



Cognitive Convergence offers MarTech consulting services for Tech Companies, SAAS Startups, Consulting Houses, and Cloud Consulting Companies.

MarTech Campaign

Easy-to-understand and planned strategy for small businesses & large enterprises to make the most out of your marketing campaigns.

Using cohesive analytic, social, and efficient platforms for better communication using smart marketing techniques.

- ✓ Strategized content
- ✓ Cloud (SAAS) aware context
- ✓ Goal-oriented
- ✓ Product-specific
- ✓ Insightful reporting

Cognitive Convergence

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About US

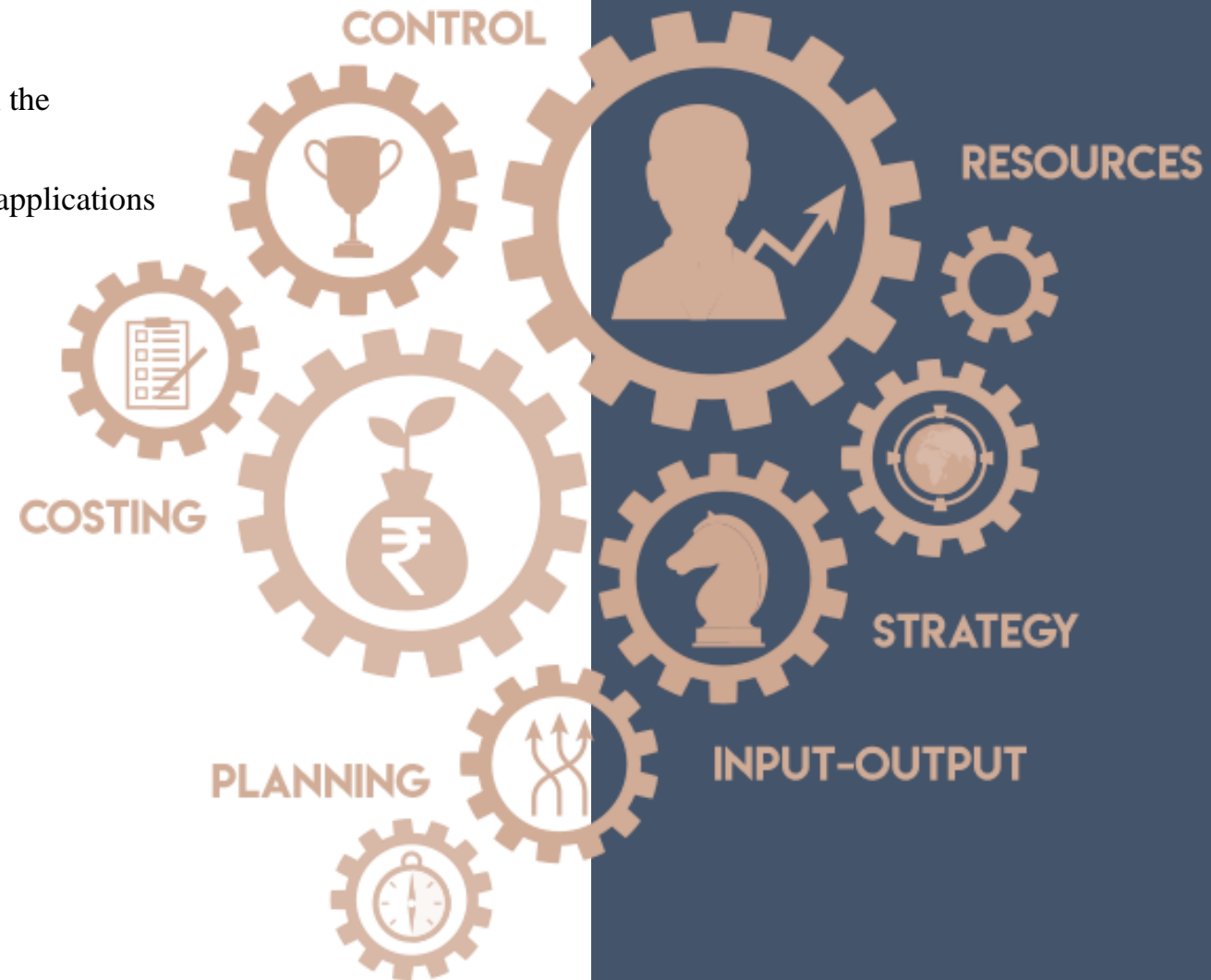
Cognitive Convergence is a Subject Matter Expert in Office 365, Dynamics 365, SharePoint, Project Server, SAAS, Power Platform: Power Apps-Power BI-Power Automate-Power Virtual Agents.

Our core MarTech services include the following:

- ✓ Effectively Position and promoting organizations and their product offerings in the competitive marketplace
- ✓ Leveraging the value of digital transformation while modernizing your legacy applications
- ✓ Execute scalable marketing and sales campaign
- ✓ Identify, acquire, and nurture new clients
- ✓ Identify new business opportunities to drive growth and profitability
- ✓ Marketing Automation
- ✓ Improved Customer Conversation
- ✓ Data Consistency and Accuracy
- ✓ Strive to achieve the marketing glory of personalization for each client
- ✓ Initiate a Business Development Campaign for tech-related products
- ✓ Lead generation and its qualification
- ✓ Converting leads and opportunities into new customers
- ✓ Aligning business development processes and procedures with the strategic business goals

Current Location: Lahore, Pakistan

Planned Front-end Office: California/Washington States- USA



MarTech For Tech Companies

The smart blend of Marketing with technology has enabled companies to improve their product marketing by utilizing fewer resources. To help you from all the troubles of understanding new platforms for marketing purposes, we are offering to initiate a MarTech consulting to all tech companies for their products/apps/solutions.

Companies/organizations despite their sizes need a continuous source of business enhancement. Traditional Marketing and publicity of products/services these days are not applicable to surge business processes throughout the world. For start-ups, it gets a bit difficult to work on their product improvement while promoting them at the same time.



Types of Companies we are looking for

- ✓ Tech start-ups
- ✓ Consulting or product development companies
- ✓ SaaS companies
- ✓ Cloud companies



Marketing Technologies MarTech

Technology is rapidly evolving in different industries. Every business that wants to be successful in the industry, needs to adopt the latest tools and techniques. Marketing Technologies (MarTech) is significantly helping companies to rely on a variety of tools that evaluate data to connect them with the right audiences.

With MarTech you can:

- ✓ Enhance communication
- ✓ Utilize fewer resources for better promising results
- ✓ Build better and stronger relationships with the customers
- ✓ Visualize the maximum number of opportunities before time to make actionable plans
- ✓ Strategic planning of marketing goals and objectives

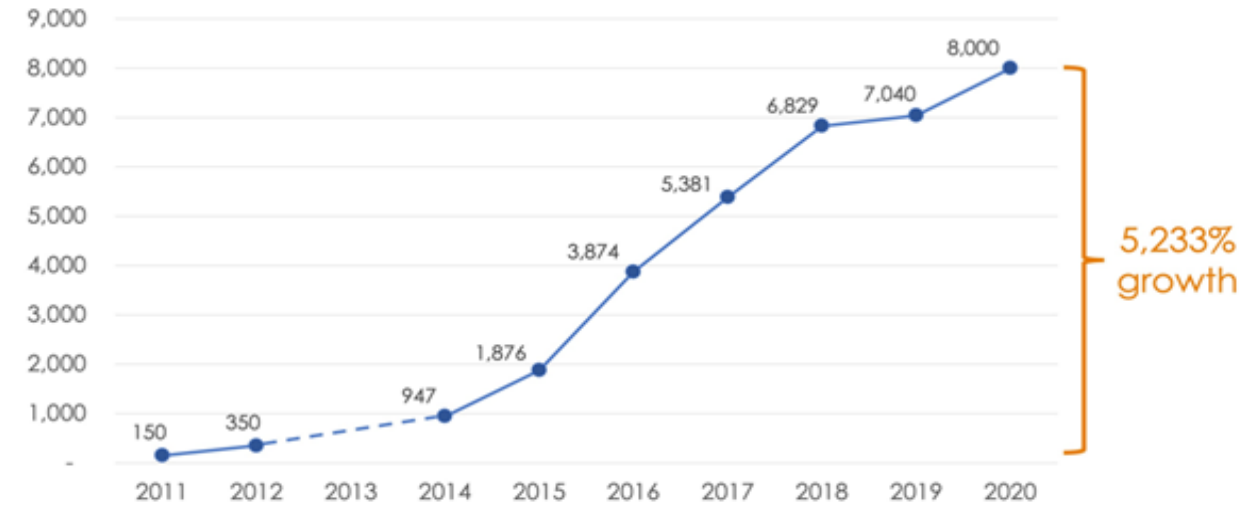


MARKET POTENTIAL

MarTech landscape has grown by 13.6%, up to a total of 8,000 martech solutions.

Source: Chief Martec, <https://chiefmartec.com/>

Growth of the Martech Landscape 2011-2020



B2B Marketing Automation Systems Market (1)

(Revenue in US\$ millions)



The B2B marketing automation market size to grow from USD 7,250 million in 2019 to USD 14,185 million by 2024, at a CAGR of 13.9% from 2019 to 2024.

Source: Ko Marketing, <https://komarketing.com/>

Top 10 MarTech tools

Many MarTech tools are available in marketing that is extensively used by several companies. To help you, we have identified the top 10 MarTech tools for you.

1. Dynamic 365 – Marketing



2. LinkedIn - Social Marketing and Advertising



3. Salesforce – for Marketing: Integrated Marketing Solutions



4. Voluum – Affiliate Marketing



5. Traackr – Influencer Marketing



6. Google Marketing Platform



7. Sprout Social – social media management



8. Hubspot – Marketing Software for Small to Enterprise Business



9. Marketo – marketing automation



10. Zoho - Marketing Automation



Dynamics 365– Marketing

Microsoft Dynamics 365 Marketing is one of the most trustable and easy-to-use a marketing solution that helps its users to unify their customer's information by offering marketing automation features, for instance, lead scoring, custom-made email templates, etc., that allows them to create and leverage personalized customer journeys.

Some features of Dynamics 365 marketing are:

- ✓ Comprehensive customer profile
- ✓ email management
- ✓ marketing forms and pages
- ✓ Dynamics 365 Connector for LinkedIn Lead Gen Forms
- ✓ customer segmentation
- ✓ Track Competitors' Performance
- ✓ customer journeys
- ✓ Data import
- ✓ lead management
- ✓ Integrate Social Media
- ✓ marketing analytics



LinkedIn – Marketing and Advertising

For lead generation and sales prospecting, LinkedIn is a specially designed premium quality management. By using paid services of Sales Navigator, which is available in three different versions each with varying features, their users can search for ideal candidates to connect with or save leads within their account to nurture it.

Features of LinkedIn

- ✓ Create multiple showcase pages for the company and products/services
- ✓ Industry-Specific Variables
- ✓ Save lists
- ✓ Open and click-through rates
- ✓ See who viewed your profile
- ✓ More advanced search filters
- ✓ 20-30 InMails
- ✓ Leads Ads
- ✓ Job Change Alerts
- ✓ Lead Accelerator feature
- ✓ Campaign Manager account
- ✓ Outlook web integrations
- ✓ Learning Center
- ✓ Sales Navigator Mobile app

LinkedIn
Marketing Solutions



Ad Technology
Scale your
ad campaigns



Content Marketing
Create better
content



Community Management
Build your
brand



Media Buying
Leverage campaign
management experts



Marketing Analytics
Gain performance
insights



Audience Management
Target more
effectively

Salesforce for Marketing: Integrated Marketing Solutions

Salesforce is a CRM platform to help companies target different audiences to set scores and add activity alerts based on an individual lead or customer. Salesforce proactively works with contacts to maintain relationships.

Features of Salesforce for Marketing: Integrated Marketing Solution

- ✓ Efficient reporting
- ✓ Improved messaging with automation
- ✓ Audience studio
- ✓ Dashboards to visualize data
- ✓ Social Studio
- ✓ Create interest across the journey
- ✓ Email Studio
- ✓ Efficiency enhanced by automation
- ✓ Journey Builder
- ✓ Syncing data from various applications
- ✓ Google analytic 360
- ✓ Live Chat
- ✓ Omnichannel



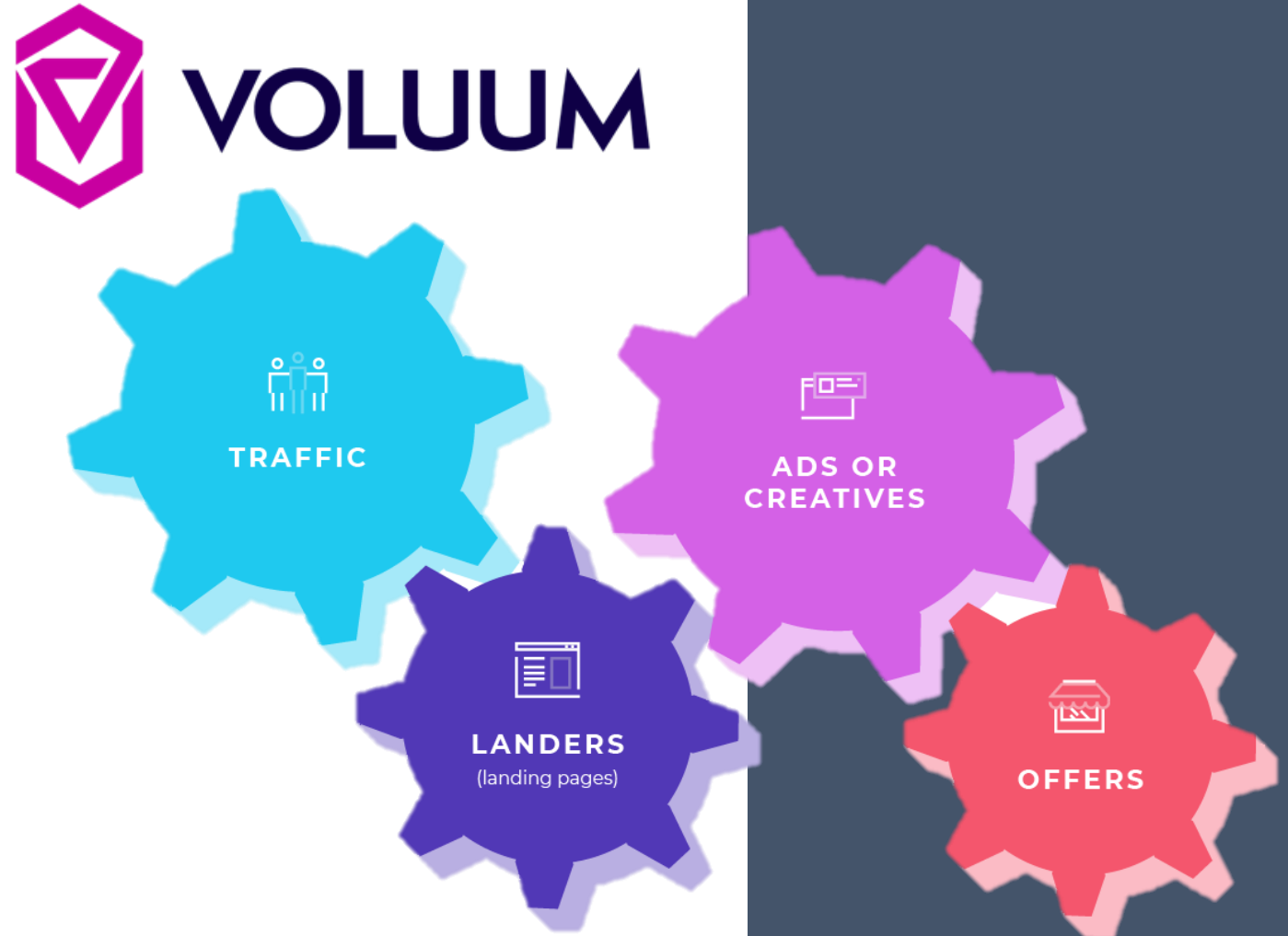
Salesforce Predictive MarTech Alignment

Volum – Affiliate Marketing

For the tracking of affiliate marketing performance, Volum is one of the most comprehensive real-time analytics platforms. It is specifically designed to make easier marketing monitoring and assessment for marketing professionals and advertisers.

Features of Volum

- ✓ Tracking of ongoing campaigns
- ✓ Recurring Campaigns details
- ✓ Granular Reporting
- ✓ Integrated DSP
- ✓ Mobile Apps
- ✓ Panel for Billing & Payment
- ✓ Live support to respond to customer's queries
- ✓ Billing & Payment
- ✓ Optimize ad performance
- ✓ Campaign Migration
- ✓ Push Notification Alerts

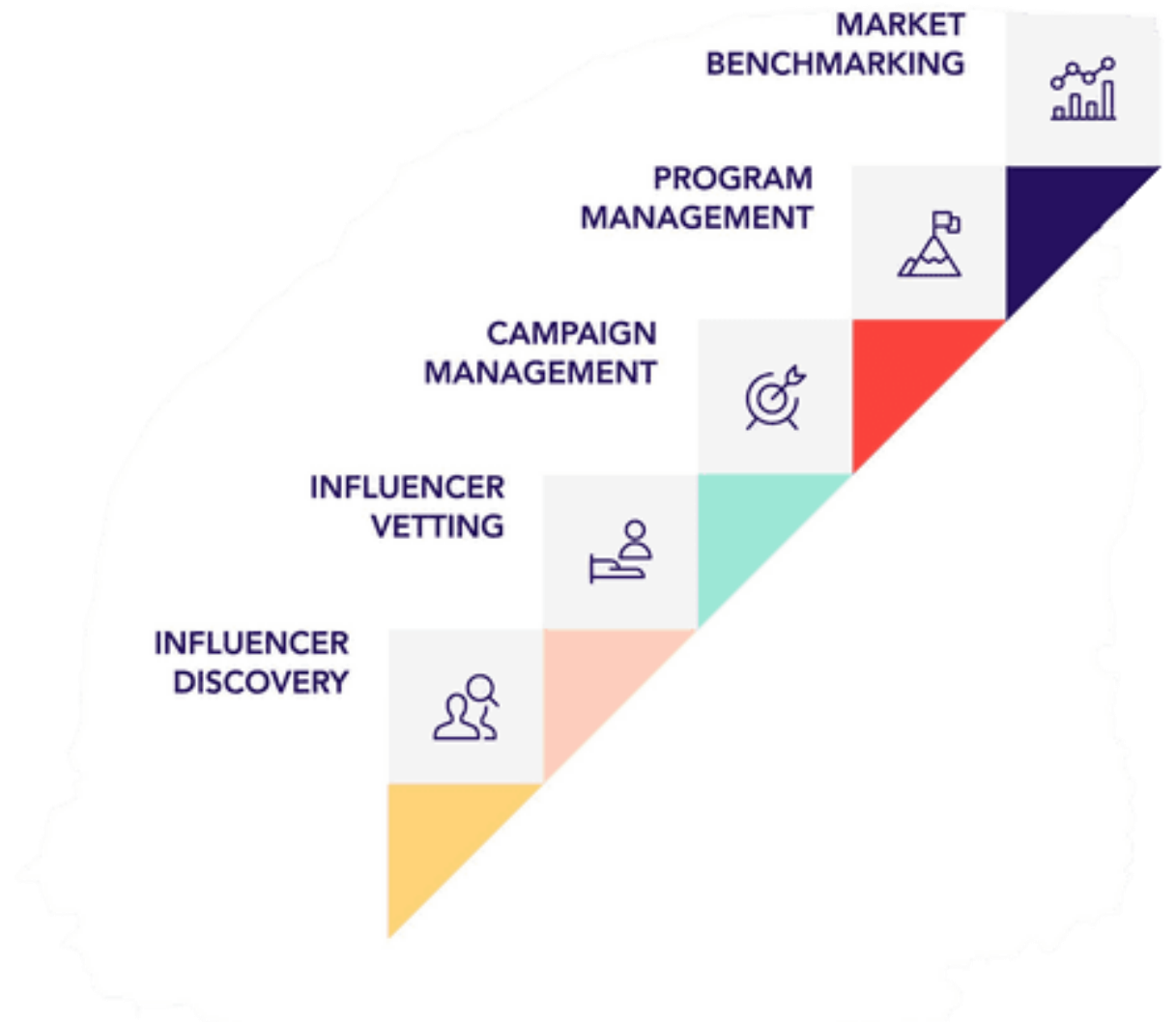


Traackr – Influencer Marketing

To manage and grow the influencer marketing efforts, Traackr enables brands to utilize its features that are specially designed to focus on relationship management. It is a CRM application that is utilized to validate influence, enhance communication, measure performances, and listen to brand mentions for efficient conversations.

Features of Traackr

- ✓ Customized dashboards
- ✓ Realtime insights
- ✓ Add Influencer Market Benchmark
- ✓ Track the user's engagement and their interactions
- ✓ Optimize Influencer Marketing Investments
- ✓ Social media monitoring
- ✓ Campaign management
- ✓ Relationship management
- ✓ Faceted search/filtering

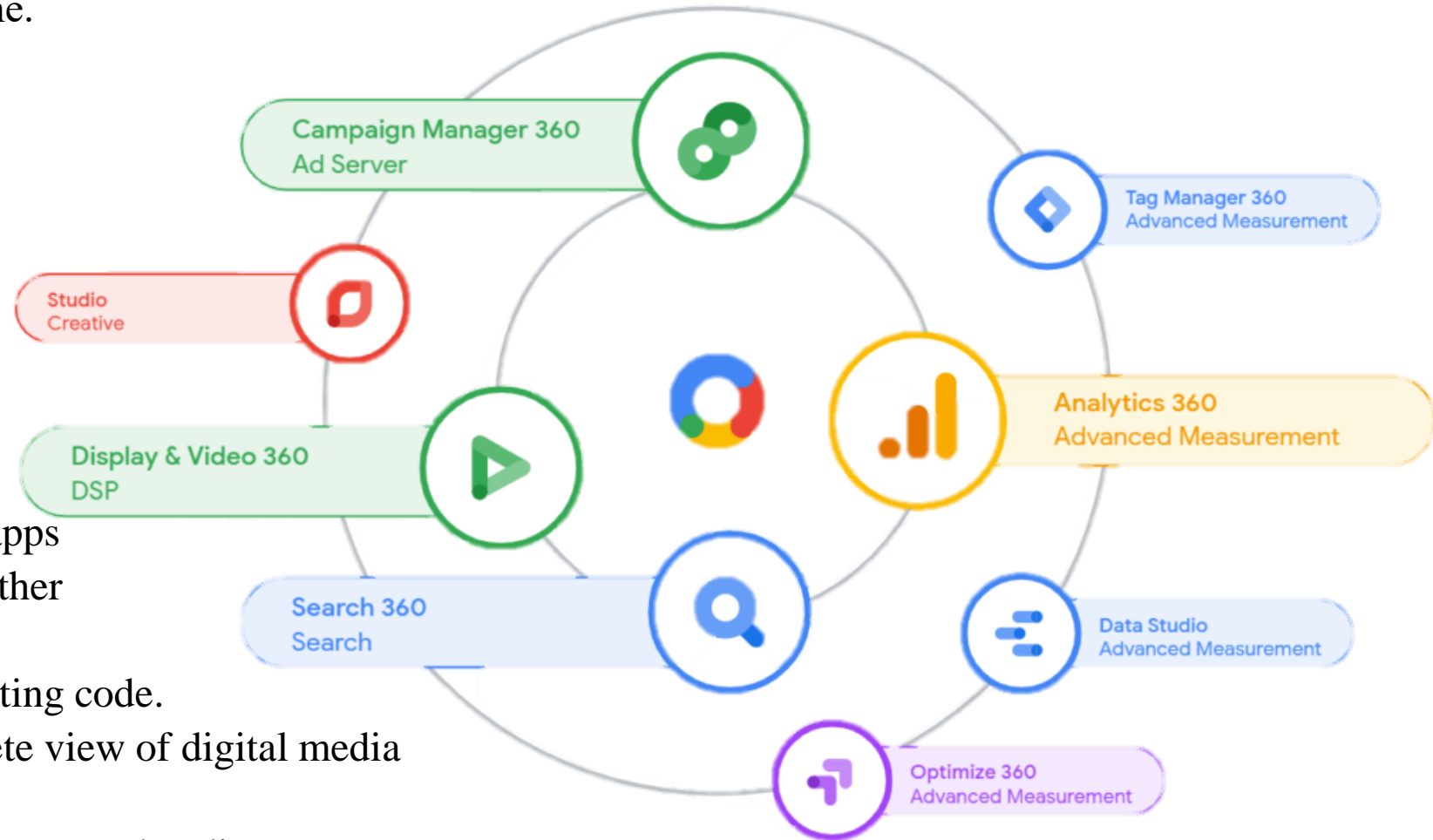


Google Marketing Platform

Google Analytics is a web-based analytics tool that offers its users to have in-depth insight into their website to monitor and improve their business's performance online.

Top features of Google Analytics:

- ✓ Track Online Traffic
- ✓ Integrated solutions
- ✓ Offline to Online Tracking
- ✓ Analytics - to understand customers to deliver better experiences
- ✓ Data Studio – customizable reports
- ✓ Optimize – test variations of sites and apps
- ✓ Survey – to get instant feedback for further refinements
- ✓ Tag Manager -Manage tags without editing code.
- ✓ Campaign Manager 360 - Get a complete view of digital media campaigns.
- ✓ Display & Video 360 - Reach always-connected audiences
- ✓ Search Ads 360 - Get real-time data and unified insights for search campaigns.

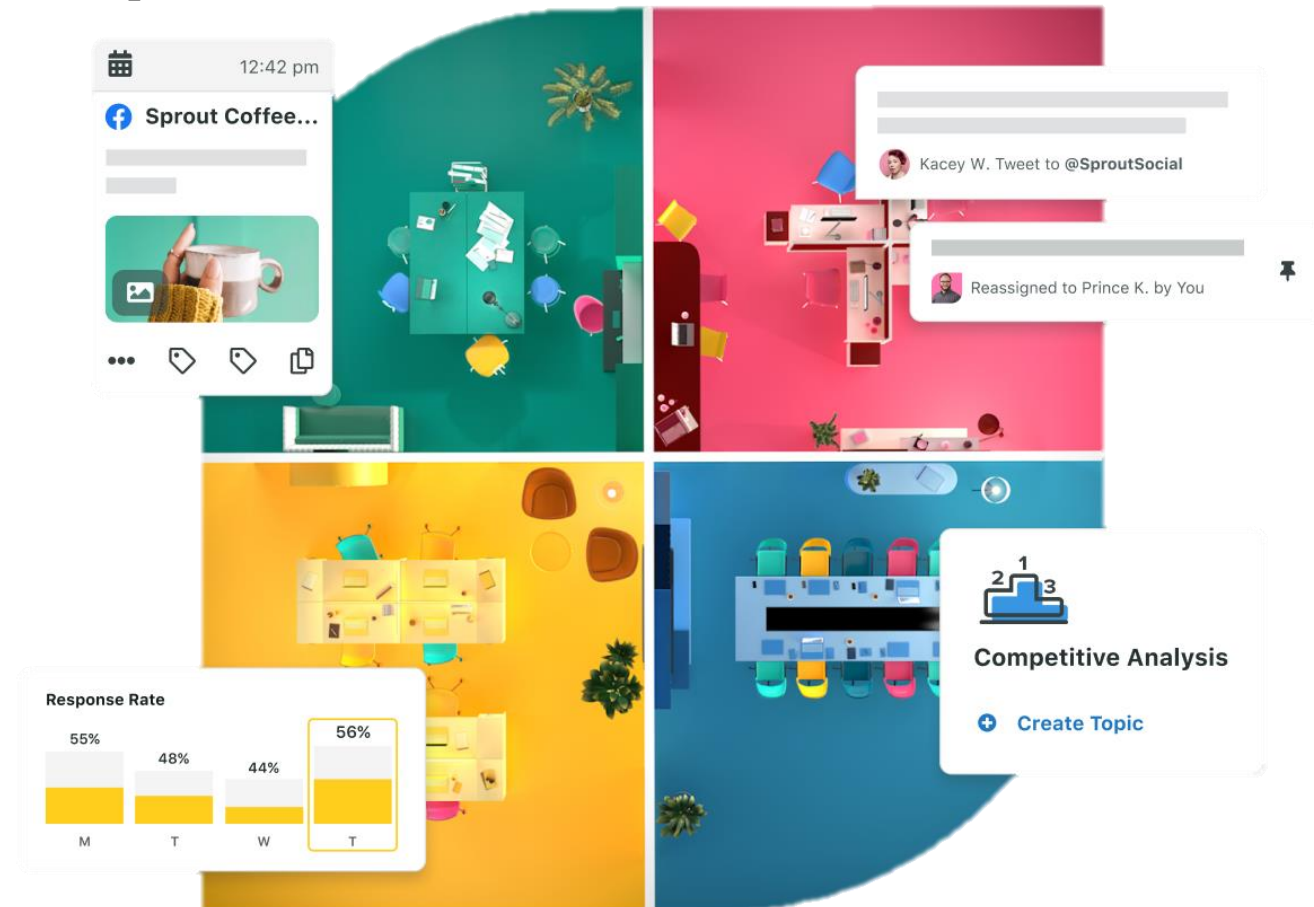


Sprout Social – social media management

Sprout Social is a cloud-hosted social media management tool that helps its users to manage their marketing routines and audience interactions easily. It offers a Smart Inbox feature that combines social media engagements on different networks in one platform.

Main features include:

- ✓ Feeds component for identifying keyword-oriented content for posts
- ✓ Filter message types of different social media platforms
- ✓ Discover professionals within the same industry
- ✓ Social media analytics
- ✓ Social content management
- ✓ Conversation tracking
- ✓ Automated publishing
- ✓ Well-organized dashboard
- ✓ Manage connection's profile
- ✓ Schedule posts publication



Hubspot Marketing Software for Small to Enterprise Business

HubSpot is a comprehensive inbound marketing and automation software platform. It allows its users to execute, manage, and measure all their inbound marketing activities in one platform. By using its automated approach, you can easily manage difficult tasks of scheduling and data collection in a short time.

Important features include:

- ✓ lead tracking and conversions
- ✓ integrated CRM
- ✓ HubSpot Marketing Integration
- ✓ Smart content creation
- ✓ Social Management Features
- ✓ Communication Tracking
- ✓ Website Integration



Marketo – marketing automation

Marketo is specially designed for B2B sales to surge their business processes over time. It is highly focused on identifying, attracting, and engaging warm leads by pushing them into the sales funnel for the company's growth.

Some features of Marketo

- ✓ Marketing automation
- ✓ Consumer engagement marketing
- ✓ Real-time personalization
- ✓ Marketing management
- ✓ Customization
- ✓ Integration
- ✓ Realtime insights
- ✓ User-friendly dashboards



MARKETING AUTOMATION



Email Marketing



Web Tracking



Lead Scoring



Nurture Marketing



SMS Messaging



Campaign Tracking



Form Capture



Surveys



Landing Pages



Social Discovery



Integrations
(GoToWebinar)



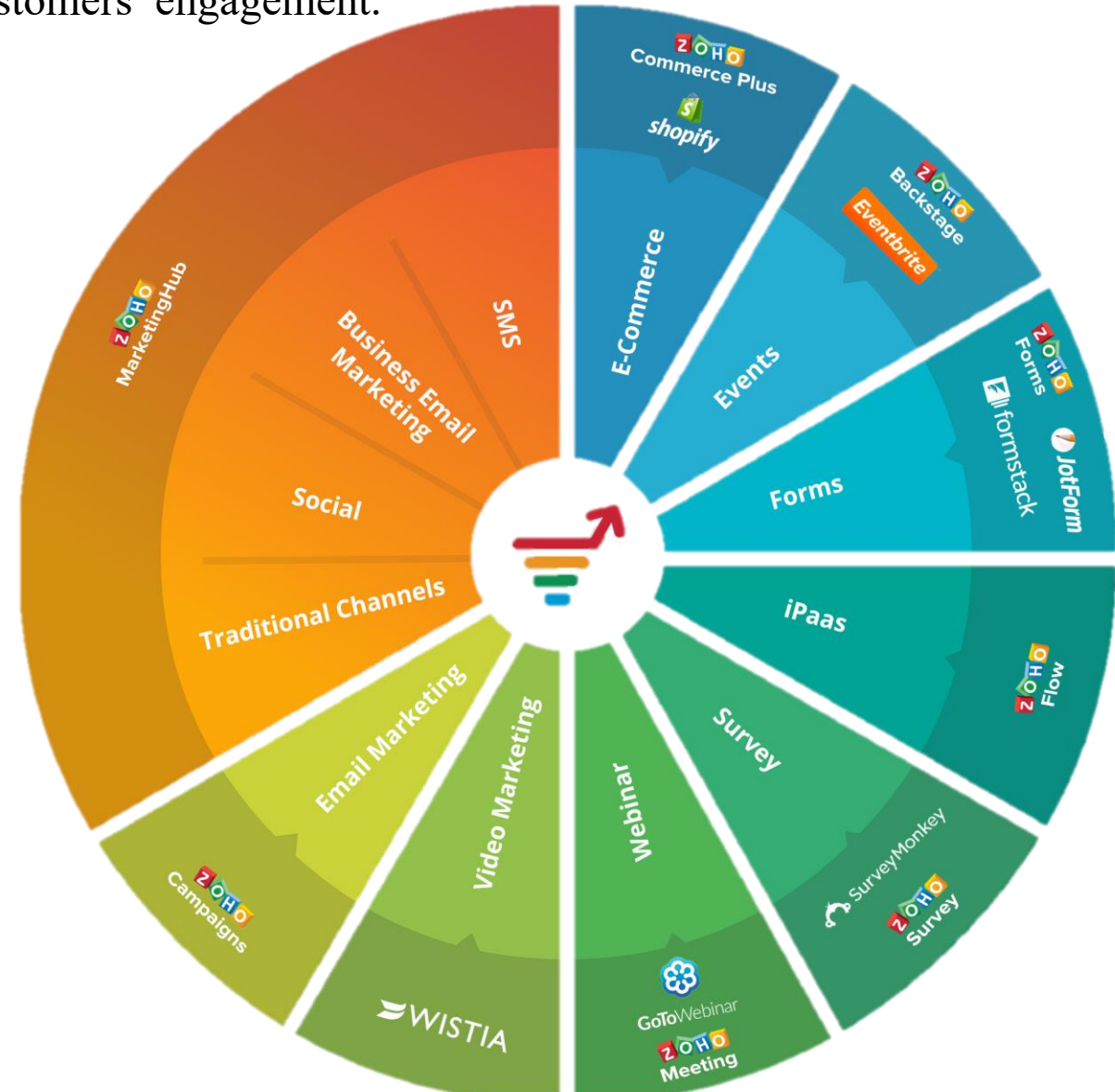
Training & Support

Zoho Marketing Automation

Zoho CRM is one of the best and highly rated sales CRM software that is widely by several organizations. It helps the users to grow their revenue by converting potential Leads and enhance customers' engagement.

Some features include:

- ✓ Lead management
- ✓ Migration from Spreadsheets and Other CRMs
- ✓ Integration with Third-Party Applications
- ✓ Behavioral targeting
- ✓ Reports, Insights, and Analytics
- ✓ Multi-channel marketing
- ✓ Autoresponders
- ✓ Engagement marketing
- ✓ Workflows
- ✓ List-based reports
- ✓ Campaign-based reports



Strategies To Get A Better Response

We will be following the below-mentioned tips to get a better response from our targeted connections on LinkedIn:

- ✓ Set a planner with milestones to ensure our goals are met on time.
- ✓ Keep a close eye on competitors and their profiles to analyze
- ✓ Initiate a conversation by referring to mutual interest
- ✓ Refer prospect's achievements.
- ✓ Adding a few personal contents in the message body
- ✓ Customize every message as per the audience
- ✓ Send follow-up messages.
- ✓ Talk about a common interest topic for productive conversation.
- ✓ Following the Boolean search technique to get more refined connection searches



MarTech strategies and process

For any type of business, marketing is one of the most technology-dependent processes that provide promising results. It is complex process but a strong strategy can help minimize risks that can effect company's overall progress.

Strategies to strengthen business goals

- ✓ Establish milestones for effective goal achievement
- ✓ Audit both internal and external resources
- ✓ Visualize MarTech roadmap to plan objectives
- ✓ Marketing analysis to identify warm leads for conversions and nurture them to close sales ultimately

Process

The process of marketing campaigns defines its practicality in every industry. To get the most out of

MarTech, our process comprises of the following steps:

- ✓ Develop a tech strategy with available resources and document the processes for further amendments
- ✓ Integrate selected tools impeccably that ensures the smooth data flows between all involved systems
- ✓ Conduct a thorough audit of the complete process to highlight areas to improve performance
- ✓ Align sales and marketing goals together for positive business growth
- ✓ Regular evaluation of current processes to optimize for efficiency
- ✓ Establish reports for data



Vertical sector for MarTech Campaigns Target Companies

Having a thorough business plan and comprehensive market understanding for any business can enter or expand to enjoy instant success.

Our vertical sectors for MarTech campaigns are:

✓ **AI/ML**

We help companies identify customers that are looking for AR/VR/MR services for their business processes. We help tech companies in AI/ML domain to find rights clients using Martech.

✓ **Crypto/Blockchain**

We assist Crypto/Blockchain companies to find rights customers using Martech. Our experts help organizations identify to seize the potential of the potent and versatile emerging technology of crypto/blockchain.

✓ **AR/VR/MR**

We are helping companies that offer Augmented reality (AR), virtual reality (VR), and mixed reality (MR) technologies to interact with their domain-specific clients using MarTech. We run and manage marketing campaigns to identify customers that are supporting AR/VR/MR services.

✓ **EdTech**

We locate educationalists on different platforms to promote the use/knowledge of EdTech in the industry. We leverage various MarTech campaigns to identify the target market to expand business in the education industry.



Vertical sector for MarTech Campaigns Target Companies

✓ **PsycheTech**

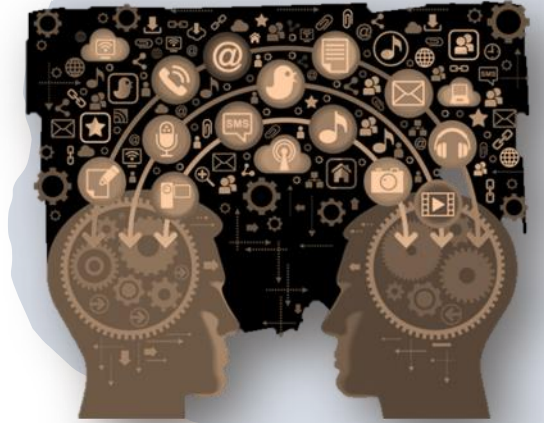
Our campaign for MarTech is specifically designed to target psychologists, medical health workers, psychiatrist, and social workers that are promoting advanced-level psychetech solutions in the industry.

✓ **FinTech**

To transform the financial services sector, FinTech innovation continues to lead the industry. To fuel market growth and leadership for the clients, our consultants plan and organize customized campaigns that assess financial institutes/organizations within the market to build awareness of a business by demonstrating their powerful solutions among stakeholders.

✓ **Proptech**

Proptech has evolved in the real estate industry. Our campaigns for Proptech are focused and customized as per the industry's needs. Instead of randomly targeting the clients, our campaigns are targeting a market niche for more productive results.



Consulting services of **Cognitive Convergence** for **MarTech** offers strategic opportunities to clients, investors, and partners that are:



- ✓ Unique and industry defining
- ✓ Mutual interest centric business approach
- ✓ Significantly enhance company's footprint
- ✓ Grow revenues by entering new and exciting **Technology Domains**, **App development ideas**, **Solution Development**, and **Joint venture** projects based on **MarTech strategies**.
- ✓ Wants to have strong Financial Empathy with customers by understanding their financial model and changing billing based on financial limitations, needs, patterns of clients.
- ✓ 1st mover advantage with
 - ✓ Talent: 100%
 - ✓ Timing: 100%
 - ✓ Technology: 100%
 - ✓ Technique: 100%

THANK YOU

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