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# Hello! ODWorks

## WELCOME MESSAGE

We aim to be your Lead Delivery Partner ALIGNED at Identifying Top, Mid & high intent leads ...for your clients in North America, Europe, ANZ and EMEA both in an ABM and transcational environment.

#ALIGNEDVISION



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# Explaining All About Us

## WHO WE ARE ?

A full-funnel Lead Generation agency that delivers leads with a sales focus...which aligns Sales and Marketing!

## WHAT WE DO ?

Generate leads

## HOW WE WORK ?

We deliver content that connects, with relevant messaging...to identify who is where in the buyer's journey and help open contextual conversations!

# ... Explaining All About Us



## AADI

Crunches numbers, meets the big wigs and sets the bar high!  
#seafoodadvocate #super-dad  
#husband-to-a-superwoman



## AVINASH

Leads other important things and is Bob the builder!  
#fitnessfreak #sings-to-motivate-self  
#part-time-visuals-maker #husband-to-a-go-getter

## OUR STORY

We are Sellers, Marketers, Creators, Developers and Data Specialists together in a team to enhance brand awareness with hyper-personalized touch points in campaigns. Our focus is to help ...Sales and Marketing look at revenue as a goal together! Our leads bring a smile on your face and insights help you sell better.

At the end ...all of these work only if Sales and Marketing look at revenue as a goal together!  
We align Sales and Marketing Initiatives!

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# Explaining Our Vision



TO OFFER VALUE BEYOND LEADS  
WITH EVERY CAMPAIGN AND CATER  
TO BOTH MARKETING AND SALES  
TEAMS OF OUR CLIENTS.

## VISION DESCRIPTION

To bring required lead qualification in B2B lead generation





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# Explaining Our Mission

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TO HELP YOU STRENGTHEN YOUR  
DELIVERY ARM WITH FOCUS ON  
QUALITY, QUANTITY, TIMELINE AND  
TRANSPARENCY.

## MISSION DESCRIPTION

To deliver campaign objectives everytime



# Our Universe

## **ENTERPRISE TECHNOLOGY**

We plug in your marketing org as required to add value to your sales and marketing initiatives.

## **SMB TECHNOLOGY**

We aim to be your end to end Demand Centre and help create a demand generation engine.

## **MEDIA AGENCIES**

We are your campaign delivery partners





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# Problem We Solve

## **AWARENESS**

We tell your buyer universe  
you exist with  
elan...increasing brand recall.

## **QUALIFICATION**

we have Campaigns for both  
Lead and Account  
Qualification

## **CONTENT MARKETING**

We create content that  
resonates and connects.

## **PIPELINE**

We fill your sales pipeline  
with fresh conversations

We solve all of these with little automation and  
significant HUMAN TOUCH!



# How Do We Solve The Problem

## **MULTI CHANNEL**

We use all the channels email, tele, digital and social

## **DATA INTELLIGENCE**

Intent data signals are used to deliver Bottom Funnel campaigns

## **HUMAN TOUCH**

Our people are trained to go creative, use account intel and be human on every campaign



# Our Services



## #ALIGNED AWARENESS

Awareness campaigns on both Tele and Email channels where we offer Top of the funnel leads.



## #ALIGNED INTENT

Campaigns more inclined towards Bottom of the funnel and conversation ready leads.



## #ALIGNED EVENTS

Campaigns to promote, and bring more registrations and footfall for you at events and conferences.



## #CONTENT CONNECT

Creatives and Content offered in various forms and shapes, syndicated on various channels to connect with your customer.



## #ALIGNED APPOINTMENTS

A Human 2 Human agenda-based appointment delivered straight on your sales team calendar facilitated with a warm introduction.



## #ALIGNED DIGITAL

Digital properties like Website, Blogs, Web and Mobile Apps developed for you.



## #ALIGNED ROUNDTABLE

Get Buying committee members to attend a virtual roundtable conference from your ABM.



## #ALIGNED CXO

A one-on-one Fireside chat with the CXO from your target accounts.



# Aligned AWARENESS

## OUR TOP OF THE FUNNEL OFFERING

Here conversations are content-led and aimed at creating awareness, share your story and educating masses about your brand, your offerings and what you solve.

## WHAT YOU GET

Contacts who match your target audience, hint on pain points, tech stack ...in short leads that can go into a broader funnel for further qualification. Channels: Tele and Email

## BUSINESS OBJECTIVE

Intent in technology and brand + opt-in to your emailers and calls.

MARKETING ONLY TO BUYERS, WHO ARE IN-MARKET RIGHT NOW IS TOO LATE.

THEY HAVE ALREADY REACHED A BUNCH OF YOUR COMPETITORS WHO REACHED THEM FIRST.

EARLY BIRD GETS THE WORM!



# AlignedINTENT

## OUR BOTTOM OF THE FUNNEL OFFERING

Here conversations are offering-led, aimed at initial screening to handover to Sales for further qualification. We offer more than a couple of flavours.

## WHAT YOU GET

Contacts who match your target audience, and are open to connecting with the sales team on a demo or discovery call and discussing pain areas..

## LEAD DEFINITION

BANT Leads

A lead that answers Budget, Authority, Need and Timeline question and is ok to receive a call from sales team

SALES AND MARKETING MUST  
ALIGN ON LEAD DEFINITION AND  
LEAD HANDOVER.

NOT ALL LEADS ARE READY TO  
BE GIVEN TO SALES.

# ContentCONNECT

## #4 DISTRIBUTION

Here we use various channels to push out content as per a calendar and theme.

## #3 CREATION

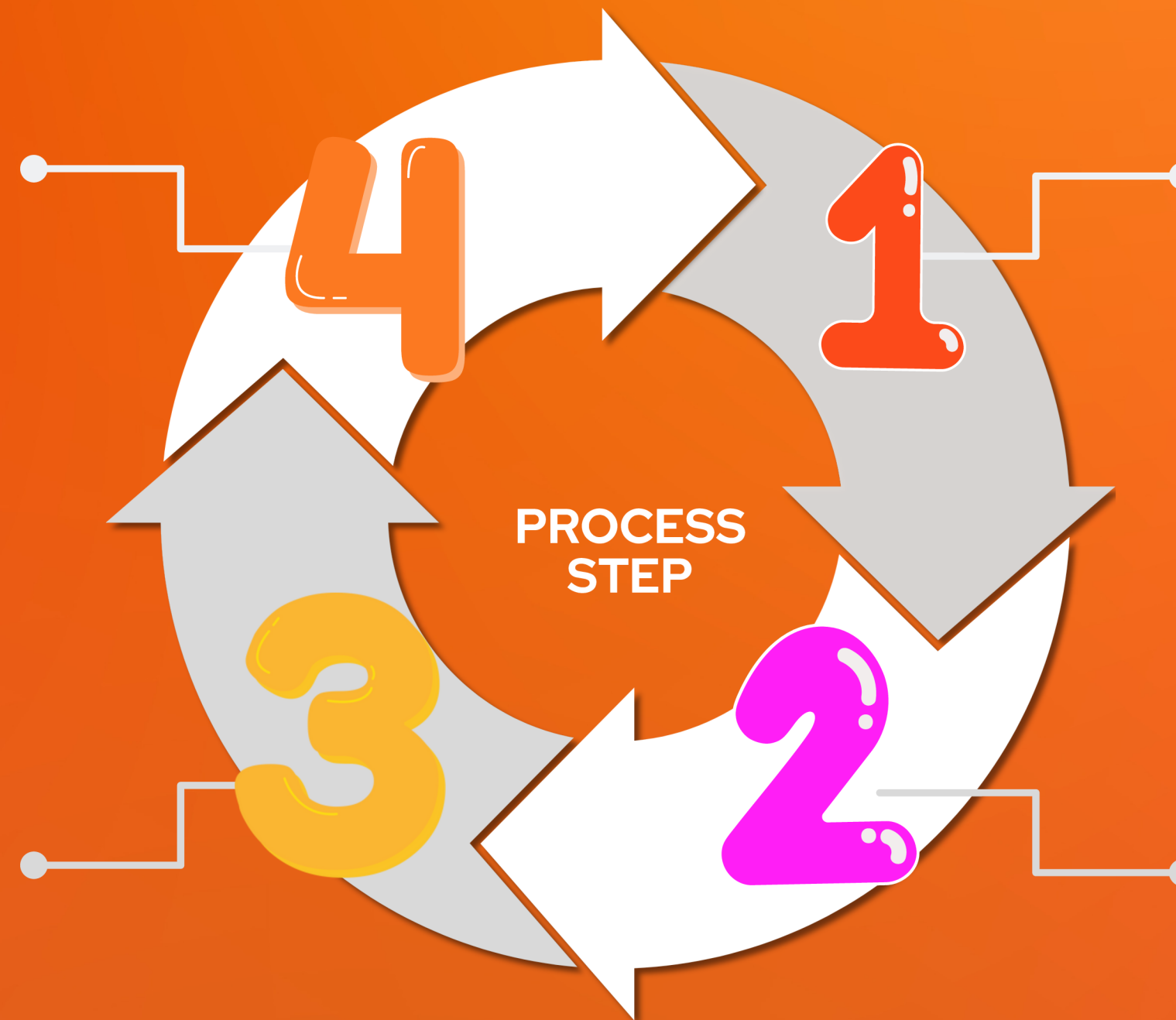
Here we create first cuts, validate, try variations.

## #1 IDEATION

Here we jot down content ideas.

## #2 STRATEGY

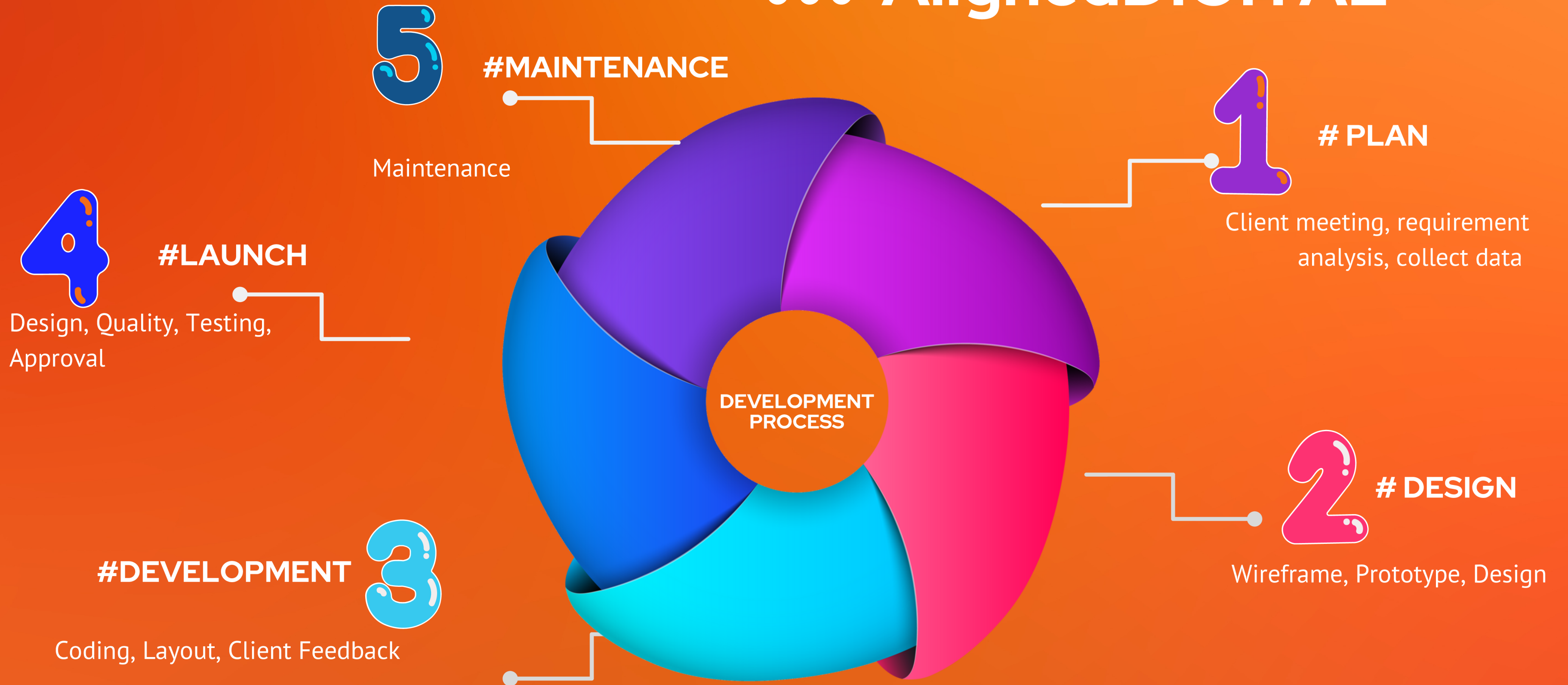
Here we go to the drawing board.



Text Only | Single Image | Double Image | Carousel | Blog Articles | Video | Animation

**CONTENTCONNECT IS ABOUT CONTENT THAT CONNECTS WITH YOU CUSTOMER!**

# ... AlignedDIGITAL



Your online presence needs to ALIGN with your offline ambition!

# AGENCY DELIVERY



Our framework **Q.A.N.T** stands for Quality Authenticated Numbers in Time.

This is not just a fancy acronym, we abide by it.

## **QUALITY:**

Every lead goes through the A 4-step QA process to weed out bad leads.

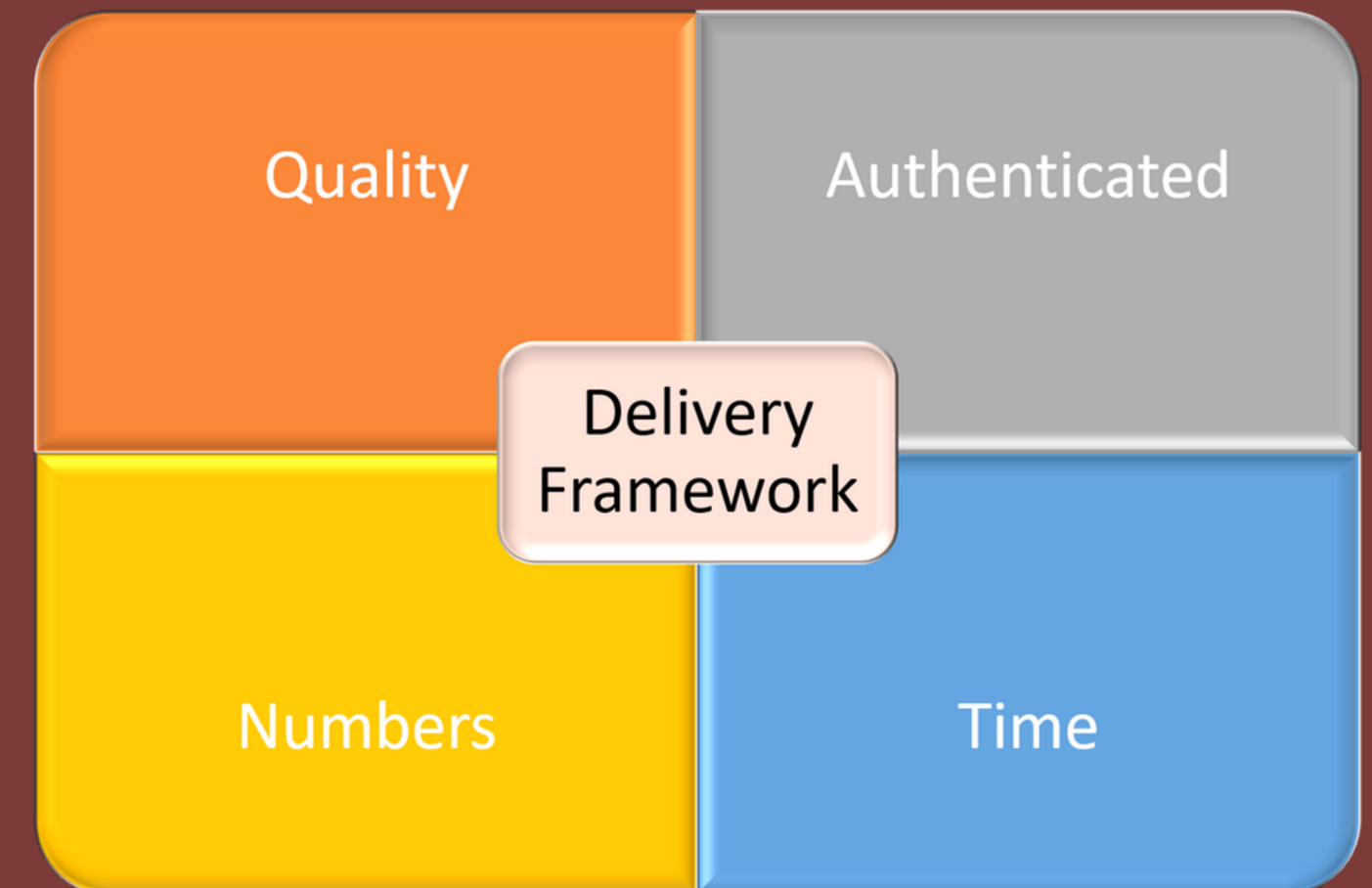
## **AUTHENTICATED:**

Validated sources, and channels with required consent.

## **NUMBERS:**

We onboard allocation based on our bandwidth and data availability, in short only bite what we can chew!

## WE UNDERSTAND AGENCY CHALLENGES



## **TIME:**

The major chunk of leads are delivered by mid of the timeline to achieve numbers every time.



# Email Marketing Framework



## #TEASE

Here we segment our first-party data acquired through various publishing sites, partnering sites, landing pages, social and Google ads as per technology topics, keywords and ICPs relevant to the campaign. The teaser campaign aims at email opens.



## #TARGET

This phase involves the use of persona-based assets and messaging to capture the readers attention



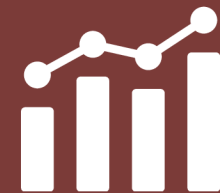
## #TEACH

This is where drip campaigns are deployed, multiple assets are shared. We execute campaigns both with and without forms as per the requirement. Teach is all about awareness through periodic emails and content sharing.



## #TEST

A/B test to get optimum results, with form types, auto-fills, different templates and email copies.



## #TRACK

Analytics, Campaign Monitoring and Reporting are part of the last stage called Track.

# LEAD QUALITY



## QUALITY FRAMEWORK

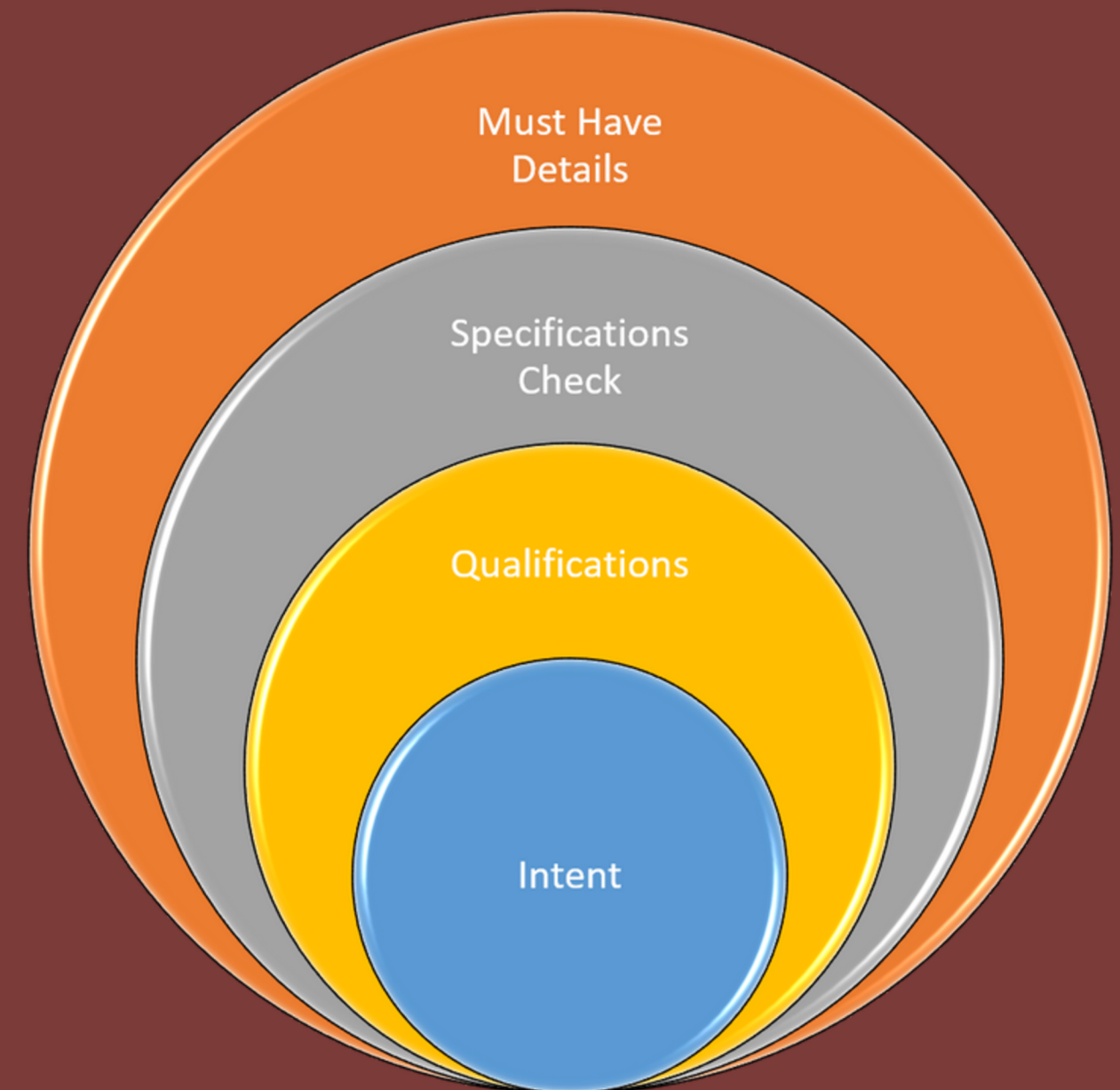
We have a 4 stage QA process:

Must have details: We simply weed out incomplete leads.

Specifications Check: Any lead not matching specs is axed here.

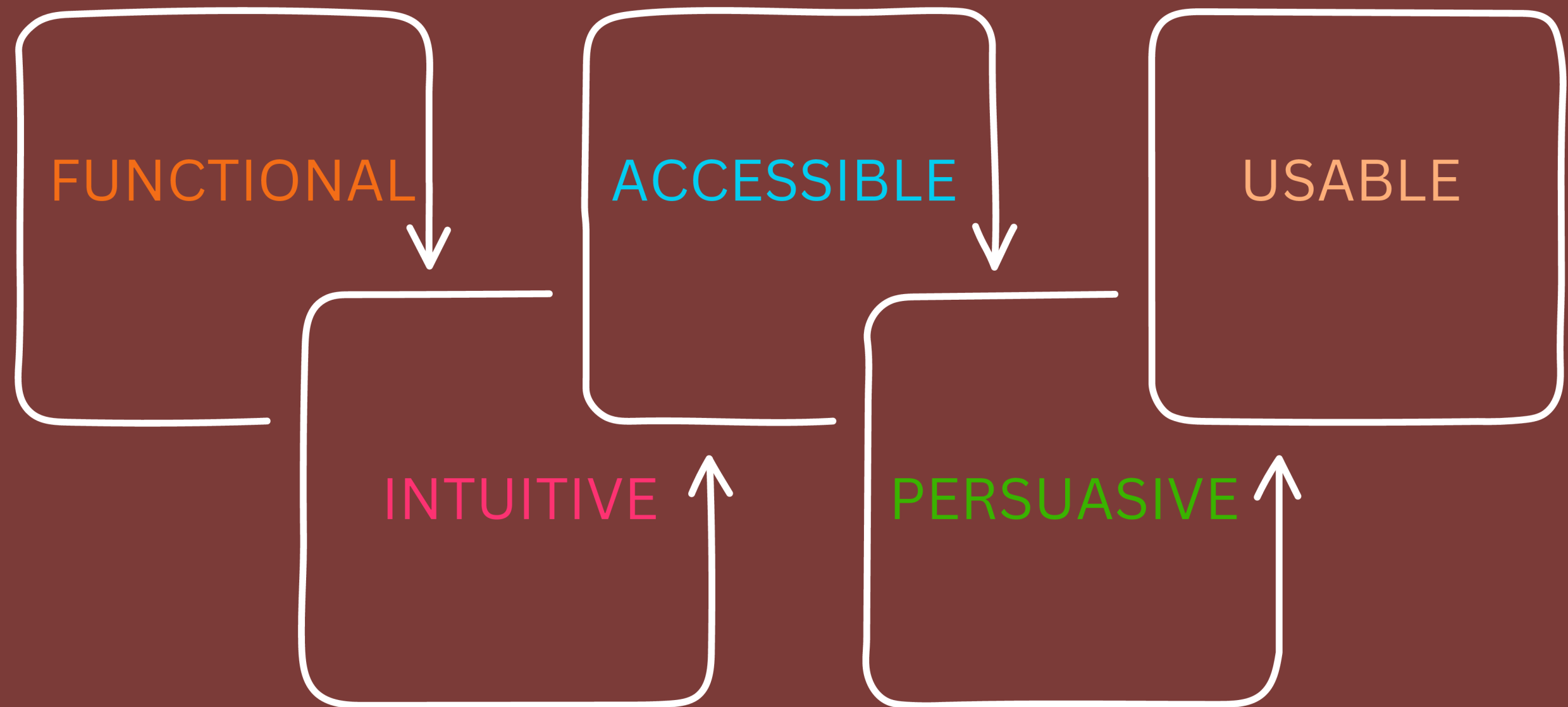
Qualifications: Our QA listens to each call, each CQ, consent and criteria adherence.

Intent: We bring leads with high intent to engage with the brand.



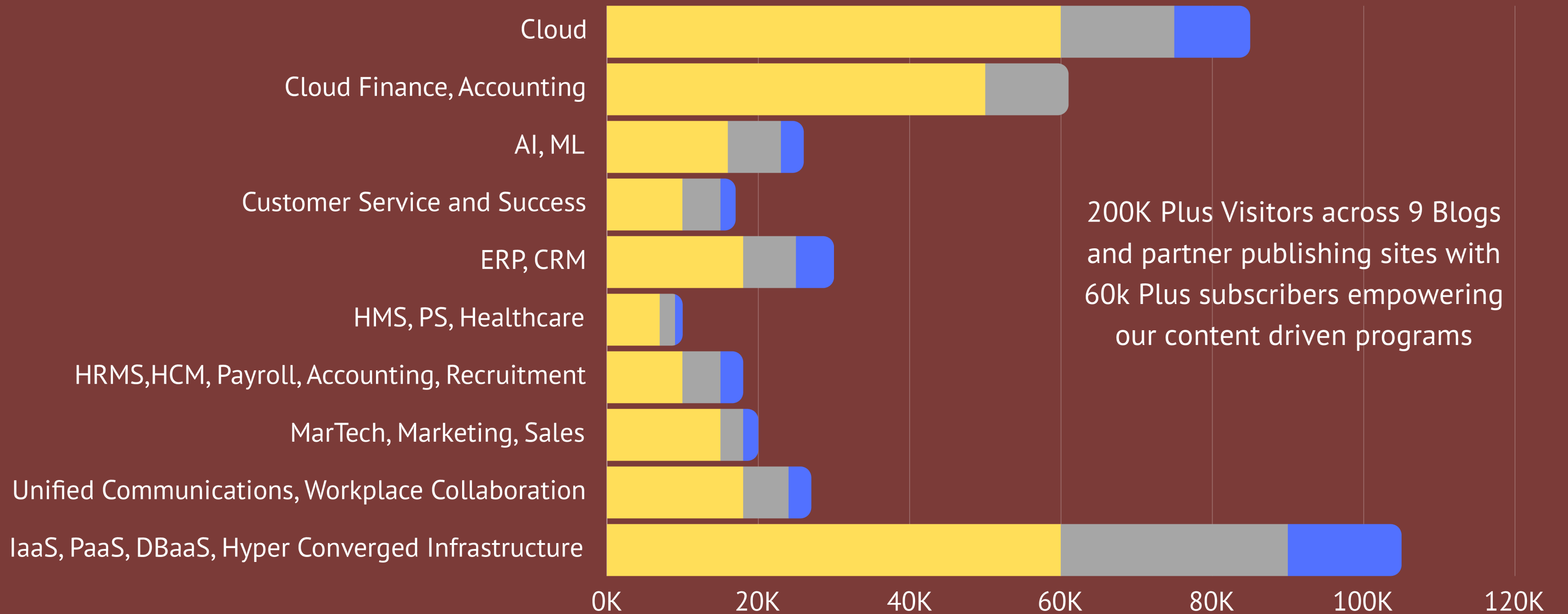
Channels: Email, Tele and Social

# ... Landing Page Optimization Framework





# DATABASE



200K Plus Visitors across 9 Blogs  
and partner publishing sites with  
60k Plus subscribers empowering  
our content driven programs

Influencer

Recommender

Decision Maker

# PARTNERS...

45%-DATA SUBSCRIPTION AND PARTNERSHIPS

APOLLO

 **ApacLeads**

30%- IN HOUSE RESEARCH TEAM

**LinkedIn**  
SALES NAVIGATOR

 **Lusha**

 **SalesQL**

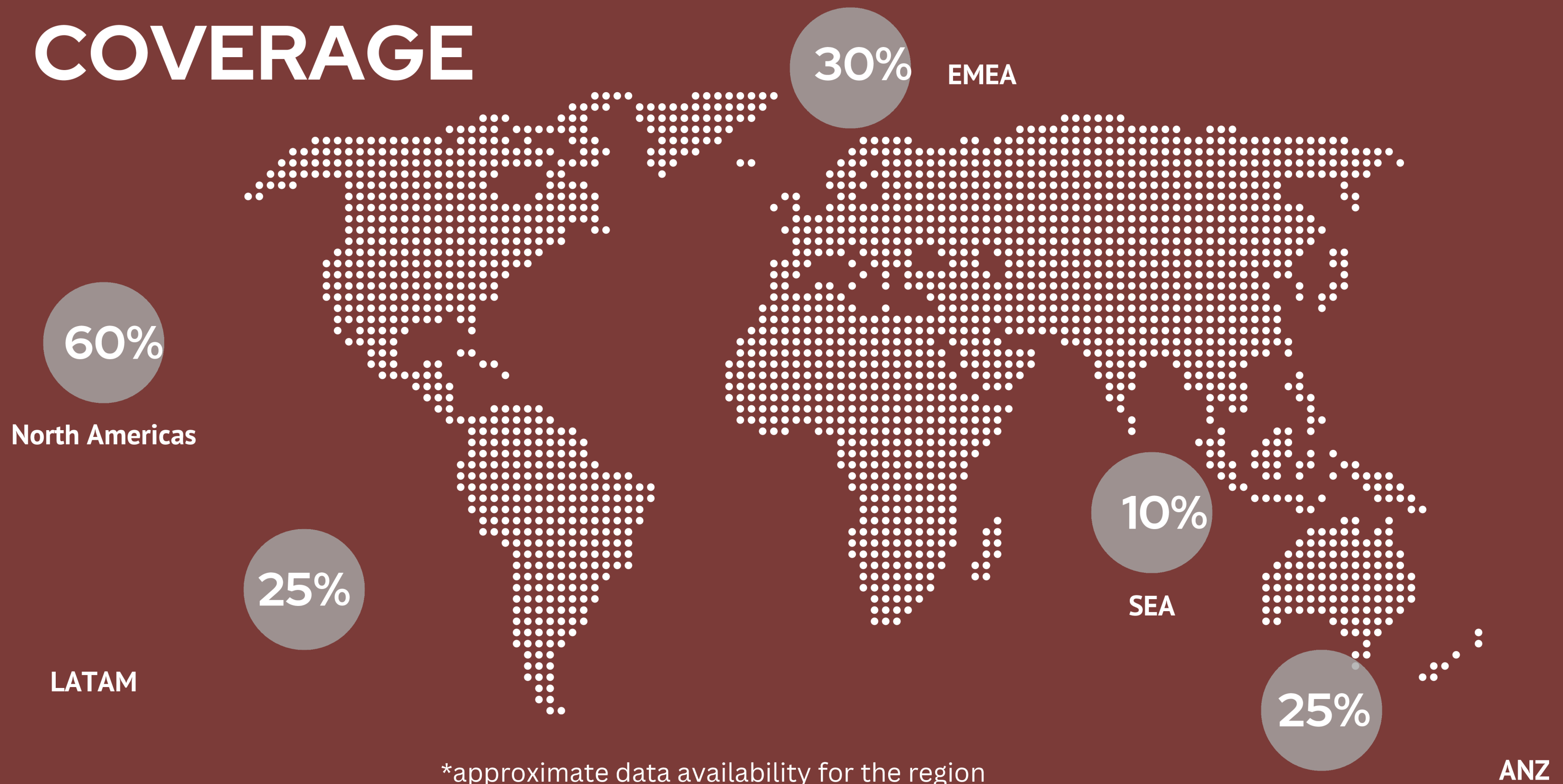
25%- INTERNAL DATA

 **Azure**

INTENT INSIGHTS

**LeadSift**

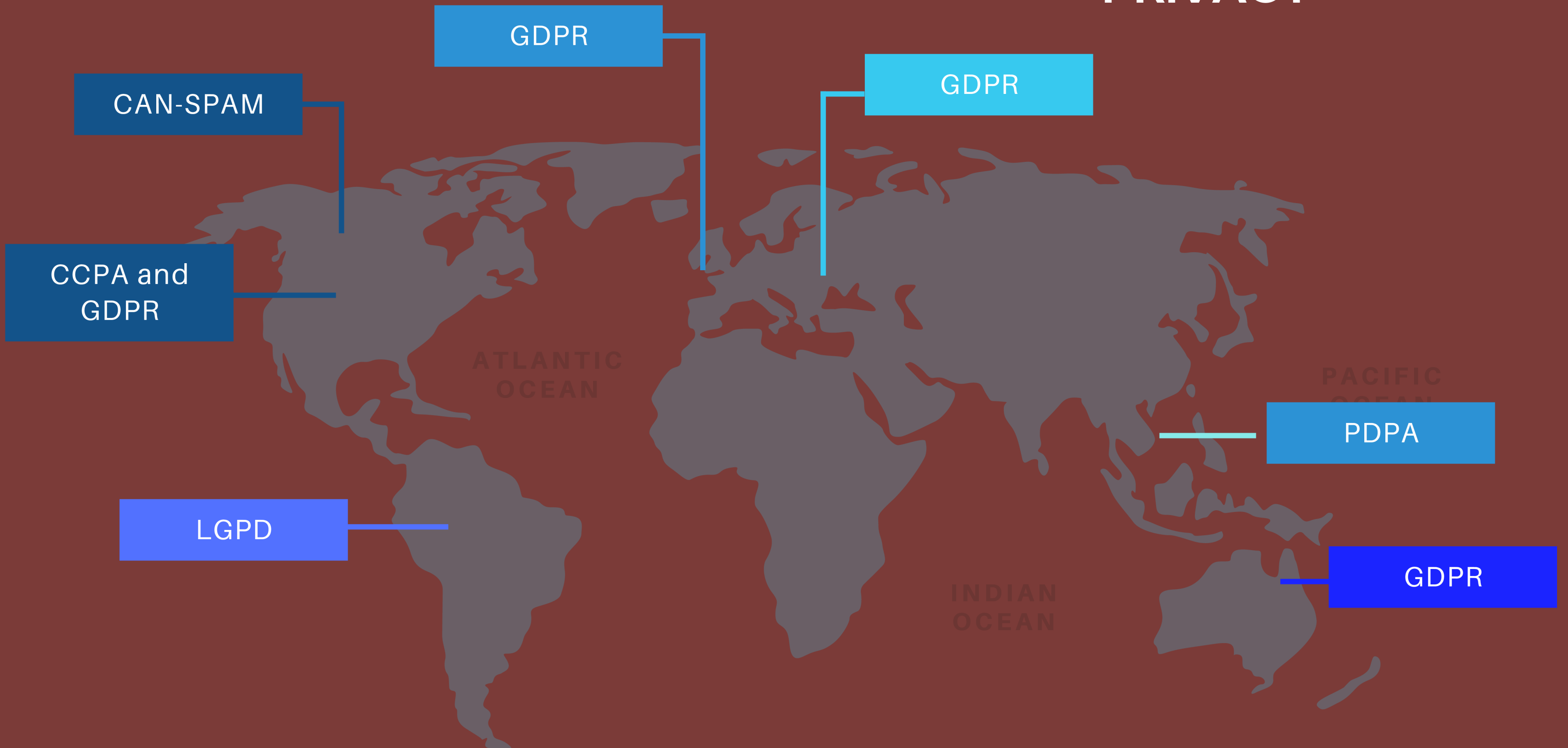
# ... COVERAGE



\*approximate data availability for the region



# PRIVACY





## **CERTIFICATIONS & DELIVERY EXPERIENCE**

### **EXPERIENCE**

Oh yes!! We are certified and our team has hands-on experience delivering leads on major Lead Delivery Platforms.





# Contact Us For More Details



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#GETALIGNED



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**THANKS FOR  
WATCHING**

ALIGNED INITIATIVE LLC