

A background image of a person in a business suit pointing towards the camera, overlaid with a white geometric line pattern and red arrows.

LEADS

LEAD NURTURING

PROSPECTUS

CREATED BY

Cloud3 Solutions

<https://cloud3.solutions/>

A decorative border at the bottom of the page consisting of white diagonal stripes on a teal background.



OUR VALUE PROPOSITION

In any business climate, working on achieving additional qualified leads is vital for business health.

Most B2B SMEs may not have the marketing resources, know-hows and talent to set up marketing channels and automation, to nurture new leads.

Instead of creating and learning new avenues to set up a marketing funnel, Cloud3 will integrate lead nurturing automation & implement a “Do-everything-for-you” lead pipeline strategy for your business.

By increasing your instream-lead capability and velocity, your sales team can then spend more time on the qualified leads presented to them to accelerate conversion.

THE COMPANY

CLOUD3 SOLUTIONS

91% of our 1st-time customer are still renewing their services with us since 2014.

We started as a managed data security and protection service company, providing hosting platform and professional service to ensure the business operated cost-effectively with technologies.

Since then, we had expanded our 24-hour service portfolio to enable operational digitisation of businesses.

Some of our most subscribed-services include:

- Hosted Marketing, Sales and Service Automation SaaS
- Business Continuity on Cloud
- Remote Network Monitoring and Cyber-threat Response
- Cloud Telephony Platform to support Work-from-Anywhere





TESTIMONIAL

“It has been more than four years since my company began to use your IT managed services. I wish to express my sincere appreciation to you and your team. Your service levels are well above par for the course. You and your team always have extended help and technical support beyond the scope of what you offer. It is precisely the close and intimate customer support that I am renewing our contracts with Cloud3.”

Michael Phoon Executive Director Singapore Shipping Association. SSA

KEY HIGHLIGHTS

01

NO SET-UP FEE

No Capex, no upfront set-up fee, only monthly subscription.

02

SAVES TIME

Save time figuring out which marketing channel is most appropriate. Our consultant will recommend the most impactful marketing activities to meet your business needs.

03

ALL-IN-ONE

From copywriting, landing page creation, social media posting, to appointment conversion, cloud access & monthly reporting for the lead nurturing exercise, we have that done for you hassle-free.

04

AUTOMATED

Automate 80% of the manual process leads from excel, reports, import to CRM, coordinating operation and tagging it correctly for our re-marketing activities



STAGES OF ENGAGEMENT

INFORMATION GATHERING AND CONSULTATION

A

Most of our referred clients will reach out to our business development team for feasibility assessment. Our team will walk through the project survey-form with our client to gather information about their project outcome, target market demographic, the roles of each stakeholders and the project timeline. This helps us to identify the most impactful process to achieve clients' objectives.

B

APPROVAL OF PROPOSAL

Our marketing expert will arrange the 1st Consultation to provide a prescriptive framework/demo of the project, our recommended execution plan and timeline of the project. The customer takes this opportunity to discuss with the team on any aspect of the project. Once our client endorses the project in writing, the project will officially commence.

C

MARKETING CONTENT AND CUSTOMER APPROVAL

Our copywriting team will arrange for a 2nd consultation to review the content for social media, landing page and email workflow for leads nurturing. Our team will seek approval from our client before execution. At this stage, clients can decide on the investment for online and social media out-reach advertisement campaigns.

D

EXECUTION

Our copywriter team supervises the automation development team for set-up, CRM programming, and social media posting to roll out the execution plan based-on a pre-agreed interval and budget. The lead nurturing automation will begin its out-reach to the targeted clientele base. Automated reporting engine will activate to collect essential data about the performance of each channel. Converted qualified leads will be funneled to our customer's sales team for sale closure process managed by our customer.

E

REPORTING

Various reporting tools will be made available for progress feedback to all stakeholders. Necessary adjustment can be made before the next wave of lead nurturing automation and posting. Process D and E will be repeat throughout the entire subscription period eg 6 to 12 months.



CONTACT US

Want to engage with your prospects till they finally become your customers?

Our lead nurturing system will help you achieve that through marketing automation, social media marketing and email marketing to help you accelerate your sales process by knowing who's more interested in your offerings.

Contact us for a free consultation today!



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