

# STEEL TECHNOLOGY

[steel-technology.com](http://steel-technology.com)

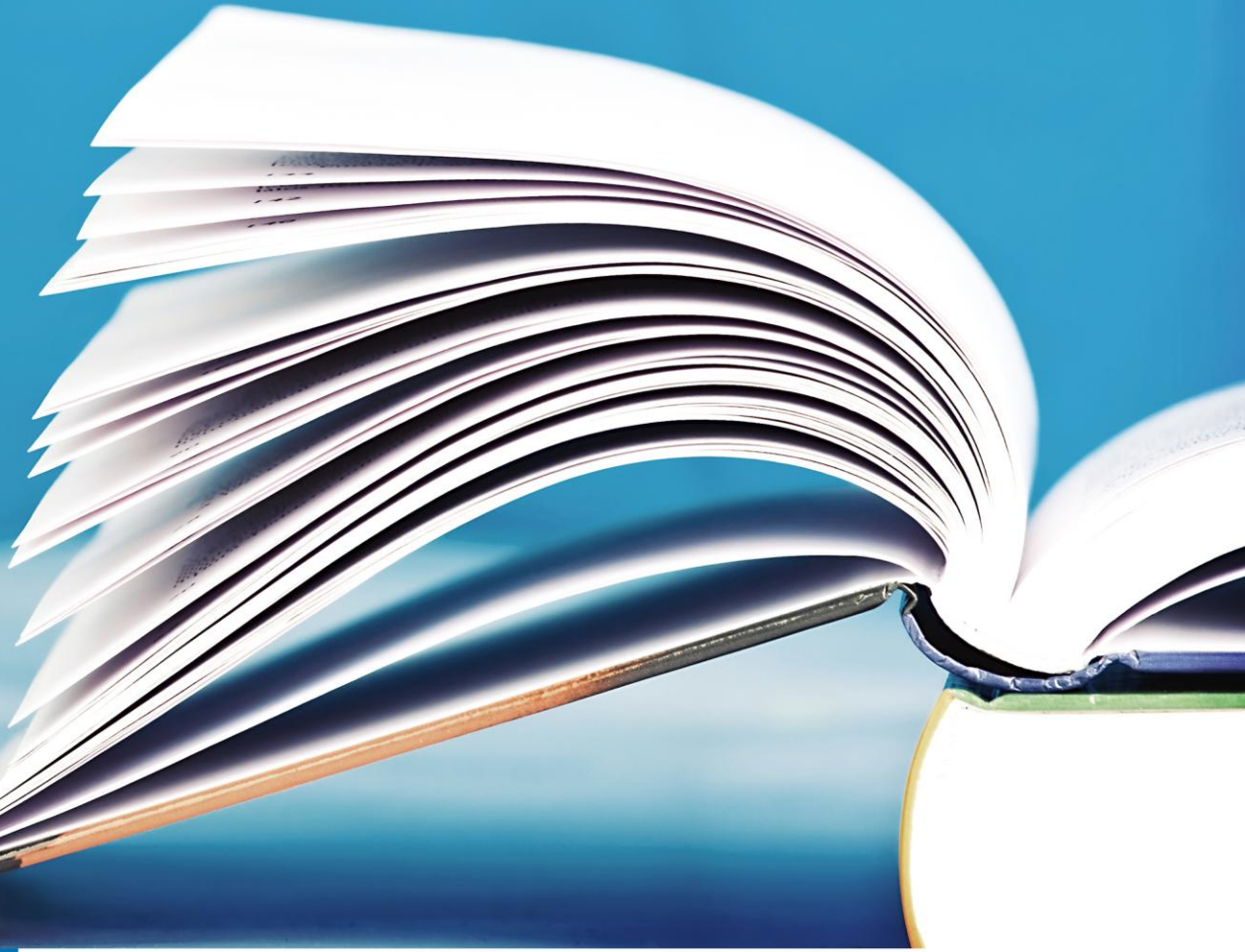


MEDIA PACK

 Ochre media  
828 Media Resource Centre

[Steel-Technology.com](http://Steel-Technology.com)<sup>™</sup>

# CONTENTS



## INDEX

### INTRODUCING B2B SPENDING TRENDS

Growth of B2B has lead 40 percent of corporate buyers...

3

### SERVICES

Please go through the list of services we offer to you.

5

### BRANDING

Every supplier listed will be provided with a banner for better advertising & branding...

7

### LEAD GENERATION

Lead Generation is the generation of consumer interests or inquiry about the products & services...

8

### SOCIAL MEDIA MARKETING

Necessary support to showcase your products to reach on for widespread audiences...

10

### RATE CARD

A Document containing prices and descriptions for the various ad placements

11

### EVENT MARKETING

We participate in events and exhibitions and also promote these events and exhibitions through...

13

### e-MAIL MARKETING

We market your products & services through E-mail communication.

14

### MARKETING PROFILES

Profiles will be created for the suppliers with the detailed product specifications to showcase...

15

### CONTACT

For any enquiries...

16

# INTRODUCTION

Ochre Media is the leading resource platform in the global B2B market, catering to a vast and targeted business groups through e-mail, social network & event marketing. We are peers in the market to cater the needs of Suppliers in Content marketing, Video marketing, Banner advertising and Profile listing. steel-technology.com is a subsidiary of Ochre Media an Industry specific portal concentrated on various verticals across the Business groups servicing in listing out Products, Research Analysis, Market Trends, News, Events, Press Releases and Interviews of Industry experts.



## B2B MARKET TRENDS

The growth of B2B has lead 40 percent of corporate buyers that have increased their spending considerably by almost 50 percent which comes in procurement of businesses online, but many suppliers lack the online capabilities they demand. In order to bridge the gap our online platform will be an interface between the supplier & buyer to make the business flourish. As per the Industry experts, only 13 percent of business buyers with a budget more than \$500 million purchase directly from supplier's website, and following data will describe the trends in B2B corporate buyers spending.



22%

MAKE A MAJOR PURCHASE  
MORE THAN 11 TIMES A MONTH.

30%

MAKE A MAJOR  
PURCHASE 2-4 TIMES A MONTH.

23%

MAKE A MAJOR PURCHASE  
5 -11 TIMES A MONTH.

27%

MAKE A MAJOR PURCHASE OF  
MORE THAN \$10000 A MONTH.

WHERE MEDIA AND  
BUSINESSES COEXISTS

# VISITORS

Ever since the launch of steel-technology.com portal, our page hits have gone high with more registrations of visitors who can be buyers to other suppliers or sole supplier or buyer.

The following stats show the average page visits per month & the unique visitors as per the Industries.

AVERAGE PAGE VISITS

**227,000+**

PER MONTH

UNIQUE VISITORS

**39,000+**

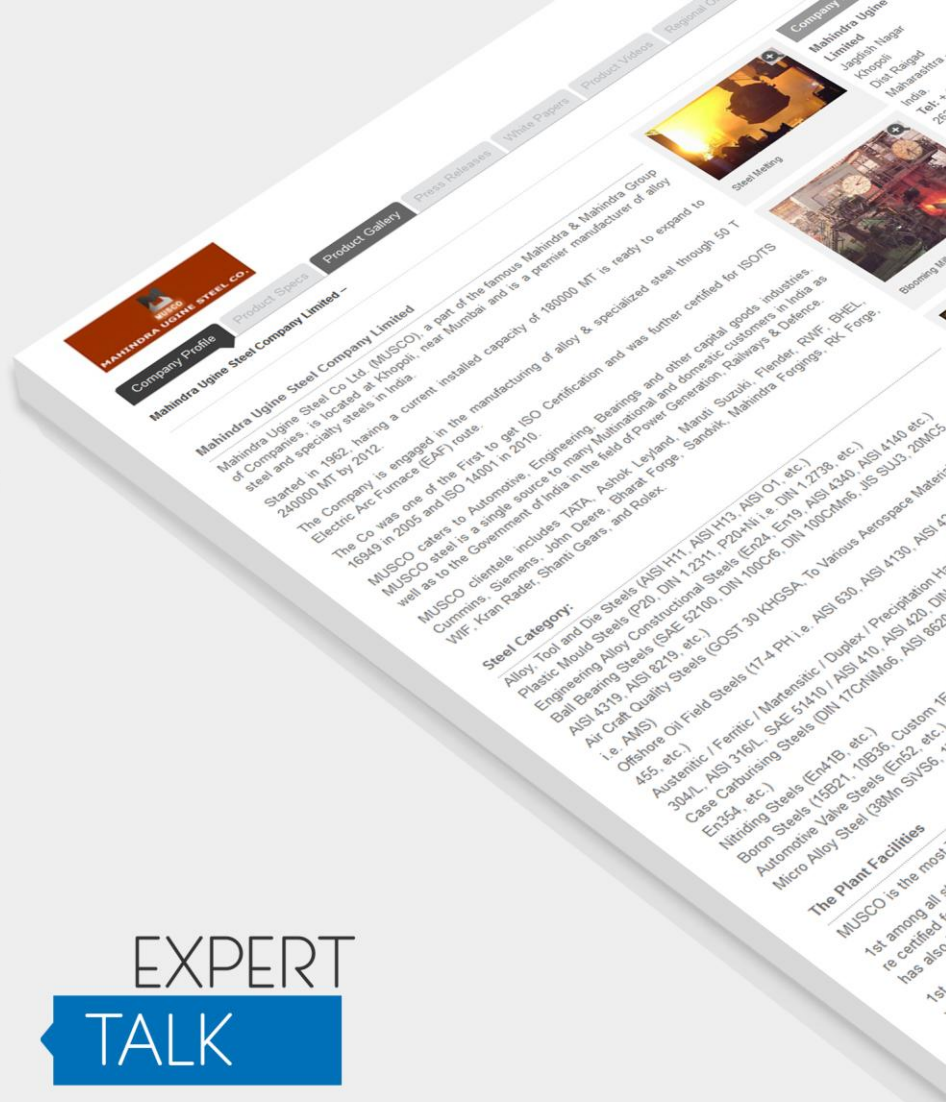
PER MONTH



WE SHOWCASE  
YOUR MIGHT TO THE WORLD

# EXCLUSIVE MICRO WEBSITE WITH **SEO**

An exclusive micro-website on our Industry portal, highlighting the profile of specific supplier company, outlining their operative segments including products & services.



## EXPERT **TALK**

Our editorial section comprises a specialists group of leading industry experts, who, in conjunction with our communication team, identify the main drivers of the industry, helping to produce regular thought provoking opinions on the latest issues, challenges and developments.

## ENQUIRY **FORM**

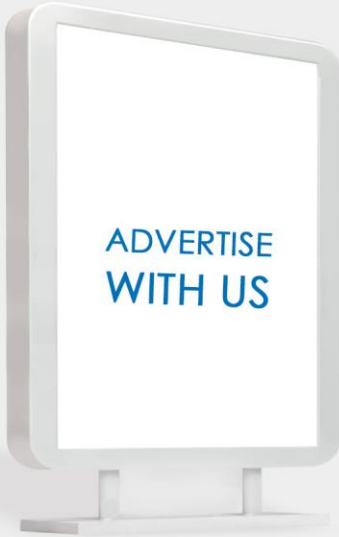
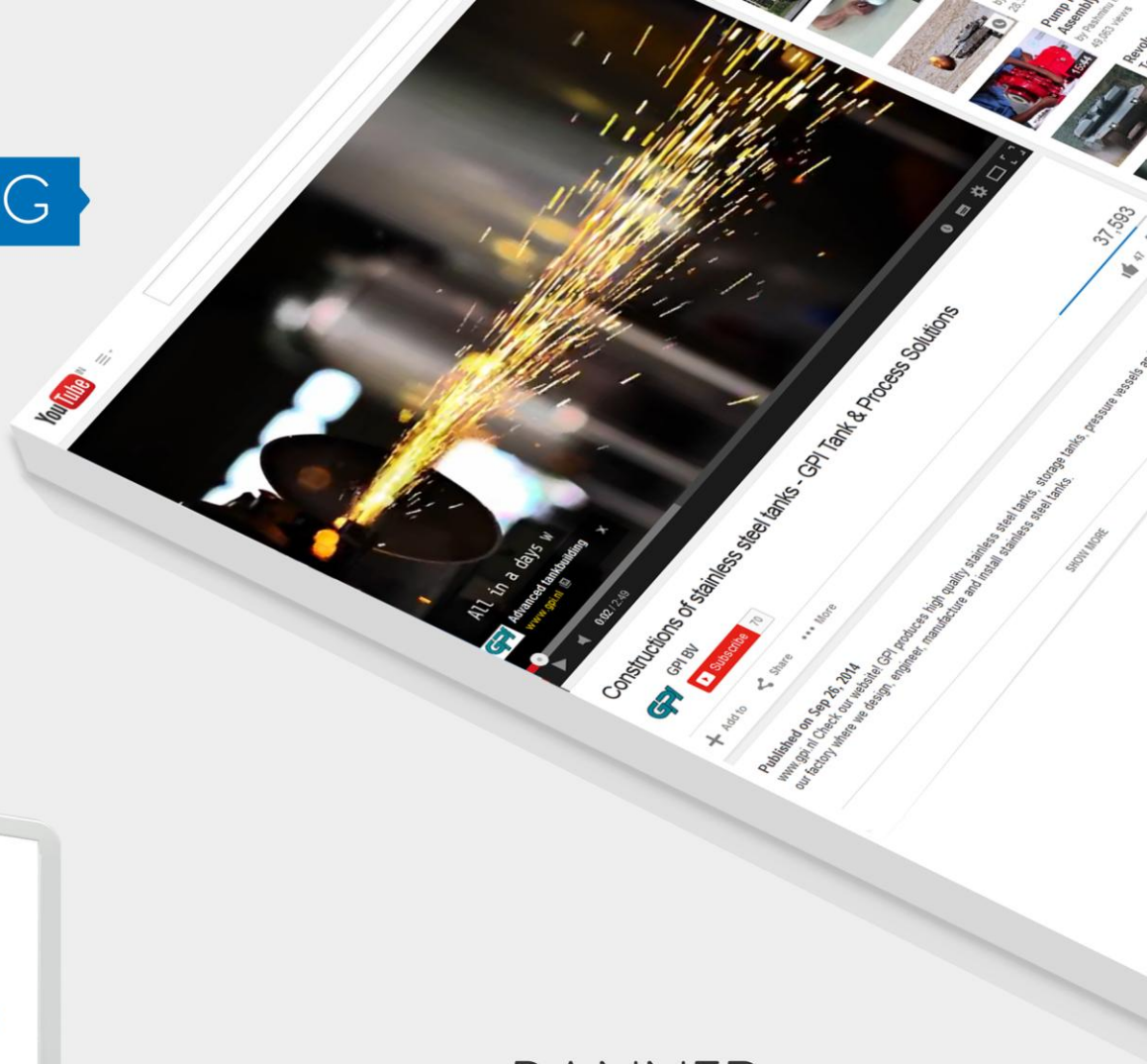
Bring up all the questions buzzing in your head and get answered by the suppliers with a simple enquiry form



# "SERVICES THAT SPEAK SMART"

# VIDEO MARKETING

Complete solution for video hosting and viewing services within our platform.



# BANNER ADVERTISEMENT

Strategic positioning of a brand by advertising across the website that includes search results, direct listing, profile hosting and articles.

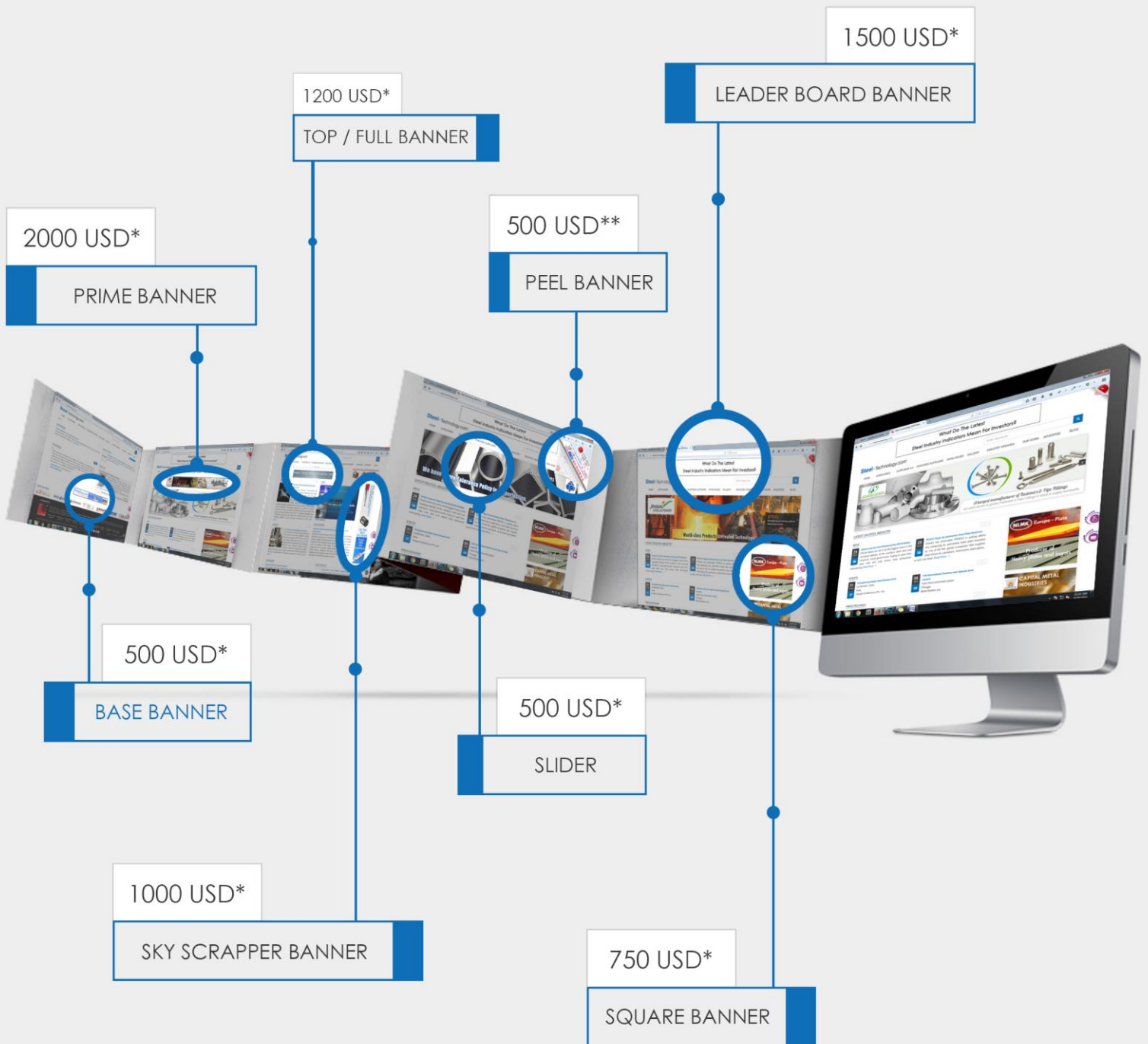
# WHITE PAPERS

Working in conjunction with Industry partners, we provide an extensive library of white papers discussing the most vital issues and innovative solutions in the Industry.



# BRANDING

EVERY SUPPLIER LISTED WILL BE PROVIDED WITH A BANNER FOR BETTER ADVERTISING & BRANDING AND HELP THE BUSINESS TO THRIVE IN THEIR RELATIVE SECTOR. WE INCORPORATE NEWER TECHNOLOGIES FOR BANNER LIKE PEEL, SQUARE, POP-UP, STATIC AND ANIMATED BANNERS.



WE MAKE YOUR  
BANNER SPEAK BUSINESS

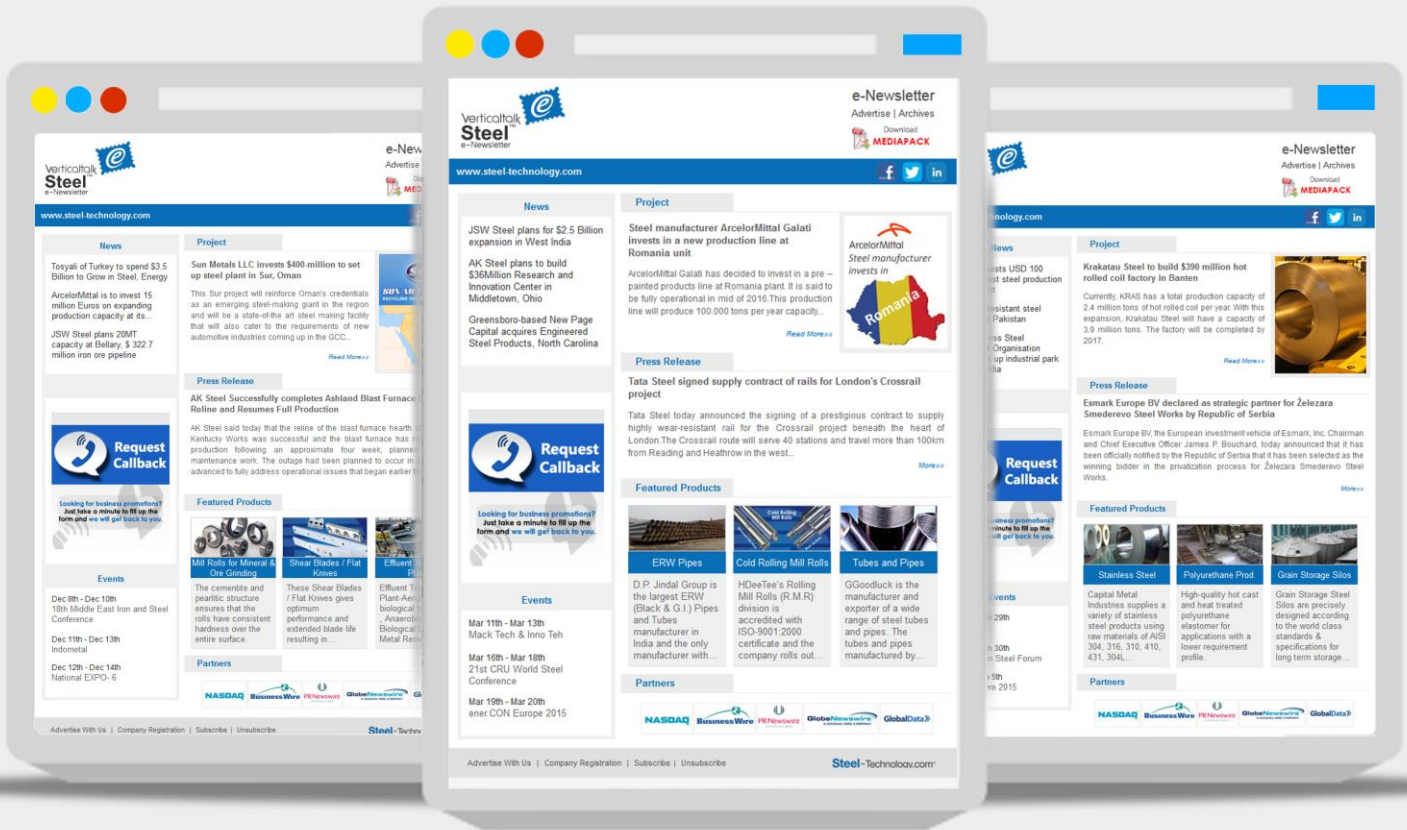
# LEAD GENERATION



LEAD GENERATION IS THE GENERATION OF CONSUMER INTERESTS OR INQUIRY ABOUT THE PRODUCTS & SERVICES OF A BUSINESS. LEADS CAN BE CREATED FOR PURPOSE SUCH AS LIST BUILDING, E-NEWSLETTER LIST ACQUISITION OR FOR SALES LEADS.



# E-NEWSLETTER



SENT TO TOTAL REGISTERED  
BUYERS/SUPPLIERS/SUBSCRIBERS  
OF 190,000+

MONTHLY NEWSLETTER SENT TO OUR  
REGISTERED BUYERS, SUPPLIERS &  
SUBSCRIBERS THROUGH E-MAIL ON  
SELECTED TOPIC TO DISCUSS VARIOUS  
ISSUES RELATING TO THE MARKET.

"SPREAD THE NEWS TO THE WORLD"

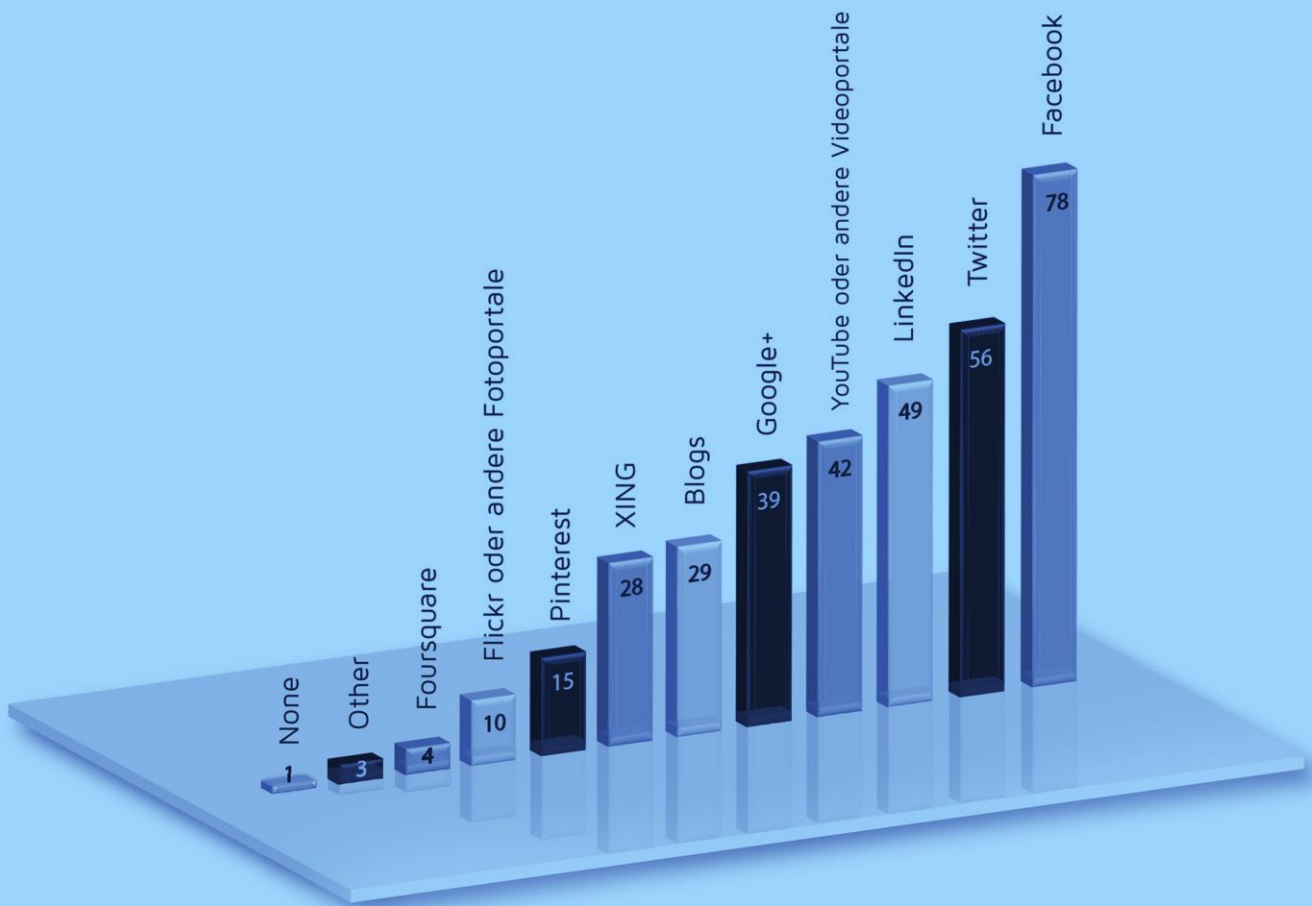


# SOCIAL MEDIA MARKETING

MAKE YOUR BRAND PRESENCE  
STRONG ON **SOCIAL MEDIA** !

FACEBOOK, TWITTER,  
LINKEDIN, PINTEREST ETC.

IT ENHANCES THE BUYERS REACH AT YOUR DOORSTEP.



"STAY IN TOUCH. STAY CLOSER"

# RATE CARD

## PACKAGE I

650 USD Per Year

Your Company profile (about 1000 words) in the most appropriate section.

Eight expandable product images can be placed in the profile

Product videos and white papers pinned along with your micro website (next to your profile tab)

One month Banner position in Products & Services section / Suppliers A-Z 

Unlimited updates per annum

## PACKAGE II

1250 USD Per Year

Your Company profile (about 1000 words) in the most appropriate section.

One month Banner position on Home Page. 

Eight expandable product images can be placed in the profile.

Unlimited images in product gallery.

Product videos and white papers pinned along with your micro website (next to your profile tab).

Unlimited updates per annum.

12 press releases per annum.

Intensive marketing campaign to all key industry decision makers, using the latest search engine optimization (SEO) to bring targeted results specific to your products or services + after sales service (as mentioned below)

Our services do not end with the creation of your company profile, we make sure that your company stay in the limelight throughout the year. This happen with our value added services like.

1<sup>ST</sup> MONTH :  
Listing under  
"Suppliers of the month" section.

2<sup>ND</sup> MONTH :  
E-Newsletter Presence.

3<sup>RD</sup> & 4<sup>TH</sup> MONTH :  
Home page Banner /  
Press Release(s) in weekly updates.

5<sup>TH</sup> & 6<sup>TH</sup> MONTH :  
Interview on Home Page / Article(s)  
on Home Page.

7<sup>TH</sup> MONTH :   
Banner under Products & Services  
section.

8<sup>TH</sup> MONTH :  
Banner in Weekly Updates.

9<sup>TH</sup> & 10<sup>TH</sup> MONTH :  
Videos of your company / products  
on Home Page.

11<sup>TH</sup> & 12<sup>TH</sup> MONTH :   
Banner in "Suppliers in A-Z / Sliders  
on Home Page.

# RATE CARD

## PACKAGE III

2500 USD Per Year

The Services mentioned in package II and the following

### AFTER SALES PLAN :

With monthly activity plan for complete 12 months (as per Package II).

### VIDEO MARKETING :

User engagement on web page by 500%.

### NEWS RELEASE :

We increase awareness of your brand, highten your website's search engine visibility, and boost its traffic from potential buyers and clients too.

### WHITE PAPERS :

We boost visibility of your business white papers through our promotional strategies that ensures that you see more results.

### ARTICLE :

We promote your website and receive quality inbound links.

Write quality articles, use an SEO friendly resource box, only submit to quality directories.

### ONLINE MARKETING :

We accuire quality opt-in double opt-in database.

We have carefully selected our e-mail marketing target audience.

We create short, concise content.

Marketing automation & lead nurturing & lead sourcing.

Conversion-oriented SEO, link building, social media & much more.

SEO (Content Quality, Search engine rankings, link popularity).

Social Media.

Content Development.

WE BLEND IMAGINATION  
AND COMMUNICATION  
STRATEGIES IN THE RIGHT PROPORTIONS

# EVENT MARKETING

## BRANDING & PROMOTION:

Banner & Slider will be strategically positioned on the homepage with complete event details, for 1 month.

## VIDEO MARKETING:

Enhanced user engagement on the web page by 500%, improved branding for the product and retain substantial traffic, for 1 month.

## NEWS RELEASE:

We increase awareness of your brand, optimize your website search visibility, and boost the traffic from potential buyers and clients.

## ARTICLE:

We promote your Events (website) and receive quality inbound links. Write quality articles Use an SEO friendly resource box Online Marketing: We possess quality opt-in & double opt-in database Precise selection of event marketing for targeted audience Creation of short & concise content

## INTERVIEW:

We boost your visibility through events by posting interviews & through promotional strategies that ensures yielding more positive results. E-Mail Marketing: Marketing Messages are sent by email through an exclusive database of **Steel Industry**, comprises high profile business executives and key decision makers from the industry. The database consist details of executives who are opt-in and double opt-in subscribers. Our E-Newsletters enjoy high hit rates with a total count of 6000 per min. Page Peel Banner: Peel banners are also known as magic corners or page peels. They are displayed as small animated at the corner of the page and excites the curiosity of most users. Unless user moves his mouse onto, it peels impressively over the homepage, offered for 7 days.

**Total Cost: 1000 USD**

WE PARTICIPATE IN EVENTS AND  
EXHIBITIONS AND ALSO PROMOTE THESE  
EVENTS AND EXHIBITIONS THROUGH  
**OUR WEBSITE.**

# E-MAIL MARKETING

## CLIENT E-MAIL BLAST:

Client E-mail Blast Messages are sent by email through an exclusive database of **Steel Industry**, comprises high profile business executives and key decision makers from the industry. Our E-mail marketing entices high hit rates and click through. E-mail marketing has become the essential tool for the businesses ever since the introduction of internet to the world. Email marketing is a form of direct marketing that uses electronic mail as a means of communicating commercials or fundraising messages to all industry buyers. In its broadest sense, every email sent to a potential targeted customer is considered to be Email Marketing. However, the term is usually referred to:

Sending Emails with a purpose of enhancing the relationship of a client with its current or previous buyers to encourage customer loyalty and repeat business. Sending emails is a purpose of attracting new buyers and encourage the current buyers to purchase immediately.

We offer after sales plan for E-mail Marketing as follows:

- 1) Open rate of the campaign
- 2) Click rate of the campaign
- 3) Demographic stats

## Pricing Structure:

Direct Marketing campaigns are charged per e-mail address and the cost is (US \$0.20) per address, for mail shots above 15,000 units. For mail shots below 15,000 units, the charge is US\$0.25)

## BOOKING EXAMPLE:

10,000 Direct Marketing messages cost: 10,000 X US \$0.25 = US \$2,500



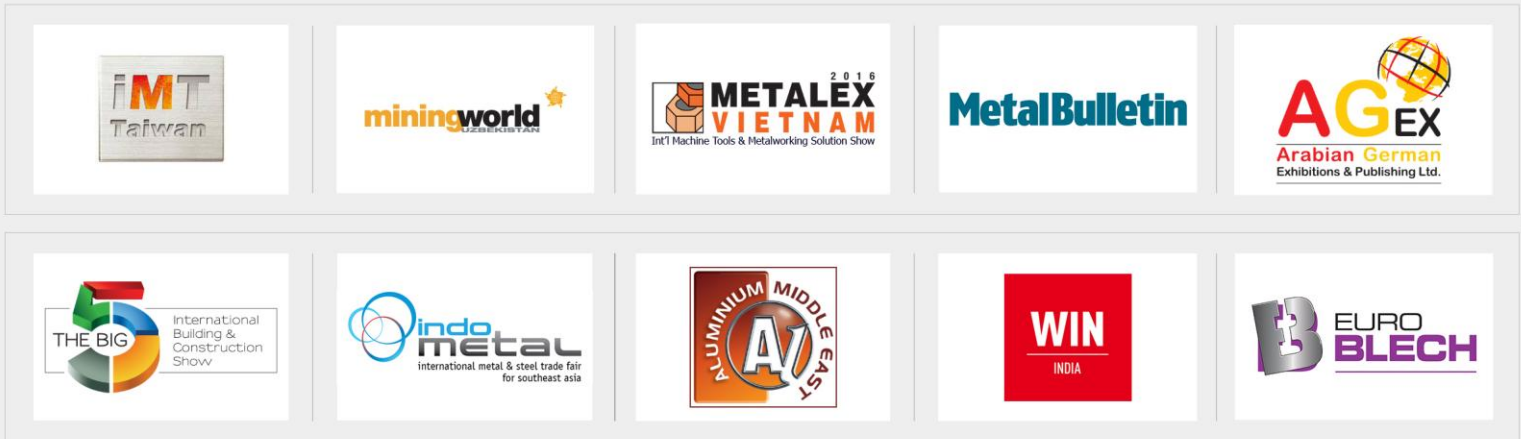
WE MARKET  
YOUR PRODUCTS &  
SERVICES THROUGH  
E-MAIL COMMUNICATION.

# MARKETER PROFILES

## OUR MAJOR CLIENTS



## OUR EVENT PARTNERS



## OUR ONLINE PARTNERS



FOR ANY ENQUIRIES CONTACT



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WE WOULD  
LIKE TO HEAR YOU