

# COMPLETE SOLUTIONS GUIDE



SOBER BUSINESS SOLUTIONS

# OUR DYNAMIC SOLUTIONS

## MARKETING LEADS

At Sober Technologies we update our client's database with fresh, complete and micro targeted leads. So that there will be no embarrassing calls or hurriedly offered apologies for reaching the wrong person, at the wrong time.

We implement multi-level and multichannel marketing to ensure all prospects get the client message when they are most expecting it.

## TECHNOLOGY LEADS

Our Technology Lead database is compiled after extensive market research and verification. It includes complete personal and professional information on key decision makers, who are involved in purchase of products and services for their company.

Sober Technologies Technology Leads is known for its accuracy and high response rates, and can be customized as per your requirements.

## NURTURE MARKETING

Over the last few years there have been many changes in the arena of B2B marketing and sales. Marketing teams have become too restless while sales teams, too demanding! However, both these teams essentially look for the same thing – quality leads!

Sober Technologies provides end-to-end lead management and nurturing solutions that creates a powerful alignment between marketing and sales team.

## SMART MARKETING

Sober Technologies provides prospect leads that are developed by industry experts after thorough market research and validation.

Such customized databases can help you identify your potential customers and their preferences and choices of services.

## DATABASE ASSESSMENT

Sober Technologies brings your way a host of Data Assessment services. Through our dynamic services you can refresh, update, validate and correct all your data present in your database.

## TELEMARKETING CAMPAIGNS

Telemarketing Campaigns are targeted towards prospects or customers that are most likely to respond. Effective Telemarketing Campaigns have led to greater benefits for companies.

Generally, if a product or service is relatively inexpensive and can be demonstrated, using the telemarketing program as a way of “selling” appointments is the best option.



## SOCIAL MEDIA MARKETING

Social media marketing is the online way of word of mouth advertising. A prevailing presence of company on various social media sites not only helps connect with customers but builds better relationships, drives repeat business, attracts new customers and increases conversion rates.

## BRAND MANAGEMENT

A comprehensive brand assessment can provide solutions to rejuvenate your brand and tap into new opportunities. Sober Technologies creates new ways for a brand to meet expectations of a new generation of target audiences, so that it remains relevant to all.

## CRM SOLUTIONS

Sober Technologies designs and installs customized CRM solutions that are customized to fulfill your business requirements in the best possible way. For us, using CRM is not just a question of engaging the appropriate solution but it's about adapting your company to the needs of your customers.

## EMAIL CAMPAIGN

Sober Technologies drive your marketing campaign, and you can watch the responses soar. To improve B2B & B2C Email Marketing requirements, businesses need an exceptionally brilliant campaign design. To turn email marketing into a winning campaign one needs.

## OUR CONTACT INFORMATION

TALK TO US AT : +1 215 800 0919  
MAIL US : [info@sobertechnologies.com](mailto:info@sobertechnologies.com)  
VISIT US AT : [www.sobertechnologies.com](http://www.sobertechnologies.com)



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