



# Logichron

SYNCHRONIZING LOGICALLY

**B2B TELEMARKETING**



“

We provide bespoke  
marketing solutions for  
all your B2B needs.

”



# About:

---

Logichron is a leading B2B Lead generation company that provides quality leads for our clients. We create a strategy that could fulfill our client's demands and provide satisfactory results to them. Our years of experience and the quality of our services have helped us to create a process that delivers outstanding results.



# Process:

---

Prospects are progressed through stages with one single outreach.



## Content Syndication:

We have an experienced team that utilizes telemarketing for content syndication campaigns by building a relationship with their client and influencing them in their decision-making process



## Telephone Verification:

Verification of every contact detail is essential to ensure its authenticity.



## Marketing Ready Leads:

We identify the people who are interested in the product or service that you have to offer, who have voluntarily engaged with us and try to categorize these leads in order to move them down the funnel to the next step of the sales process.



## Sales Ready Leads:

Taking the marketing-ready leads that are qualified and double-checking that these fulfill all the necessary criteria before handing them over to the sales team, is an essential part of what we do.

# B2B Lead Generation:

---

Telemarketing is a form of marketing where you contact the prospect over the internet, via phone calls or fax. This form of marketing is beneficial and can generate several qualified leads.

At Logichron, we use our robust skill set and expertise to execute the complicated process of effective B2B lead generation. Using telemarketing as a strong tool for B2B lead generation, we can call the prospect to have more leverage to convince them to buy a product or service. This is done in real-time, allowing the sales representative to answer any questions the potential lead might have about your product or service thus making it a very effective way to generate leads by engaging with the potential client.

# Statistics:

---

One-third of customers say that the ability to follow up with the same person is a key element of great customer service.

[Source](#)

Nurtured leads make purchases worth almost 50% more than non-nurtured leads.

[Source](#)

75% of customers find the idea of a callback 'highly appealing'.

[Source](#)

One-quarter of customers hang up after five minutes.

[Source](#)

96% of customers – says customer service plays a leading role in their choice of (and loyalty to) brands.

[Source](#)

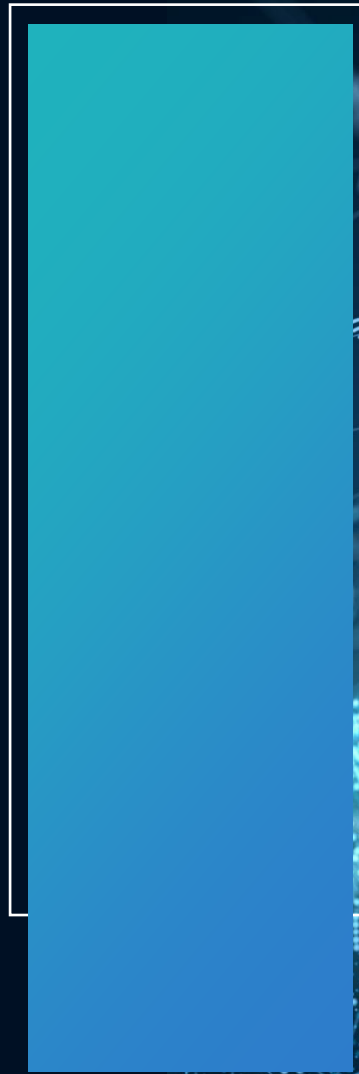


# Hybrid Marketing:

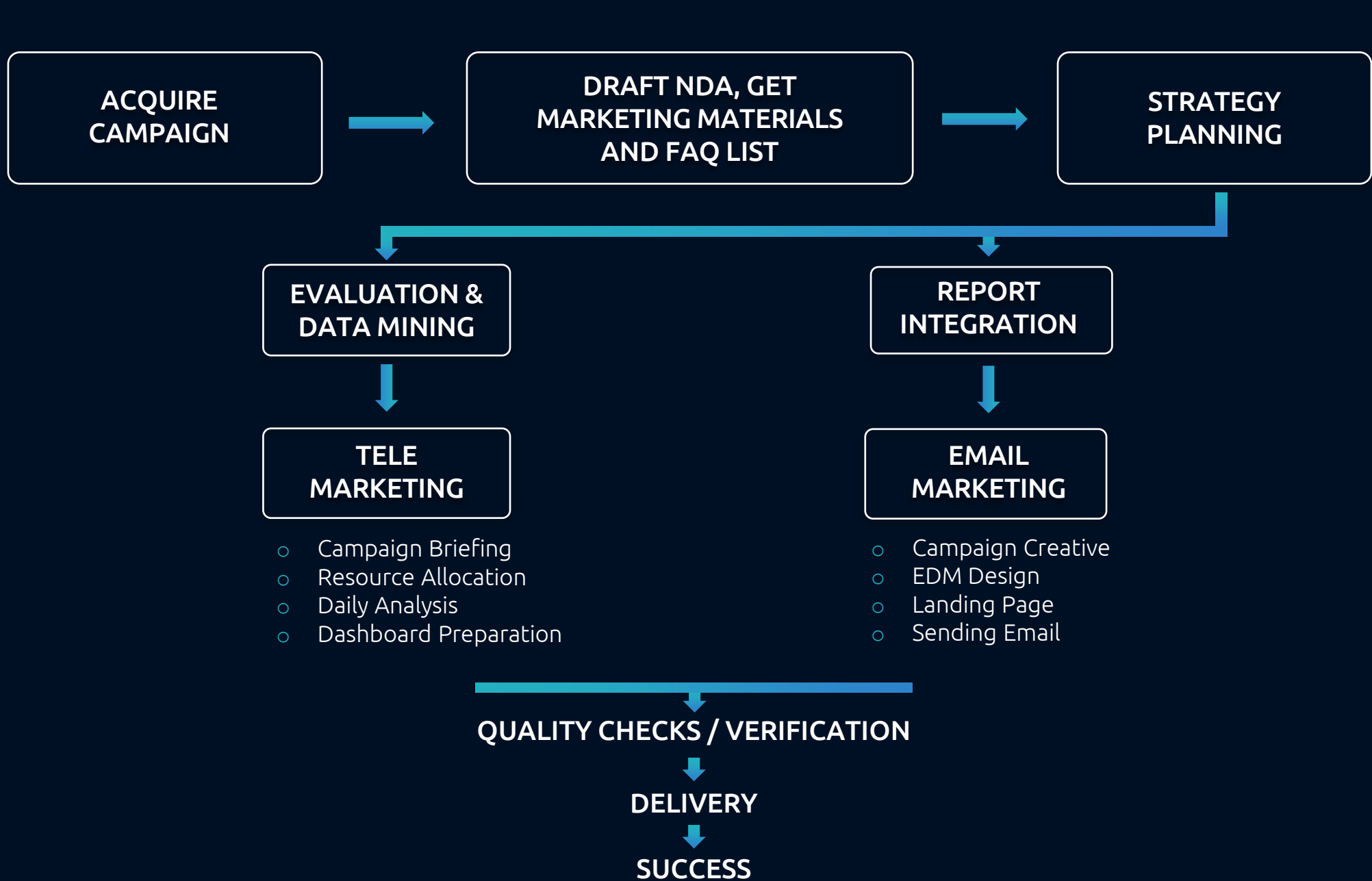
---

Hybrid marketing combines both Telemarketing and email marketing; it merges both approaches to create a more effective and extensive outreach plan to acquire the desired leads. We use this form of marketing to get the best results for our clients.

Therefore we created a strategy where we aligned our telemarketing and email marketing team to work together to generate the best possible results.









# Types of campaign:

---

Here is a list of campaigns Logichron runs for both Telemarketing and Email marketing.

1. **Customer Contact & Profile**
2. **Media & Content Syndication**
3. **Inside Sales & Amplification**
4. **Appointment Setting**
5. **Elite Lead Qualification**
6. **Content Syndication**
7. **Lead Nurturing**
8. **Lead Qualification**

9. **Contact Discovery**
10. **Data Enrichment**
11. **Audience Profiling**
12. **Event Promotions**
13. **Data Appending**
14. **Account Profiling**
15. **Lead Verification**



# Type of leads:

---

Here is a list of the types of leads Logichron provides.

1

**(HQL) Highly  
Qualified  
Lead**

2

**(SQL) Sales  
Qualified  
Lead**

3

**(MQL)  
Marketing  
Qualified Lead**

4

**(ICP) Ideal  
Customer  
Profile**

5

**Content  
Syndication**



+971 5563 24245 | +1 83157 42056



[Schedule a call](#)



[natalie.hill@logichron.com](mailto:natalie.hill@logichron.com)



**USA:** 1, Radisson Plaza, Ste #800, New Rochelle, New York – 10801



**India:** 409, IT Unit, Pride Icon , Kharadi Bypass Road, Pune – 411014



**UAE:** Dubai



[www.logichron.com](http://www.logichron.com)

