

adding sharper focus to marcom



**CUSTAGE** Marketing Solutions Pvt Ltd  
a marcom company



## the eagle speaks

Sharper focus is the difference between success and failure for industrial marcom. With an eye for finer details, we provide:

- Sharpness in comprehension of requirement
- Sharpness in assisting you to identify opportunities
- Sharpness in effective and innovative communication approaches
- Sharpness in systematic execution of marcom
- Sharpness in timely completion of assignments

## **custage your marcom division**



# your marcom division

**A**t Custage Marketing Solutions Pvt Ltd (CMSPL), we come to you with a refreshing approach of working as 'your' marcom department. When you hire us, you hire experience in industrial marcom (spanning over 15 years), you hire diverse abilities of a committed team of people and you hire continuity – all these attributes being a matter of grave concern, especially for mid-sized corporate.

With operations divided over three divisions – Communication Services, Print Design Services and Electronic Design Services, we are a well equipped team of over 20 people to execute your requests. Thus, for any marketing activities - big or small; for marketing campaigns – planned or sudden; for any marketing initiatives – new or

regular; an existing relationship with CUSTAGE, would simply provide you with a dependable outlet for your needs of industrial marcom (services elaborated ahead) with comfort and response as you would expect from an in-house setup.

With this, we find it extremely difficult to decide if we should position ourselves as an 'out-source company' or an 'in-house division' and we finally concluded that it is best that we leave it for you to decide.

Our customer profile includes names that are opinion leaders in their respective fields.

Incase you wish to know us more, please call!!



**T**he word 'solutions', as a part of our name, signifies our approach towards you, our customer. Yes, we provide comprehensive end-to-end solutions for industrial marcom.

Industrial marketing plays a pivotal role and is extremely important to support B2B sales. The challenges of industrial selling present opportunities for industrial marcom to exploit and overcome.

With budgets that are normally limited, markets that are diversely spread and audience that is

extremely knowledgeable; what is required from industrial marcom is sustained initiatives that are spread over an intelligent mix of communication medium to carry messages that are correct, yet compact and within the required time frame. This is what Custage specialises in.

Pages ahead elaborate the services offered (some of them very unique) and provide some insight into the process as well.

For any further specifics, we remain available to discuss!

**look for solutions**



look for solutions

## direct mail



direct mail

It is the desire of most industrial companies to have a well-lubricated direct mail process (both electronic and print). Sustained direct mail remains one of the most economical and effective ways to supplement personnel visit and is 'the' way to keep in touch with the customer. Print mailers, e-mailers, newsletters, application notes and case studies are some popular formats.

Extensions of direct mail activities include online surveys, creating communities etc.

### Concern Areas Addressed

- Who would initiate creation of mailing lists?
- Who would identify newer database sources?
- Who would maintain and update the lists?
- Who would conceptualise and help realise our DM objectives?
- Who would create the mailer?
- Who would print labels?
- Who would administer the mailer?
- Who would manage the returns?



**A** big desire for publishing companies today, is to outsource editorial co-ordination for their magazines. This approach not only reduces direct and indirect costs associated with this activity, it also frees the publisher so as to concentrate on marketing the publication for its better health. Once outsourced, it can be monitored for greater accountability towards editorial discipline, layout consistency and timeliness – issues that normally get compromised when executed in-house.

#### **Concern Areas Addressed**

- Who would offer qualified editorial co-ordination services for an industrial magazine?
- Who would comprehend the content and be capable for sub-editing?
- Who would interact with authors for corrections and approval?
- What about quality magazine layout with thematic covers?
- Who would execute this with challenging timelines to ensure no delay?



**editorial co-ordination**

editorial co-ordination



## copywriting services

# copywriting services



**F**or most marketing services, especially for industrial products, quality content writing and aggregation are the biggest hurdles that delay assignments and thus delay the product releases due to overshot timelines. Content writing for brochures, mailers, presentations, press releases, product notes, corporate websites and B2B portals are most common. Specifically for websites, content updation services is our speciality.

### Concern Areas Addressed

- Who would help us well communicate our thoughts?
- Who will help us pencil all happenings in the company?
- Is there somebody who understands the simplicity of industrial communications?
- Who would assist us with edit for timely execution of our direct mail campaign?
- Can web content management be outsourced so as to ensure web content is fresh and remains updated?



A number of marketing activities are going the 'e' way. The electronic medium, which while adding unprecedented glamour to the outcome, normally presents a very cost effective approach. Be it websites, portals, electronic communication tools, videos, CD's, the option range here is increasing very fast, maybe faster than most of our reactions.

#### **Concern Areas Addressed**

- Can someone help us initiate and put us on the path to an effective communication using the electronic medium?
- Who could help us integrate electronic communications with our conventional approach?
- Would assistance be available to create sitemaps alongwith Website Functionality Document (WFD)?
- Is it possible to get assistance so as to conceptualise the website, design it, generate content and help with on-going content management?



**electronic marcom**

electronic marcom





**print marcom**

**T**he heart of industrial marcom in 'paper'. Documentation goes a long way in presenting products, branding companies and conveying capabilities. Be it exotic brochures, detailed data sheets, unique application notes, message carrying advertisements or simply a smart corporate stationary; print marcom is indispensable to the success of industrial marketing.

#### **Concern Areas Addressed**

- Can we hire services from someone who comes with experience in these specific services in industrial marketing?
- Who can help us create a structured documentation matrix across our operations?
- Who can help us identify 'gaps' in our communication approaches?
- Can print marcom be outsourced with an in-house approach?



One of the key 'trouble spots' in industrial marketing is the lack of time to follow-up every lead generated. Trade leads could be generated by direct mail, exhibitions, website promotions etc. The lack or delay in the follow-up of such leads is a lost business opportunity. It not only defeats the marketing time and cost spent to generate the lead, but also tarnishes the image of the company as being 'non-professional'. On the hind-sight, however, is it prudent for companies to dedicate manpower to qualify the leads which may have a strike rate of 5 -10%?

#### **Concern Areas Addressed**

- Marketing campaigns are important, but why spend if we cannot manage the responses?
- Who would help us qualify the lead as important for us to follow-up, those qualified few?
- Is there somebody whom we can train for the first level filtration, so that we do not have to commit our valuable manpower towards this activity?

**sales lead  
qualification services**

lead qualification services

## media dissemination services

# media dissemination services

**T**his seemingly small service, if not done, has big implications. You may be a 'newsy' company that manages to create content worthy bytes. What good is all this content, if on an on-going basis, the content is not shared with the media in a professional and timely manner? You have a huge opportunity to be present in varied media, the question is, are you there?

### Concern Areas Addressed

- Who would help me identify the right trade media for my product?
- Is there somebody who can interact with the trade media on my behalf?
- How do we ensure it is a sustained activity?
- Can somebody help me share information with the media coupled with a sustained follow up?
- Would media release tracking be a service that we could outsource?



**T**his new and innovative service will address a very significant issue that plagues mid-sized companies and is in fact responsible for companies abstaining from implementing processes to improve overall efficiencies of operation. It is a known fact that available ERP/CRM programs present a number of challenges that need to be understood, addressed and mapped so as to have a successful implementation, else standing a big risk of huge dead costs.

#### **Concern Areas Addressed**

- Do I have the internal expertise to embark on such a project?
- Who would be responsible to map my business requirement to the software requirement?
- Do I have a qualified person who would evaluate my legacy approach and suggest alternates?
- How would I understand the 'gaps' that would need to be addressed in a newer environment?
- Who would help me in migrating my current data to the new requirements?
- Who would anchor this project for me?

## **ERP/CRM implementation services**



implementation services

## industries catered

industries catered

**W**ith the realm of industrial selling self-defying the needs of industrial marcom, we enumerate the partial list of industries that we have already served.

- Plastics and Polymers
- Packaging
- Instrumentation
- Healthcare
- Industrial Publishing
- Electrical and Electronics
- Engineering and Fabrication
- Oil and Drilling



**T**he most addictive aspect of our services is our contagious hand-holding. This ever-evolving feature is the key attribute of our success. Our involvement in the minutest of aspects of the project, from start to finish, is well appreciated by the industry. In short, we work with you, as you, on your project, assuming it is our project.

A clear yet flexible style of operation and our value addition to your assignments puts us in a very unique position with our customers. With Custage, a lot then has to be experienced and no one would know better than our existing customers.



**contagious handholding**

contagious handholding



## the eagle speaks

So, to summarise, we restate, sharper focus is the difference between success and failure for industrial marcom. With an eye for finer details, we provide:

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