Effective and Innovative sales, marketing and business development campaign for USA based small to mid-size software development house, Tech Startup, SAAS/Cloud Companies.

Business Development for Tech companies

Your Trusted SAAS/Cloud Services Provider

Cognitive Convergence

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About Us

Cognitive Convergence is 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 services include following:

- ✓ Identify, acquire, and nurture new clients
- ✓ Indentify new business opportunities to drive growth and profitability
- ✓ Connect to and surface data from Dynamics 365, Office 365 and other third-party business apps.
- ✓ Initiate a Business Development Campaign for tech-related products
- ✓ 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
- ✓ Lead generation and its qualification
- ✓ Converting leads and opportunities into new customers
- ✓ Aligning business development processes and procedures with the strategic business goals
- ✓ Execute Thought Leadership and Content Marketing

Current Location: Lahore, Pakistan

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

PROJECT OVERVIEW-BUSINESS DEVELOPMENT CAMPAIGN FOR TECH COMPANIES

We are offering to initiate a Business Development Campaign to all those tech companies for their software products.

Our approach in this business development proposal

>> Plan and implement a lean, scalable business development campaign

>> Adopt a proactive approach to understand the demand and needs of products

>> Grow your business value in USA and Europe markets over time.

TYPES OF COMPANIES WE ARE LOOKING FOR

>> Tech startup

>> Consulting or product development companies

>> SaaS companies

>> Cloud companies

SOLUTION CONSULTANCY VERTICAL AREAS

To focus on increasingly growing market opportunities is our intended target market. We make a difference by stating the difference between poor quality and high-quality business consultancy service.
Our focal interest in this business development campaign
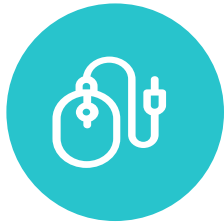>> To analyze the important trend in the industry
>> Highlight opportunities to avail.

Solution verticals for which we will provide our consultancy services are;

Custom connector

Besides build-in connectors, Cognitive Convergence, helps you get the specific data that you may need to grow your business.

Power BI custom data connector

Our Power BI Data Connectors offer its users, the fastest and easiest way to connect Power BI to more than 200+ Enterprise data sources worldwide.

Artificial intelligence and machine learning

We specialize in the concept of Applied AI and Machine Learning assisting organizations translate technologies into quantifiable business impact.
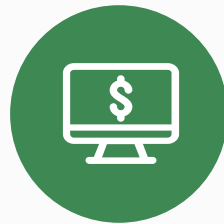
Earned value management practice

Our EVM solution will provide you the feasibility of managing all data that permit you analyzing present progress of a project and show the longer term cost and schedule performance

Risk and decision - management/analysis practice

Our Risk and Decision Solutions are often wont to demonstrate the probability of various outcomes during a systematic process that can't easily be predicted otherwise thanks to the intervention of random variables.

EdConvergence

Our solution may be a package of all those techniques and tools that accelerates the event of scholars not only at college but home also. It connects teachers with students and parents to build progressive classroom communities
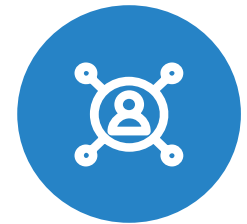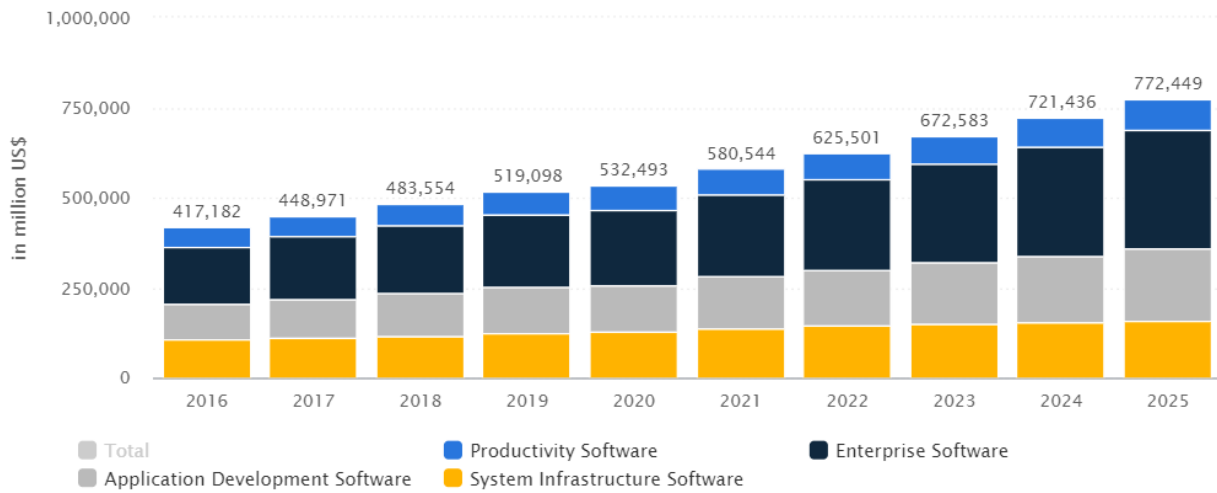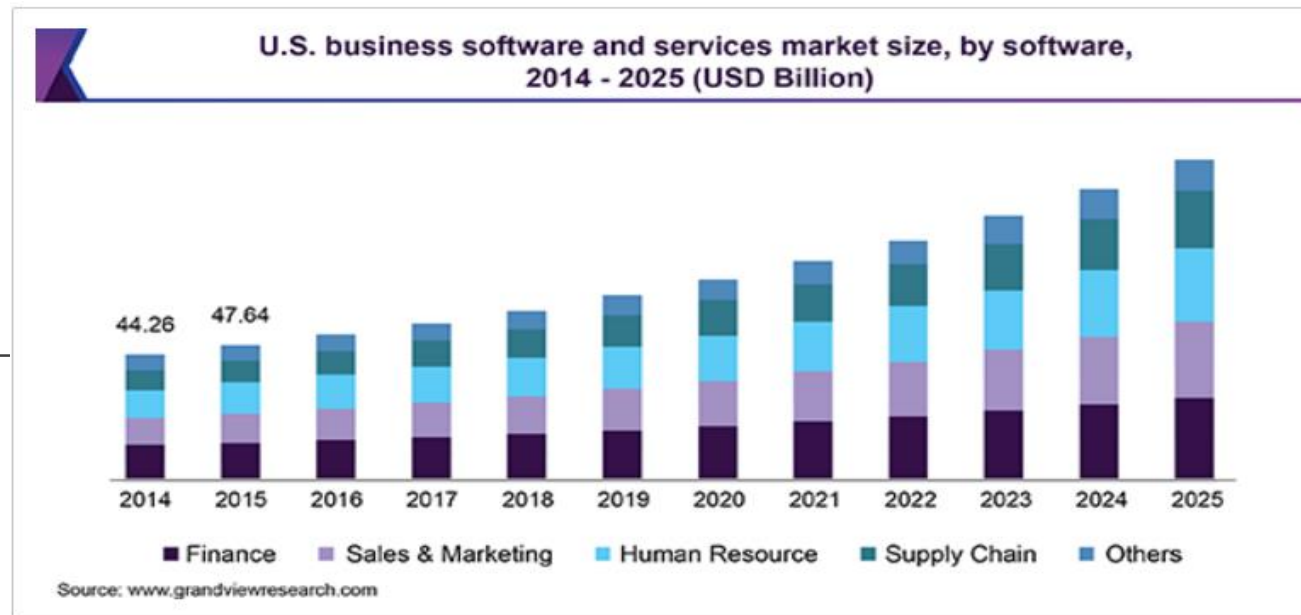
PsycheConvergence

Our Psychologist Solution Practice provides a customized Dashboard for Psychologists, Counselors, Therapists, Psychiatrists, and Social Workers, where you'll see your today's schedule, who's coming in, calendars, a balance due, etc.

MARKET POTENTIAL

✓ In 2018, the global business software and services market size was valued at USD 322.91 billion. From 2019 to 2025 this industry is expected to expand at a CAGR of 10.7%.

Source: GrandVeiw Research https://www.grandviewresearch.com/

U.S. business software and services market size, by software, 2014 - 2025 (USD Billion)

Source: www.grandviewresearch.com

✓ In 2019, overall software market is amounting to over 200 billion U.S. dollars

✓ For the year 2020-2025, it is expected to expand at CAGR growth rate of 7.7%, resulting in a market volume of US$772,449m

Source: Statista https://www.statista.com/

TECHNIQUES THAT WE WILL USE TO GET A BETTER RESPONSE ON LINKEDIN

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

✓ Brief subject line that capture interest.

✓ Refer prospect's achievements.

✓ Send follow-up messages.

✓ Adding a few personal contents in the message body.

✓ Share a common interest to strike on common ground.

✓ Set a planner with milestones to ensure our goals are met on time.

✓ Add products presentation in SlideShare; a LinkedIn built-in tool.

✓ Continuous check at "People Also Viewed" Sidebar

✓ Regularly updating the jobs

✓ Keep a close eye on competitors and their profiles to analyze

their networks

✓ Scroll complete profile to explore skill endorsements

✓ Use the Alumni Search filter to enlist people sharing a common background

✓ Have a regular check on who have commented on the prospects' posts

✓ Browse users who have interacted with a shared posts

✓ Following the Boolean search technique to get more refined connection searches

✓ Creating a search alert for target clients to get notify with any news or updates
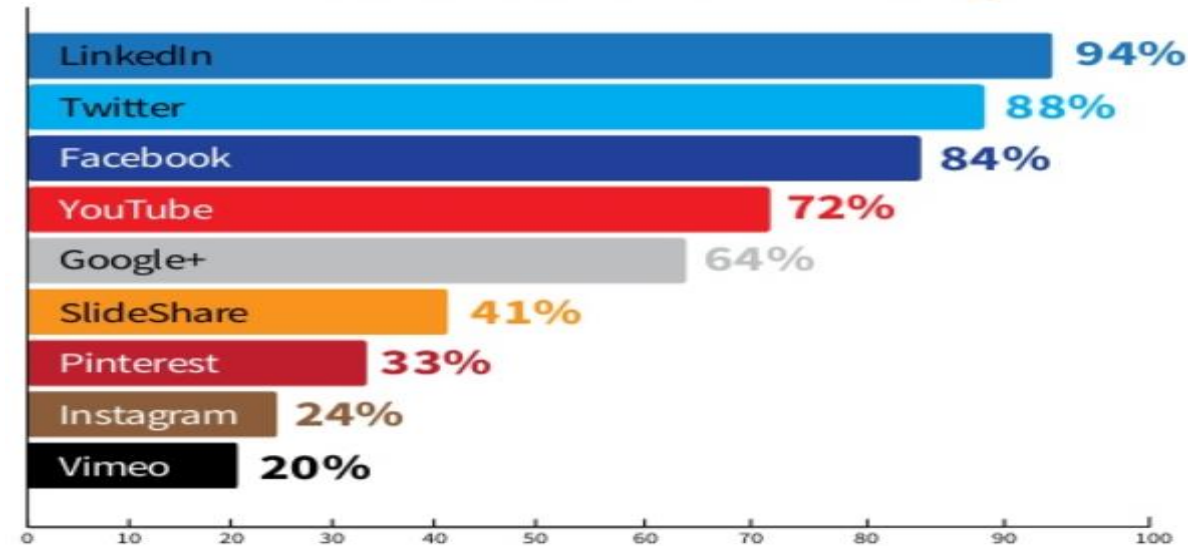
BUSINESS DEVELOPMENT VIA SOCIAL MEDIA

From the time when social media is wide-ranging inception in this modern digital age. Establish and secure a solid presence in the market by opting for a business development campaign using social media.

Social media marketing can help with several goals, such as:

✓ To increase traffic on the company's website

✓ Building conversions through customer's engagement

✓ Enhance brand awareness

✓ Establish the impression of a unique brand identity to spread positive

brand association

✓ Improve communication and interaction with potential clients

By carving out digital strategies start monetizing from social media. Involve

a clearer and more comprehensive business development plan to increase

the company's sales in no time

B2B Content Marketing Social Media Platform Usage

Platform	Usage
LinkedIn	94%
Twitter	88%
Facebook	84%
YouTube	72%
Google+	64%
SlideShare	41%
Pinterest	33%
Instagram	24%
Vimeo	20%

Source: https://heidicohen.com/

COMPARING DIFFERENT SOCIAL MEDIA PLATFORMS

In this advance digital age, many business professionals know and admire the importance of using social media for their business development.

By following and implementing the right strategy at right, generate several useful leads by driving sales through the roof.

✓ LinkedIn is known to be the leading B2B social network

✓ By using the paid services of **LinkedIn Sales Navigator** the business development campaign is executed more efficiently

LINKEDIN BUSINESS DEVELOPMENT CAMPAIGN

Out of different social media platforms, LinkedIn is the most suitable and professional social media platform for business development campaigns for Tech Company.

Some benefits provided by the powerful features of LinkedIn;

✓ It has more than 690 million monthly active users. (Source: LinkedIn)

✓ Designed by the process of networking

✓ 277% more effective than any other social media platforms when it comes to lead generation and customer acquisition

✓ Over 45% of marketers gaining customers (Source: Sprout Social)

✓ 80% of social media Business 2 Business leads and 46% of all social media traffic to the company's website. (Source: LinkedIn)

✓ 65% of B2B companies uses LinkedIn paid ads. (Source: Sprout Social)

LINKEDIN CAMPAIGN STRATEGY

We have developed the following strategies for the business development of your corporate online:

✓ To get our sales lead, first listing clients by following the data collection techniques

✓ By using the advanced people search, locate a list of potential clients as focused market

✓ By requesting connection, contact them once they will accept request.

✓ Prepare content scripts for a different type of messaging with a special focus on business development strategies.

✓ Send detailed email to target audience containing company and the product information.

✓ Offer for a demo of a product to further clarify doubts.

✓ After successfully acquiring a client, sign a contract with them, which will be made as per the company's policies

OTHER SOCIAL MEDIA ACCOUNT HANDLING

Our main focus of the campaign is LinkedIn platform. We tends to expand your networking presence in key organizations using various social media platforms including Twitter, Facebook, Instagram, etc. Some of the marketing channels that we will taking care of for professional expansion of products/solutions/apps/ of Tech Companies are;

- ✓ Inbound leads
- ✓ Paid Search Advertising
- ✓ Paid Social Advertising
- ✓ Outbound leads
- ✓ Referrals
- ✓ Networking
- ✓ Channel Sales
- ✓ Cross-sells
- ✓ Up-sells

By using multiple social media platform for same business development purpose you can:
- ✓ To generate more promising leads
- ✓ Strengthen core business development strategy
- ✓ Increasing brand visibility as a trusted one
- ✓ Marketing automation technique to segment searches
- ✓ Efficient professional expansion of products/solutions/apps

CONTENT CREATION AND MANAGEMENT

Our previous work with our clients includes the creation of the following documents;

- ✓ Created improved content for the LinkedIn Profile of the relevant person
- ✓ Created improved content for the LinkedIn Profile of the Company
- ✓ Created a showcase page for products
- ✓ Created a showcase page for services
- ✓ Created a content document for Hashtags for LinkedIn Profiles of
  - ✓ Company
  - ✓ Showcase pages
- ✓ Created a detailed content document for "Specialties words" to be used in LinkedIn profiles of the
  - ✓ Client
  - ✓ Company
  - ✓ Showcase pages of products
  - ✓ Showcase pages of services
- ✓ Created a content document for relevant targeted keywords for searching for potential candidates for our business development campaign
- ✓ Regularly publishing the post on the LinkedIn profile of
  - ✓ Professional profile
  - ✓ Company
  - ✓ Showcase pages

SCRIPTS FOR THE CONTENT THAT WILL BE DELIVERED TO THE CUSTOMER

Our other major focus to capture more interest of the clients is to write some powerful scripts that will hold their attention for a long time. Some of our ideas are:

- ✓ Presentable email signature
- ✓ Adding accurate subject line
- ✓ Starting the message with an attention-grabbing opening line
- ✓ Customize and personalize the content as per the specific client
- ✓ Add an offer of call to action
- ✓ Write a compelling summary of a profile
- ✓ Daily publish some content like new product updates
- ✓ Add rich media in our each content.
- ✓ Make more use of bullet points and lists.
- ✓ Add a showcase page for products.
- ✓ Start a message with a background reference.
- ✓ Use a soft closing sentences.
- ✓ For a perfect starter conversation, use a personalization message in the content of the email.
- ✓ Improve the readability of the document by writing short paragraphs, short sentences, and a combination of alphabets and numeric in its content.

# OUR OFFSHORE DEVELOPMENT MODEL

Our offshore model consist of

- ✓ The source of all the technologies, code, and architecture
- ✓ For small or mid-sized applications our Hourly / Time & Material model defining the scope of work
- ✓ Making the workload of the client manageable during the execution of a project
- ✓ Our offshore development services to companies who require to reduce the cost without sacrificing the quality and lowering the available development resources
- ✓ Engaging our team of experts in one project at a time to fully manage the requirements of our clients.
- ✓ Challenging and revisiting the onshore/offshore problem-resolution processes
- ✓ Documenting the processes for raising problems, reporting on progress, and resolving.
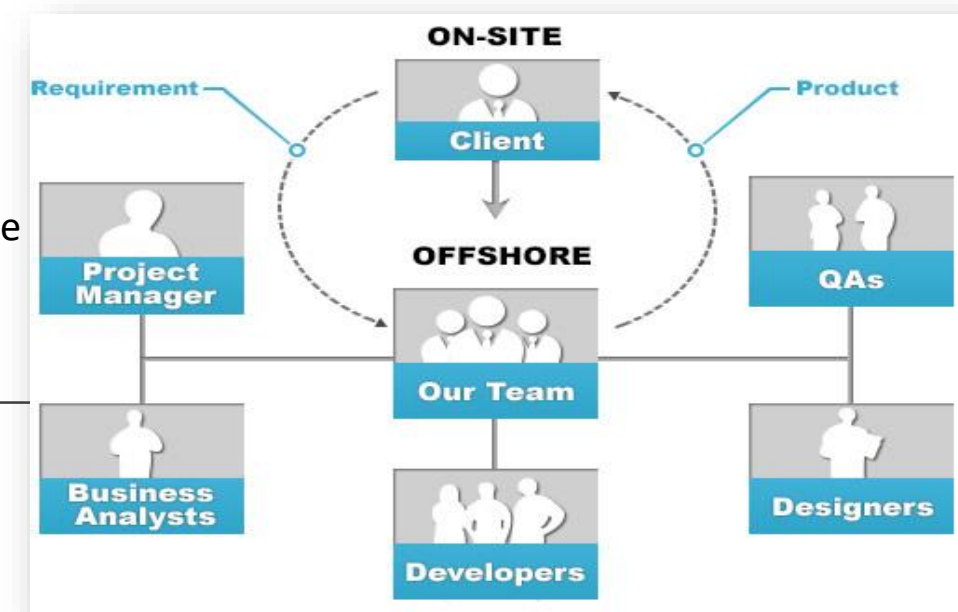
PROCESS OF SUCCESS STORY IN OFFSHORE

To stay in this current era of the competitive market, many companies are taking advantage of Offshore Software Development services. It is considered to be

- ✓ The most important and prime way to reduce the cost while taking maximum advantage of the advanced technology
- ✓ Reduction in risk by a change and project management approach
- ✓ Introducing a back-to-basics approach that recognizes a mix of cultures in project management and change management increases the chance of project success.
- ✓ Having smooth communication between each involved party.
- ✓ The duties of offshore vendors are identified by providing responsibilities of business users.
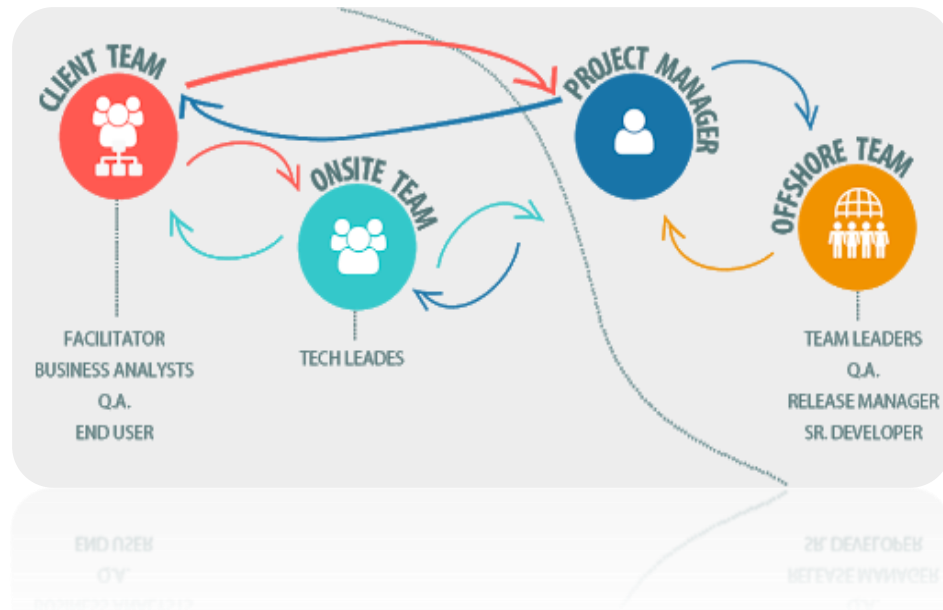
Data Collection

To get the required data, Linked campaign is our selection. Our research methodology to collect user data will include:

- ✓ Our client's selection for relevant Product/App/solution will include their direct user to find an ideal candidate. For your understanding, we will be targeting below-mentioned client's profile;
  - ✓ Respective personnel
  - ✓ Administrative staffs
  - ✓ Executive Team
  - ✓ Our target market can be extended as per the nature of the product.

Intended outcome

Our intended outcome in business development campaign is to

- ✓ Enhance brand recognition in the respective industry
- ✓ Generate more positive revenues
- ✓ Build long-term relationships with customers for future campaigns
- ✓ Acquire more customers using less marketing resources
- ✓ Increase customer/user experience with the product
- ✓ Improve customer satisfaction to increase product rating in the market
- ✓ To have real-time data of clients that responded to the campaign
- ✓ A list of connection
- ✓ A list of sale leads
- ✓ Number of customers that purchased the product

The most important thing, the whole campaign has the following features:

- ✓ The whole process is transparent to our clients
- ✓ All data is available and stored in your LinkedIn profile during the campaign which you can use for future business activities.
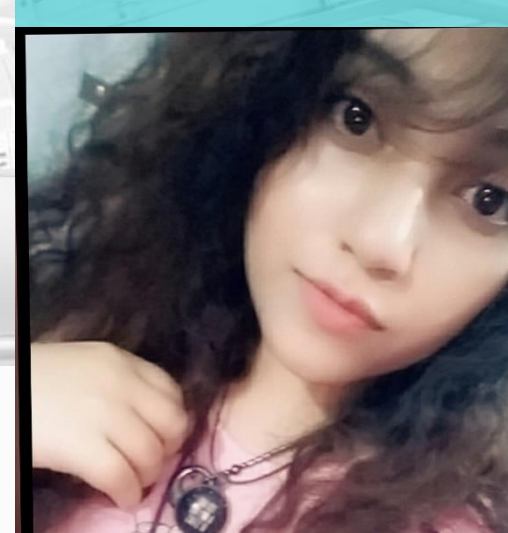
Executive Team

Shahzad Sarwar

Founder/CEO

He is a professional product strategist with over 20 years of experience. He believes in gathering and analyzing data about his valuable customers, competitors, and current openings in the market to make a product that is as per the latest trend of the industry. He designs and evaluates various ideas for the development of new products. His main working trait is designing long-term goals to build relationships with clients.

Ayesha Akhtar

Business Development Executive

She is responsible to build fruitful contacts with potential clients to create new business opportunities for both of the parties. She maintains and updates the prospective client to keep transparency within the departments involved. Her skillset includes proficiency in LinkedIn Sales Navigator, ZOHO, HubSpot, MailChimp, Microsoft Office, Social Media, PR, and Marketing Planning/Execution; Staff Development, Mentoring, and Training

Business Development Campaign services of **Cognitive Convergence**
offers strategic opportunities to clients, investors, and partners that is

- ✓ Unique and industry defining

- ✓ Mutual interest centric business approach

- ✓ Significantly enhance company's footprint

- ✓ Turn grow revenues by entering into new and exciting **Technology Domains, App development ideas, Solution Development,** and **Joint venture projects**

- ✓ 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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For questions or queries, contact us, we will be sure to get back to you as soon as possible.