



KoiNet Media

Empowering Marketers With Powerful
Insights.

 www.koinetmedia.com



Agenda



#	About the Company
#	Our Mission and Vision
#	Our Goals
#	Our In-House Lead Gen

#	Our Milestones
#	Our Management Team
#	Our Offered Services
#	Contact Information



About the Company

- ▶ Founded In 2018 KoiNet Media is a global sales-enablement company focused on executing Sales and marketing programs by leveraging Technology to drive potential revenue growth for our customers across the globe.



Our Mission and Vision

Empowerment, Innovation, Evolution & Impact

Mission

Bridging businesses through lead generation solutions, fostering lasting partnerships, and driving mutual success in a dynamic marketplace

Vision

To be the unparalleled catalyst for B2B innovation, consistently redefining industry standards and amplifying global connectivity.



Our Goals

Enabling seamless and lucrative partnerships through tailored solutions



Goal # 1

Strategic Partnerships



Goal # 2

Data-Driven Decision-Making



Goal # 3

Innovation and Adaptation

Our History

From humble beginnings to global impact,
Our journey embodies innovation and growth.

2018

KoiNet Media started its journey to redefine possibilities in the B2B Market.

2021

KoiNet Media continued to set industry standards, innovate, and exceed expectations after years.

2022

In an exciting collaboration with a global leader, we pushed boundaries and achieved unprecedented success together.

2023

With a new office as our foundation and a growing team driving us forward, we scaled new heights of innovation and impact

Our Management Team

A symphony of diverse expertise, harmonizing visions into strategic success. Leaders weave collaboration's tapestry, guiding innovation with wisdom's finesse..



Bharat Pawar

Founder & CEO



Key Service Offerings



1

Holistic Multi-Channel Approach: White Space Content Syndication, Content Syndication, MQL, SQL, BANT, Account-Based Marketing, Live Events & Webinar Registration & Data Base Services.

2

Integrated Marketing Excellence: Seamless integration of Telemarketing, Email Marketing, and Digital Marketing for optimal synergy.

3

Results-Driven Focus: Dedicated to delivering high-quality leads and sales opportunities, allowing your team to focus on closing deals.

4

Extensive Database: Boasting a 35.6M+ Global First Party Database.

Top #9 Reasons To Partner With Us



1. **Quality-First Philosophy:** A 100% pay-for-performance firm committed to delivering quality over quantity.
2. **Global Reach:** Serving clients globally, providing support wherever you are or aspire to expand.
3. **Scalable Growth Solutions:** Scaling your business by consistently delivering qualified leads on time with the highest conversion rates.
4. **Dedicated Client Support:** Assigning dedicated teams and account managers to ensure personalized client support.

Top #9 Reasons To Partner With Us

5. **Proven ROI Increase:** Demonstrating success with case studies, showcasing a remarkable 200% increase in ROI through email marketing.
6. **API Integration:** We can deliver leads through API Directly into your CEM along with that we are Convertr and Lolagrove certified.
7. **Innovative Strategies:** Employing imaginative strategies and diverse methods tailored to each unique operation.
8. **Client-Tested and Approved:** Earning client testimonials and one of the leading B2B vendor with an impressive 90% client retention rate.
9. **Consistent Delivery Excellence:** Delivering a monthly average of 12k – 15k yielding good ROI with a major focus on quality.

What We Do



**Lead
Generation**



**Demand
Generation**



**Email
Marketing**



**Database
Services**



**Account Based
Marketing**

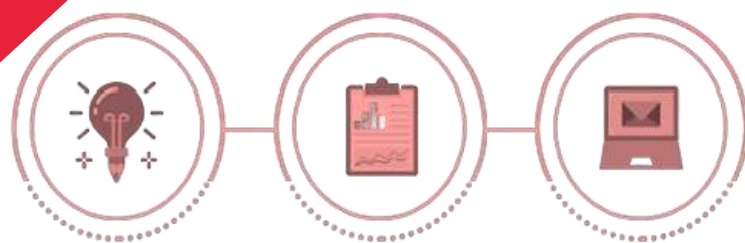


**Digital
Marketing**



**White Paper
Syndication**

Email Marketing



Cost Effective
Approach

Reach
Potential
Customers

Track
Response



Email Marketing Process

Comprehensive Email Marketing Solutions: We offer a range of email marketing services, including Email Newsletters, Acquisition Emails, Retention Emails, and Promotional Emails. Our preferred tools, such as Mail chimp & Benchmark, ensure optimal campaign management.

Our Approach:

Includes in-house list creation, double opt-in confirmation, strategic list segmentation, personalized content, mobile optimization, regular list cleaning, and efficient auto responders for seamless automation and engagement. Optimize your campaigns with our holistic email marketing solutions.

Lead Generation Expertise

We excel in lead generation through processes like Content Syndication, Whitepaper Marketing, and targeted BANT/HQL campaigns, consistently delivering 1,500 to 2,000 leads monthly.

Our Approach:

Intent-Driven Targeting: Utilizing Intent Data and Signals to pinpoint accounts genuinely interested in evaluating services.

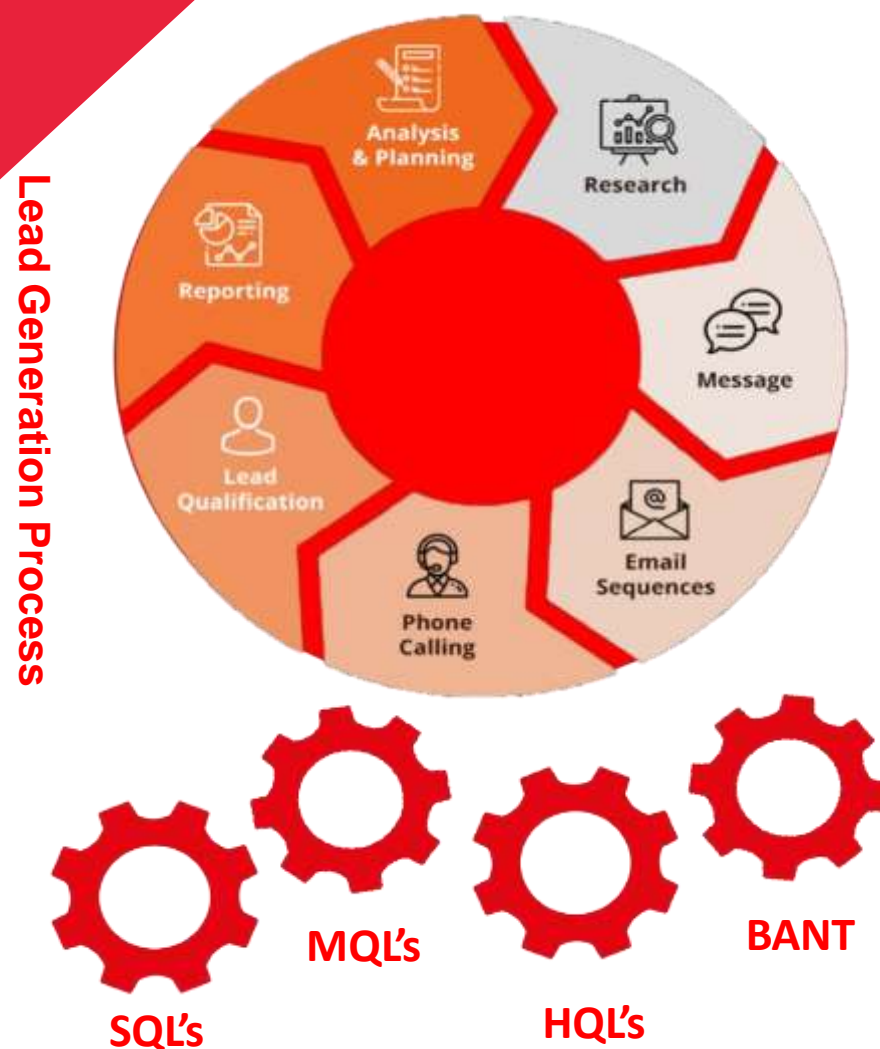
Digital Research: Thoroughly researching prospect's companies and services digitally.

Strategic Telemarketing: Conducting telemarketing at the prospect's preferred time, ensuring genuine interest.

Informed Conversations: Engaging prospects in meaningful discussions, gathering insights about their current product usage.

Consent and Follow-Up: Securing prospect consent for further communication and coordinating email follow-ups.

Quality Assurance: Rigorous quality checks before delivering the finalized leads.



Email Marketing

B2B Database Solutions



Our Process



Identify
Customer Data



Cross-reference New
Data With Existing Data



Verify
Customer Data



Send Opt-In Emails
To Customers



Delivery of Verified &
Opted-In Email Addresses

Identifying the right prospects for your business can be a challenging process due to the constantly evolving customer demands, processes, and trends. However, this task becomes significantly easier once companies precisely identify their target audience.

Our Process at Koinet Media:

Recognizing the significance of a high-quality database, we diligently research various demographic profiles to understand the values of our client's target audience. We craft a customized database tailored to our client's specifications, incorporating preferences such as location, role, and industry. Rest assured, all our contacts undergo thorough verification and adhere to a set of pre-defined parameters.

Account Based Marketing



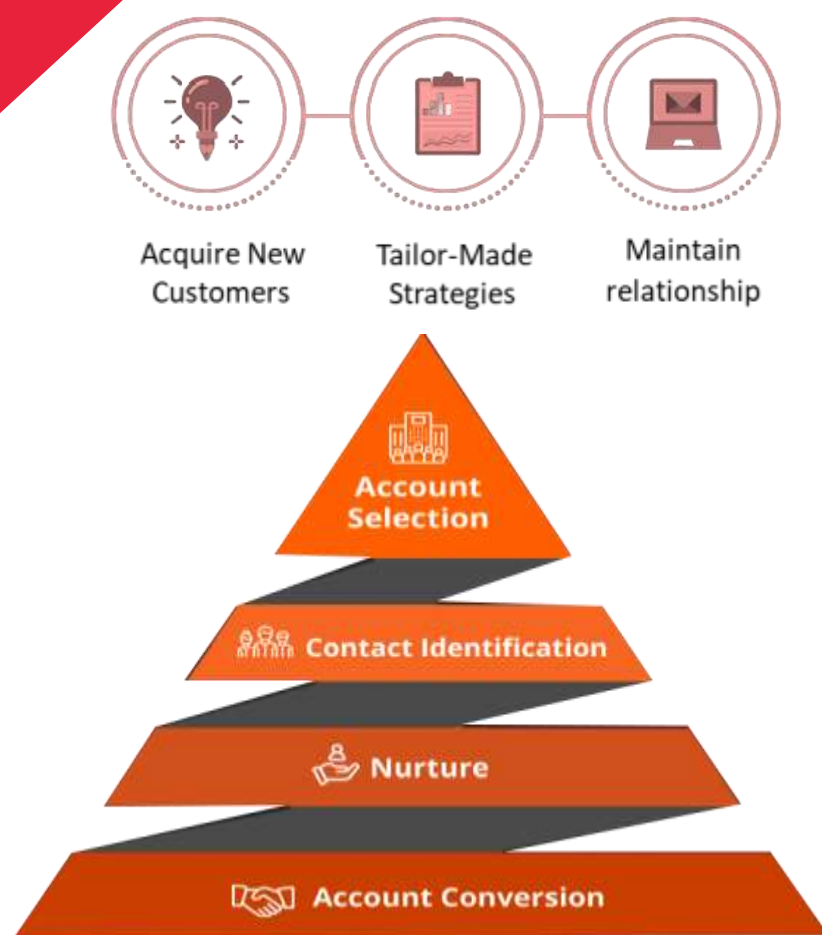
Koinet Media's Account-Based Marketing (ABM): Bridging Marketing and Sales

Our Approach:

We seamlessly unite marketing and sales teams through Account-Based Marketing (ABM) at Koinet Media. Leveraging intent data, signals, content and email marketing, AI, and synchronized algorithms, we generate and nurture target accounts. Analyzing smaller sets of accounts across multiple channels allows for more detailed insights and effective campaign evaluation.

ABM's Resurgence: ABM, though not new, has seen a resurgence with evolving technology. Implementing ABM improves ROI, drives attributed revenue, boosts conversions, and aligns sales with marketing. Modern technology makes scaling ABM more accessible, allowing marketers to achieve higher value outcomes.

Account Based Marketing Process



ABM Technology



KoiNet Media's Cutting-Edge Multi-Touch ABM Solution: Elevating Your ABM Journey

At KoiNet Media, our multi-touch Account Based Marketing (ABM) solution is meticulously crafted to navigate and elevate your ABM process through the strategic use of Intent data and Signals. Our campaigns seamlessly unfold across three pivotal stages, ensuring a comprehensive and targeted approach.

1. Insightful Identification: Embark on your ABM journey with precision. KoiNet Media's solution intelligently selects target accounts using a nuanced set of filters. We delve into factors such as line-of-business, industry, company demographics (size, revenue, and employees), geographical location, and more. The result? A finely curated list that aligns with your specific criteria, ensuring your efforts are directed towards the most promising prospects.

2. Intent-Driven Precision: Harness the power of Intent data and Signals to supercharge your ABM strategy. KoiNet Media understands that meaningful interactions stem from understanding the intent behind your target accounts' actions. We leverage sophisticated analytics to decode these signals, allowing your campaigns to resonate with the right message at the right moment.

Demand Generation

Strategic Demand Generation Expertise: In demand generation, we specialize in Account-Based Marketing, Content Syndication, SDR as a Service, Lead Nurturing, Email Marketing, Event Marketing and Promotion, and Webinar Marketing.

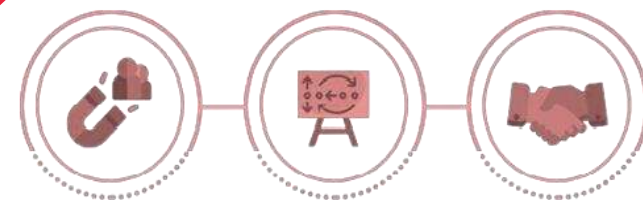
Our Approach:

1.Holistic Programs: We craft demand generation programs that are both reliable and scalable, ensuring effectiveness across all dimensions.

2.Beyond Numbers: Our focus extends beyond mere figures. We prioritize tangible marketing outcomes that drive real results.

3.Comprehensive Marketing Outcomes: We prioritize marketing outcomes by elevating brand awareness through the creation of buyer personas, building a strong brand representation, and establishing a distinct brand identity.

Choose us for demand generation that not only meets your numerical goals but also leaves a lasting impact on your brand presence and identity.



Acquire New Customers

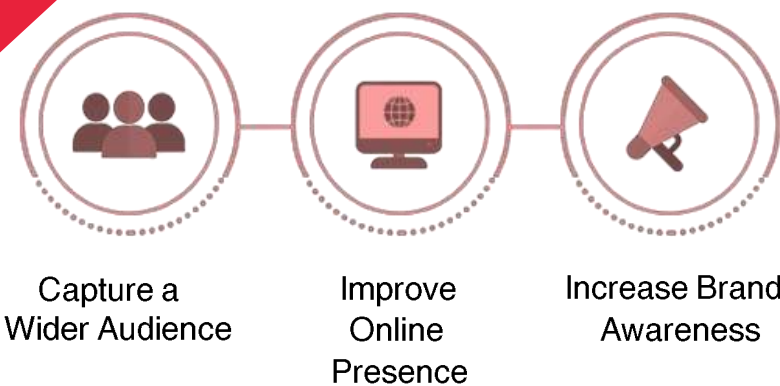
Tailor-Made Strategies

Maintain relationship



Demand Generation Process

Content Syndication



Koinet Media's Targeted Content Approach:

At Koinet Media, we specialize in tailoring content for individuals interested in receiving and likely to take action. Our campaigns strategically target the interests of our clients' prospects.

Our Process:

We provide our clients with white paper promotions, case studies, and various promotions for website content, press releases, and newsletters. Using these means, we enhance website traffic, generate brand awareness, and foster stronger relationships between the company and the customer.



Tele Marketing

Koinet Media's Content Tailoring and Campaign Excellence: At Koinet Media, we specialize in crafting tailored content for audiences genuinely interested in and likely to act on it. Our targeted campaigns align with the interests of our clients' prospects, offering promotions such as white papers, case studies, website content, press releases, and newsletters.

Lead Conversion Enhancement: Utilizing various content means to improve lead conversion rates and foster brand awareness.

Strengthening Relationships: Aiming to enhance the relationship between the company and the customer through strategic content delivery.

Transparent Documentation: Maintaining 100% call recordings and call logs for each campaign/call, readily available on demand.

Cloud Storage Assurance: Implementing secure cloud storage for call recordings, ensuring leads are genuine and preventing fabrications.



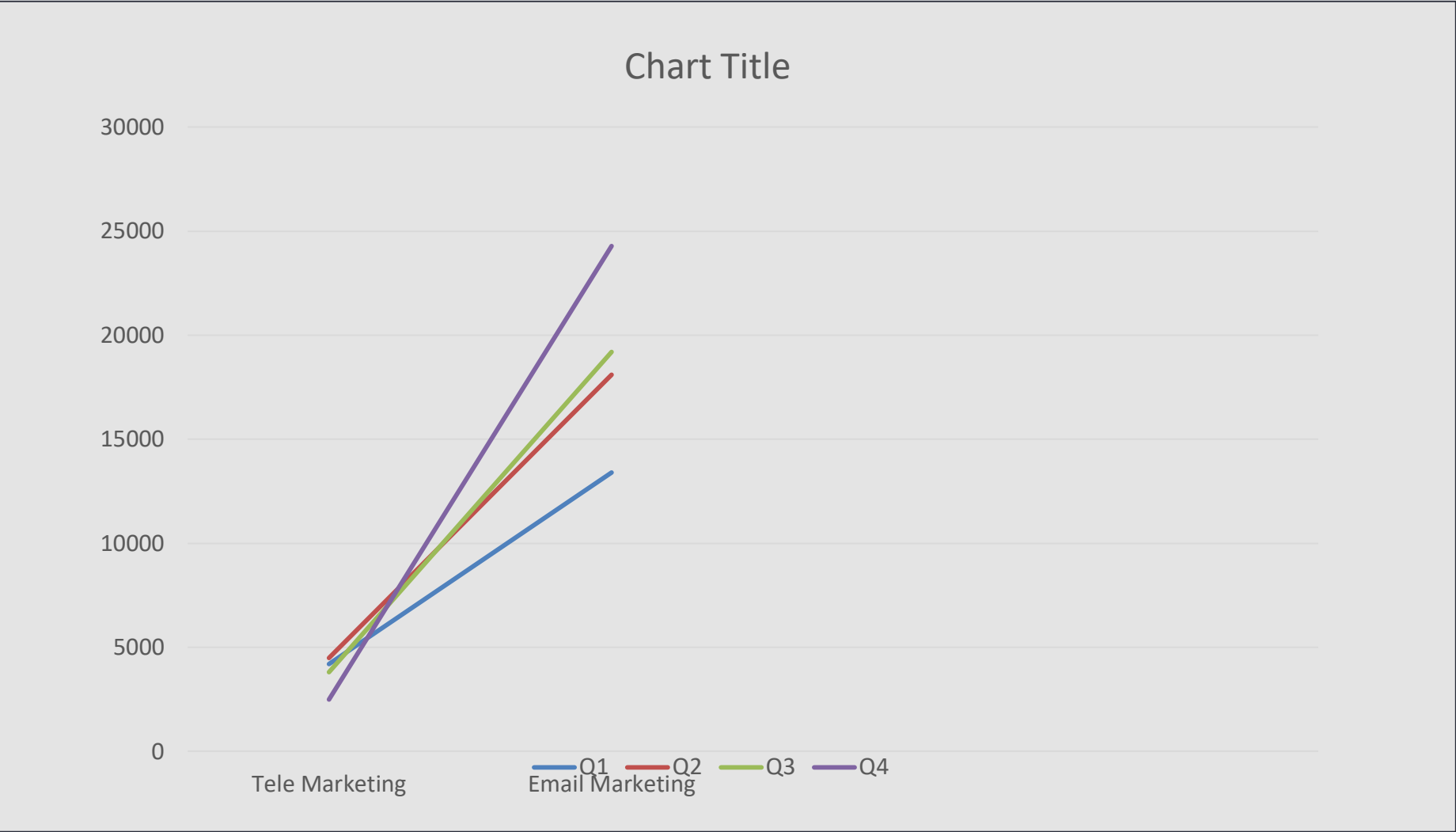
Generate
Quality Leads

Follow The
Customer's
Journey

Maintain Lead
Engagement

Our In-House Lead Generation

Driving strategic lead generation to fuel sustained growth.



2023 Leads Generated till November.

55k Leads

Leads Generated via Email Marketing

50k

Leads Generated via Tele Marketing

5k

QA Process Tele Campaign



True Multi Touch Approach

A HIGH-CONVERSION-ZERO-WASTE APPROACH

Online Engagement

Once a prospect has been engaged online through ads, email, or on a publishing platform.



Human Touch

After proper consent, getting in touch for problem identification and weigh intent.



Nurture & Convert

Based on preferences, contact is nurtured and converted by delivering tailored solutions for their problem.

Multi-Touch for Enhanced Quality:

In a landscape abundant with marketing channels, garnering engagement is common. However, discerning genuine intent among the engaged is key. At KoiNet Media ITES Private Ltd., we proactively establish multiple touch points for our subscribers. This strategy nurtures engagement, elevating them to highly qualified leads and potential buyers.

Outcome: This approach not only boosts ROI but also cultivates stronger relationships with prospects, laying the foundation for enduring and meaningful connections.

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Thank You.