



socio loca

WHO'S TELLING YOUR STORY?

www.socioloca.ae

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About Us

Having a client first approach, SocioLoca has built strong networks and relationships across the world to ensure their clients get the most effective and efficient results. We provide a diverse range of B2B and B2C marketing services, from establishing a business presence - to - driving customer interest.

400+

CLIENTS
CATERED TO

72

TEAM
MEMBERS

20+

INDUSTRY
VERTICALS



Our Services

We offer a plethora of pure B2B and Digital Marketing Services. Need your story heard? We got you covered.



**CONTENT
SYNDICATION**



**LEAD
GENERATION**



**DEMAND
GENERATION**



**ACCOUNT BASED
MARKETING**



**EVENT
REGISTRATION**



**LEAD
NURTURING**



**DATA
APPENDING**



**ACCOUNT
PROFILING**



**WEBSITE &
APP DEVELOPMENT**



**TELE
MARKETING**



**EMAIL
MARKETING**



**SOCIAL
MEDIA MARKETING**



**CONTACT
DISCOVERY**



**APPOINTMENT
SETTING**



**VIDEO & MOTION
GRAPHICS**



**SEO &
ANALYTICS**



**BRANDING &
GRAPHIC DESIGN**



**SEM &
PPCS**



**ONLINE REPUTATION
MANAGEMENT**

Statistics

Per Month

1	Success Rate of our Leads	100%
2	Current number of clients	75+
3	Campaign capacity: Tele	4100+
4	Campaign capacity: Email	100k+
5	Mailer capacity	100k+
6	No. of Leads per month	50k+
7	No. of countries in which we manage campaigns	40+

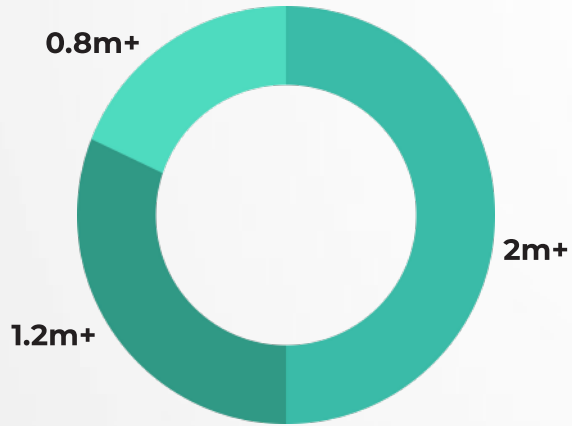
P.S: The above numbers are average numbers and are subject to change depending on the kind of campaigns received

Scale and Bandwidth

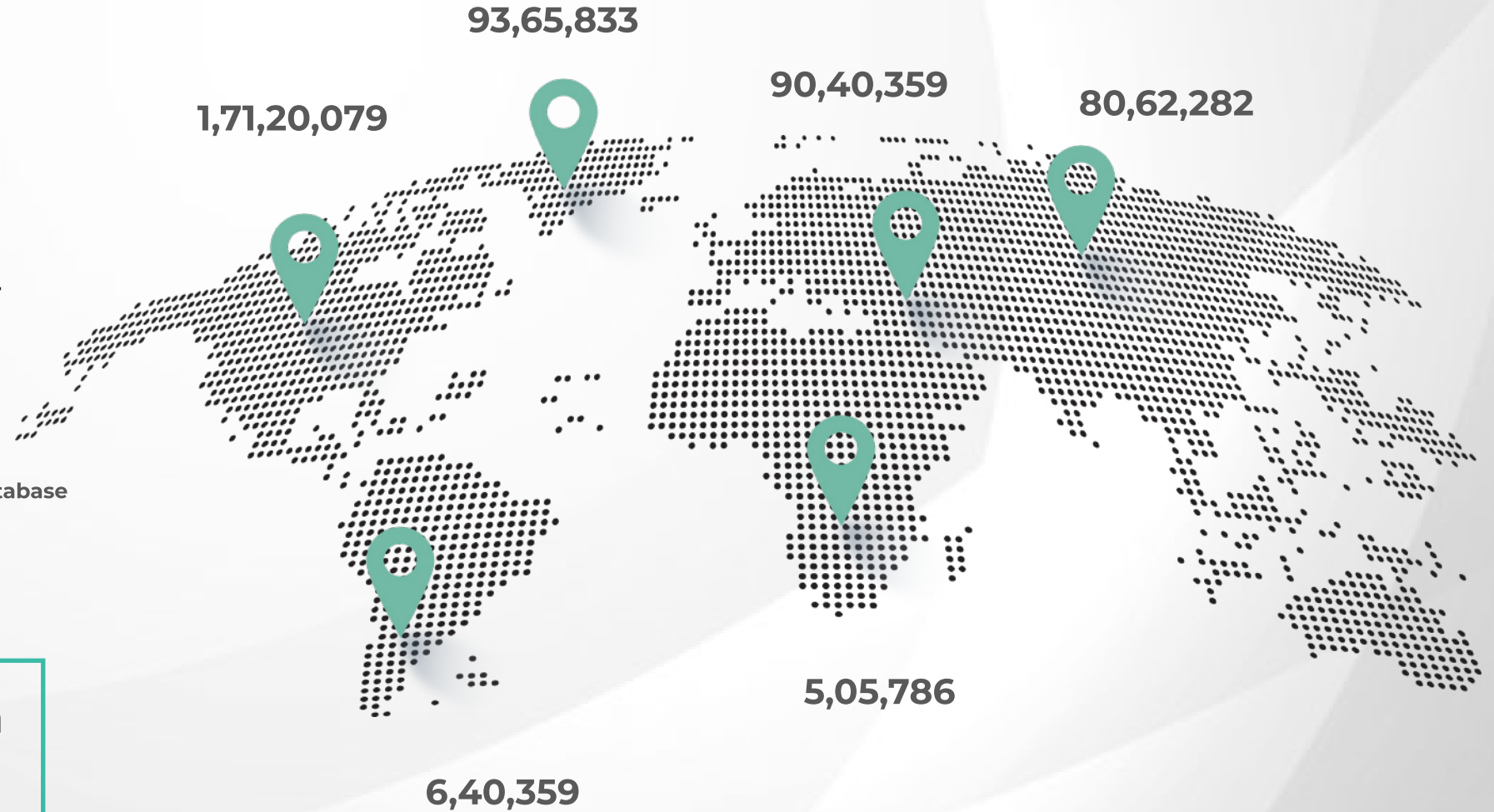
Our Benefits

- Our Data **grows by 15-20%** annually, providing us with a scale to cater to bigger audiences.
- Using modern data-mining and data-analytics systems, our team can maximize the number of leads.
- We offer both quantitative and qualitative campaigns, as we understand that certain clients might want bespoke lead generation solutions.
- Our team of highly skilled and efficient agents use a mix of both traditional and innovative techniques to increase your sales conversions with maximum ROI.
- We are also capable of running multi-platform campaigns with split-tested versions and automated algorithms to maximize our reach, contact discovery and with it the value we deliver to you!

Our Reach

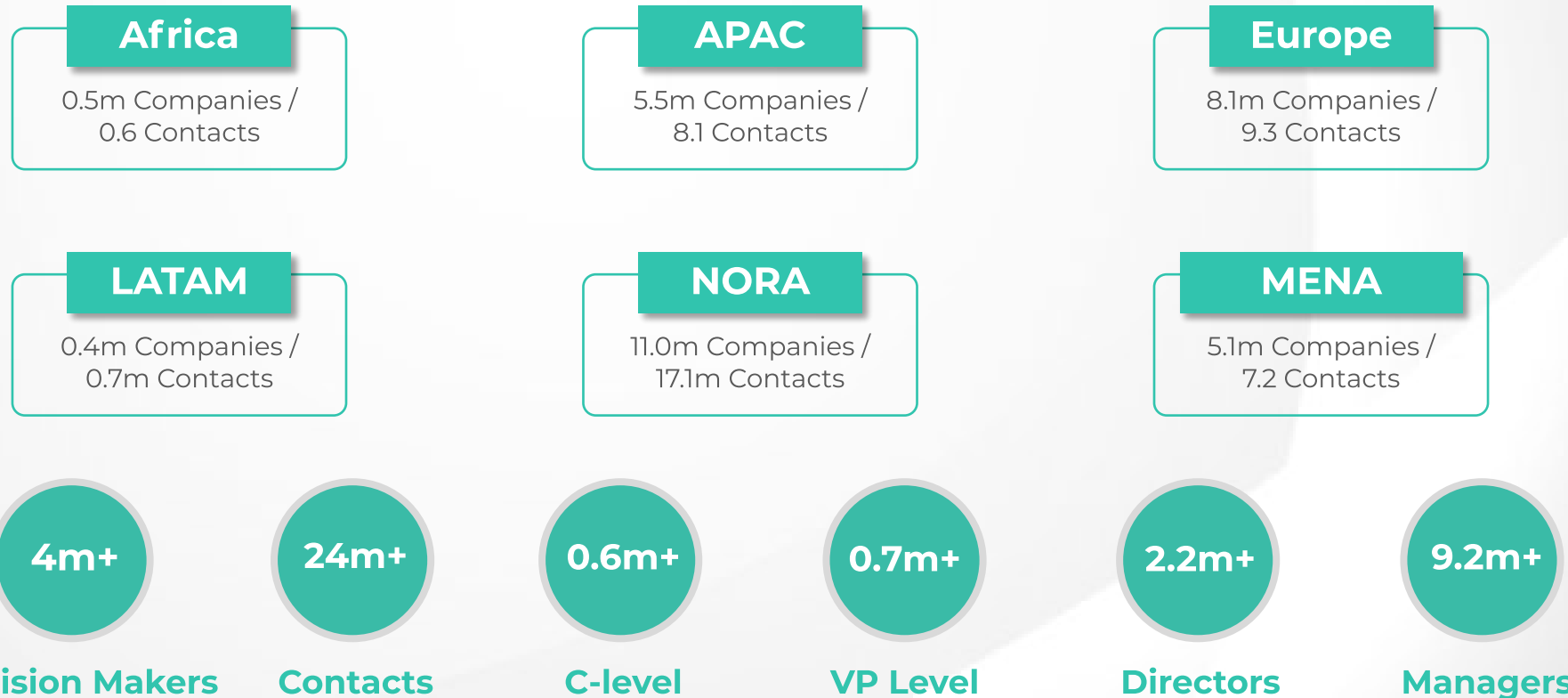


1st Opt-in Database 2nd Opt-in Database
Subscriber Database



45m+ Global Data
100+ Countries

Data: Intelligent. Relevant. Actionable.



Our global database, made up of 45M+ detailed B2B records, is maintained, updated, and augmented daily—ensuring the niche target audience is a readily-accessible. We also provide the database of the companies with what latest technologies they are using. We take a holistic, intent-driven approach to demand generation and martech solutions.

Demand Generation Model

We follow a proprietary Demand Generation Model. The strategy envisioned in this model consists of the following subparts.



Acquire a Campaign



Run the Pilot Project



Set the needed Benchmarks



Generate Leads as per specifics



Quality Check each lead



Compare Leads to Benchmarks

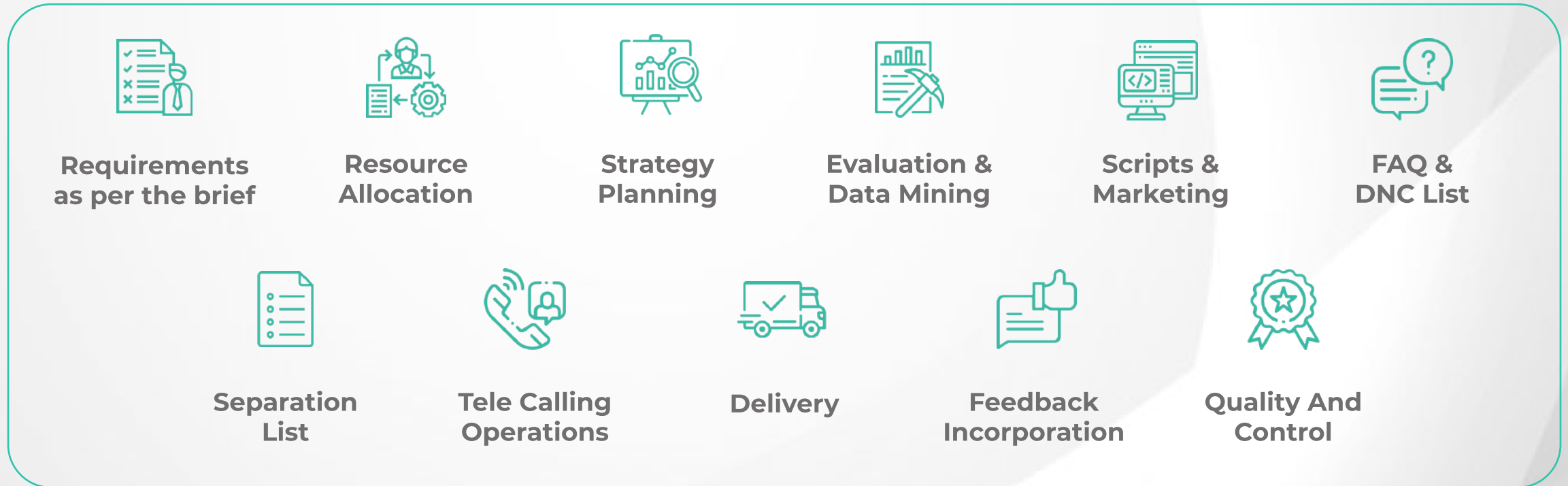


Register Acquired Leads

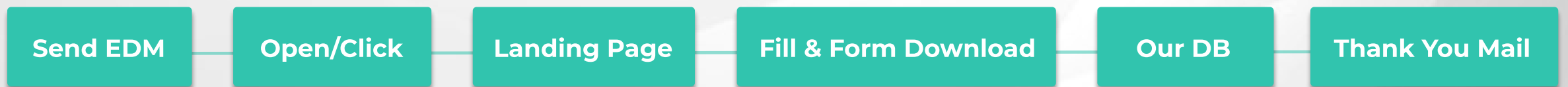


Delivery to the Client

The Demand Generation Process is built based on the model and integrating it with various needs and customizations of the client



After the process has been formulated, the process timeline is decided upon using the following parameters.



Industries



TECH



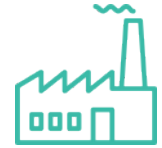
HEALTHCARE



SECURITY



AUTOMOTIVE



MANUFACTURING



DATA



SAAS



EDUCATION



GOVT.

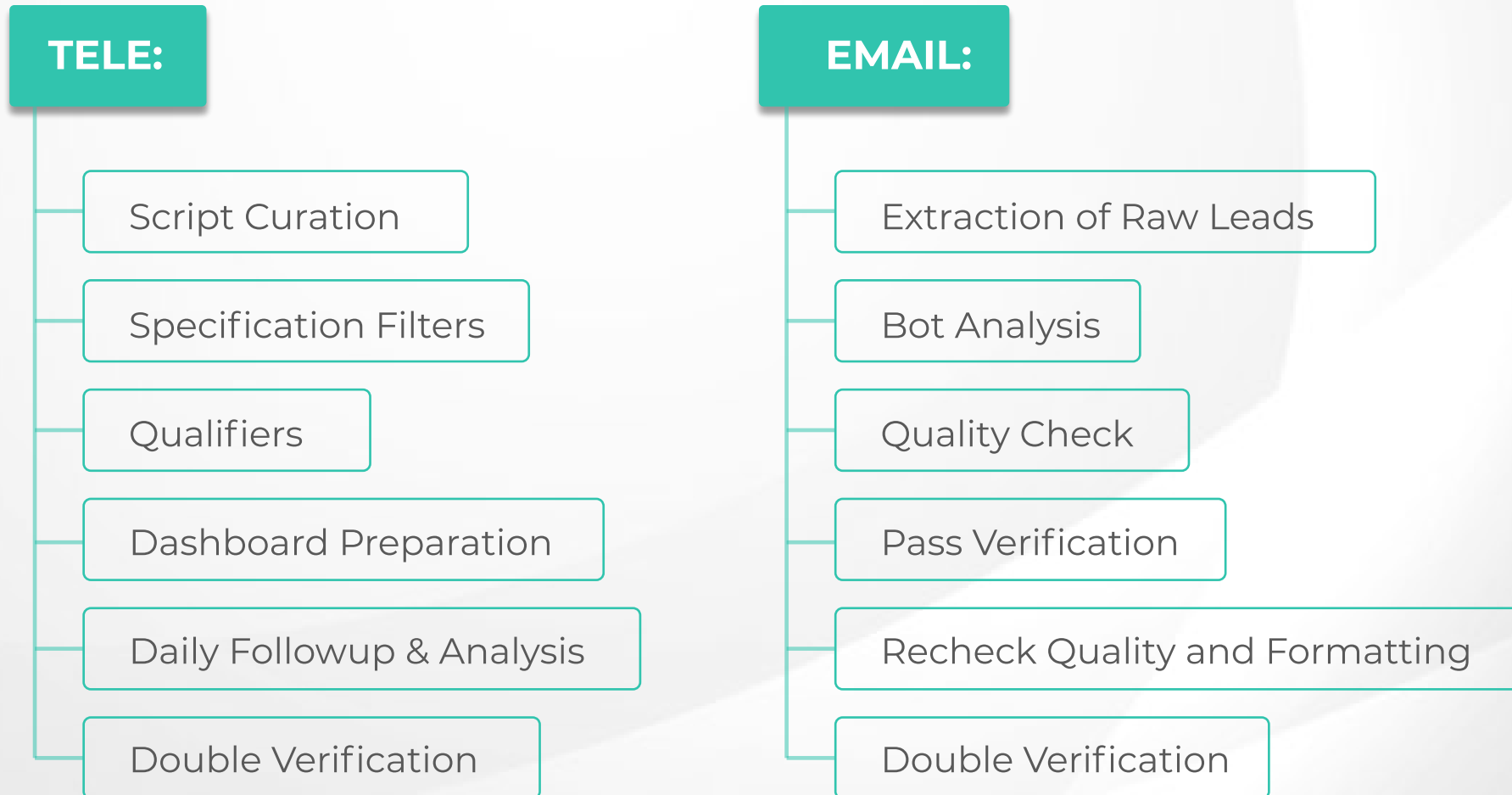
+ a lot more.

Data Verification

Every single lead is validated.

- For every single data point, there are multiple checks and balances.
- Reverification of every lead at every single stage of sales funnels.
- Computer-aided re-checking
- AI algorithms providing a confidence percentage on every lead
- Humanistic verification, via both tele as well as email conversations

In our very own and bespoke Hybrid Campaign methodology, a protocol-oriented approach is employed to get the best results, with additional verification check gates so that not even a single unqualified lead is obtained



Data Privacy

We value the privacy of data being acquired and ensure no malpractices take place while collecting them.

We are well aware of the global standards and regulations regarding data, and follow these guidelines absolutely accurately and are compliant to these 100%.

1. GDPR

2. CANSPAM

3. CASL

4. CCPA

We employ advanced anti-malware, and sophisticated firewall systems to prevent data breaches and losses.

Our databases are constantly monitored and repetitive data is cleansed out regularly using state-of-the-art technologies

All our acquired data has secure physical backups in undisclosed locations, along with exclusive cloud storage.

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