

Innovate to Outperform

Global Marketing Center

Offshore Delivery Center for Marketing Agencies



Bizight
Marketing. Technology

The Digital Opportunity

The digital revolution has resulted in an explosion of easily accessible information to create well-informed, always-on consumers. For businesses, their existing and potential customers are now all online. Using the various social media channels and digital platforms, businesses can now address global markets.

This growth in digital activity has caused a rise in the amount of consumer data available to businesses. The need to convert this data into meaningful insights and knowledge, in order to drive personalized campaigns, is now crucial for success. All this has to be done at a pace never seen before.

While the digital world creates inspiring opportunities for marketing agencies, it also brings about new challenges. They now have more demanding customers wanting faster turnaround on campaigns, while at the same time their position in the industry is being challenged by new entrants. Top technology services companies as well as large media houses are seeing a lucrative opportunity as corporates go in for digitization and leverage technology and content. The challenge for marketing agencies is now two fold – to continuously innovate and add value to their clients' business while simultaneously competing with technology and media companies to hold on to a space which has been rightfully theirs for years.

At Bizight, we form partnerships with leading marketing agencies to help them focus on their core strategy, innovation and competition, by providing a strong backend delivery engine for digital services through our offshore Global Marketing Center (GMC). So while you innovate to outperform, we help you with your backend operations to deliver.

Read on to know more on how our Global Marketing Center can help you outperform.

Up to 50% of digital marketing activities are now being outsourced, as companies seek support for their marketing functions.

GARTNER 2016

Think Different

With the Internet, consumers today have endless access to information and are researching everything online. Corporates want to influence these customers and this creates a huge opportunity for marketing agencies. But the same agencies are entangled in their operational challenges and find it difficult to maintain focus on the core strategy, innovation and client relationships. How to innovate and outperform your competition is what keeps them awake at night.

Some of the challenges faced by marketing agencies today can become their competitive differentiators tomorrow, if managed differently.

Lack of Industry Data and Research

Understanding industry dynamics and trends are important for any digital project. A backend team capable of industry research, trends, insights, and database profiling can just prove to be your differentiator. It can help you focus on the right target segment and deliver what they want.

Leveraging Technology

Marketing campaigns today need a 360° communication with end customers. Just sending an email blast or running social posts will not suffice. Unified messaging needs to be delivered via microsites, mobile apps, email, social, and portals; one that is consistent and integrated.

Apart from apps, you can automate a lot of marketing tools to optimize your campaigns. What if you had a team that could support you with program specific technology for half the turnaround time? What if you could leverage a range of marketing tools for the duration of the project without a yearly investment lock in?

Data Driven Insights

Most client programs call for insights into consumer and campaign data. Be it via website, email, social or any other form of customer interaction, data insights help in optimizing these campaigns. As they say, you cannot improve what you cannot measure. A team that could support you with backend consumer insights and campaign data, to optimize the campaign at every stage for maximum ROI, would be ideal.

Resources on Demand

Clients need execution and they always need it as of yesterday. We are in an information hungry world where our end customers can't wait. As an agency, it's a struggle to juggle resources and manage surges in demand; at times you may even turn down project requests. But, what if you had a backend team delivering resources on demand? It could boost your client relationship and open new doors.



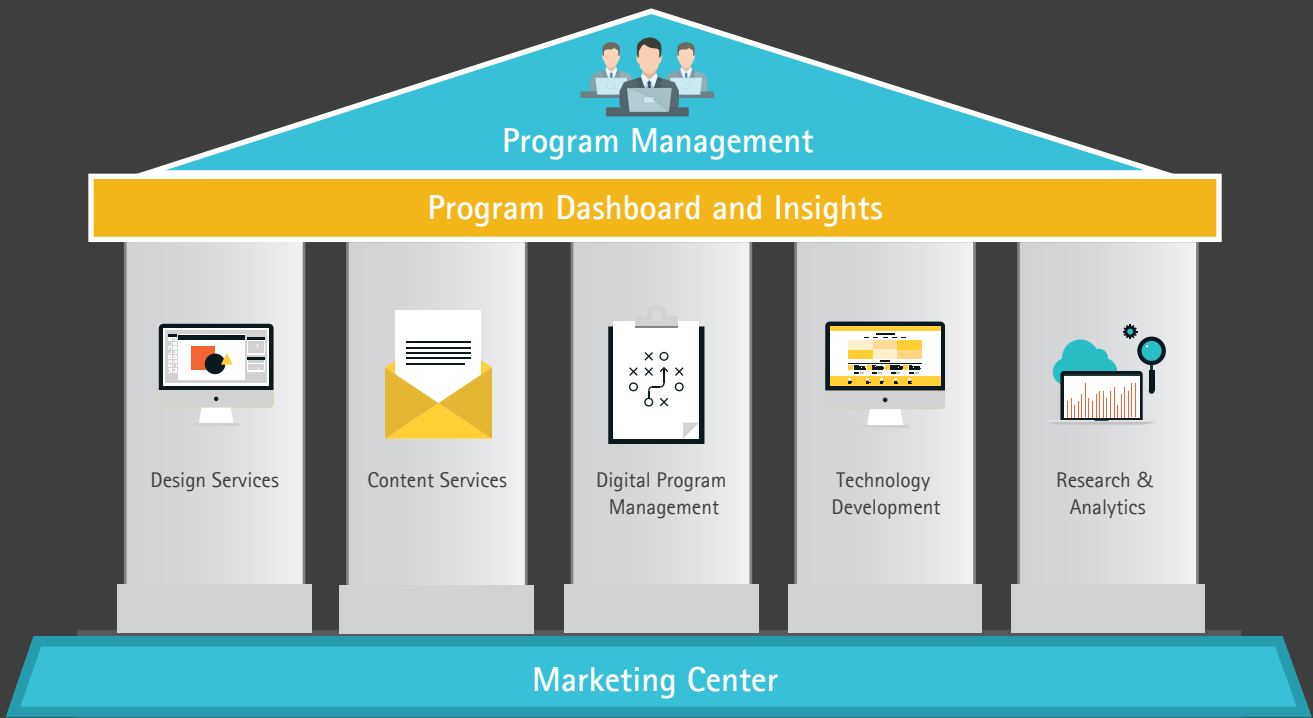
Global Marketing Center

Bizight's Global Marketing Center can serve as a seamless extension to your digital marketing capabilities. Successfully delivered to marketing agencies in the Asia Pacific, the GMC model helps you innovate to outperform. We let you focus on your core competencies while we serve as your backend delivery center.

With deep industry skills and digital marketing experience, we provide a flexible delivery model that can help you scale on demand. You can start with a project based requirement and scale up to a dedicated GMC for your agency. With skills ranging from data analytics, content marketing and design, to building technology platforms and mobile apps, we can be your trusted partner to take on the world.

Some of benefits of the offshore GMC model are:

- Higher focus from your team on client strategy and relationships while you free yourself from operational bottlenecks
- Faster turnaround on projects as you gain the ability to scale your resources on demand
- Cost and resource optimization as you move backend work offshore
- Data insights based program execution backed by GMC services
- Higher range of services to offer to your clients without having to maintain the required skills in-house.



Global Marketing Center



CONTENT SERVICES

Content marketing is considered to be a crucial pillar of the current digital marketing landscape. Studies have shown that it can cost **62% less than traditional marketing while still generating up to 3x as many leads.** That is, if your content can stand a cut above that of your competitors! But, consistently creating unique, relevant and useful content that will keep your clients coming back is a time consuming task that requires varied expertise. This directly translates to a heavy bandwidth requirement and specialized resources.

By partnering with us, you can persistently deliver high-quality content and establish yourself as a thought leader in your industry. From the early stages of planning and strategy to the final stages of execution and creation, Bizight can help you sustain your content marketing services with its skilled range of specialized content and copy writers.

Thought Leadership

We design and create thought-provoking content for industry reports, trends, articles, whitepapers and eBooks.

Digital Content

We focus on blog strategy, keyword research, ghost writing and blog management. We also craft compelling content for web portals, websites and microsites.

Marketing Collaterals

We design and craft content for the most impactful marketing collaterals such as sales presentations, data sheets, infographics, case studies, brochures, client testimonials, and client videos.



Digital Marketing can cost 62% less than Traditional Marketing and still generate up to 3x as many leads



DESIGN SERVICES

First impressions matter - visitors decide whether they want to stay or leave within the first 5 seconds of landing on a website, and studies have shown that design is the primary driver of first impressions for 94% of website visitors.

A well designed website is the key to attracting visitors. But, the expertise required for designing a website that is both intuitive AND aesthetically pleasing is difficult to find. Not to mention, the creation of such a website requires a significant investment of both time and resources.

Bizight's team of skilled creative and web designers possess the experience of creating varied designs for a multitude of clients over the years, guaranteeing a fast turnaround time. They will work closely with you to understand your clients' specific requirements, and will produce a website perfectly suited to their unique needs - freeing you to allocate your resources elsewhere.

Web Design

By balancing aesthetics with ergonomics, our design team utilizes their several years of design experience to create sites that'll keep your visitors entranced.

Marketing Collaterals

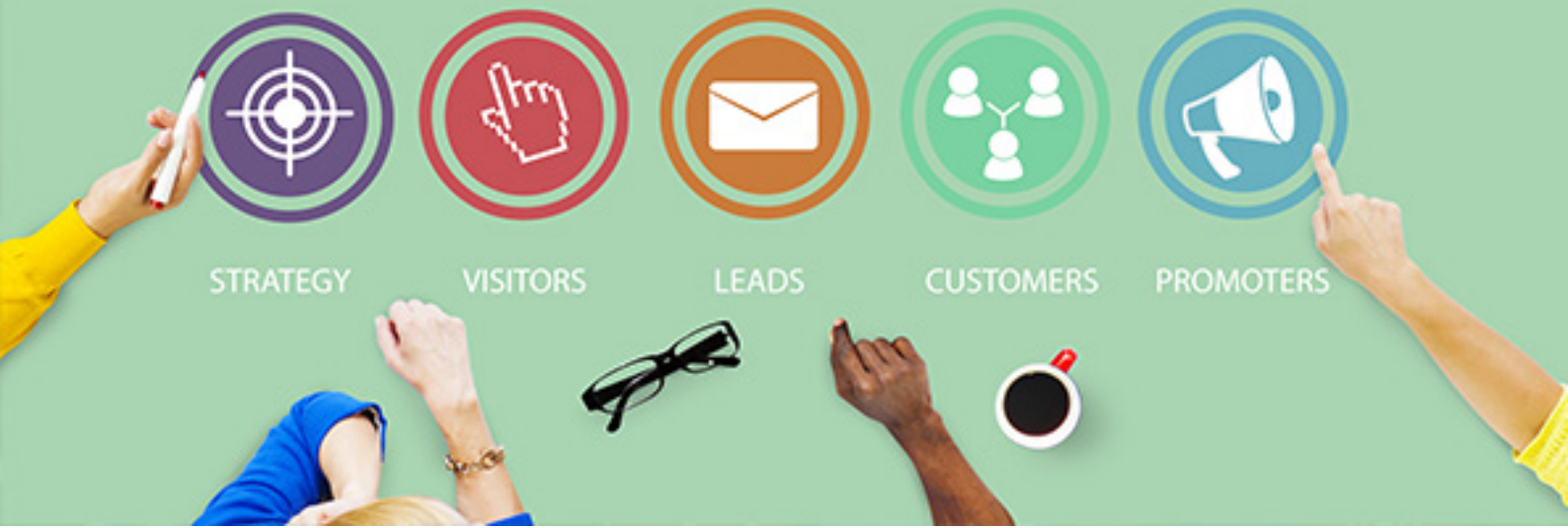
Our design team isn't just limited to building impressive websites and microsites. There's a lot of different ways to drive sales, boost leads, or build brand recognition such as eDMs, landing pages and advertisements - but it all has to start with attraction. Our creative team is available to design incredible marketing collaterals that attract attention and inspire action.

Creative Designing

Your logo symbolizes your entire organization, so we take the utmost care to design logos that communicate exactly what you aim to be. We also design click-worthy banner ads, social media covers & creatives, and all the corporate branding you will need - for both online and print.



Design is the primary driver of first impressions for 94% of website visitors.



DIGITAL PROGRAM MANAGEMENT

It's not uncommon for digital marketing agencies to find themselves in a bind, when their client suddenly requests a service that they might not offer. Since even seemingly disparate digital marketing processes strongly affect the outcome of the campaign as a whole, it's understandable that most agencies are hesitant about putting the success of their campaign in the hands of another, untested agency.

We at Bizight understand this. So whether it's SEM, SEO, SMM or E-mail Marketing, the digital marketing experts at Bizight can help you plan and execute customized digital marketing campaigns for your clients. Our team works closely with you through every step of this process, so that we can deliver exactly what your client expects, and you can rest assured of a job being well done.

SEM and SEO

SEM and SEO are arguably two of the most important practices in digital marketing today. Even the most innovative campaigns ever created would give no leads, if they were bereft of any exposure to the right audience. Our team of experts can aid you in planning and implementing a variety of both SEM and On & Off-page SEO strategies.

Digital Content

Whether it's in managing a client's social media accounts, the development of creative posts, or social engagement with followers, at Bizight, our team of social media experts contain deep knowledge of advertising on all the major social media platforms, and the special quirks related to each, so that you can be assured of successful social media ad campaigns regardless of your choice of platform.

Marketing Collaterals

At Bizight, we understand that with regards to cost and impact, e-mail is still the king. We have planned and implemented hundreds of successful multi-tier drip campaigns, crafted entire digital journeys for top Fortune 1000 companies, and designed eDMs and landing pages for giants such as IBM and HP. Our team is well versed with campaign management and lead capturing and nurturing.



Google alone accounts for nearly 40% of all US digital ad spending – this should tell you just how vital SEO and SEM are to digital campaigns.



RESEARCH & ANALYTICS

Research and Analytics as a service is something most organizations shy away from offering, due to the high level of complexity involved and the industry specific expertise required. Yet this, along with how intrinsically important it is to marketing, is exactly what makes Research and Analytics as a service such a rewarding activity.

At Bizight, we've gathered individuals and resources that allow us to offer world-class research and analytics services, so you can take the liberty of offering a much sought-after service to your portfolio!

Industry Research

Insight into the current state of an industry is crucial in order to plan an effective campaign. At Bizight, our team of researchers work to find out the present state of any industry and how it'll ultimately affect your end clients with respect to the services or products they offer. These insights will allow them to plan a successful venture with the in-depth knowledge of the target industry they gain.

Data Profiling

Even if you have confidence in your ability to connect with and sell to prospects, finding them can prove to be quite a task. Our team of expert data profilers can scour the internet and our extensive personal databases to find you influencers and decision makers relevant to your product or service. This allows you to focus on the connecting, without having to deal with the cumbersome task of looking for the right people.

Data Analytics

While a lot of your clients might have tools in place to capture raw data, presenting this raw data as useful, readable information can prove to be quite a task. This is the reason most clients just hand the raw data over to their marketing agency, and ask them to derive the required insights from it. At Bizight, we take pride in our ability to extract the most relevant snippets of data and present it in a manner that the end user can easily understand.



The goal is to turn data into information, and information into insight.

**- Carly Fiorina,
Former CEO of HP**



TECHNOLOGY DEVELOPMENT

Technology is an inherent part of any digital marketing campaign, be it microsites, portals or mobile apps. The use of tech apps and tools to run these campaigns gives agencies a significant advantage to leverage automation. Bizight possesses a dedicated tech development team, giving you the freedom to develop websites, microsites and mobile apps for your clients programs.

Mobile Applications

The number of mobile internet users now outnumber desktop internet users. Furthermore, data from AC Nielsen shows that mobile apps account for an astounding 89% of consumers' time spent on media, as opposed to the 11% for mobile web. This should make it clear why clients both big and small place such a high priority in creating their own app. At Bizight, we can design and create fully functional mobile apps for your clients, enabling you to offer them the same service.

Digital Content

At Bizight, our team of expert designers and web developers team up to create custom websites through popular web development mediums such as WordPress, PHP, MySQL, and others.

Now, you can have complete control to ensure that your chosen marketing message and goals align perfectly between both your campaign and the spaces representing your client on the internet.

Marketing Collaterals

We also possess experience with a variety of MarTech tools used by organizations such as Marketo, Pardot, Salesforce, etc. These tools can often be tricky to set up properly due to their depth of features, but our team can help your clients effortlessly set up multi-tier drip campaigns and data collection modules.



Mobile apps account for an astounding 89% of consumers' time spent on media.

ABOUT US

Bizight is a digital marketing company with clients in 7 countries. Our deep domain expertise and industry experience in the technology landscape helps us deliver exceptional business value to our customers. Some of the clients we have worked with include IBM, Cisco, SAP, Ingram, F5 and other such multinationals.

We have pioneered the concept of the "Global Marketing Center" (GMC) which is an offshore delivery center for marketing services. Bizight GMC can serve as a seamless extension of your digital marketing capabilities, giving you significant advantages in scale and cost benefits. By partnering with us, you can focus on your core strategy, client relationships, and competition, while we help you manage your backend delivery and operations.

Our offshore delivery center is based out of New Delhi, India, and we have our business associates in New Jersey, Los Angeles, London, Singapore and Sydney, to interact with clients. The GMC model works for you in a flexible manner wherein you can opt between a project based outsourcing or a committed team of resources.

Put simply, Bizight GMC allows you to perform to your utmost capabilities by giving you the freedom to scale on demand and add new offerings to your portfolio.

For any queries do write to us on marketing@bizight.com

