

TECHM BPS TRANSFORMING THE CLIENT'S BUSINESSES FOR THE **Challenging FUTURE**

The Economic impact of COVID-19 is undeniable. In the face of closures and shifting consumer behavior, businesses across the world have had to adapt to rapidly changing economic circumstances. TechM BPS Digital Marketing Solutions have been designed to help you digitally transform so that you put your audience in first place and address their needs and concerns.

How Digital Marketing would change Post Covid 19 Pandemic

COVID-19 is changing everything. As local, state, and national governments all over the world encourage people to stay in their homes, we're quickly starting to see real-life economic consequences of the coronavirus. This is the new normal of social distancing and leveling the curve. And it has huge impacts on people's lives as well as the economy.

And that means it also has massive ramifications for the online economy. Due to all these unprecedented circumstances there are still plenty of opportunities for marketers to engage with them.



Mobile is now the dominant way for people to communicate, to research, to shop, and to order.



Gaming industry ad spend has seen 25% jump in Covid -19 Scenario as more and more people are downloading games



People are shopping less in stores and therefore ordering groceries and products **online and via mobile**



Social Media Ad spending has gone **up by 29%**, people spending more time on social media apps

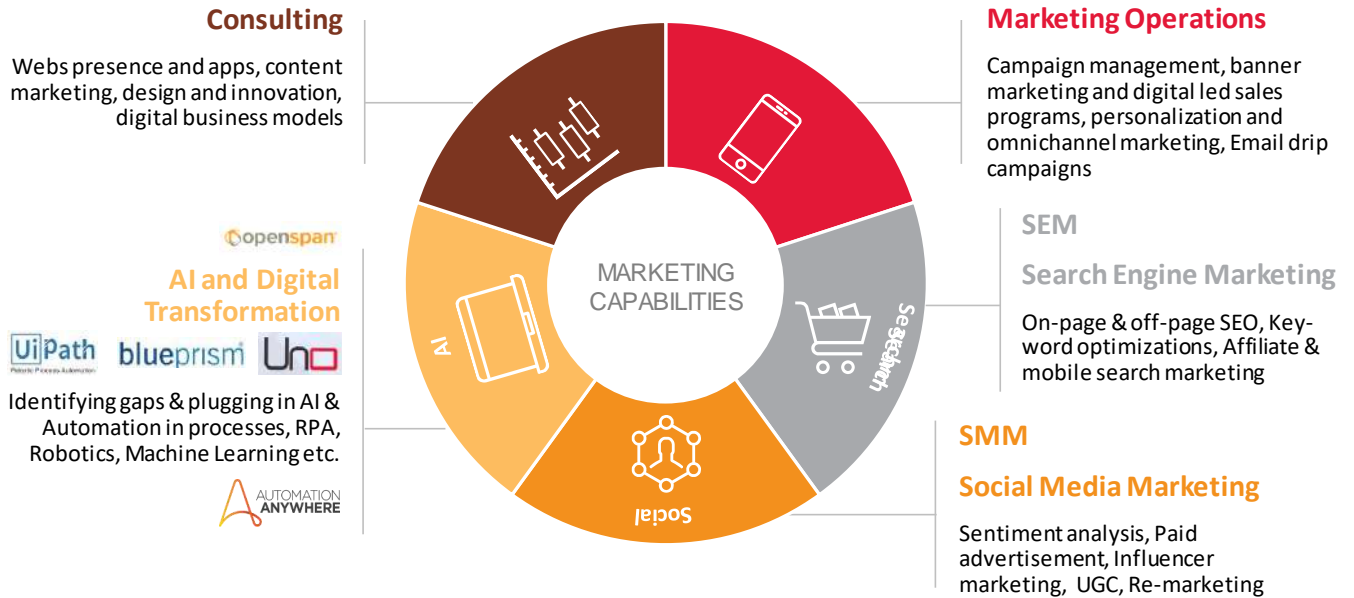


There has been rise in **content consumption** on Streaming platforms like Netflix and Amazon Prime and other online media



In the wake of cancellation of many face to face events companies are focusing on **virtual events/ Webinars**

Our 360 Degree Integrated Digital Marketing Offerings



OUR OFFERINGS TO ADDRESS YOUR CHALLENGES

TechM BPS brings to its clients the right combination of tools and processes to offer a holistic blend of critical capabilities – Data Driven Campaigns, Mobile Apps, Social and Search, Gaming and Content which come together to harness the power of digitalization.



CAMPAIGNS

In the wake of Corona Virus Pandemic, where organic traffic and paid traffic is going down, moving to email campaigns is a cheap and effective way to reach out to your customers. Our campaign operations services allow us to work closely with a business and execute its strategies in the most competent way powered by advance campaign Analytics techniques. While your marketing teams can focus on Strategy, we can help you with efficiently executing your campaigns using best in class marketing automation and campaign specialists. We can also help you reduce your overall cost of operation and improve speed to market by bringing in best in class process automation, AI and advance analytics



TECHNOLOGY SET-UP

Mail Server Set-up, Application Server Set-up, Database Server (CRM), Marketing Automation Set-up, **IP Warming**



CAMPAIGN PLANNING

Key Offerings Promotion, Target Audience Selection, Building campaign maps, Content for promotion, Selection of promotion tactics, **Building campaign creative**



CAMPAIGN EXECUTION

Building Landing Pages/Webpages, Campaign Journey set-up, HTML designing, Campaign data set-up, Quality Assurance, Setting up of Tags for Analytics



CAMPAIGN REPORTING & ANALYTICS

Reports preparation and extraction, Campaign Performance & Analytics

 Client

 Tech BPS



Silver Partner



Platinum Partner



ONLINE GAMING

In the wake of the covid-19 outbreak, online gaming is picking up as a popular option for stay at home entertainment. We are seeing a significant uptick in downloads of apps and the time spent and engagement in online games has also increased. Translating game content into multiple languages is key to maximizing global user engagement and worldwide revenue, but the creative nature of in-game and marketing content makes the process challenging. **Tech M** along with its gaming partner **TransPerfect Studios** offers a comprehensive set of solutions to overcome these hurdles, with industry-leading quality, speed, and ROI in over 40 languages.

Our entire suite of offerings include

- In-game text & script translation
- Voiceover recording from talent casting to post-pro
- On-device linguistic testing (mobile & pc)
- Creative adaptation of marketing content
- Video subtitling & production
- Website & e-commerce localization
- Agile localization technology
- Round-the-clock global coverage

WHY TECH M

We Know how

- In-country linguists specialized by game platform and genre for each market
- Scalable resource model for continuous localization requirements in Games as a Service
- Flexible toolset to streamline localization processes during simultaneous development
- Translation memory leverage, version control management, and CMS integration
- Content security and IP protection every step of the way

40+
Game
Languages

Mobile, Social,
VR/AR, PC,
and Console
Platforms

Gaming Technology is powered by TRANSPERFECT



TRANSPERFECT



MOBILE APP MARKETING

Mobile is now the dominant way for people to communicate, to research, to shop, and to order.

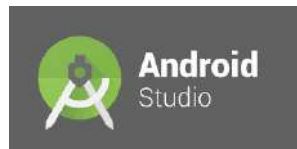
Our entire suite of offerings include

App development offerings:

- Build and Localize app development on Android and IOS Platforms
- Develop Progressive Web apps to improve website performance
- Set – up E-commerce platform in apps
- Test apps for local use
- Mobile app user management, Identity and access management
- Integrate mobile apps with Marketing automation tools such as SFMC, Adobe

Marketing Offerings :

- Drive awareness to attract targeted users to app
- Drive on-boarding process to ensure targeted audience start downloading, set up account, increase app usage
- Improve mobile app retention by;
 - In –app messaging
 - Push notifications
 - Loyalty Programs
 - Customer Surveys



MANAGING YOUR ONLINE REPUTATION

In the current situation managing online reputation is gaining importance among organizations. As some of the companies are facing challenges to provide service they are subject to negative press or reviews on online media.

Our entire suite of offerings include

Content Vigilance:

- Google search vigilance (Monitor Brand mentions across web)
- Social Media Vigilance (Monitor Brand mentions across Social Media Platforms)
- Content Explorer to obtain brand mentions across WWW
- Monitor for reviews and bad press across WWW

Our Strategy

- SEO (Search Engine Optimization) techniques to push down the bad results in SERPS.
- Establishing positive connection with social media support channels.
- Defining platform (Facebook, Google, Insta, Forums, Blogs) specific workflows to identify, contact and remove bad reputable content.
- Weekly audits and reports on online brand presence and mentions.

**100+ digital
properties analyzed**

**400+ Social Media
Agents for Social CX**



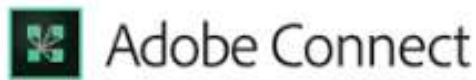
VIRTUAL EVENTS

In the wake of Covid 19 outbreak, many companies have cancelled their F2F events and are moving to virtual Webinars. To address the requirement we have comprehensive webinar solutions based on popular platforms such as On 24 and Adobe Connect.

- Create an event within a tool - Set up date, time, topic, attendees etc.
- Room set up – Presentation upload, Layout set up
- Publish to live after approval from Client
- Set up and blast emails to target audience with the desired link
- Reminder emails are triggered 24 hours before the event
- Post Webinar Thank You emails to attendees
- Share the report with the Client

WHY TECH M

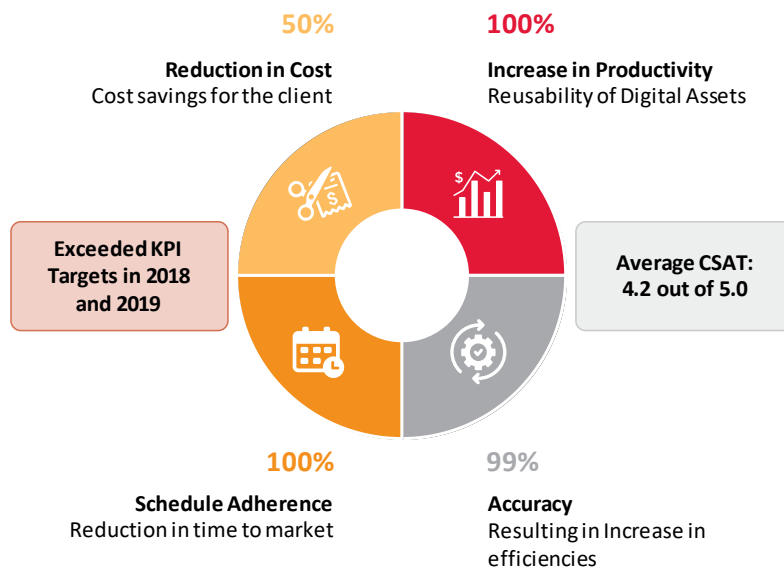
- Using AI/ML we can predict registration and Attendees
- Using AI identify the right topics that can resonate with your target audience
- Query analysis using smart chat bot





CONTENT

Organizations today face numerous critical issues like efficient sharing of content across digital platforms, security of sensitive data, uncurbed expenses in the name of content management and unimpressive ROI to name a few. Our solutions allow firms to have a seamless integration between their content management systems and core business applications, cater to digital content management needs, and optimize their communication and spends.



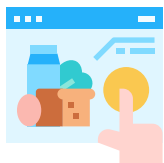
Front End	We build high-end interactive brand pages, microsites, landing pages, and plugins with 100% accuracy and usability through HTML, CSS, JavaScript, JQuery and Bootstrap frameworks.
Ad Banner	We bank on our proven expertise in developing a wide range of customized digital Ad banners that conform with IAB standards
Design	We develop visually creative brand pages, dashboard UI designs, Infographics, logos, mobile apps, icons and game UIs with careful adherence to the specifications in the creative brief.

Some of our Key Clients



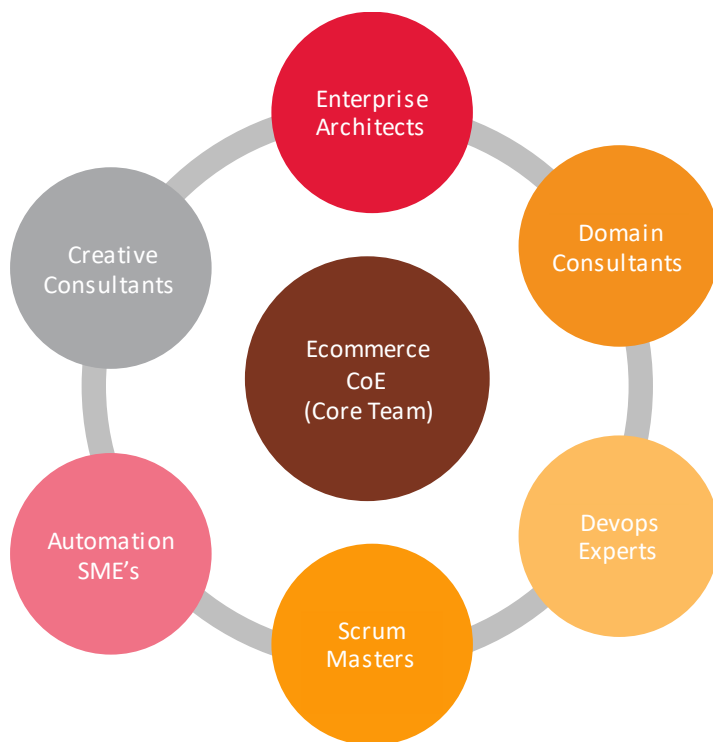
CONTENT AUTHORIZING SUPPORT

TechM started content authoring support in 2011 and since then has upgraded its platforms and services to offer a more competent content curation and management. We are currently supporting 70+ countries with content authoring through DC.



E-COMMERCE

Today’s difficult times have completely disrupted retail, pushing it towards e-commerce and digitalization. To support this continuously evolving landscape, our solutions offer commerce cloud, open source solutions, content as a service, headless commerce and COTS commerce with a micro-service approach. This advanced blend gives high scalability and faster time to market. Leverage the best of our 500 e-commerce consultants who are proficiently managing 20+ client engagements.



OUR KEY SERVICES FOR B2B/B2C E-COMMERCE

- Omni Channel Solutions
- Market Place Solutions
- Order Management Solutions
- Product Information Management

Our e-commerce solutions are powered by 500+ consultants who are successfully running 20+ engagements. Our competency centres include:





DIGITAL ANALYTICS

Data is the greatest business asset and the proficiency with which a firm handles data can be a major market differentiator. Keeping in mind how crucial data is to obtain business insights, we offer a complete suite of digital data analytics including democratization of data, improved cultivating intricate analytics, next gen unified platforms and cloud based options. All these together offer faster insights, faster go-to-market and faster outcomes.

ADVANCE DIGITAL ANALYTICS TO IMPROVE YOUR ROI



We also offer Business Intelligence as a Service to enable firms to extract value from their data. By blending traditional methodologies with advanced algorithms, we transform the raw data and help you to take better business decisions.



SOCIAL

We offer end-to-end social media management and engagement solutions which support organizations in gathering business intelligence through social media. Our solutions are powered by technological gems like SOCIO (complete social media management platform) along with others. Our team of 900+ consultants, data scientists and SMEs allow your brand to listen, engage with their customers and make their offerings relevant.

OUR SOCIAL MEDIA PLATFORM OVERVIEW

LISTENING

You can monitor keywords across various sources and various social channels like Facebook pages, Instagram accounts etc.

PUBLISHING

You can schedule updates to various social media channels and view their performance report.

INSIGHTS

You can measure the performance report on your Facebook page and Twitter account. You can also do benchmarking.

UNIBOX

You can view and respond to complaints and queries assigned to you and change the status of the case/ticket.

REPORTS

You can view the details of activities carried out by your teams like replies, login time, break report etc.

ADMIN

You can add users, channels, change settings, monitor your resources, and many other

SOCIO - COMPLETE SOCIAL MEDIA MANAGEMENT

- 50+ Languages Supported
- 500 Million+ Websites crawled
- Concurrent Chat for rapid response management
- Instant Messenger as Support Channel

For more information, send us an email at:



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Thank You

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