



**DEFENCE**  
Industries



Ochre Media Pvt. Ltd.

# INTRO ABOUT PRODUCT

## What is the product?

To sustain relationship with the clients, B2B services are the best way. These services help to gain key insights into the needs and choices of their consumers through Omni channel interactions. Keeping in touch with the customers throughout the sales life cycle is possible with these services. B2B services help to build digital capabilities, enhance brand exposure and orchestrate business outcomes. Fresh and innovative strategies, plans can be deployed to accelerate brand's exposure across the web.

## Services

Defence Industries provides advertising/marketing solutions such as events listing, banner advertising, email direct marketing, e-newsletters, profile listing, SEO/SMM services and so on to amplify the brand presence of your company. We strive to deliver professional, expertise end results through our online advertising services. Providing the results beyond our client's expectations is our specialty and offering quality services is what makes us different from others.

***Defence Industries is the Ultimate Solution for Advertisers/Marketers!***



# ONLINE B2B MARKET TRENDS IN DEFENCE INDUSTRIES

Online B2B market trends take your business to the next level and they are the best way to amplify the brand presence across the globe. They enhance your business productivity and take your profits to the sky. They widen the horizons and boost your business, leverage your presence amongst your business peers.

Defence Industries help you to personalize your customer's experience by accelerating key insights. B2B market trends make your business to go beyond its boundaries and render it to a plethora of opportunities. We will be capable to explore all scopes and opportunities within the industry. Market trends give your business wings to fly and compete in the bigger picture.

Our latest trends in Defence Industries help to nurture your business. Only 25% make a major purchase more than 11 times a month and 30% make a major purchase 2-4 times a month. Subsequently, 26% make a major purchase 5-11 times a month and 27% make a major purchase of more than \$15000 a month



**Take Your Business Further with Defence Industries Online Market Trends!**

# VISITORS ATTRACTIONS

## News

Get everything related to your business!

## Events

Meet, Exchange Ideas and Network with Delegates through Our Events Lists!

## Projects

Keep Up With ever evolving Updates & Standards!

## Interviews

Improve Proficiency on Companies Strategies & their New Innovations!

## Articles

Your Smarter Connection to Knowledge!

## Press Releases

Maximize Your Company's Transparency through Press Releases!

## White Papers

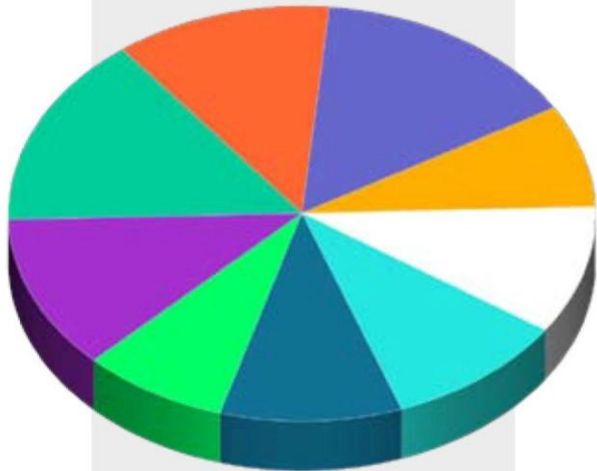
An Excellent Way to Dig Deeply about a Product / Service thoroughly!



*Expand your business globally with our visitor attractions!*

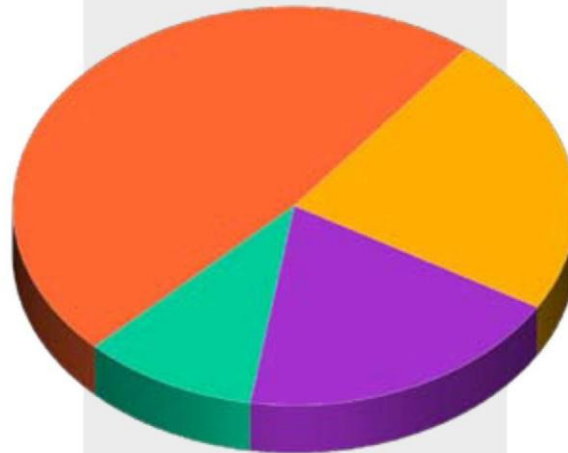
# VISITORS ATTRACTIONS

Target Audience

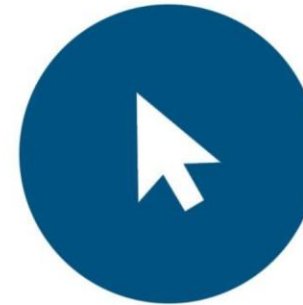


- Chief, Commander & Senior Officers .....12%
- Directors/Managing Directors .....15%
- Business Development Managers .....12%
- Commercial Director .....15%
- Executive Officer, Director ....8%
- Chief Commercial Officer... 10%
- Technical Director ..... 10%
- Project Manager ..... 10%
- Senior Systems Engineer .....8%

Target Market



- Geographical Reach
- Europe .....48%
  - Asia ..... 23%
  - America .....19%
  - ROW ..... 10%



Average Page Visits  
185,000+



Unique Page Visits  
13,000+



Average Visitor Time  
8+ mnts



## Basic Membership ★

Put yourself at the forefront of enhanced business dynamics

### You Get:

#### Company Listing on our Portal with -

- Unlimited Products Uploads
- Unlimited PDF Catalogues
- Unlimited Product Tech Sheets and Videos
- Unlimited Profile and Product Edits
- Backlink to your website
- Company Name and Logo
- Company Address
- Contact Phone, Fax
- Onboarding Support
- SEO (Search Engine Optimization)
- SMM (Social Media Marketing)
- Guaranteed Business Enquiries
- Monthly Performance Report

US\$ 1500/yr



## Premium Membership ★

Take your business success to the next level with our premium services.

### You Get:

#### Basic Membership and:

- SEO Pro (Search Engine Optimisation)
- SMM Pro (Social Media Marketing)
- E-Newsletter Presence
- Banner Promotions
- Content Marketing
- Monthly Performance Report and Advise

US\$ 2100/yr

RATE CARD

# E-MAIL MARKETING

## Client E-Mail Blast

Defence Industries Client Email Blast drive businesses to stay relevant in this contemporary era. Our emails bring together insightful digital strategy, elegant experiences strategy and design, deep industry knowledge, and foundational technology expertise to help our clients design, build, reimagine and run new customer experiences and business processes. It helps to target new customers, retaining and informing existing customers, drive web traffic and so on.

We help our clients to build stronger, more agile and more innovative businesses through our email marketing solutions. You can get a better response from your targeted audience and our emails would bring a prompt response from your potential clients. We will send bulk of e-mails to your targeted customers to instantly known about all your company's updates.

***Receive a Better Response from your Potential Clients!***

## Pricing Structure

Direct Marketing campaigns are charged per e-mail address and the cost is (US \$0.20) per address, for mail shots above 15,000 units. For mail shots below 15,000 units, the charge is (US\$0.25).

### Booking Example:

10,000 Direct Marketing messages cost:  
 $10,000 \times \text{US\$ } 0.25 = \text{US\$ } 2,500$

***Raise your Product's Voice through Our Email Campaigns!***



ADVERTISING

# E-NEWS LETTER

Our E-newsletters help to maintain a strong digital foothold in the Defence industry and assist you to identify, quantify and capture your commercial digital opportunity. Our eye-grabbing e-newsletters deliver data-driven solutions and also develop marketing impact through campaign analytics. Our industry expertise and vast experience figure out the requirements of our clients and in turn maximize ROI and stay ahead of the competition.

## Our e-newsletters help to:

- Improve the returns on your marketing investment
- Drive better business outcomes by making more effective decisions based on our analytics and reports
- Anticipate consumer behaviour and forecast demand and costs with the predictive analytics capabilities
- Stay competitive in today's multi-channel advertising space
- Push your brand to the top position

Our e-newsletters help to leverage various analytical models and evaluate marketing initiatives, measure business performance across channels.

Banner Type	Dimensions (px)	Max File Size	File Format	Rate (US \$)
Leader Board Banner	728x90	40kb	GIF & JPEG	1200*
Top / Full Banner	468x60	30kb	GIF & JPEG	800*
Article / Interview	800 words	--	--	700*
Product Launch	--	--	--	500*
Press releases	--	--	--	300*

\*NOTE: Above mentioned prices are for 1 time presence





# ADVERTISING BANNER

## BANNER DEFINITIONS →

Achieve marketing excellence through our banner ads & advertising solutions!

	Banner Type	Dimension (pixels)	Max File Size	Rates (US\$)
1	Leader Board Banner	728x90	40kb	2000
2	Slider Banner	1500x300	50kb	1000
3	Prime Banner	800x220	50kb	2500
4	Square Banner	300x250	25kb	1200
5	Top/Full Banner	468x60	30kb	1500
6	Base Banner	468x60	30kb	1000

NOTE: Above mentioned prices are for 30 days

File Formats: GIF & JPEG

# CONTENT MARKETING

Content Marketing has always been an integral part of online promotions for companies. Moreover, content marketing is a good practice for an entity to establish itself as a leader in their segment of interest. Sharing and promoting business ideas, innovative trends, futuristic roadmaps are some of the ways companies try to propagate their thoughts, capabilities and operational models.

## What Content ?

From a marketing perspective everything consumable by the end-user is content; viz: Whitepapers, Press Releases, Videos, Podcasts, Info-graphics etc.

## Why Us?

Defence Industries has deep know-how in content marketing and having served clients globally over the years we have developed best practices and actionable roadmaps in-house to get assured results like branding, user engagement and business leads.

Clients Served	Geo-Targetting	Specific Outcomes
<b>80+</b>	West Europe	Lead Generation
	Scandinavia	Online Traffic
	APAC	Custom Engagement Models <small>(viz: Whitepaper downloads)</small>
	Australasia	
	North America	

*\*\*clients specific to content marketing only*

## Benefits

Increase in video viewership, whitepaper downloads, info graphics download, podcasts registration, e-Book signup from multiple channels

– all leads to

- Brand Awareness;
- Thought Leadership;
- Business Leads;
- Web Traffic;

## Features

We follow a uniform channel/ medium distribution strategy for newer verticals. Prominent mediums/methodologies include — all leads to

- Video Promotions;
- Press Releases;
- Interview Promotions;
- Whitepapers and Product Catalogue promotions;
- eBook and Info graphics promotions;
- And, more;

*Defence Industries is capable in carrying out content marketing programs targetting various geo-locations and audience segment for clients spread across the globe. [www.defence-industries.com](http://www.defence-industries.com)*

**" Qualified and Verified Lead Generation is part of every content marketing activity that we do."**

We consider each and every content marketing program as very unique and we understand that it is something that doesn't have a tailor made solution. Each project warrants a dedicated session with the client to understand their specific goals and vision.

## Product Launch (US\$ 500)

Our hands on experience on the cutting edge of advertising approaches give our clients a real advantage when it comes to leverage the brand presence across the globe. Defence industries launches your product and help to optimize the 4Ps of marketing: price, product, promotion and place through fact-based, data-driven solutions. We help you raise your brand's voice among your targeted customers and our creative, innovative brand strategies anticipate and connect with them.

***Perfect Product Launch with Perfect Planning is Possible at Defence Industries!***

## Press Releases (US\$ 300)

We provide high quality press releases to announce your company's new innovations, developments, experience, choices and so on. This is the best programmatic approach to process change, organizations can better engage with customers and deliver mass-customized products and services that drive differentiation and outperform customer insights acquired through press releases. These appropriate segmentation updates lead to greater success of new and enhanced products.

***Empower your Business Effectiveness across all customer communication channels!***

## Interviews (US\$ 500)

We help our clientele to thrive in the digital age, anticipate and adapt to their customer's evolving preferences and patterns by publishing interviews on our website. Our editorial team provides high quality and professional content to accelerate the knowledge of your potential clients.

## White Papers (US\$ 300)

Informational white papers assist you to attract your potential clients besides helping them gain knowledge. Our white papers serve as a technical supplement to our clients and offer them the best possible solutions at the same time.

***Get knowledge on various industry updates!***

## Case Studies (US\$ 300)

Defence Industries case studies assist to position you as an industry expert and they are the best way to gain deep knowledge on your particular company thriving projects.

For details of our capabilities, past testimonial references and rate card, please get in touch at –

[getlisted@defence-industries.com](mailto:getlisted@defence-industries.com)

# WEBINARS

Defence Industries live webinars help to share your company information and interact live with clients and potential customers. Webinars are a highly effective way to capture targeted, qualified sales leads that your business can follow up on. They help to get your company in front of a larger section of audience without the travel costs. Our fully customizable webinars can be used for customer training, educating potential buyers on your new launches, developments, products or other events. We can help you reach your target audience and generate highly qualified sales leads.

## Features

- Access all your webinar features and functions from one interface
- Manage Power Point slides
- Promoting the live webinar through a wide range of services including email blast, e-newsletter placement, inclusion in calendar of events, social media promotion, and placing banner on our home page
- Analytics to Track Registered Attendees
- Complete and simple registration management
- Possibility of .mp4 file of the webinar
- Chat, advanced polling, and survey functions

## Benefits

- Use the webinar as a platform to launch new products and services
- Grow your audience with increased reach, impact and user-friendliness
- Rise above geographical boundaries
- Generate new business
- Gain the strong web presence differentiating yourself from competitors
- Connect and engage with your target audience
- Give more exposure to industry specific people
- Increase your brand profile and share your capabilities with leading industry professionals

## Pricing: US \$10,000

### Services Offered:

- Total 3 e-Mail marketing, 2 pre and 1 post
- LinkedIn, Facebook, Twitter and Google Plus promotion
- Pop up banner for 3 days

# SOCIAL MEDIA MARKETING

## Magnify Your Social Foot Print through Our Social Media Marketing Services

Building relationships with people, engaging with their prerequisites and providing value and sharing stories make your brand spark on Social Media Marketing platforms. We follow 80/20 rule, which means 80 percent of your content, should be very innovative such as creative article blogs, e-books, inspirational quotes etc. Then 20 percent can be used for offering some kind of sale or promotion.

Making your brand more visible in the market, gaining positive response from the people plays a crucial role. So, we make your product visible through our engaging posts on social media. We create compelling content that draws your reader into the action, and enhances your brand visibility.

***Our Perfect Social Media Marketing Strategies Market YOUR BRAND.***



## MAJOR CLIENTS



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EVENT GROUP PARTNERS

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KNOWLEDGE PARTNERS

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Ochre Media Pvt. Ltd.

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