

Business is won based on strong relationships with prospects. Companies engage in a variety of efforts to build awareness, credibility and trust, so that the prospect feels comfortable to engage in a business relationship. At the core of these efforts is consistent and sustained communication through a variety of campaigns. These could be with the objective of building awareness, generating or converting leads or capturing key market information.

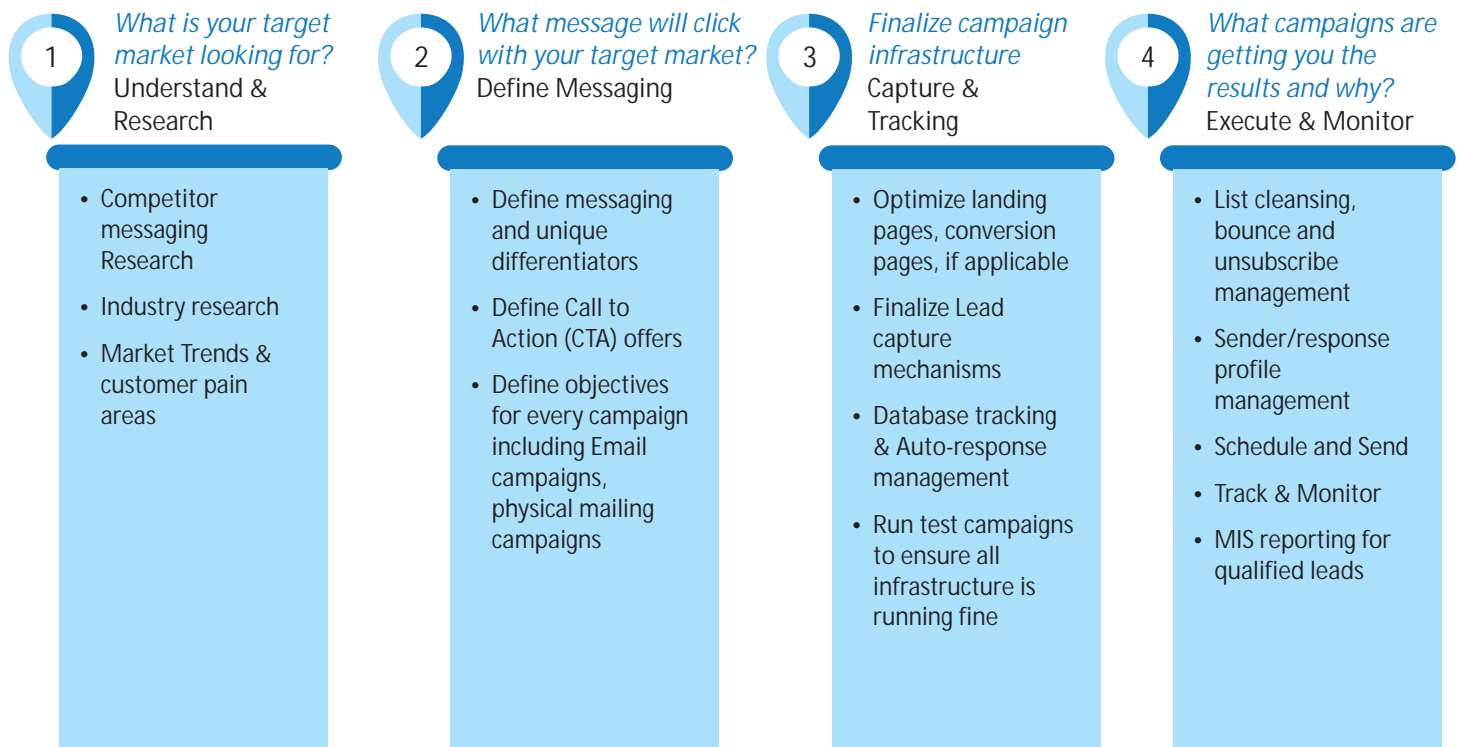
Xenia Consulting, through its Campaign Management services portfolio offers the right solutions to meet varied requirements of clients.

What we do

Whether it is campaigns for awareness, lead generation, or for sustained suspect and prospect nurture, Xenia's campaign management services make prospect communication easy for you.

The campaigns are managed in line with the overall messaging strategy and are tracked and monitored to the last level of detail, so that you know what is delivering you the results.

Offering Process Workflow



Engagement Model

Each business has unique requirements. The engagement is structured in a manner so that we understand your expectations clearly and work in a manner so as to meet these expectations. Shown below is a typical engagement model (can vary based on engagement)



“ Thanks to Xenia, we have been able to do sustained campaigns and build awareness among our potential target audience and also generate leads consistently ”

AVP Sales at a leading payroll outsourcing company


Why Xenia

- Clear focus on performance metrics ensuring success of your campaigns
- Use of best-in-class tools and performance dashboards for transparent reporting and effective campaign management
- Responsive and nimble teams managing your business objectives
- Efficient tracking and continuous improvement as a culture to help you maximize ROI of your campaigns
- Opportunity to engage in success based models to offset business risk

Benefits

- Consistent communication / right messaging as per your branding strategy
- Continuous engagement with prospects, building the right level of awareness and excitement among the target market
- Meet your campaign objectives in terms of awareness, lead generation, lead nurture

Contact Us

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About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business leads for you. We do this by generating meaningful and relevant content and then driving it effectively to influence your prospects, using a mix of social and digital channels.

We offer a range of services managing marketing campaigns, graphic design, social media marketing and writing professional content to meet your varied needs.