

MEDIA
KIT



MARKETDISC
Devoted To Fine Market Discovery

2025

ABOUT US

MARKET DISC MEDIA PVT. LTD.

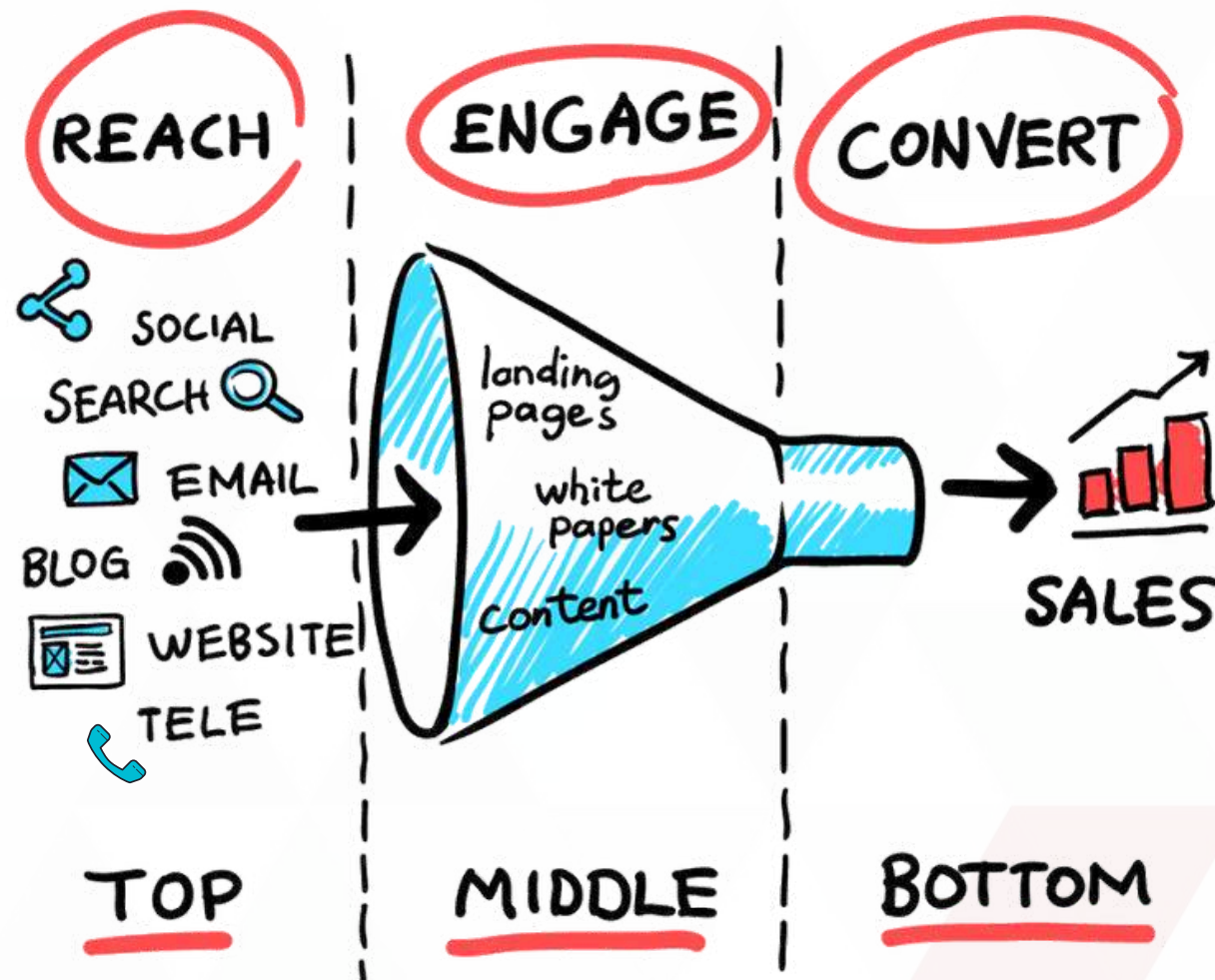
Market Disc Media Private Limited.

Market Disc Media is a provider of comprehensive B2B marketing and sales support services to businesses and agencies around the globe. We specialize in developing marketing strategies that help companies establish a strong foundation and scale up their opportunity pipelines.

We work closely with each of our clients to develop tailored strategies that align with their goals and objectives, and we pride ourselves on our ability to deliver results that exceed expectations. By integrating a range of approaches, including content marketing, account-based marketing, outbound marketing, inbound marketing, and sales enablement, we drive measurable growth for our clients.



Results-Driven Marketing Solutions



We specialize in developing marketing strategies that help B2B companies establish a strong foundation and scale up their opportunity pipelines. Our customer-centric approach involves working closely with you to identify and attract new business, maximizing your ROI and driving measurable growth.

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Our Services

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Marketing Strategy

Empower your brand with our expertly crafted marketing strategies, blending inbound and outbound approaches for sustained business growth.

Outbound Marketing

As we specialize in outbound marketing, we help you plan and execute targeted and automated outreach programs to build a stronger pipeline and generate new opportunities worldwide.

SDR-AS-A-SERVICE

Dedicated sales development representatives (SDRs) to keep your pipeline moving forward. We take care of the hiring process and provide training to ensure all business standards are being followed.

Content Marketing

Great content is a waste if your audience doesn't know it exists. Get found and deliver your message to a wider audience with our content marketing services.

B2B Social Media

Social media marketing is a part of our comprehensive content marketing strategy. We help you save time and focus on the true value of social: creating a real connection with your audience.

Data Solutions & List Building

Our data solutions provide actionable data with intent and various other data points, helping you to connect with potential customers on a deeper level.

OUR APPROACH TO 2025 MARKETING SUCCESS

Our modern marketing approach to build a strong opportunity pipeline and increase sales for B2B companies in 2025

Data for personalized sales approach

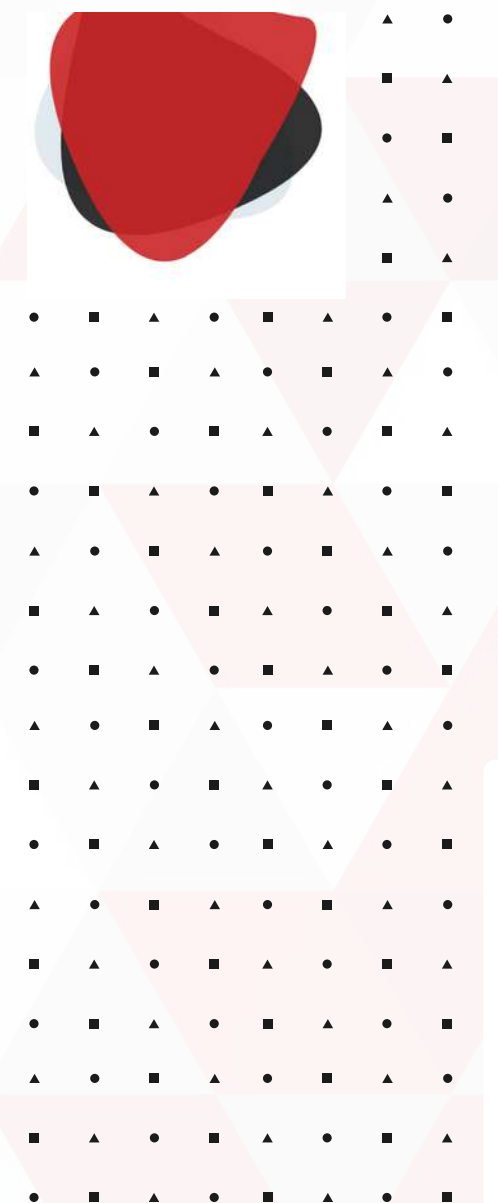
Our data-driven solutions provide valuable insights and intent data, allowing businesses to connect with potential customers on a deeper level and improve their overall marketing strategy.

AI-Powered Email Marketing

Elevate your email marketing with our AI-powered solutions. Our hyper-personalized email campaigns can increase open rates, click-through rates, and ultimately drive conversions and sales.

Extended Sales Support

A collaborative approach to lead generation is crucial for maximizing the potential of your efforts. Our team of SDR-grade telemarketers works closely with your sales team to ensure a seamless handover of leads and a positive customer experience.





Boosting Engagement and Making Your Content Syndication Program a Success.

With our AI-powered email marketing solution, you can hyper-personalize your bulk emails to create custom email content and messaging that resonates with each individual prospect.

While other email marketing tools may offer limited personalization options such as merge tags like @firstname and @lastname, our AI bulk emails are tailor-made for each recipient. We start by identifying the most relevant target audience based on multiple attributes such as job title, expertise, skills, and industry. We then create personalized content that highlights the value proposition and relevance of the content, resulting in significantly increased engagement rates.



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IN PARTNERSHIP WITH

Hello V _____ n.

As someone who has been working in the mining industry for two years, with two years as VP of Innovation and Technical Services at [redacted] Inc with a background in mining, project management, and operational excellence. Your experience caught my eye as we recently completed a report on the latest trends and strategies for optimizing operational efficiency in the mining industry.

The report, "Operational Drivers for Technology in Mining Industries," is a collaboration between [McKinsey & Company](#) and [Deloitte](#) research. We explore how technology is driving innovation and increasing operational efficiency in the mining industry, ultimately leading to improved customer satisfaction.

I understand that as VP of Innovation and Technical Services at _____, you have a unique perspective on these topics and as someone who is passionate about operational excellence, we think you would find the report particularly interesting.



More Information

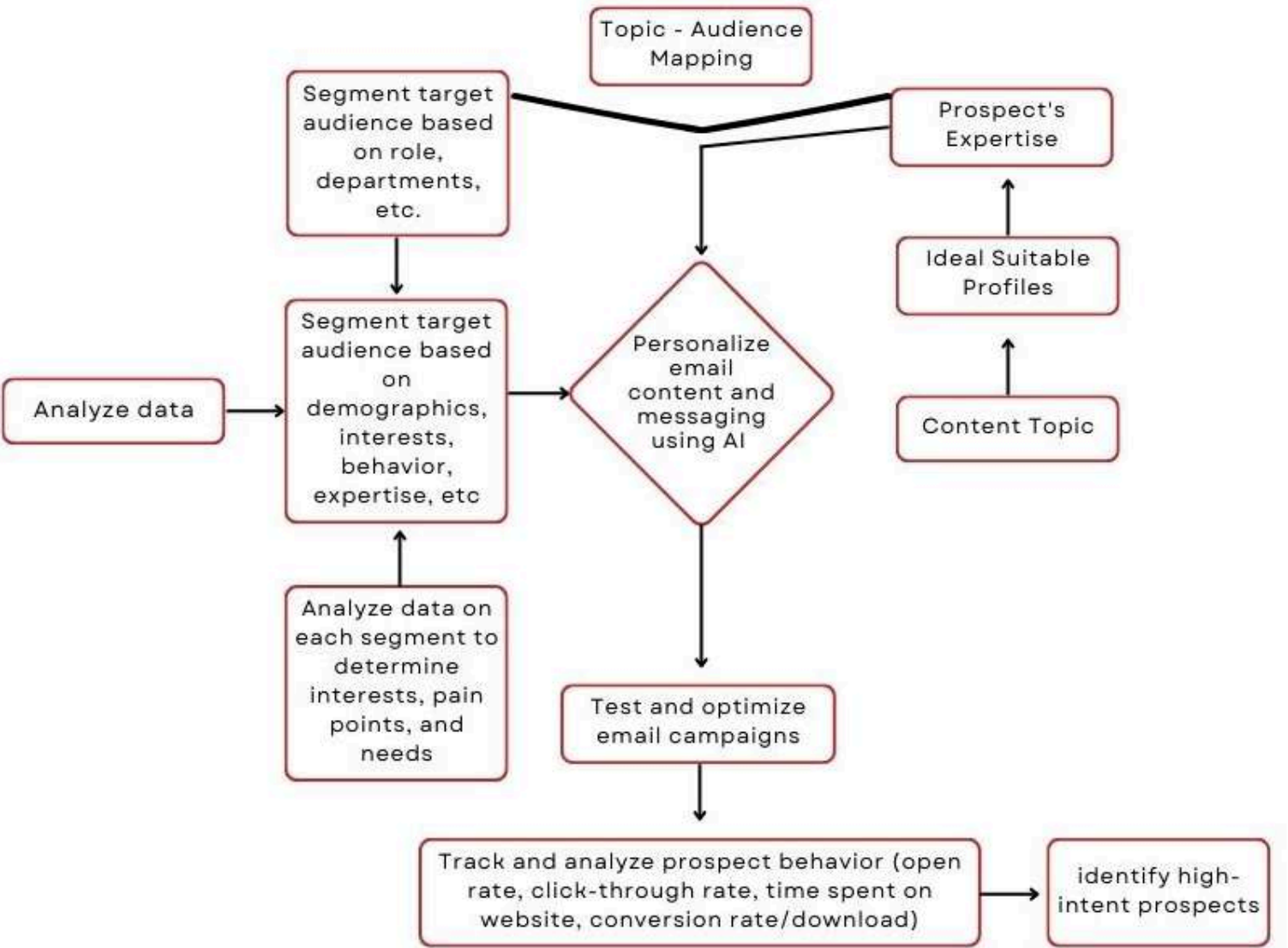
Content-Audience Mapping

Our AI-powered personalized targeting approach, combined with our content-prospect mapping, helps us identify the right audience and create more meaningful and unique content that resonates with them.

With our tool, your email campaigns will be highly relevant and engaging, resulting in higher open and click-through rates. This will help you stand out from the competition, improve customer engagement and loyalty, and drive significant results for your marketing programs.



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And the personalization doesn't end here.



We understand that you are a highly experienced professional with a strong background in operational excellence and technical services, having served as a VP of Innovation and Technical Services for two years. Your expertise in mining, project management, and mining engineering makes you a valuable asset to any organization looking to drive operational efficiency and customer satisfaction.

In this report, the insights we gathered are highly relevant to your background and experience. As a VP of Innovation and Technical Services, you understand the importance of staying ahead of the curve in terms of technology and industry trends. Our report is the result of a comprehensive survey we conducted among 100 businesses and technology leaders across North America, Europe, and Asia. We analyzed their responses to identify the key drivers of technology advancement in these industries, with a focus on operational efficiency and customer satisfaction. A deeper dive into the survey results suggests that digital advancement initiatives focused on Logistics and Materials Quality Management deserve continued focus while initiatives in Environmental Management appear to be poised as an emergent theme throughout the industries.

This report — done in partnership with [redacted] explores the initiatives and projects that some companies within the mill products and mining industries report they have completed, are completing, or are planning to complete that leverage software technology to transform internal processes. Based on the data, we draw conclusions and offer recommendations for organizations that are looking to take their transformations to the next level.

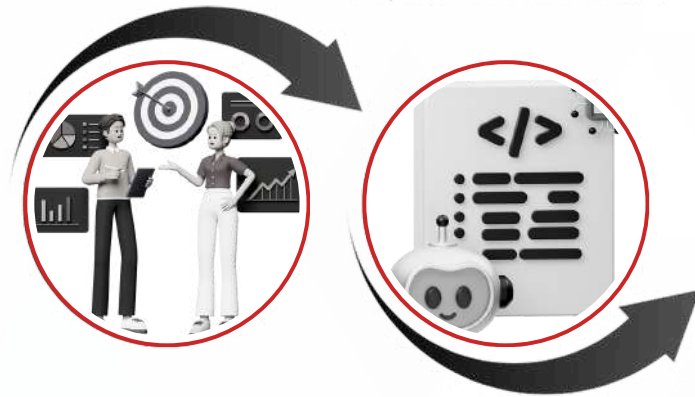
We not only hyper-personalize the email templates but also the landing page. If there are 2,000 emails being sent, our AI-powered tool creates a unique email template for each prospect along with 2,000 landing pages, making the prospect feel seen and understood by providing them with personalized content that captures their attention and engages them in a more meaningful way.

**Build credibility
with your target
audience base
with our AI
email programs
that deliver
results.**

Driving Impactful Engagement

AI-Prompts

Using AI prompts to personalize messaging that highlights the value proposition and relevance of the content involves using topics, company names, first names, job titles, current experience, and skills.

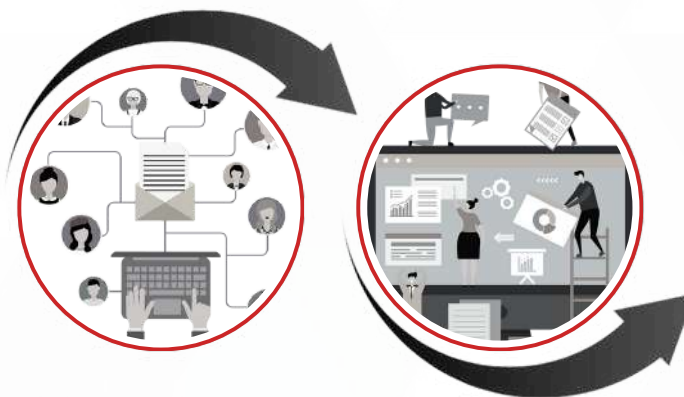


Content vs Audience Mapping

The first step involves identifying the most relevant audience by mapping the content topic to the given target specifications. This helps segment lists based on various attributes, such as relevant job titles, skills, expertise, past behavior, and other data points.

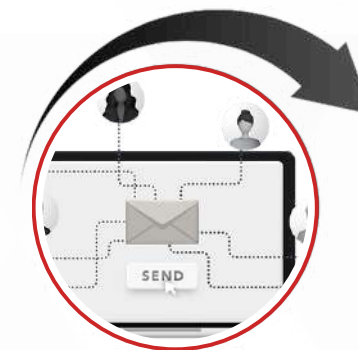
Personalising Landing Page

Creating a prospect vs topic Landing page messaging



Templates

Creating a Hyper personalised email templates



Send Emails

Behavioral Triggers

Incorporating triggers that respond to recipient actions. If a recipient clicked on a specific link in a previous email, you can send them a follow-up email related to that topic.



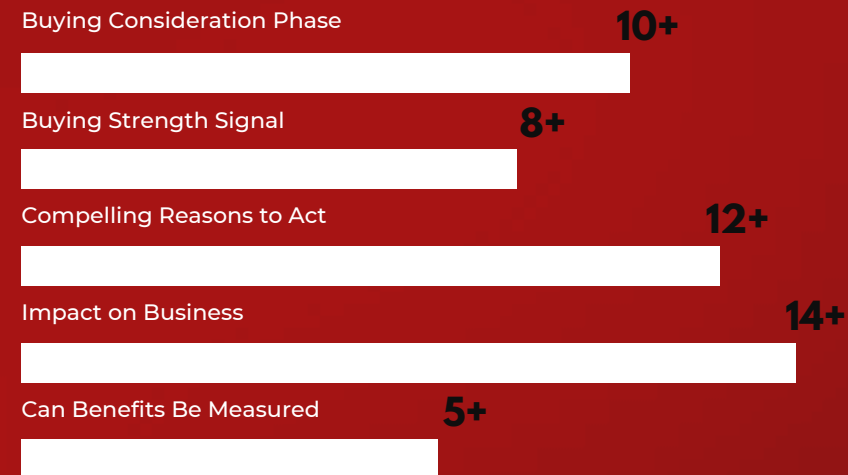
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Experience Sales Success

If you're looking for a systematic way to handle leads in your lead funnel, our lead scoring model is the perfect choice. Our model is designed to help you properly manage and handle your sales-ready leads by differentiating them, nurturing them, and prioritizing them for optimum sales and revenue.

The Explicit & Implicit scoring model we offer is based on a variety of attributes and tracks behavior or activity that indicates a potential sale, such as verifying intent and understanding the buying consideration phase. This allows us to accurately identify and prioritize leads that are most likely to convert, helping you to efficiently allocate your resources and drive revenue growth.



Contact vinay@marketdisc.com or call us at +1 (323) 284 4128 to know more.



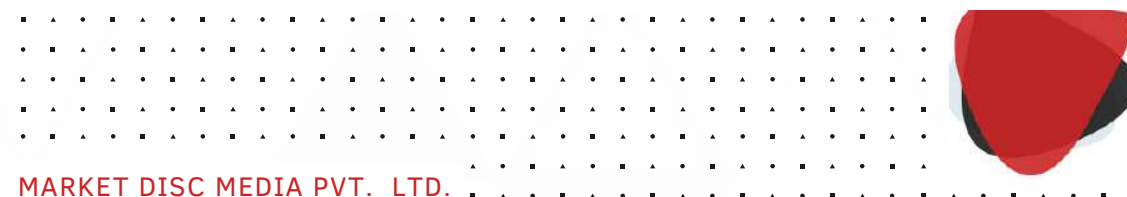
Extended Sales Support

A collaborative approach to lead generation. From SDR-grade telemarketers to your sales team to ensure a seamless handover of leads

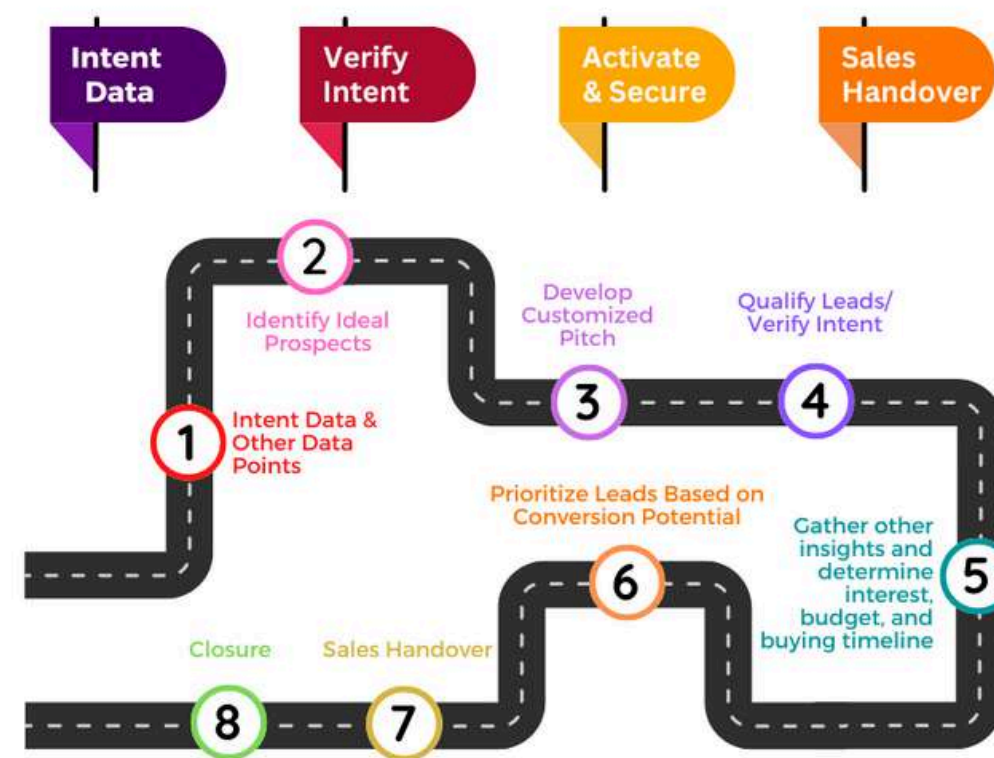
As a service provider, we understand that our telemarketing efforts represent your brand and initiate communication on your behalf. We take this responsibility seriously and ensure that every initial conversation we have is registered and the prospect has a clear understanding of how your business can help them and can recall the details of the conversation when it's time to move forward with the sales process.

We take a consultative approach to telemarketing, building relationships with prospects, and representing your brand in the most professional manner. Our team of skilled telemarketing professionals is trained to understand your business and your target audience, allowing us to tailor our messaging to effectively capture purchase intent and drive conversions.

Overall, our B2B telemarketing services can help you generate more sales-ready leads, improve your sales process, and increase revenue for your business.



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Collaborative Approach to Lead Generation: From SDR Grade Telemarketers to Sales Team



AI-Enhanced Sales Engagement: Turning Conversations into High-Quality Leads

Our AI-powered Custom GPTs enable outbound teams to engage prospects in dynamic, real-time discussions—uncovering deeper insights, asking the right questions at the right time, and qualifying leads with precision. By evolving interactions beyond scripted dialogues, AI ensures higher engagement, better recall, and a seamless transition from initial contact to a sales-ready opportunity.



Real-Time Conversation Evolution

- ✓ AI adapts dynamically to prospect responses
- ✓ Provides instant, relevant insights to steer discussions



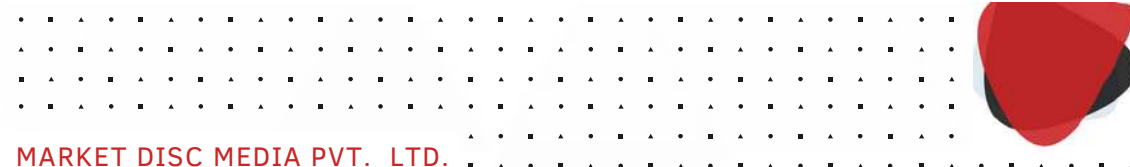
Smarter Product Placement

- ✓ AI helps reps position the right solution at the right moment
- ✓ Better mapping of Challenges vs Value Proposition



Deep-Dive Discussions with AI Assistance

- ✓ Facilitates in-depth conversations on any subject
- ✓ Equips SDRs with real-time data to address complex queries



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Strategic Questioning for Better Engagement

- ✓ AI suggests the right questions at the right time
- ✓ Moves beyond scripted interactions, creating meaningful dialogues



Seamless Prospect Journey

- ✓ High recall ensures fewer missed opportunities for SDRs
- ✓ In-depth conversations enhance recall, allowing SDRs to seamlessly resume discussions without restarting from scratch

Why It Matters?

- ✓ More Engaging & Insightful Conversations
- ✓ Higher Recall & Lead Conversion
- ✓ Reduced Drop-offs & Restarting from Scratch
- ✓ AI-Powered Custom GPTs Tailored for any Campaign/Subject



Our Publication



Formerly known as Tech Marketing Zone, you can find the latest news, events, groundbreaking research, interviews, and insights on technological innovation here at B2B Technology Zone. Our website is dedicated to providing in-depth context to assist executives, entrepreneurs, and IT enthusiasts in making well-informed decisions.

With over 148,000+ subscribers to our newsletter and a database containing more than 67 million records (including New Movers and Voice Verified data), we have access to top decision-makers in technology, business, human resources, and global companies of all sizes, from small businesses to medium-sized enterprises and large corporations.

Publishing Details:

B2B Technology Zone (Formerly Tech Marketing Zone)

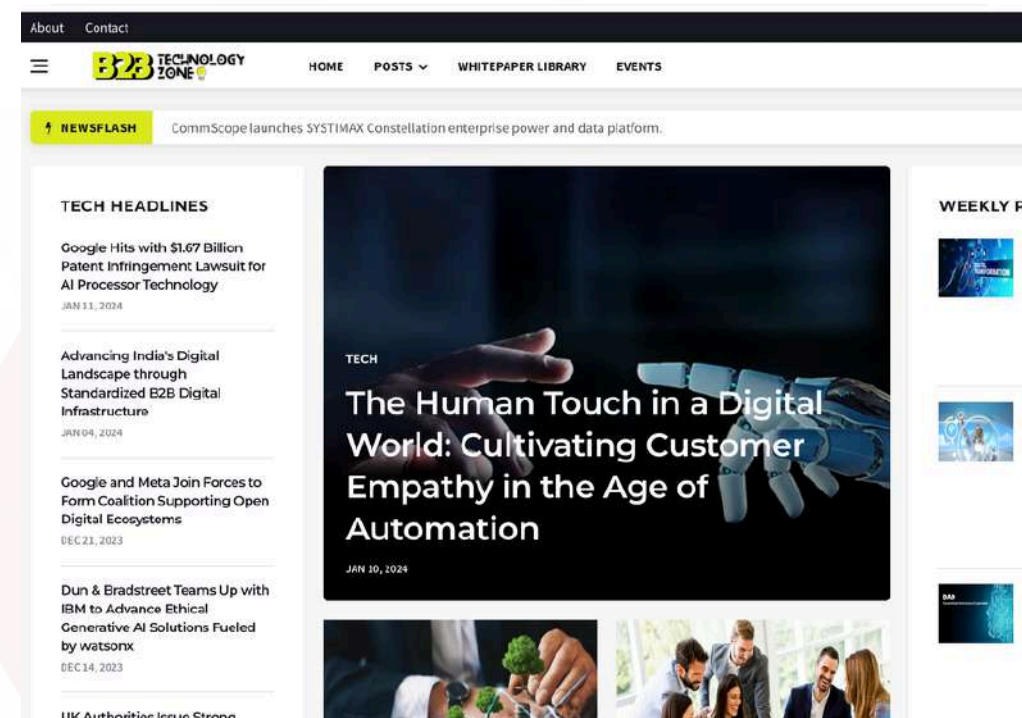
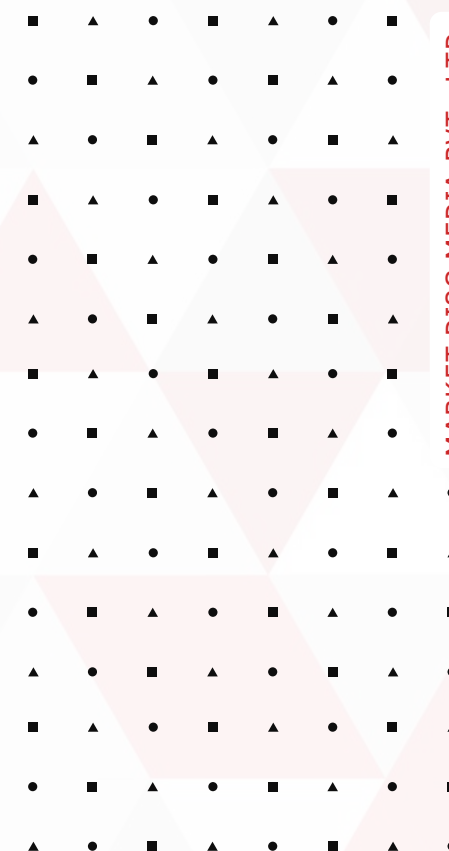
Website: <https://b2btechnologyzone.com/>

Linkedin: <https://www.linkedin.com/company/b2btechnologyzone/>

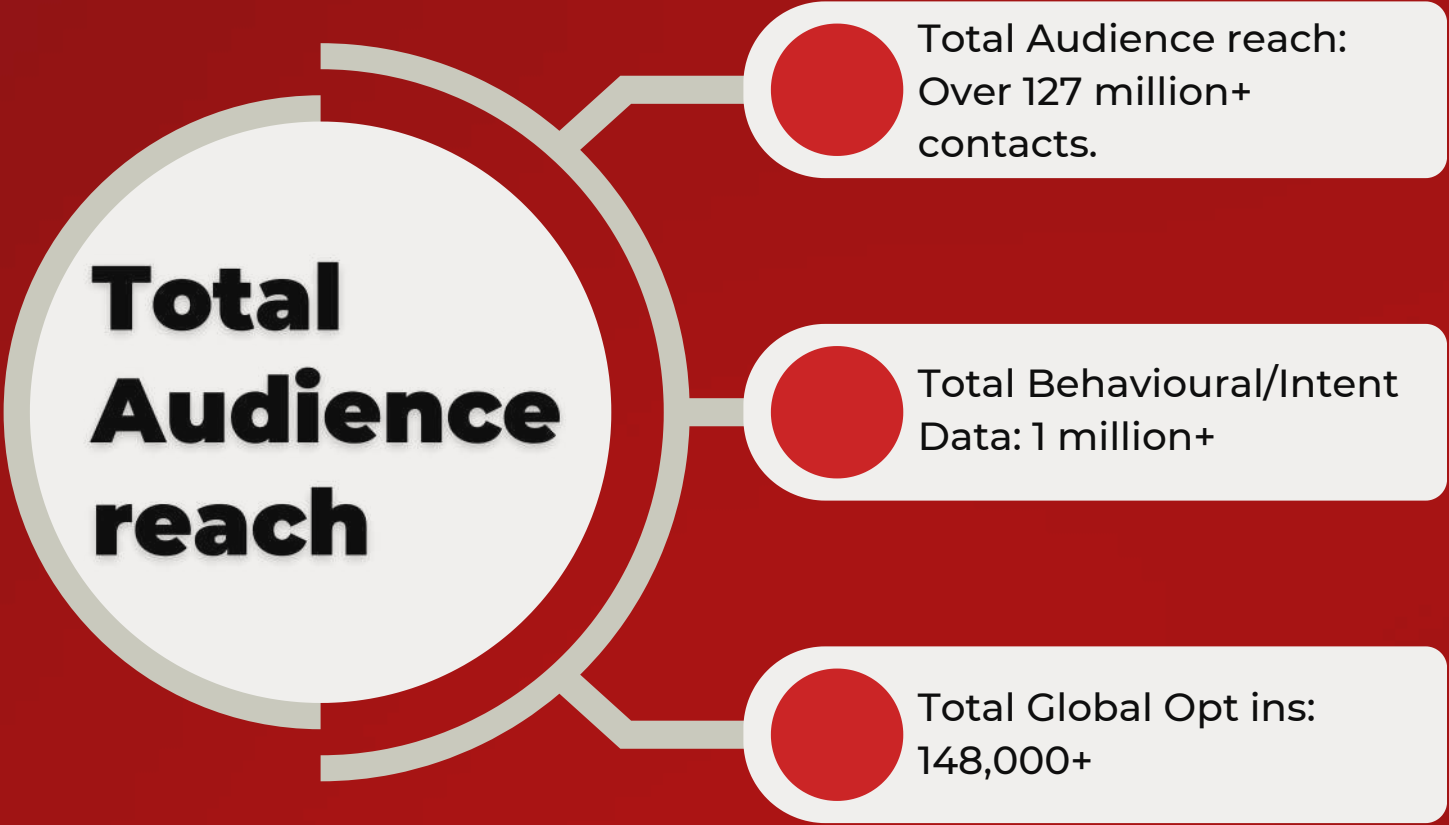
DATA AND OPT-INS

First-Party Opt-In Data:

- Website and Pubsite Opt-in Forms
- Social Media
- Offline Events
- Marketing Campaigns



Our Audience

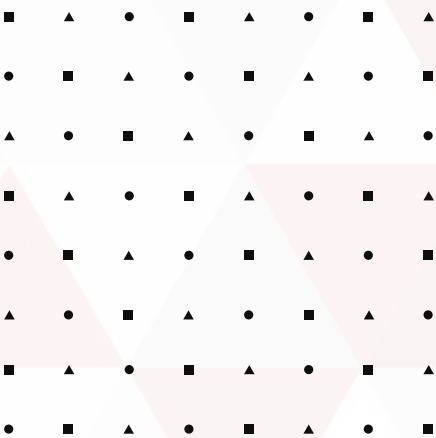


MEDIA PROPERTIES





Reach Technology Decision-Makers



Audience and Reach



Reach (global opt-ins)	148,000+ weekly emails to
Reach per Month (across channels)	1,500,000+
Interactions/Month (across channels)	440,000+

Intent Sources

- Content Engagement
- Visits multiple reports/news/articles
- Email Interaction
- Content Download
- Telemarketing campaigns
- Website Tracking

First-Party Opt-In Data:

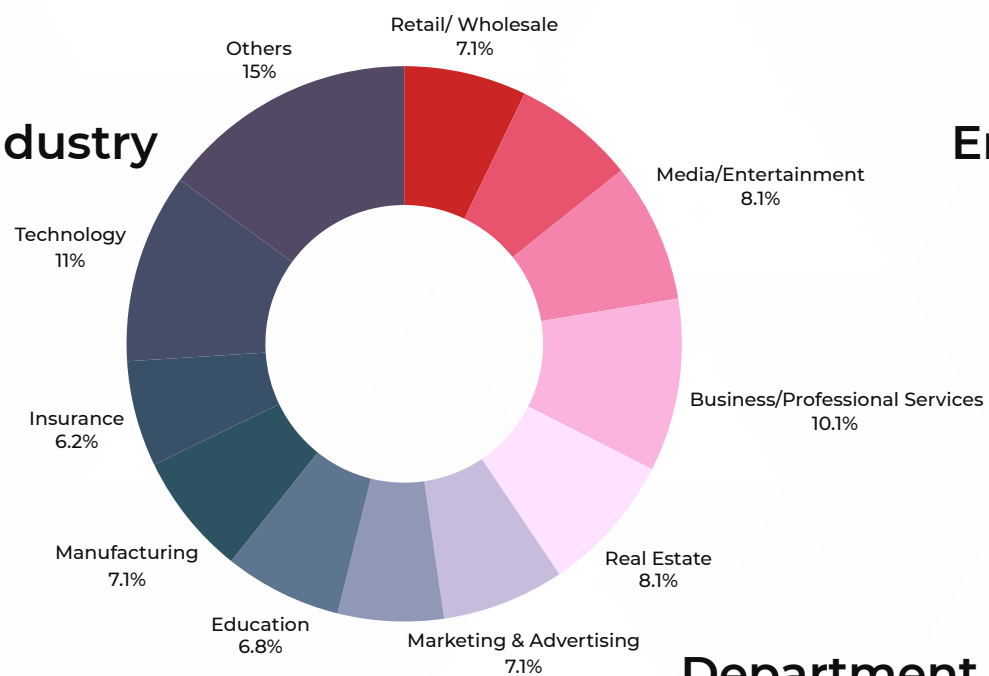
- Website and.
- Pubsite Opt-in. Forms
- Social Media
- Offline Events.
- Marketing Campaigns.



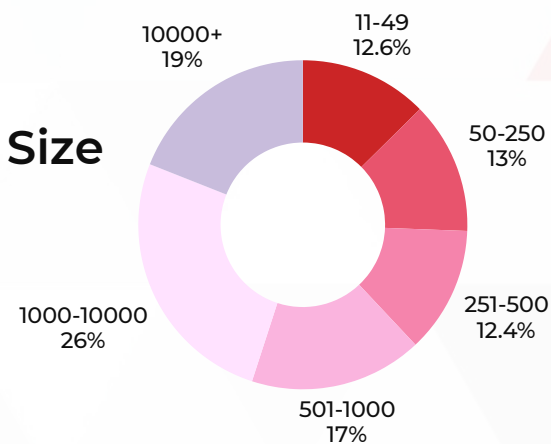


Our Global Audience

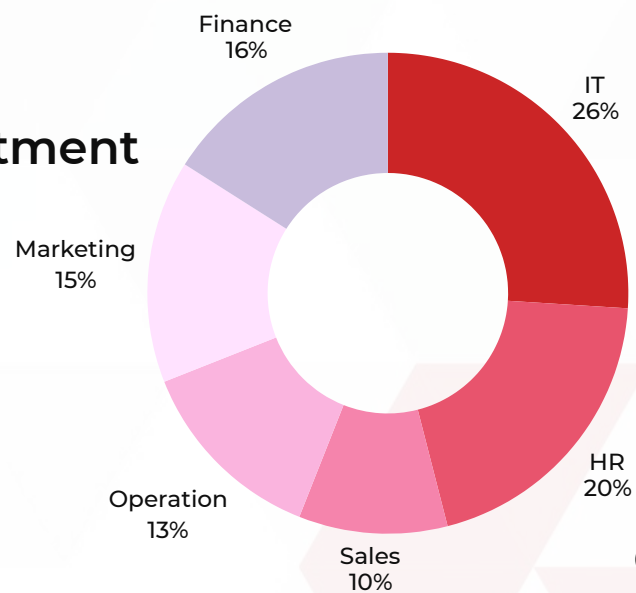
Industry



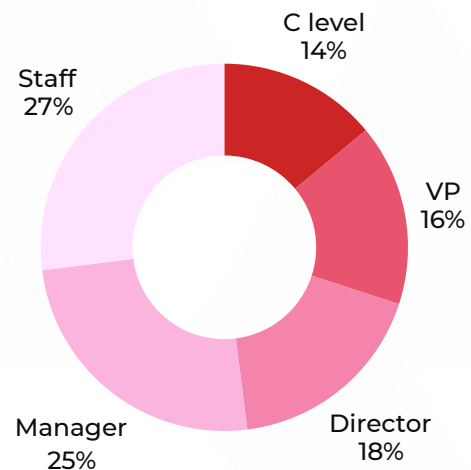
Employee Size



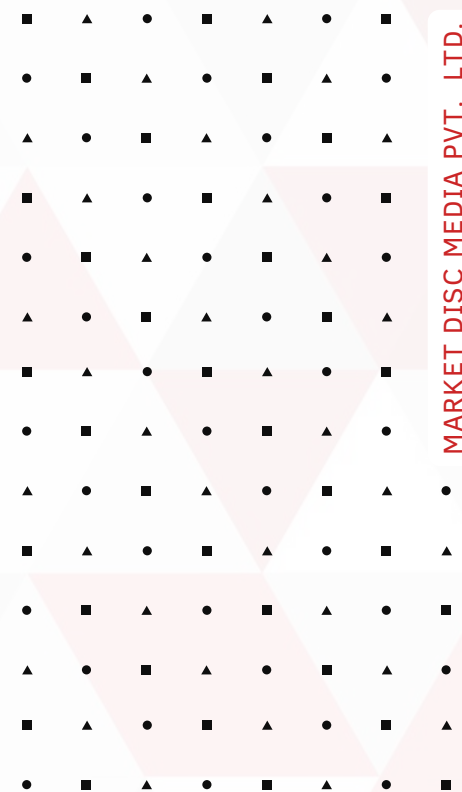
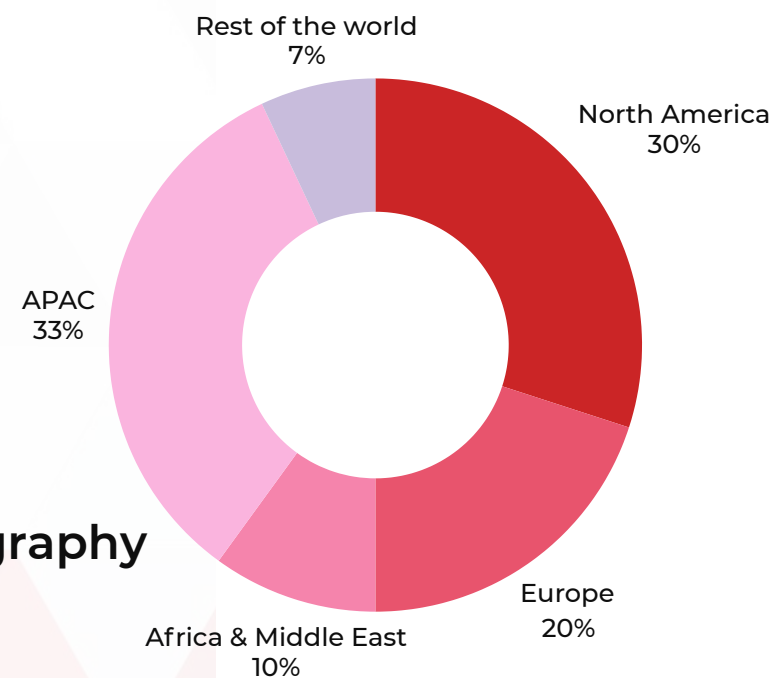
Department



Job Title



Geography



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Discover **Our** **Support**

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At Market Disc Media Pvt Ltd, we are passionate about helping B2B companies achieve their marketing goals. We provide marketing and sales support services for businesses worldwide. Our methodology integrates outbound, inbound, and sales enablement to drive business growth. We specialize in Cost-Per-Lead (CPL) Programs, Webinars, and Email Marketing, with most programs built on a per-lead basis.

CPL Programs

Our pricing is flexible and varies based on factors such as program specifications, desired filters, and timeline. Whether you need highly targeted email campaigns to promote an event, asset, or build credibility with your target customer base, we can help deliver results."

Email Marketing Campaigns

We specialize in creating highly targeted and relevant email campaigns that reach the audience you seek. Our campaigns can be tailored to promote events, and assets, or build credibility with your target customer base. With our expertise in email marketing, we can help you achieve your marketing goals and drive measurable results.

Webinar/Event Promotion

Drive more attendees to your event with our event promotion package tailored as per your industry needs.

Lead Generation Programs

Account-Based Marketing (ABM)

Our team selects target accounts based on various filters such as line-of-business, industry, company demographics (size, revenue, and employees), geographical location, and more. This approach ensures a more refined result and allows us to focus our efforts on the accounts with the highest potential for conversion.

Marketing Qualified Leads (MQL)

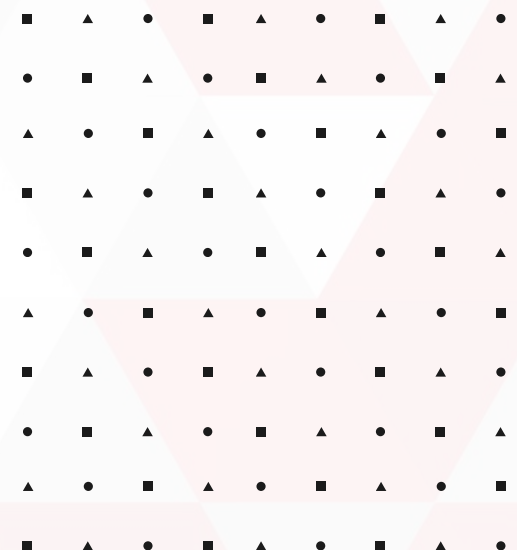
We identify MQLs to ensure that your sales and marketing team are both focused on a set of prospects who meet specific criteria.

BANT Lead

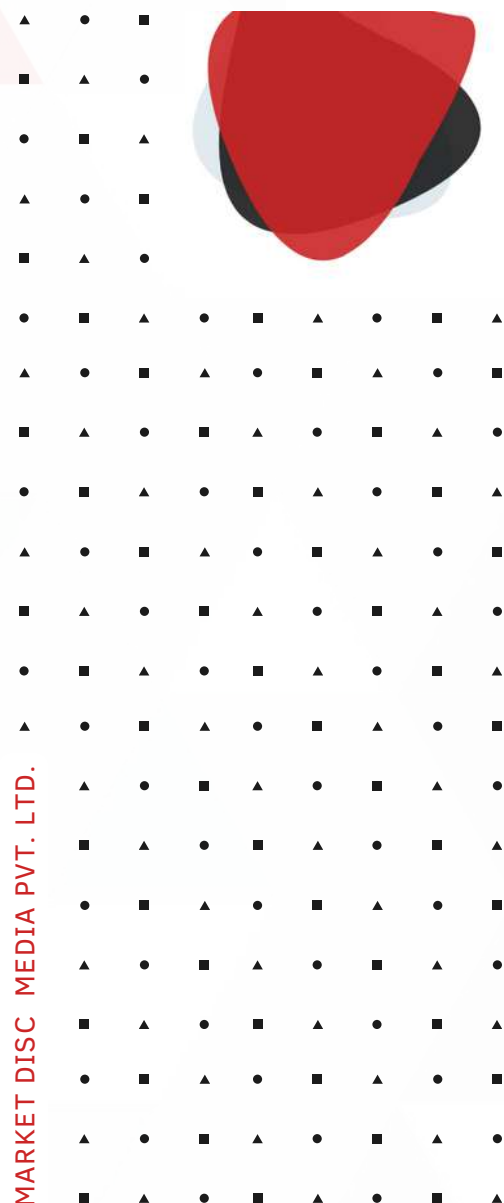
We identify BANT-qualified leads to help your sales team determine whether a prospect is a good fit based on their budget, authority, need for your product, and the timeline for purchasing. Our process ensures that only the most qualified leads are passed on to your sales team, allowing them to focus their efforts on closing deals and building relationships.

Sales Qualified Leads

We identify the leads that are ready to converse with your sales team and have shown interest in buying your product.



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Content Marketing

Our content marketing services ensure that your great content gets the visibility it deserves. We help you distribute your content across multiple channels, including social media, email, and other online platforms, to reach a wider audience and increase engagement.

Confirmed Call Back (CCL)

Combining a mix of online and offline techniques, our Confirmed Call Back (CCL) lead generation model is designed to provide your business with unmatched growth potential by inching closer to confirmed sales.

Appointment Generation

With our appointment generation services, you can turn prospects into interested buyers by maximizing face-to-face, phone, or online meetings with prospective sales leads day after day.

B2B list building

Save time and focus on growing your business by leaving the database management to us. We provide database building, cleaning, and appending services to ensure that your data is accurate, up-to-date, and filled with useful information such as first name, last name, job title, job function, phone number, email address, address, and more. Don't waste your valuable time checking bad data – let us take care of it for you.



Thank you!

Get in touch, email us at
 contact@marketdisc.com or call us at
 [+1 323 284 4128](tel:+13232844128) for comments or questions.

 www.marketdisc.com