strategies and marketing services. Veteran strategist within the Information and Communications Technology industry; we bring passion, innovation, creativity, and 50+ years of combined work experience with a proven track record and global success-stories as visionary leaders.</p>	Monali's Video	<p>Monali Supramanyam – Director, Xeo Marketing & Strategic Consultancy</p>	60 sec
<p>This section will focus on the challenges and possible solutions that Xeo an offer to the clients</p>	<p>A disconnected network with the challenges as dots</p> <p>180 degree flip of the dots with solutions and the network gets connected which shows the transformation in the entire network</p>	<p>Challenges:</p> <ul style="list-style-type: none"> - Lack of IT & Telecommunications marketing expertise - Inefficiencies of internal resources - Low market share <p>Offerings:</p> <ul style="list-style-type: none"> - Experienced marketing professionals in IT & Telecommunications - Cost-effective extended marketing arm managing end-to-end campaigns - ICT community hold to capture the right target audience 	40 sec

<p>What we do?</p> <p>We combine industry knowledge and our expertise to build a well-thought-out plan to take our client's revenue to next level covering both strategy as well as tactical sides</p>	<p>The first visual with a dark background - What we do?</p> <p>A shining ray with the following statement: We combine industry knowledge and our expertise to build a well-thought-out plan to take our client's revenue to next level.</p> <p>Two Block of Strategy & Tactical</p> <p>Click on Strategy Block</p>	<p>What we do?</p> <p>We combine industry knowledge and our expertise to build a well-thought-out plan to take our client's revenue to next level.</p> <p>- Strategy</p> <p>- Tactical</p>	<p>10 sec</p>
STRATEGY BLOCK			
<p>Revenue Growth Strategy - The idea of taking creating marketing mix and enhancing the revenue</p>	<p>Money Shower (Prefer a growth chart with Bar graphs and upward moving arrow) on the forefront with Technology City in the backdrop</p>	<p>We create marketing mix strategies to enhance your revenue</p> <p>- Market Analysis</p> <p>- Competitive Analysis</p> <p>- SWOT Analysis</p> <p>- Go-to-market plan with 4P Marketing Mix Recommendations</p> <p>- Communications & (where required)</p> <p>Rebranding Strategy</p>	<p>15 sec</p>
<p>New Market Strategy - Exploring new geographies with our market insights expertise</p>	<p>Plane from one location on a map to another</p>	<p>Understanding the market is critical to a successful brand entry. We leverage our experience to help you reduce the time-to-entry and to be operational & productive faster</p> <p>- PESTEL Analysis (Political, Economical, Social, Technological, Environmental & Legal)</p> <p>- Market Segmentation, Sizing & Target Audience Profiling</p> <p>- Market Entry Plan with 4 P Marketing Mix Recommendation</p> <p>- Distribution & Channel Strategy</p>	<p>15 sec</p>
<p>New Product Strategy - Building products as per the customer requirements</p>	<p>Umbrella of products with happy faces receiving as per their need</p>	<p>Our thumb rule - to understand customers problem statement and help you develop products</p> <p>- Market Research with target audience survey and analysis</p> <p>- Productization with well defined business applications</p> <p>- Competition Mapping</p> <p>- Go-to-market plan with 7 P Marketing Mix Recommendations</p>	<p>15 sec</p>
<p>Brand Strategy - To stand out among the competition and magnify customer perception to drive the right audience within budgets and set a deadline</p>	<p>Sparkling backdrop with the brand recognition depiction on customers mind with icon representation of the 6 pointers</p>	<p>Branding & Design - To stand out among the competition and magnify customer perception to drive the right audience within budgets and set a deadline</p> <p>- Branding</p> <p>- Interactive website</p> <p>- Video Development</p> <p>- Logo Design</p> <p>- Digital Ads</p> <p>- Marketing Material Design</p>	<p>15 sec</p>

Channel Enablement Strategy - 360-degree service to enhance the brand recall through high-value content positioning enabling the creation of leads funnel	A background of best being selected from the crowd which results in enhancement of revenues	Channel Enablement - 360-degree service to enhance the brand recall through high-value content positioning enabling the creation of leads funnel - High-Value Content Creation - Channels Promotion - Demand Generation - Analysis and Reporting	15 sec
TACTICAL BLOCK	Going back to what we do shot and clicking tactical block	What we do? We combine industry knowledge and our expertise to build a well-thought-out plan to take our client's revenue to next level. - Strategy - Tactical	10 sec
Strategic Marketing - 5-step methodology to optimize marketing budgets and achieve desired results	5-step model visual with the heading of Strategic Marketing and 5 pointers icon representation	Strategic Marketing - 5-step methodology to optimize marketing budgets and achieve desired results - Objective Setting - Market Research - SWOT Analysis - Strategy Recommendation & Implementation - Evaluating Success Parameters	15 sec
Demand Generation - A perfect blend of content and the selection of the right media channel strategy for driving customer engagement and generation of leads	A graphical representation with 4 pointers as the growth indicators	Demand Generation - A perfect blend of content and the selection of the right media channel strategy for driving customer engagement and generation of leads - Content Development - Landing Page Optimization - Email Marketing Campaign - Social Media Marketing	15 sec
MSP Digital Marketing Services - End-to-end digital marketing services for increasing online visibility, driving engagement, and enhancing lead generation funnel	Digital high-tech backdrop with the showcase of ROI and iconic representation of the 6 pointers	Digital Marketing for MSP - End-to-end digital marketing services for increasing online visibility, driving engagement, and enhancing lead generation funnel - Website Design - SEO - Social Media - Email Marketing - PPC - Reporting/ Monitoring	15 sec

Social Media Marketing - Harnessing the power of social media to engage with the right target audience and drive inbound traffic especially for B2B technology and telecommunications products and services	The world of social media with increasing likes, comments, reshares, etc. with the 6 pointers	Social Media Marketing - Harnessing the power of social media to engage with the right target audience and drive inbound traffic especially for B2B technology and telecommunications products and services - Strategy Development - Social Media Platform Management - Social Media Calendar Formulation - Content Development - Social Media Engagement - Online Reputation Management - Social Listening - Reporting and Monitoring	15 sec
Virtual Event Management - A platform to convert traditional brick and mortar tradeshow into a customizable 3D-interactive virtual event	Conversion of onsite to virtual through a flip-style and connecting millions through a network with a mention of 6 services	Virtual Event Management - A platform to convert traditional brick and mortar tradeshow into a customizable 3D-interactive virtual event - Cloud-Based - Fully Customizable - Canadian Privacy Compliant - End-to-End Project Coordination - Live Event Support - Demand Generation Marketing	15 sec
Company culture and other points will have to be highlighted like women empowerment, diversity & inclusion, equality, and career roadmap	Happy Xeo employees image collage with 2-3 talking about culture with the focus on 5 key highlights	Know Us Better - Women Empowerment - Diversity & Inclusion - Equality - Career Roadmap - Community Involvement	30 sec
This section will completely focus on customer's perception about Xeo Marketing, it is not a testimonial but one word that defines Xeo	Screen with one customer frame at a time forming a collage in the background	What our customers think we are?	30 sec
Clients brand showcase soon after one word from them	Collage of all the logos soon after previous shot in the same format	Brands we've worked with	10 sec
Closing statement	Back to Canada map zoomed out to North America with a location pin on Mississauga	Xeo Marketing - Way Ahead of It's Time Let's Transform Together!	10 sec