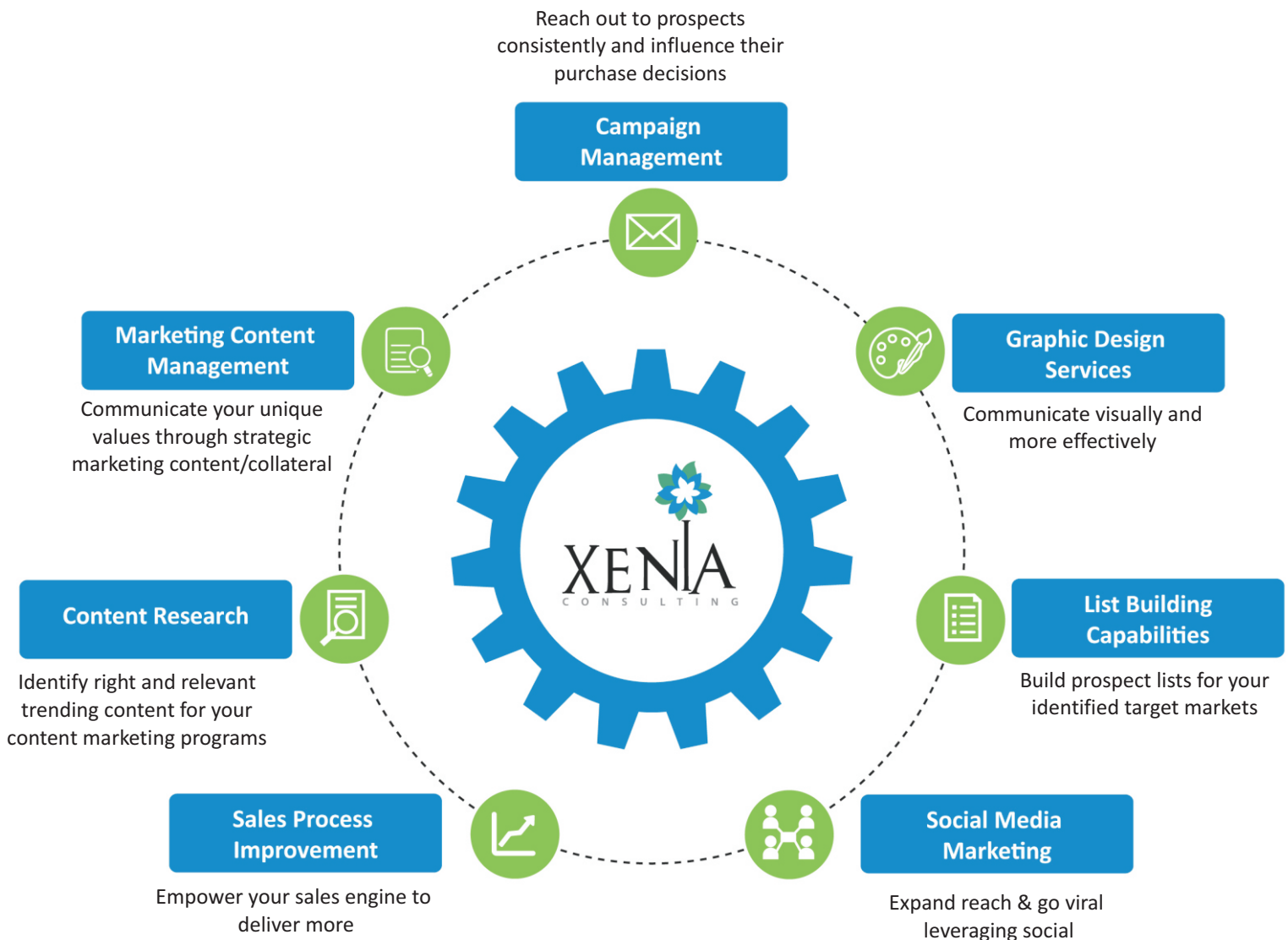


What's the point of marketing services, if it cannot help you in your awareness and lead generation objectives?

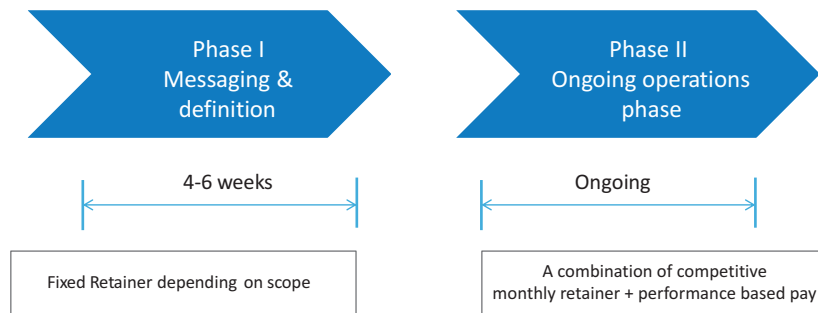
Xenia Consulting provides marketing services in a unique way that combines developing unique professional content about your products/services and then promoting it to the intended target audience leveraging digital and social channels.



At Xenia, we are always focused on providing accelerated ROI, leveraging our investments in templates, tools and automation. Across our engagements, we strive to provide measurable business value. We offer flexible engagement models to suit our client requirements.

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)



Adding value to customers

Challenges Addressed

- Weak opportunity pipeline
- Low winning rate
- High cost of sales support



- Too little actual selling time, as most of the time is spent on lead generation
- Long elapsed time between sales qualification to closure



- Sales process is too much person dependent, needs to move to process dependency
- Lack of accountability in sales
- Inefficient lead qualification leading to lack of prioritization



Benefits for Customers

- Consistent and strong leads engine to build robust opportunity pipeline
- Higher chance of winning with increased awareness among target market
- Reduced cost of sales support, optimizing travel & associated expenses






- Sales team is able to spend more time on lead conversion and closure
- Accelerated sales closure, as sales is now chasing more relevant opportunities
- Higher management bandwidth available to drive other growth initiatives

- Strong sales enabling processes leading to reduced sales person dependency
- Improved accountability and transparency in sales
- Results oriented and focused approach for awareness creation and lead generation

Why Xenia

- Over 20 years of experience managing marketing for a variety of industry verticals
- Faster turn around time and lower cost through investments in templates, tools, automation and process optimization
- Measurable marketing – Xenia strives to make sure that through our engagements, we provide measurable business value

Contact Us

-  +1 (913) 232 2283
-  sales@xenia-consulting.com
-  www.xenia-consulting.com
-  blog.xenia-consulting.com
-  @xeniaconsulting

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.