

***iSkyCorp***  
*Digital Business Revolutionized*

**Demand Generation Services  
Proposal  
for**

**BCX**

# BCX Needs Analysis

## Needs

## Impact

Create Digital & Innovative Demand for Products and Services



Increase Pipeline and Revenue Generation

Create Value Propositions for solutions that drive market interest



Show Greater Market Specialisation and Experience attracting opportunities

Identify Total Addressable Target Audience both company and stakeholders for each Solution



Know & Control where your new sales and pipeline is being generated

Identify Upsell and Cross-sell opportunities within client base through innovative approaches



Identify Opportunities within Market Gaps through Data and Strategy

Capture & Engage with Key Stakeholders in POPI/GDPR Compliant Digital Portal



Ensure a warm approach to stakeholders with a targeted opt-in-orientated strategy

Create a sales ecosystem of healthy lead generation and pipeline creation



Controlled Healthy Sales Culture driven towards Pipeline Build will bring success

Create thought leadership with BU Leaders, shared across the social media landscape



Value Propositions converted into social sharing content enables capability awareness

# Why Choose us?

Over 25 years of experience in Sales and Marketing/Demand Generation in ICT and Business Solutions with over 150 Companies including System Integrators & Global OEMs. Cross 4IR experience in identifying opportunities and deploying integrated solutions together with Managed Services through Value Driven initiatives.

*Reshenn has displayed great talents in helping to enable our Global Sales Improvement Strategy with many smart ideas and market intelligence tactics that we have implemented during the Global Lockdown period. When we first met, I was immediately impressed with Reshenn but during the time worked together, his understanding of Business Strategy and Leadership grew far more than that of his peers.*

*The global project involved enabling Enterprise Sales Executives and Channel with Digital Strategies that connect them to the most viable prospective companies and their key targeted stakeholders by using specialised market intelligence together with detailed unique value propositions and an effective go-to-market program. Reshenn is responsible for formulating the key fundamentals of this initiative which has allowed Global Teams to become better at increasing business.*

Sincerely,  


Vyacheslav Ivanyuk | Head of Global Enterprise Sales | Kaspersky

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# Welcome iSky Corp

## Demand Generation Services

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*For businesses to Progress within the  
Fourth Industrial Revolution, they  
must become more Visually  
Innovative than ever before  
-iSkyCorp*

### Demand Generation vs Lead Generation

A strong demand generation program builds brand awareness, and authority, and produces thoughtful, engaging content that drives interest and cultivates leads.

Demand generation can make a business' marketing messages sound more authoritative and carry more weight with prospective clients, and ultimately help increase revenue by farming strong leads.

What is the difference between demand gen and lead gen? These two strategies (though sometimes referenced interchangeably) have very different goals.

Where demand generation strives to build brand awareness and authority so potential customers reliably enter the purchase cycle., A lead generation strategy focuses on turning a broader audience into leads via direct outreach.





# Demand Generation

iSky Corp will manage your Demand Generation for your organisation. We identify your specific target market for your individual service offerings by Location, Industry, Size Segment, and key stakeholders. Execute strategic campaigns using a series of tailored tactics in order to generate discussions with prospective customers.

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## Total Available Market – Data & Analytics Campaigns

| A                  | B                       | C                           | D                | E         | F        | G                             | H                | I         | J        | K                      |
|--------------------|-------------------------|-----------------------------|------------------|-----------|----------|-------------------------------|------------------|-----------|----------|------------------------|
| TERRITORY          | SECTORS                 | Tier 3<br>50 - 500<br>Staff | Existing Clients | Solutions | Partners | Tier 2<br>501 - 5000<br>Staff | Existing Clients | Solutions | Partners | Top 100<br>5001+ Staff |
| South Africa       | Agriculture             | 0                           | 0                |           | 0        | 0                             | 0                |           | 0        | 0                      |
|                    | Automotive              | 0                           | 0                |           | 0        | 0                             | 0                |           | 0        | 0                      |
|                    | Construction            | 208                         | 0                |           | 0        | 8                             | 0                |           | 0        | 5                      |
|                    | Education               | 328                         | 3                |           | 1        | 39                            | 0                |           | 3        | 8                      |
|                    | Engineering             | 0                           | 0                |           | 0        | 0                             | 0                |           | 0        | 0                      |
|                    | Financial Services      | 430                         | 2                | BPO       | 4        | 67                            | 7                | BPO       | 2        | 12                     |
|                    | Food Production         | 172                         | 0                |           | 0        | 21                            | 0                |           | 0        | 1                      |
|                    | Government & Social Ser | 363                         | 0                |           | 0        | 60                            | 0                |           | 0        | 10                     |
|                    | Healthcare              | 291                         | 0                |           | 0        | 32                            | 0                |           | 0        | 3                      |
|                    | Hospitality             | 195                         | 0                |           | 0        | 21                            | 0                |           | 0        | 1                      |
|                    | IT & Telecoms/Services  | 342                         | 2                |           | 5        | 24                            | 1                |           | 1        | 3                      |
|                    | Manufacturing           | 756                         | 0                |           | 0        | 54                            | 0                |           | 0        | 3                      |
|                    | Media & Entertainment   | 56                          | 0                |           | 0        | 5                             | 0                |           | 0        | 2                      |
|                    | Mining                  | 171                         | 0                |           | 0        | 29                            | 0                |           | 0        | 3                      |
|                    | Petrochemical & Energy  | 211                         | 0                |           | 0        | 35                            | 0                |           | 0        | 4                      |
|                    | Pharmaceutical          | 0                           | 0                |           | 0        | 0                             | 0                |           | 0        | 0                      |
|                    | Professional & Services | 0                           | 0                |           | 0        | 0                             | 0                |           | 0        | 0                      |
|                    | Retail                  | 288                         | 0                |           | 0        | 37                            | 0                |           | 0        | 9                      |
|                    | Transport & Logistics   | 0                           | 0                |           | 0        | 0                             | 0                |           | 0        | 0                      |
|                    |                         | 3811                        |                  |           |          | 432                           |                  |           |          | 64                     |
| Potential Partners |                         | 478                         |                  |           |          |                               |                  |           |          |                        |

# Total Addressable Market (TAM)

Take control of where you need to enter the market either with New sales, Cross Sell and Upsell opportunities. We create a Tailored Analytical view of your market interests allowing the company to view its available market, market strengths, and gaps.

Fully integrated with LinkedIn the TAM allows for a Strategic and Tactical approach that monitors market gains and losses.



*Let's help you understand your market potential and create leads through strategy...*

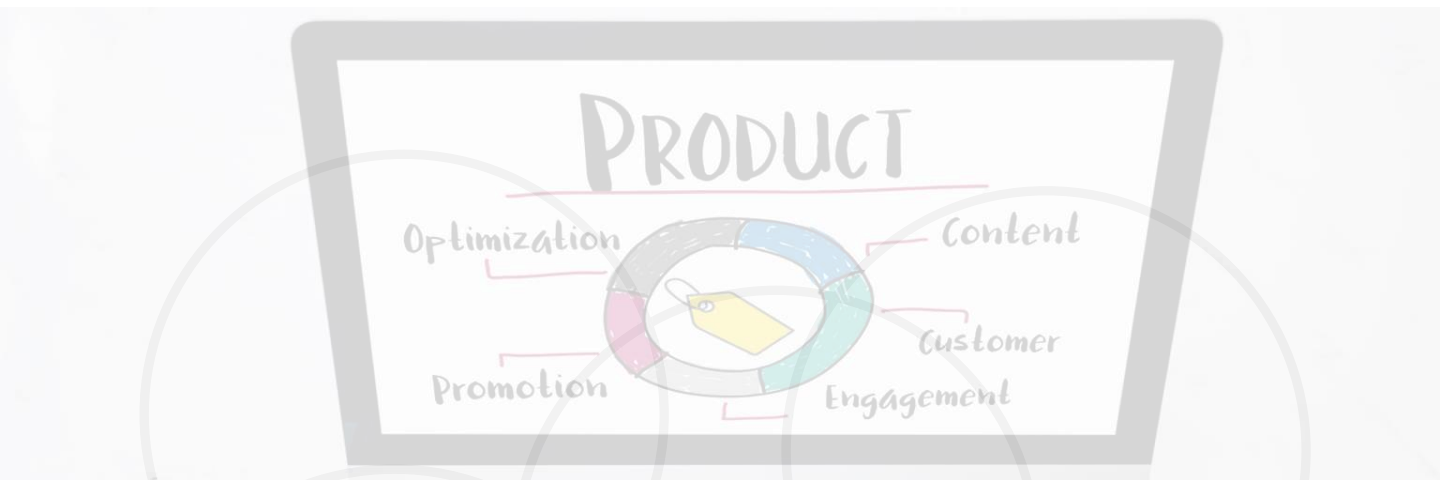
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# Demand Generation with LinkedIn

What is on offer?

- Lead Generation
- Lead Qualification
- LinkedIn Marketing
- Value Propositioning
- Tailored Campaigns
- Event Invitations
- Information Sharing
- Information gathering
- Content Creation
- Progress Reports
- Salesforce Integration

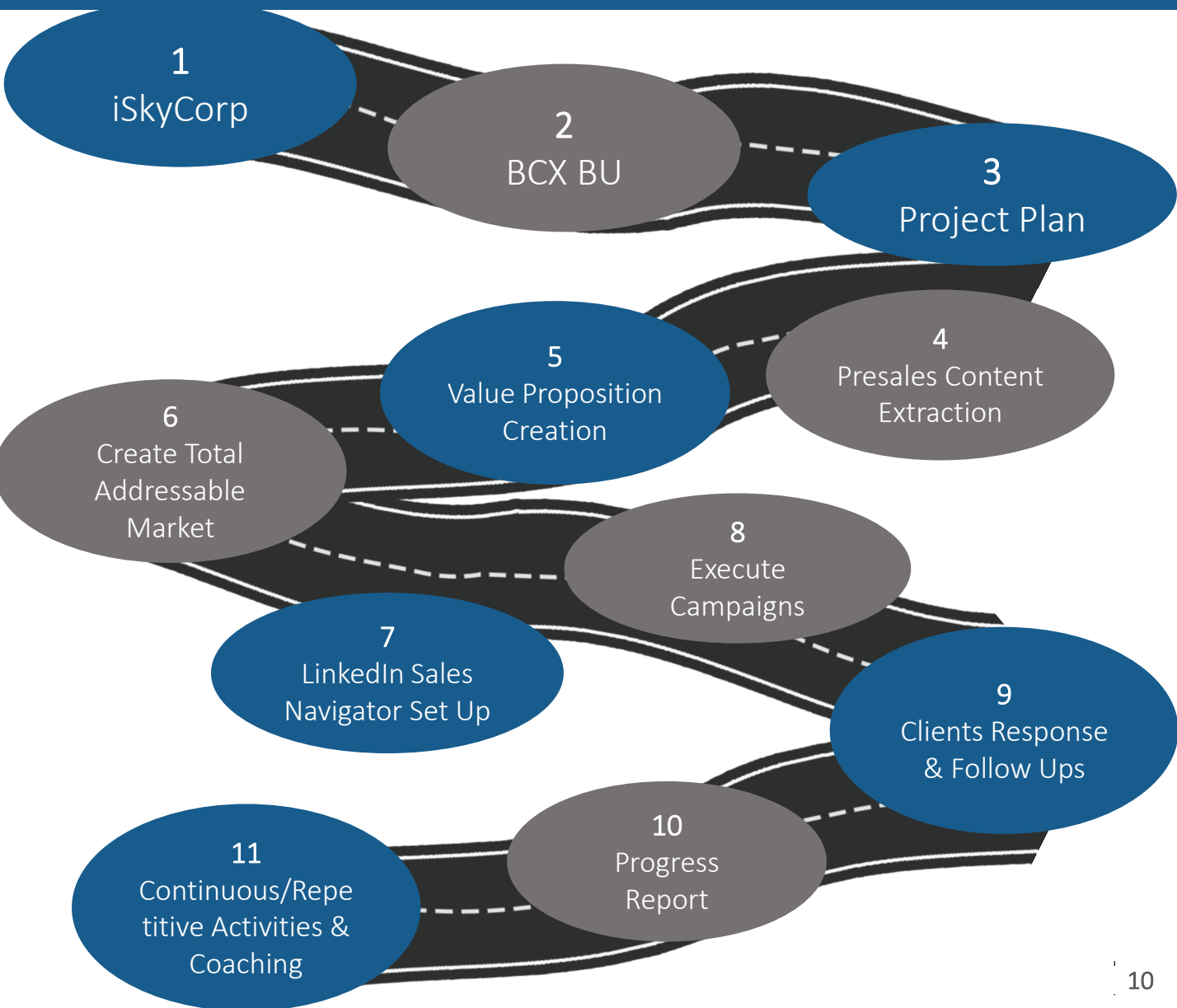
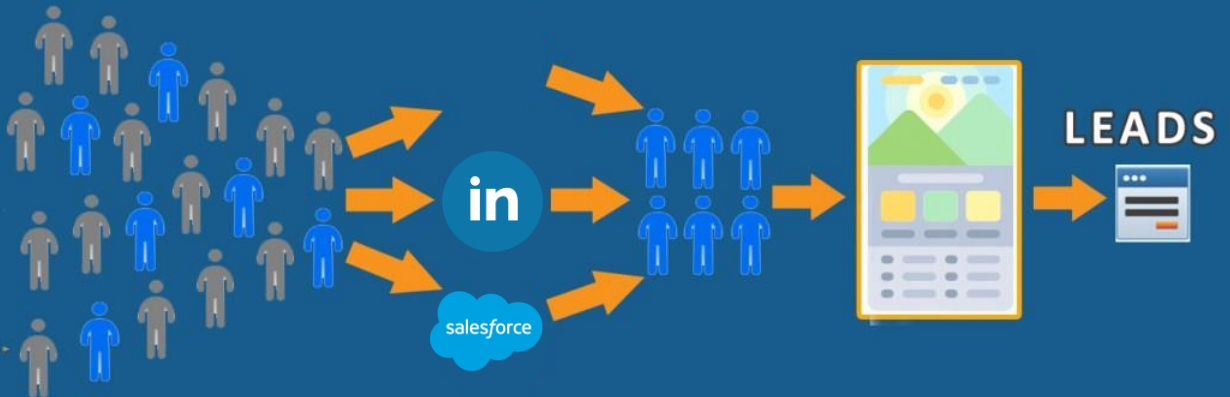




# Value Proposition Creation

In crafting a compelling value proposition for ICT solutions, we embark on a strategic journey that begins with a thorough understanding of the target audience's pain points and needs.. Through rigorous solutions research and customer insights, we gain a deep comprehension of their challenges. With these insights as a foundation, we distill the unique features and capabilities of your solutions that directly address these pain points and fulfill their needs. We meticulously emphasize the quantifiable benefits and transformative outcomes that your solutions bring to the table, highlighting how you differentiate yourselves from competitors. By articulating a concise yet impactful message that resonates with customers' emotions and logic, we create a value proposition that not only captures their attention but also sparks their enthusiasm to engage with your offerings and experience the remarkable value you promise to deliver.

# Demand Generation Cycle Per Division



# BRING OUT THE BEST IN YOUR BUSINESS

*iSky Corp  
Practical Business  
Generation Tactics  
Programme*

*Live Workshop sessions &  
Coaching with Practical's*

*Continuous Coaching (with  
Managed Subscription)*



Learn how to understand your Specific Target Market within your region of trade and create a tailored window/MAP view into where to generate new business by Prospect Number, Location and Other Key dynamics.

Learn how to generate leads using the most effective Social Media Tactics and campaigning methods used by some of the top companies in the world.

Learn how to create a lead-generating system tailored to your individual targets and goals and how to program yourself to maintain a healthy run rate of new engagements (*See Programme Outline*)

# Programme Outline



## Tailored Market Intelligence

Learn how to create a single interactive view...



## Value Proposition Creation

The biggest mistake made by any business ...



## Demand/Lead Generation Tactics & Best Practices



## Latest tools and marketing techniques – Automation

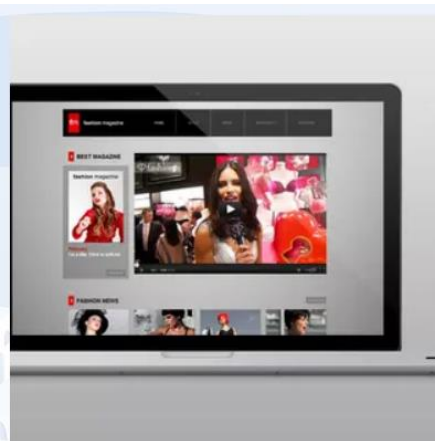


## LinkedIn Master

LinkedIn is the prime business tool for...



## Tailored Business Blueprint Creation, Career Planning, and Sel..



## Interactive Website Design

Static websites are the past; interactive is th...



## Applied Positive Thinking in Business



## Expand your Business - Resell Global Solutions



# So, what is a META Bot??

*Build a world of interactive content allowing your clients to engage and interact with your products and solutions.*

*Your mind is our playground – let's get creative*



***Meta Bot – Your new Digital Employee/Asset that represents you anywhere online...***

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What can I do?

*Your customers and prospects can Interact with me online where I can serve in:*

- Lead Generation
- Lead Qualification
- Digital Story Telling
- Breath life into content
- Tailored Campaigns
- Booking Appointments
- Event Invitations
- Information Sharing
- Information gathering
- Hosting Podcasts
- Online Entertaining
- Web Integration
- Landing Pages



## Male

Every type of male in every ethnic group in every uniform possible with many accents.



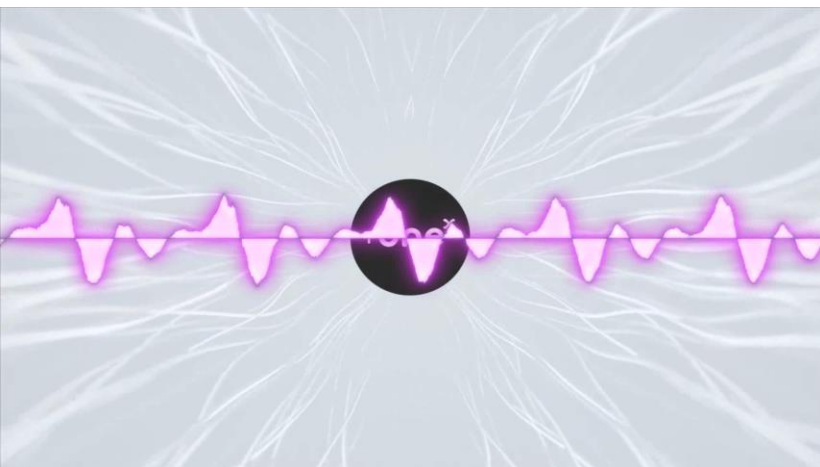
## Female

Every type of female in every ethnic group in every fashion possible with many accents.



## Meta You

We use advanced animation technology to create a Meta version of employees that can now represent the business online.



## Artificial Presence

Meta Bots can take any shape. Here we have Ai Voice over with audiogram visual overlays over any relevant backgrounds animation optimised backgrounds.

# Unlimited creations and styles

# iSkyCorp Demand Generation Managed Services Offering

| Service Offering                                                                                                                                                                                                               | Cost                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| iSkyCorp - Demand Generation Services <ul style="list-style-type: none"> <li>- LinkedIn Service</li> <li>- Value Proposition Creation</li> <li>- Sales Coaching – Demand Generation &amp; Solutions Selling Skills.</li> </ul> | Per instance including LinkedIn Navigator Licenses and Lead Gen automation/services.<br>R12 500 pm – 1-3 users.<br><br>R5500 pm 4 – 10 users added on (Scaled up)<br><br>R3500 pm 10+ Users added on. (Scaled up) |
| Salesforce Integration with LinkedIn                                                                                                                                                                                           | R3000 pm all users                                                                                                                                                                                                |
| Digital Services – Meta Interactions landing pages for value proposition use cases, product intros, thought leadership etc.                                                                                                    | R3500 pm per BU/instance (See Digital/ Meta Services) if taken with Demand Generation Services.<br><br>Instance without DG Services: SQ                                                                           |
| Sales Coaching – Demand Generation & Solutions Selling Skills Course (Accredited)                                                                                                                                              | R8000 per Student – Certified Business Practitioner in Digital Sales (CCEUP). (If needed to teach broad-scale sales/marketing outside of services)                                                                |
| Phase 2: Tech Data Services and Integration                                                                                                                                                                                    | TBA                                                                                                                                                                                                               |
|                                                                                                                                                                                                                                |                                                                                                                                                                                                                   |

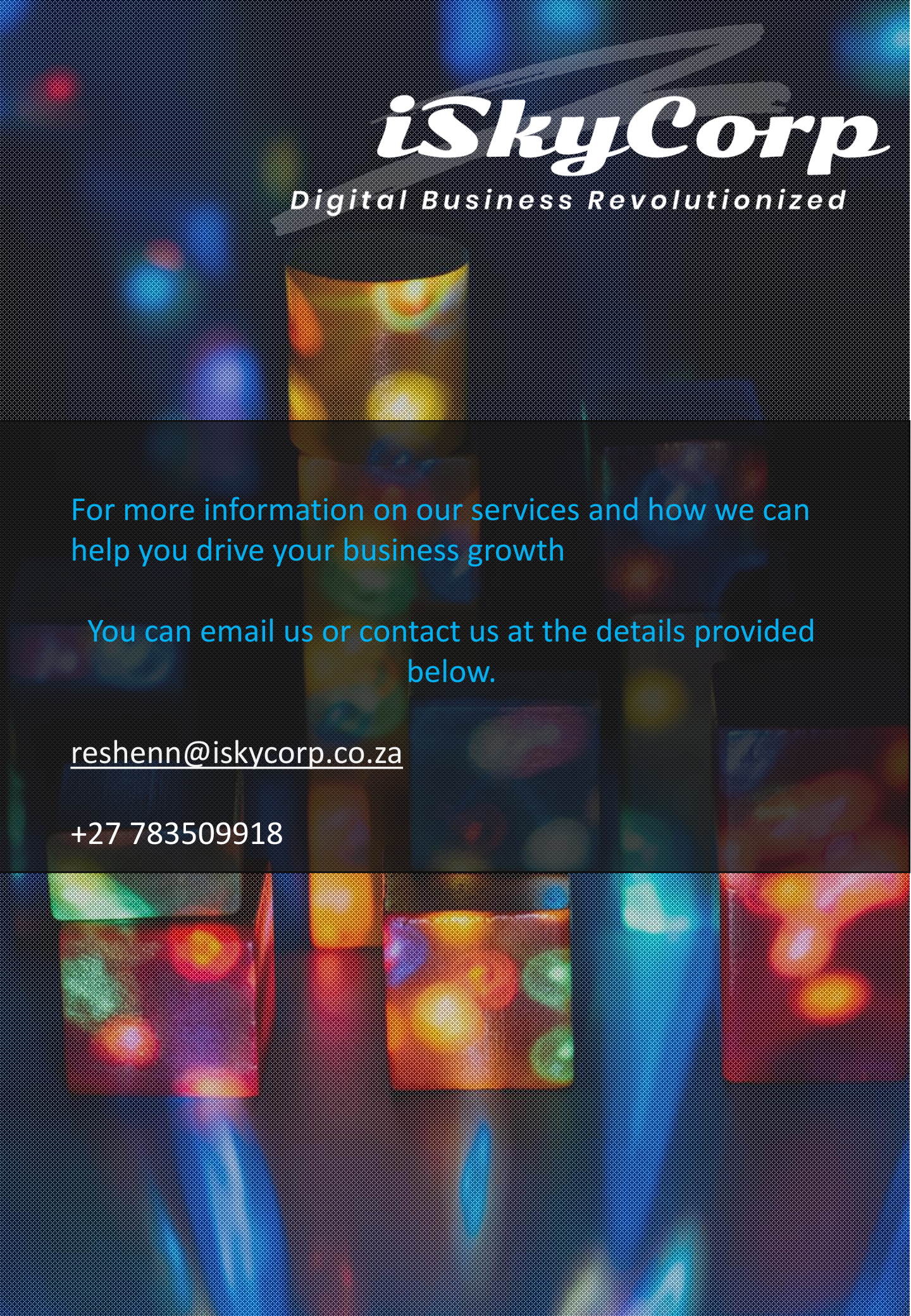
## Our Suggested Approach:

Minimum 3 Users Starting point (Allows for extra dedicated and focused time x 3 full days a week)  
 LinkedIn Services + Digital Services + Salesforce Integration

- Scale up as each division starts progressing

Phase 2: Introduce Tech Data Stack - (Optional once many BU’s are onboarded and value shown)

All Licenses last for a period of 12 months, renewable if required.



# *iSkyCorp*

*Digital Business Revolutionized*

For more information on our services and how we can help you drive your business growth

You can email us or contact us at the details provided below.

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