

## Demodia Corporate Overview

Demodia is an award-winning digital marketing consultancy and inbound marketing agency. We implement structured digital marketing strategies and programmes that optimise inbound marketing efforts and increase sales effectiveness.

### Increase your market share and improve your ratio of new business to marketing spend

Without exception, the leader in every business niche has an outstanding digital marketing presence. With two-thirds of every buyer journey now taking place online, it's imperative to invest in structured digital marketing activities.

Our mission is to help you get ahead of your competition by recognising and executing a best-of-breed digital marketing strategy. Through a programmatic approach that integrates traditional marketing, digital marketing, marketing automation and sales, we enable you to increase your market share and improve your ratio of new business to marketing spend.

### Stop eroding the value of your efforts

From our experience, organisations that fail to align their sales and marketing processes erode the value of their efforts and waste both time and money. For this reason, we work with both your sales and marketing teams to define shared processes, terminology and strategy. Through this, we ensure a standard message, lead generation approach and timely follow-up.

To achieve this, we provide inbound marketing, sales and services best-practice consulting, campaign development and operational services utilising leading marketing automation solutions.

Our team helps you to define and deliver:

- digital marketing strategy and processes
- value propositions
- integrated marketing campaigns
- lead nurturing and marketing automation programmes
- websites, emails and landing pages
- marketing media and collateral

## Automate and optimise your sales and marketing processes

As a HubSpot and Salesforce partner with over 15 years of marketing automation experience, we guide businesses around the world, supporting them to deliver award-winning digital marketing and demand generation programmes, and enabling them to automate and optimise their sales and marketing processes.

## Supporting industry leaders, large and small

opentext™

SAP®

pwc

MERCK

eUTELSAT

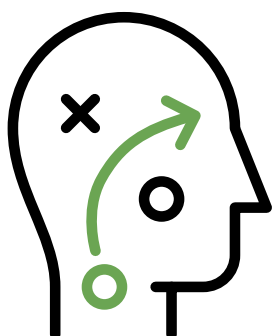
GLOBALCENTS

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EXTEDO  
eRegulatory Affairs

ANAPAYA



### We're here to help

If you'd like to discuss how to reach these goals within your organisation or talk about implementing an integrated digital marketing strategy using marketing automation technology such as HubSpot or Salesforce.

Visit our website at [demodia.com](https://demodia.com) or drop a message to [info@demodia.com](mailto:info@demodia.com) to schedule a personal consultation.

