

# The First Thought Leadership Marketing Company



End-to-end content marketing partner of choice for corporates to address key challenges of- content strategy, content design and content marketing



## Content Strategy

- Research
- Market intelligence
- Competition analysis
- Prospect profiling
- Database creation
- Content intelligence



## Content Marketing

- SEO
- SEM
- LinkedIn Campaign
- Email Campaign
- Targeted online forums
- Social media management
- Social listening
- PR
- Webinar
- Chat session
- Round table discussion



## Content Design

- Point of View
- Blog
- Case study
- Whitepaper
- Brochures
- Journal/ Report
- Direct mailer
- Presentation
- Video
- Website
- Microsite
- Newsletter
- Infographics
- Exec Comms

# ThoughtStarters Advantage- Neighbour's envy..owner's pride



Provide insights and best practices that can help design better marketing strategies and programs



Clients needn't build additional knowledge and skills in-house



One stop shop for all the client's content marketing requirements without the need for multiple agencies



Optimum utilization of marketing budgets by leveraging our expertise of scale, scope, and experience

## Clients



and more...

## Testimonials

All of the professionals at ThoughtStarters are innovative, strategic thinkers. Karthik, in particular, envisioned two successful columns for our Outsourcing Center, both of which earned "most read" status in readership surveys.

Debra Floyd- COO, Outsourcing Center

Karthik & his team exemplify the best traits of creative, disciplined marketing professionals with a high degree of insight and innovation. In dealings with our entire team, my colleagues and I have found them to be consistently dependable, clear thinking, tenacious and fast-moving. It is especially remarkable to see such individuals have a keen grasp of the emerging field of thought leadership.



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## Like us?...so what can we do for you?

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