

iSkyCorp

Digital Business Revolutionized

Demand Generation Services



by

Reshenn Dhewnarian



Why Choose me?

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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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 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, shared across the social media landscape



Value Propositions converted into social sharing content enables capability awareness

Welcome

Demand Generation Services

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

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's marketing messages sound more authoritative and carry more weight with prospective clients, ultimately helping increase revenue by generating 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.





Strategic 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 to generate discussions with prospective customers.

CIO | Chartered
Chief Information
Officer

Chartered CIO Council

Chartered Chief Information Officer | C-CIO
an Institute Advisory Board for South Africa's ICT sector by the Institute of Chartered IT Professionals®



Total Available Market – Data & Analytics Campaigns

A	B	C	D	E	F	G	H	I	J	K
TERRITORY	SECTORS	Tier 3 50 - 500 Staff	Existing Clients	Solutions	Partners	Tier 2 501 - 5000 Staff	Existing Clients	Solutions	Partners	Top 100 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 through new sales, cross-sell, or upsell opportunities. We create a Tailored Analytical view of your market interests, enabling the company to assess its available market, strengths, and gaps.

Fully integrated with LinkedIn, the TAM enables a Strategic and Tactical approach to monitor market gains and losses.



Demand Generation Tools

Your mind is our playground – lets get creative



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

Google Analytics + GTM + Tag Manager + Google Reviews

Microsoft Clarity – Heatmap – Click Range – Sessions

Elementor - Fast landing page creation - A/B message testing without dev

Canva – Content Creation - Various

CapCut – Social Media Videos - TikTok

Meta Business Suite – Facebook and Instagram

LinkedIn – Targeted, Influencer, B2C, and B2B insights, research, and marketing

Synthesia /Other – AI chat

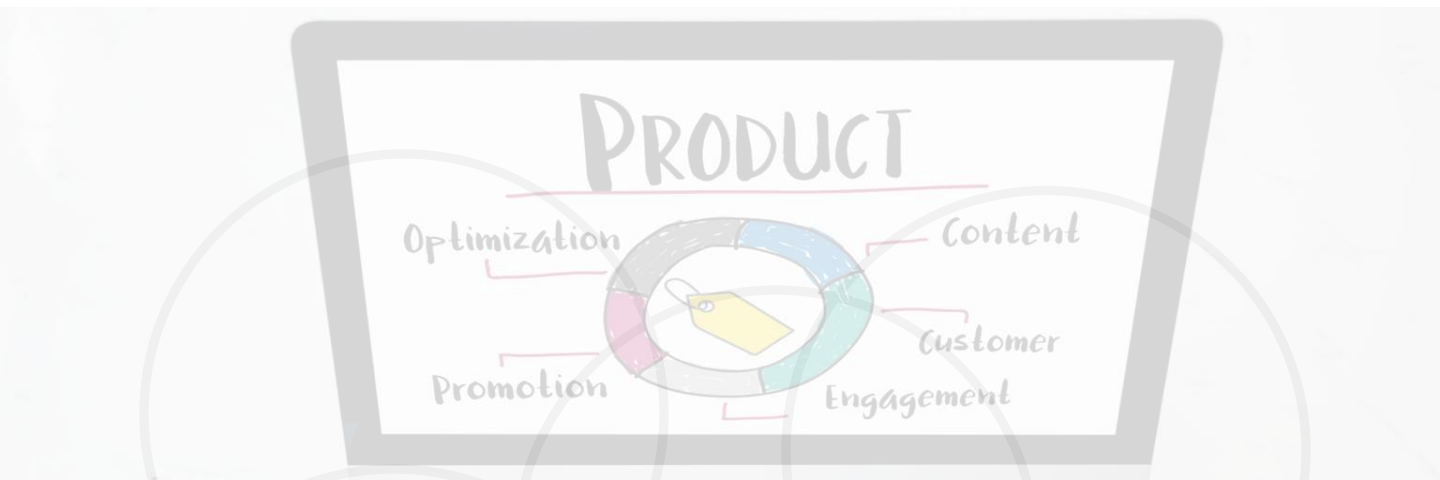
Hunter – Data and email finder/verifier

Ai Models – Various (Chat GPT, etc)

FirstPromoter (Low-cost) – Influencer marketing (on progression of GTM)

Customer Tools:

Hotjar, Website, HubSpot, Syntesia and other



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 distil the unique features and capabilities of your solutions that directly address these pain points and fulfil their needs. We meticulously emphasise the quantifiable benefits and transformative outcomes your solutions deliver, 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.



Ad Content Creation

Your Imagination is our playground, we bring your content to life with the latest animation solutions, Ai Voice Overs and Digital Animations.

Let's show the world your unique value.



Micro Verse Content Creation

Your Imagination is our playground, we bring your content to life with the latest animation solutions, Ai Voice Overs and Digital Animations.

Lets show the world your unique value.



See samples provided



Tailored Micro Verse Interactions

Interactive content is the future of digital marketing. iSkyCorp is at the forefront of enabling Digital Interaction for businesses. Your customers can make their selections of choices as if there were being advised communicating by a consultant in person.

See samples provided

Strategic Services



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



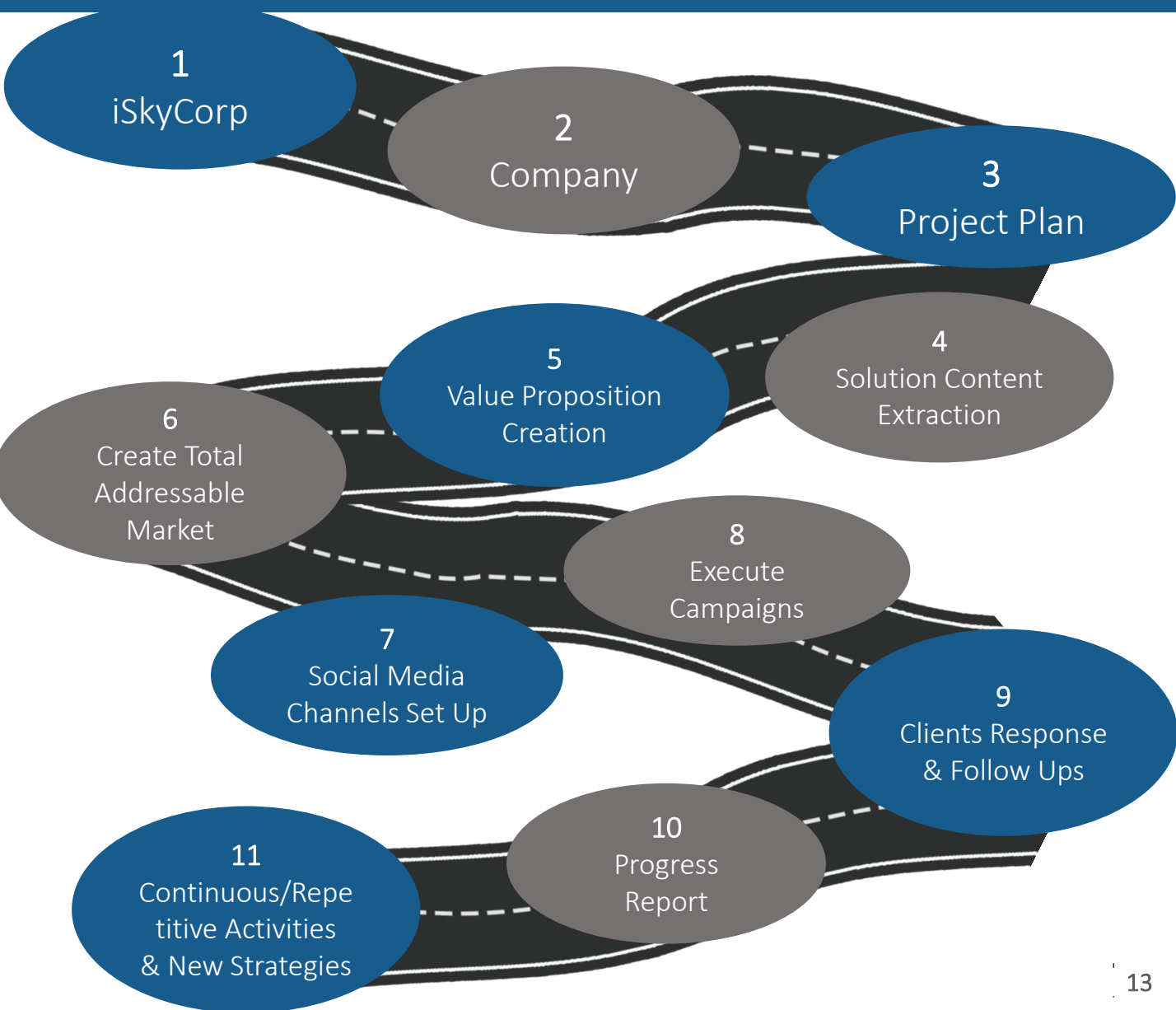
LinkedIn Master

LinkedIn is the prime business tool for...



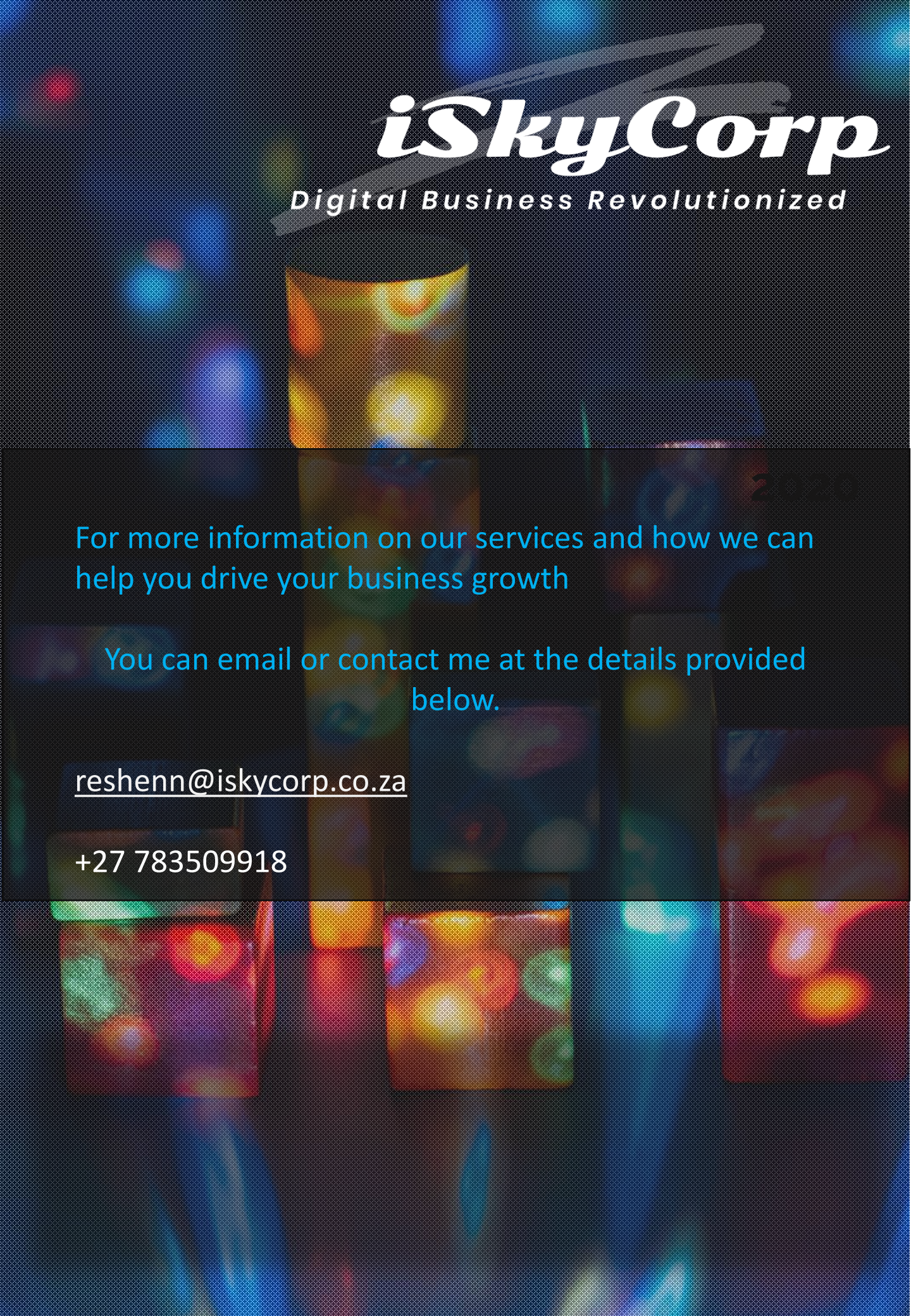
Tailored Business Blueprint Creation, Career Planning, and Sel..

Demand Generation Cycle



Demand Generation Managed Service Offering

- 😊 Unique Analytical View of your Company-Specific Target Market for generating leads.
- 😊 Managed and tailored marketing campaigns with digital content for daily and weekly run campaigns.
- 😊 Generating leads and creating a practical lead-generating process blueprint, with an activity plan and tracker.
Campaigns will follow the lead generation strategic plan we will create with you for your solutions.
- 😊 Social Media Campaigns on various channels on B2C .
- 😊 Content creation for each campaign. (Video, white papers, eBook, interactions, blogs, and other)
- 😊 Weekly and monthly reports provided
- 😊 Dedicated lead management and campaign execution
- 😊 I will work with your team to supply the required services for the agreed period



iSkyCorp

Digital Business Revolutionized

2020

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

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

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