



**ASTUTE  
MARTECH**

# Company Profile

Our way of making our products  
reach our customer's hands

<https://www.astutemartech.com>



# About

# ASTUTE MARTECH

**Get your revenue enhanced with our Demand Generation and Admin Support activities**

At Astute Martech, we are a team of professionals who are Client-centric and Employee Driven. We are a Market-First Agency, well trained to deliver quality contacts to help you nurture the right prospects.

We believe in keeping you on the center stage to understand your industry needs and confer a solution that makes perfect business sense. Astute Martech takes pride in serving its clients to the utmost satisfaction, and we comprehend your expectations with our association.



# WHAT WE DO

Astute Martech is a provider of Demand generation to global Enterprise and IT enabled companies leveraging a blend of technology, products and services.

We help global technology companies accelerate their sales pipeline in verticals ranging from software services, software products, engineering services, and automation platforms.



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## Demand Generation

Showcasing Automation, when done accurately, can be the most productive approach to building major areas of strength for a base, and taking special care of them reliably can assist with sustaining top notch leads.

## Digital Marketing

Organizations in each niche and corner of the world have understood the significance of virtual entertainment. Virtually every industry all over the planet should be visible working on the web to some limit..

## Software Development

Maintaining your own business isn't any direct errand, and the plan for the day is sure to endless. You shouldn't exploit this to pursue faster routes for having on the web perceivability.

## Accounts Base Marketing

We influence the most recent innovation, imaginative systems, and demonstrated strategies to convey quantifiable outcomes to our undertaking clients.

# OUR SERVICES



TELE MARKETING



EMAIL MARKETING



ORGANIC DATA



DIGITAL MARKETING



DEVELOPMENT



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# TELE MARKETING

A script is very Important to approach any prospect. Script enables our agents to perform better and make the best out of a call.

## Script based on Content

Every campaign needs a script that becomes our pitch. Every script is based on the content of the campaign and the market that we have to target. It is uniquely created for different markets and campaigns as to gather and provide all the information in the best manner. A script ensures the best approach and is used as a standard to measure the quality of the leads.

## Specification

The campaigns come in with specifications to filter the most relevant information that can facilitate the campaign. These specifications are provided to the agents, so that the contact discovery is 100% relevant and accurate. This function raises the efficiency and effectiveness of the process.

## Qualifiers are Set

To ensure the best quality, qualifiers are set. The basic criteria are to cover the scope of qualifiers 100% i.e. it is mandatory to reach up to the standard of every qualifier that has been set. Only when the scope of qualifiers is covered, the lead is considered as a prospect for delivery and is sent for further evaluation.



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# OPERATIONS PROCESS



## 01 Campaign Briefing

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As soon as the campaign is received the agents are given a preferred over the same. Every campaign is different in its approach and only through a deep understanding of its demand can bring out the best results. Hence, the foremost task is to provide the understanding to the agents.

## 02 Daily Analysis

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It is a performance management function which is practised on a daily basis regular analysis is done to short and check for any impediments occurred and how to overcome it. the action plan and standards have been defined, control methodology is practiced if any deviation is recorded from the defined path.

## 03 Allocation of Campaign

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The campaign as per its demand is there an assigned to the agents. pecific headcount is assigned for a generating leads for a campaign so that the apply for the same can be done efficiently.

## 04 Dashboard Preparation

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A dashboard is prepared to analyse the productivity and quality of the agents. This dashboard consists of qualifiers that calculate the efficiency of an agents work. Itis all calculated duly and recorded on a daily basis. This allows recognising the areas of growth and provides transparency as the agents can monitor their own performance.





# EMAIL MARKETING

Dictate Media s is a strategic digital marketing company that offers leading edge digital direct marketing solutions and services tailor made to suit client's specific requirements. Started with Email Marketing, Dictate Media has evolved through multiple With a mission to bring together leading technological solutions and innovative ideas to help its clients acquire, Interact, engage and converse with their audience, Dictate Media has developed strategic global delivery network to cater to business and enterprises across the globe.

## Email Marketing Process :

- IP / Domain ESP Configuration
- Domain FBL/ Blacklist Process
- Seed Creation
- E-mail Template / Landing Page Design
- Litmus / Spam Score Test
- Send Campaign
- Campaign Checking
- Campaign Reports

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# Company's Best DIGITAL MARKETING

Employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks.



## Digital Marketing Process :

- Probe
- Strategize
- Build
- Optimize
- Publish
- Promote
- Track
- Refine

- **NURTURING LEADS**
- **PERSONALIZED EMAIL**
- **MARKETING**
- **CAMPAIGN**
- **MANAGEMENT**
- **CRM INTEGRATION**



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# MARKETING AUTOMATION

Marketing automation helps you to identify potential customers, automating the process of nurturing those leads to sales-readiness. It automates actions that bring prospects to the point where they can be directly approached by the sales team with the aim of closing a sale and starting an ongoing relationship, and the information it gathers can drive your choice of marketing tactics.





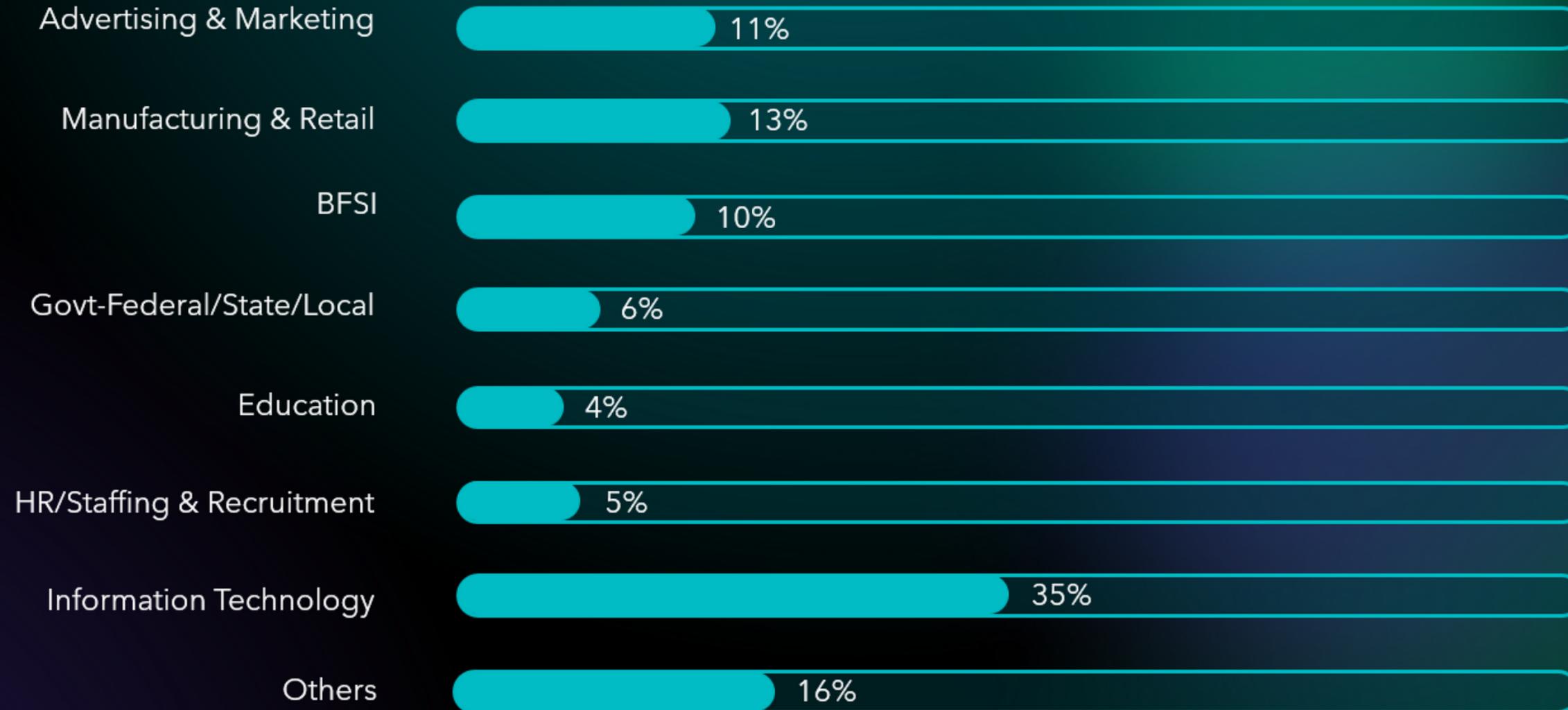
# DATA BASE OVERVIEW

Our database consists of more than **20.5 Million** verified records across North America, LATAM, EMEA + UK, ANZ & APAC regions and across all horizontals % verticals.





# DATABASE SEGMENTATION





# Contact Us

We'd love to talk about all things marketing.

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