



# Fresa Technologies

Neutral IT Solution Provider

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# IT Ideas for Freight Forwarders

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# IT Enabled Sales – Social Media Marketing

➤ Its one of the most cost effective marketing tool to increase your business visibility in today's digital world

➤ What you can gain through Social Media Marketing?

- Increased Brand Recognition
- Cost effective
- More inbound traffic to your Website
- Better Customer Satisfaction
- Improved Brand Loyalty

*“When you interact with customers on a one-to-one basis on social media, it makes them more loyal. Loyal customers spend more with you, stay with you longer and tell their friends about you”*

- Dan Gingiss, Marketing & Customer Experience Executive

- Increased Customer conversion rates

Social Media Tools: Google Analytics, LinkedIn, Twitter, Facebook, Instagram and lot more...

# IT Enabled Sales – Digital Campaign

- The main advantage of Digital Campaigns is that your targeted Customers can be reached in a cost effective and measurable way
- What you can gain through Digital Campaign?
  - Lower Cost
  - Trackable and measurable results
  - Content Marketing – Campaigns with Images, Videos, etc.

Digital Campaign Tools: phpList, Mail Chimp, Zoho Campaign, LinkedIn Ads, Facebook Ads, etc.

# IT Enabled Sales – Sales CRM Software

- Lead generation and maintenance plays a vital role for any business marketing
- Sales CRM software can help to leverage your sales team to capture leads for sales pipeline
- Benefits of Sales CRM Software
  - Dashboard for Sales Team
  - Create and maintain Sales Lead and their Contacts
  - Personalized mail can be sent to your contacts
  - Helps Sales team to update vital information for each leads in the sales funnel
  - Customer Outstanding
  - Enables to track all interactions with Customers
  - Facilitates to automate follow-ups and ensures sales team respond to each queries on-time
  - Track Sales person GEO location

## ➤ How you can use BPO process for your business outreach?

In today's connected world, BPO can be setup for majority of your desks at very affordable cost

Major Departments – Marketing, Sales Support, Documentations, Customs Clearance, Customer Service, Accounts, POD Tracking Desk

Email Marketing – recruit or outsource for email marketing

Tele Marketing – your team can be seated offshore and make international calls at affordable price for sales / operations follow-up

## ➤ Advantages of BPO

Cost Reduction

Service Quality

Productivity Improvement

Cross Training & Business Continuity

Opportunity to focus on Core Business

Infrastructure Facilities

Human Resource

# Thank You