



 **PACKAGING**
Labelling

INTRO ABOUT PRODUCT

What is the product?

B2B services help your business to go beyond its boundaries and render to a plethora of opportunities. These services usher companies to influence their productivity and businesses can see huge success for their own business endeavours across the globe. They will explore all scopes and opportunities within specific domain to amplify brand presence, services and information. B2B services give your business wings to fly and compete in the bigger picture.

Services

Packaging- Labelling offers online advertising solutions to businesses who seek optimum efficiency in their business processes. Our services include events listing, banner advertising, email direct marketing, e-newsletters, profile listing, SEO/SMM and so on. We help our clients to create a magnetic connection with their customers and ideal prospects by delivering outstanding results.

We give your brand a winning personality!



ONLINE B2B MARKET TRENDS IN PACKAGING-LABELLING

The contemporary competitive B2B global market requires the use of innovative advertising solutions to enhance the web presence of a brand. The immense potential of businesses is effectively realized through perfect retention that provides a combination of reliability, brand awareness, business enhancability.

Here comes Packaging-Labelling into picture! We help our clients to acquire high revenues and enhanced relationships with their partners/customers. Packaging-Labelling, the leading B2B portal mainly focuses on fulfilling the gaps between suppliers/manufacturers/buyers to boost their web presence globally.

Packaging-Labelling latest trends assist to gain optimum level outputs. Only 25% make a major purchase more than 11 times a month and 30% make a major purchase 2-4 times a month. Subsequently, 26% make a major purchase 5-11 times a month and 27% make a major purchase of more than \$15000 a month.



Make a major purchase more than 11 times a month.



Make a major purchase 5-11 times a month



Make a major purchase of more than \$15000 a month.



Make a major purchase 2-4 times a month



Fast track your business productivity with Packaging-Labelling market trends!

VISITORS ATTRACTIONS

News

Get everything related to your business!

Events

Meet, Exchange Ideas and Network with Delegates through Our Events Lists!

Projects

Keep Up With ever evolving Updates & Standards!

Interviews

Improve Proficiency on Companies Strategies & their New Innovations!

Articles

Your Smarter Connection to Knowledge!

Press Releases

Maximize Your Company's Transparency through Press Releases!

White Papers

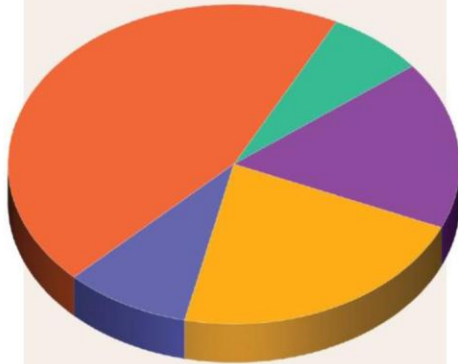
An Excellent Way to Dig Deeply about a Product / Service thoroughly!



Expand your business globally with our visitor attractions!

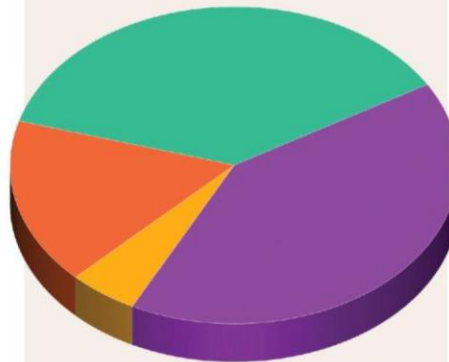
VISITORS ATTRACTIONS

Target Audience

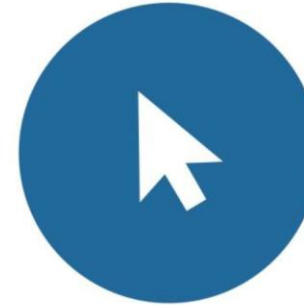


- C-Level & General Management: 45
- Marketing/Packaging Design: 22
- Production: 7
- Purchasing & Others: 9
- Research & Development: 17

Target Market



- Geographical Reach
- US.....17
 - Europe37
 - Asia.....41
 - ROW.....5



Average Page Visits
160,000+



Unique Page Visits
29,000+



Average Visitor Time
9+ mnts



Basic Membership ★

Put yourself at the forefront of enhanced business dynamics

You Get:

- Company Listing on our Portal with -**
 - Unlimited Products Uploads
 - Unlimited PDF Catalogues
 - Unlimited Product Tech Sheets and Videos
 - Unlimited Profile and Product Edits
 - Backlink to your website
 - Company Name and Logo
 - Company Address
 - Contact Phone, Fax
 - Onboarding Support
 - SEO (Search Engine Optimization)
 - SMM (Social Media Marketing)
 - Guaranteed Business Enquiries
 - Monthly Performance Report

US\$ 1500/yr



Premium Membership ★

Take your business success to the next level with our premium services.

You Get:

- Basic Membership and:**
 - SEO Pro (Search Engine Optimisation)
 - SMM Pro (Social Media Marketing)
 - E-Newsletter Presence
 - Banner Promotions
 - Content Marketing
 - Monthly Performance Report and Advise

US\$ 2100/yr

RATE CARD

ADVERTISING

E-MAIL MARKETING

Client E-mail Blast

Our Client E-Mail Blast allows to let your existing customer know about the latest updates, innovations of your company. We will send bulk of e-mails to your targeted customers to instantly known about all your company's updates. It helps to target new customers, retaining and informing existing customers, drive web traffic and so on. Our E-Mail Blast helps in developing your business in this competitive era.

Packaging-Labelling offers the best email marketing solutions for online promotions. Our emails would bring a prompt response from your potential clients. We help you to rapidly deliver innovative and transformative solutions across multiple channels by driving real time connect with customers.

We Let You to Stay in Touch with your Customers!

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 impulse your customers by toning the voice of your product!



ADVERTISING

E-NEWS LETTER

Our E-Newsletters help to enhance customer acquisition by delivering tangible results. At Packaging-Labeling, we always strive to digitally empower customers by sending personalized newsletters. We help our clients to accelerate the effectiveness of their marketing strategies, maximize ROI and stay ahead of the competition. Our eye-grabbing e-newsletters deliver data-driven solutions and also improve marketing impact through campaign analytics.

Our e-newsletters help to:

- Improve the returns on your marketing investment
- Drive better business outcomes by making more effective decisions based on our analytics and reports
- Anticipate consumer behaviour and forecast demand and costs with the predictive analytics capabilities
- Stay competitive in today's multi-channel advertising space
- Push your brand to the top position

Our e-newsletters help to leverage various analytical models and evaluate marketing initiatives, measure business performance across channels.

Banner Type	Dimensions (px)	Max File Size	File Format	Rate (US \$)
Leader Board Banner	728x90	40kb	GIF & JPEG	1200*
Top / Full Banner	468x60	30kb	GIF & JPEG	800*
Article / Interview	800 words	--	--	700*
Product Launch	--	--	--	500*
Press releases	--	--	--	300*



ADVERTISING BANNER

BANNER DEFINITIONS →

Achieve marketing excellence through our banner ads & advertising solutions!

	Banner Type	Dimension (pixels)	Max File Size	Rates (US\$)
1	Leader Board Banner	728x90	40kb	2000
2	Slider Banner	1500x300	50kb	1000
3	Prime Banner	800x220	50kb	2500
4	Square Banner	300x250	25kb	1200
5	Top/Full Banner	468x60	30kb	1500
6	Base Banner	468x60	30kb	1000

NOTE: Above mentioned prices are for 30 days

File Formats: GIF & JPEG

CONTENT MARKETING

Content Marketing has always been an integral part of online promotions for companies. Moreover, content marketing is a good practice for an entity to establish itself as a leader in their segment of interest. Sharing and promoting business ideas, innovative trends, futuristic roadmaps are some of the ways companies try to propagate their thoughts, capabilities and operational models.

What Content ?

From a marketing perspective everything consumable by the end-user is content; viz: Whitepapers, Press Releases, Videos, Podcasts, Info-graphics etc.

Why Us?

Packaging-Labeling has deep know-how in content marketing and having served clients globally over the years we have developed best practices and actionable roadmaps in-house to get assured results like branding, user engagement and business leads.

Clients Served	Geo-Targetting	Specific Outcomes
80+	West Europe	Lead Generation
	Scandinavia	Online Traffic
	APAC	Custom Engagement Models <i>(viz: Whitepaper downloads)</i>
	Australasia	
	North America	

***clients specific to content marketing only*

Benefits

Increase in video viewership, whitepaper downloads, info graphics download, podcasts registration, e-Book signup from multiple channels

– all leads to

- Brand Awareness;
- Thought Leadership;
- Business Leads;
- Web Traffic;

Features

We follow a uniform channel/ medium distribution strategy for newer verticals. Prominent mediums/methodologies include — all leads to

- Video Promotions;
- Press Releases;
- Interview Promotions;
- Whitepapers and Product Catalogue promotions;
- eBook and Info graphics promotions;
- And, more;

Packaging and labelling industry is capable to conduct content marketing promos on print as well as web channels through www.packaging-labelling.com

" Qualified and Verified Lead Generation is part of every content marketing activity that we do."

We consider each and every content marketing program as very unique and we understand that it is something that doesn't have a tailor made solution. Each project warrants a dedicated session with the client to understand their specific goals and vision.

Product Launch (US\$ 500)

We raise the expectations of your customers/potential clients through effective advertising approaches that contribute independently and jointly maximizing the brand presence besides interacting with them. Our creative, powerful content outlines your brand strategies and industry best practices. Packaging-Labelling launches your product and help to optimize the 4Ps of marketing: price, product, promotion and place through fact-based, data-driven solutions.

Achieve Greater Success of Your Products!

Press Releases (US\$ 300)

Packaging-Labelling publishes high-quality press releases and thereby helping your customer's to know your choices, developments, announcements, experience, and needs. Our press releases create personalized impact that attract and retain high value customers. Besides building trust, their appropriate segmentation updates lead to greater success of new and enhanced products. Our quality driven press releases improve your web traffic and empower your website effectiveness across all customer communication channels.

Our Press Releases Focus on Customer Centricity & Insightful Updates!

Interviews (US\$ 500)

We help our clientele to thrive in the digital age, anticipate and adapt to their customer's evolving preferences and patterns by publishing interviews on our website. Our editorial team provides high quality and professional content to accelerate the knowledge of your potential clients.

Let Our Interviews be Your Branding!

White Papers (US\$ 300)

We help you to entice your potential clients by offering informational white papers. They are intended as a technical supplement focusing on various problems in Packaging-Labelling industry and offering the best possible solutions at the same time.

White Papers – Technical Supplements that make more & more people aware of your brand!

Case Studies (US\$ 300)

Packaging-Labelling Case Studies are an excellent way to dig deeply about your company's thriving projects. Our case studies position yourself as a industry expert among your peers and customers.

A Powerful Channel to Focus!

For details of our capabilities, past testimonial references and rate card, please get in touch at – getlisted@packaging-labelling.com

WEBINARS

Packaging-Labeling live webinars help to share your company information and interact live with clients and potential customers. Webinars are a highly effective way to capture targeted, qualified sales leads that your business can follow up on. They help to get your company in front of a larger section of audience without the travel costs. Our fully customizable webinars can be used for customer training, educating potential buyers on your new launches, developments, products or other events. We can help you reach your target audience and generate highly qualified sales leads.

Features

- Access all your webinar features and functions from one interface
- Manage Power Point slides
- Promoting the live webinar through a wide range of services including email blast, e-newsletter placement, inclusion in calendar of events, social media promotion, and placing banner on our home page
- Analytics to Track Registered Attendees
- Complete and simple registration management
- Possibility of .mp4 file of the webinar
- Chat, advanced polling, and survey functions

Benefits

- Use the webinar as a platform to launch new products and services
- Grow your audience with increased reach, impact and user-friendliness
- Rise above geographical boundaries
- Generate new business
- Gain the strong web presence differentiating yourself from competitors
- Connect and engage with your target audience
- Give more exposure to industry specific people
- Increase your brand profile and share your capabilities with leading industry professionals

Pricing: US \$10,000

Services Offered:

- Total 3 e-Mail marketing, 2 pre and 1 post
- LinkedIn, Facebook, Twitter and Google Plus promotion
- Pop up banner for 3 days

SOCIAL MEDIA MARKETING

Magnify Your Social Foot Print through Our Social Media Marketing Services

Building relationships with people, engaging with their prerequisites and providing value and sharing stories make your brand spark on Social Media Marketing platforms. We follow 80/20 rule, which means 80 percent of your content, should be very innovative such as creative article blogs, e-books, in spirational quotes etc. Then 20 percent can be used for offering some kind of sale or promotion.

Making your brand more visible in the market, gaining positive response from the people plays a crucial role. So, we make your product visible through our engaging posts on social media. We create compelling content that

Our Perfect Social Media Marketing Strategies Market YOUR BRAND.



MAJOR CLIENTS



EVENT GROUP PARTNERS



KNOWLEDGE PARTNERS



Ochre Media Pvt. Ltd.

Email : getlisted@packaging-labelling.com