



Marketed Fussion

Media Kit 2025



About Us

Marketled Fussion is a completely integrated, data-driven demand creation engine that provides a wide range of cutting-edge solutions aimed at assisting B2B enterprises in generating qualified interest. We use an integrated, multichannel strategy that enables us to recognise, categorise, and generate actionable interaction. We produce leads by carefully pushing content through creative social, programmatic, mobile, and direct outreach efforts, supported by the most recent advancements in digital marketing.

Marketled Fussion does market research and assists marketers in maximising their lead generation campaigns by utilising the power of data-intelligence, intent-data, and business intelligence services. We use multi-channel attribution models and work with our clients to increase their web discoverability and brand equity in order to draw in, engage, convert, and keep as many prospects as possible.

The specialists at Marketled Fussion will assist you in accelerating your asset of devoted customers and leveraging good Word-of-Mouth-Marketing for bolstering your Brand Resonance by strengthening the framework of Customer Experience Management (CXM).



Mission

At Marketled Fussion, our mission is to Deliver high- quality Leads that exceed our clients expectations. We are committed to delivering exceptional value and unparalleled service to our clients.



Empowering businesses to succeed



Delivering exceptional value and service



Fostering innovation and creativity



Our vision is to continuously improve our services to stay ahead of the curve and meet the evolving needs of our clients. We strive to achieve this by constantly pushing the boundaries of innovation and maintaining our focus on delivering outstanding results for our clients.

Vision



Transforming the business landscape through innovation



Leading the way towards a more efficient and sustainable future



Building a global community of thriving businesses



Intent- Drive Demand generation

Make Better Decisions while staying inside your marketing budget.

Data nerds and Lead/Demand Generation.

As experts in B2B Solutions, we are aware that the majority of marketers would rather focus on the creative aspects of their jobs than look through and fiddle with existing data. We provide more lift and scale across all of our campaigns thanks to our Data & Intent backed AI engine.



Omni Channel

The emphasis is on measurable outcomes.

We at Marketled Fussion keep a finger on the technology landscape's pulse. We provide Whole Funnel Lead Generation end-to-end service capabilities, in addition to a variety of Data and Account-Based Marketing services. Each client is different. Every campaign benefits from a non-generic scale thanks to our customised strategy.

Our Services



Email Marketing

01



Lead Generation

02



Account-Based
Marketing

03



Appointment
Generation

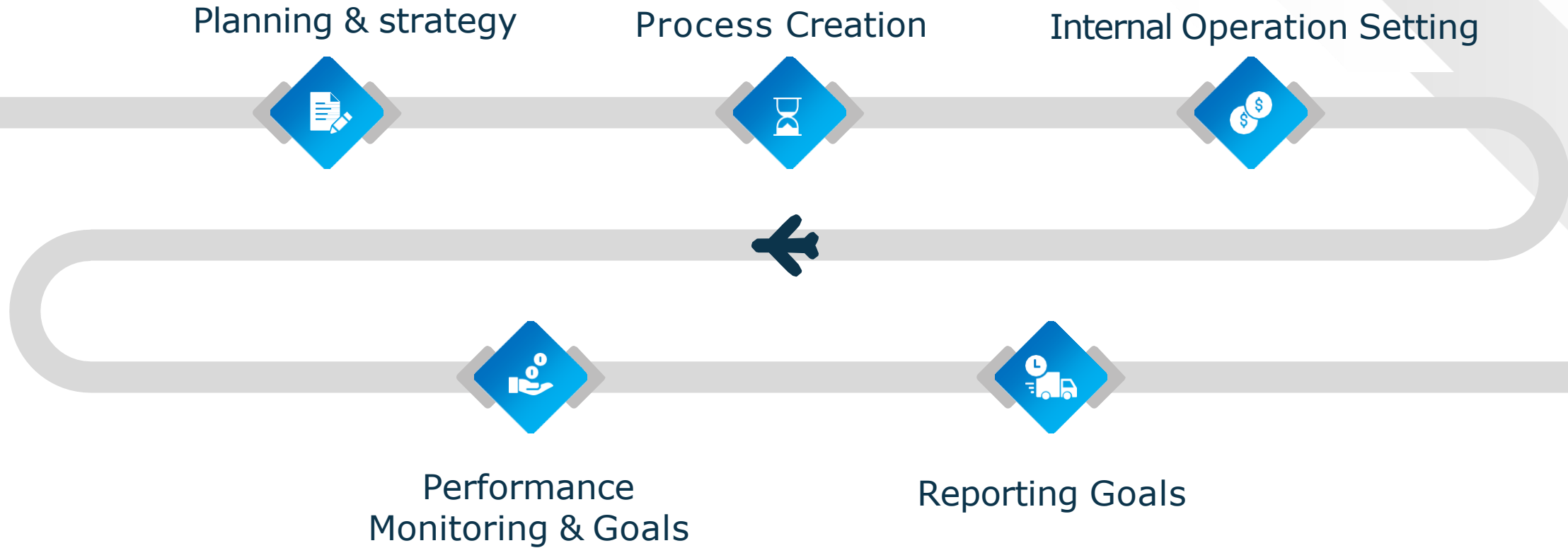
04



Data
Enrichment &
Management

05

Our Engagement & Delivery Process



3 Steps of Demand Generation with us



Audience Identification

Identifying the right audience for your product or service can greatly impact your demand generation strategy. This involves understanding the demographics, psychographics, and behaviours of your target audience.



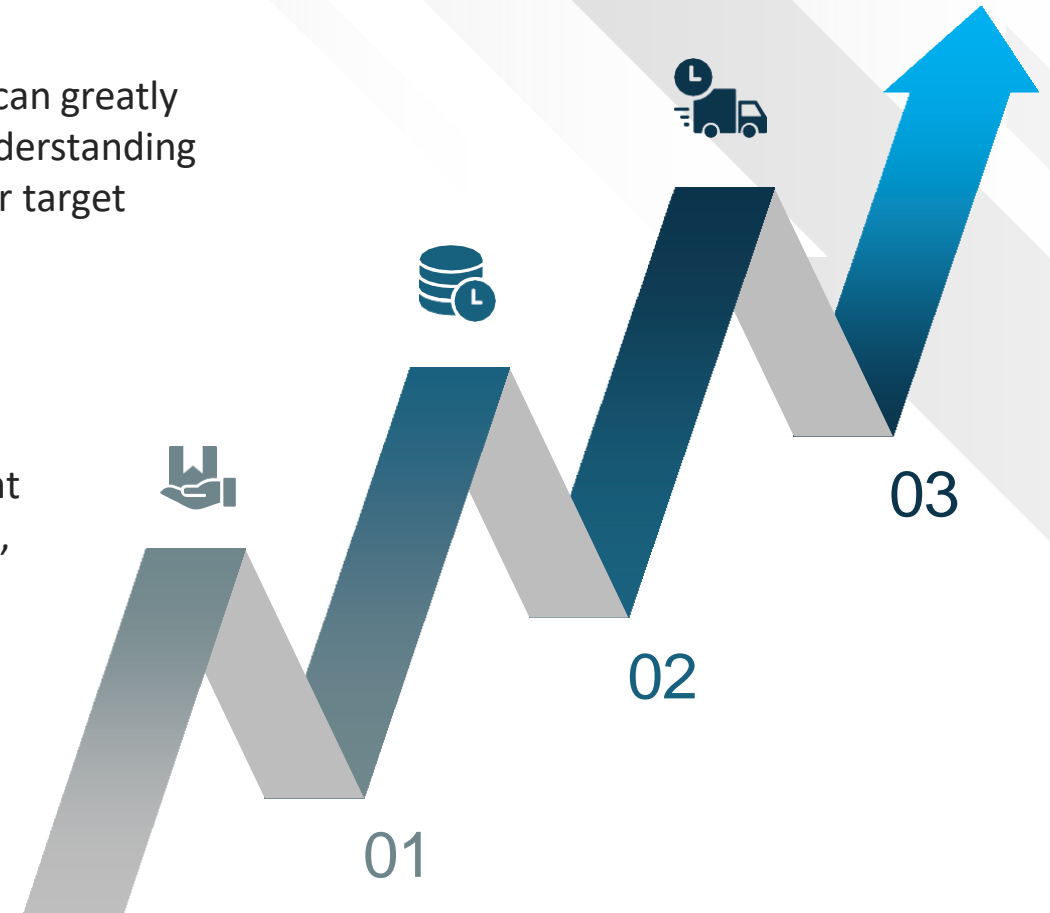
Content Creation

Creating high-quality and engaging content that resonates with your target audience can help generate demand for your products or services. This includes developing content that addresses your audience's pain points and challenges, and highlights your unique value proposition.



Multi-Channel Promotion

Promoting your content across multiple channels can help maximize your reach and generate demand for your business. This includes leveraging social media, email marketing, SEO, and other channels to promote your content and reach your target audience.



Email Marketing

At Marketled Fussion, we believe in the power of email marketing to connect businesses with their target audience. Our team of experts utilizes cutting-edge strategies and technology to create effective campaigns that generate leads, increase conversions, and drive revenue. We understand the importance of personalized and targeted communication, and work closely with our clients to develop campaigns that speak directly to their audience's needs and interests. With our comprehensive reporting and analytics, we help our clients track and measure the success of their campaigns, making data-driven decisions to continuously improve and optimize results. Trust Marketled Fussion to take your email marketing efforts to the next level and deliver measurable results for your business.



Personalization

Personalizing email content and subject lines can increase open rates and engagement.



Call-to-Action

Including a clear and compelling call-to-action in emails can drive conversions and lead to desired actions from recipients.



Our tailored solutions are made to increase demand and fill your lead funnel with top-notch prospects.

- **Multichannel**
- **Continuously optimized**
- **Tactically implemented**

Lead Generation

At Marketled Fussion, we understand the importance of generating high-quality leads that can translate into revenue for your business. That's why we employ a comprehensive and targeted approach to lead generation, utilizing various channels such as email marketing, social media, and account-based marketing to attract and engage potential customers. Our experienced team of professionals work diligently to identify and qualify leads, ensuring that only the most promising ones are passed on to you for further action. With our lead generation services, you can rest assured that you're getting the best possible return on investment and a steady stream of new business opportunities.



Targeted Approach

Focus on reaching out to the right audience who are most likely to be interested in your product or service. Conduct research and identify your ideal customer profile, and then tailor your lead generation strategy accordingly.



Multi-Channel Approach

Use a variety of channels to generate leads, such as social media, email marketing, content marketing, and events. This will increase your reach and help you connect with potential customers in different ways, increasing the chances of converting them into leads.

Account-Based Marketing

At Marketled Fussion, we understand that traditional marketing methods don't always work. That's why we offer account-based marketing, a personalized approach that allows us to create customized campaigns tailored to your specific needs. By targeting key decision-makers within your target accounts, we ensure that your message is heard by those who matter most. Our team of experts will work with you to develop a strategy that aligns with your business objectives, resulting in a higher ROI and increased customer engagement. Let us help you take your marketing efforts to the next level with account-based marketing.



Our cutting-edge account-based lead generating initiatives comprise:

- ACCOUNT BASED LEAD GENERATION
- TARGET ACCOUNT LIST ENHANCEMENT
- TARGET ACCOUNT LIST CREATION
- LOOK-ALIKE MODELING



Personalization

Account Based Marketing focuses on customizing messages and experiences for individual prospects and clients to create a more personalized and targeted approach.



Collaborative Efforts

The ABM approach requires a high level of collaboration between sales and marketing teams, aligning efforts to deliver a consistent and personalized message to targeted accounts.

Appointment Generation

At Marketled Fussion, we understand that securing appointments can be challenging. That's why we take a personalized approach to each outreach effort, ensuring that our messaging is tailored to each prospect's unique needs and pain points. And we don't give up easily – we're persistent in our efforts, trying multiple channels and adjusting our approach as needed to ensure that we secure the appointments that our clients need to succeed.



Personalization is crucial

To increase the chances of securing appointments, it's important to personalize your approach to each prospect. This means conducting research on the prospect's business and needs, tailoring your messaging accordingly, and ensuring that your outreach feels personalized and relevant.



Persistence pays off

Appointments can be difficult to secure, so it's important to be persistent in your outreach efforts. This means following up consistently, trying multiple channels (such as phone and email), and adjusting your approach as needed based on feedback and results.

Data Enrichment & Management

At Marketled Fussion, we understand that high-quality data is crucial for the success of any business. That's why we offer comprehensive data enrichment and management services that help our clients get the most out of their data. Our team of experts uses cutting-edge technology and techniques to ensure that your data is accurate, complete, and up-to-date.

Our data enrichment services include the enrichment of contact and account data, as well as the normalization of data to ensure consistency and accuracy. We also offer data segmentation and profiling, which allows our clients to target their ideal customers with precision and efficiency.

With our data enrichment and management services, you can be confident that your data is accurate, complete, and up-to-date, giving you the insights you need to make informed business decisions. Contact us today to learn more about how we can help you get the most out of your data.



Our intent-driven approach may significantly:

- **Generate highest-quality leads**
- **Increase conversion rates**
- **Accelerate the sales process**

Our Global Reach



Our constantly updated database has 35 million verified records from all sectors in North America, LATAM, the UK + EMEA, ANZ, and APAC.





Our GDPR Policy

We take pleasure in being a GDPR-compliant business. For our customised campaigns, we have developed the following policies under the direction of our data protection officer:

Email Marketing and GDPR

- On landing pages, we include links to our privacy policies and an unsubscribe link.
- The customer will be given access to the recorded and documented consent.
- The terms of the privacy policy will expressly specify how and why the data is being kept.
- According to German privacy laws, landing pages for Germany will include double opt-in check boxes.
- There is no automated checking of check boxes on landing pages.
- Also, the privacy statement outlines the prospect's data management options with Marketled Fussion.



Marketled Fussion

Thank

You