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mph

Media Pack

Automotive-Technology.com



Ochre Media Pvt. Ltd.

INTRO ABOUT PRODUCT

What is the product?

B2B services involve identifying the business shifts in the digital landscape, key stakeholders in the marketing ecosystems and the attributes you look in your partners. They help to highlight the best practices that can lead to and sustain success. You can expect a consistent, multi-channel experience spanning in the development of business sales. Newer strategies and plans can be improved for expanding business through these services. B2B services assist to gain brand retention and you can also add more resources to brands.

Services

Automotive Technology services allow you to maintain business insights and relationships flexibly and adaptively. We assist you to connect with your clients, provide new business challenges that extend capabilities for driving action. With customers interacting with brands through multiple touch points, an open, flexible and scalable analytics solution can be accomplished. Our services events listing, banner advertising, email direct marketing, e-newsletters, profile listing, SEO/SMM etc enhance customer engagement and satisfaction, and sustainable revenue.



INTRO ABOUT PRODUCT

Benefit to Client

Automotive Technology offers flexible and scalable solutions for interacting with clients, enhancing web presence and analysing customer behaviour across multiple channels. Our portal provides a wide range of benefits including:

- Marketing effectively through multiple channels
- Flexible analysis and brand acquisition capabilities
- Insightful analytics solutions
- Edifying Digital Capabilities

Build Bigger and Better Businesses!

Behind the Product

Ochre Media, one of the leading online media platforms helps to accelerate brands by enhancing their visibility with award-winning business insights.

Ochre Media is the place where manufacturers, buyers and sellers are connected to develop their business connections and productivity. We help businesses to advertise their company details, market and publish their services. For the last 11 years, Ochre Media, the B2B specialist, has been in the business of creating brands through proficient advertising strategies.

In Web section, we serve various industries including **Automation, Automotive, Broadcast, Defence, Healthcare, Packaging, Pharmaceutical, Pulp and Paper, Sports, Steel, Plastic** In Print section, we serve two industries: **Pharma Focus Asia (PFA) and Asian HHM**

Sustain New Business Challenges & Extend capabilities for Driving Action!



ONLINE B2B MARKET TRENDS IN AUTOMOTIVE TECHNOLOGY

B2B market trends are the preeminent way to build brand presence as well as one of the most cost effective solutions for businesses on a budget. They help manufacturers and suppliers to make their product or brand reach potential clients at a right time.

We help you to nurture your business productivity to push prospects further down your sales funnel. We will act as a bridge between buyer and supplier to improve their online presence and sales productivity. Automotive Technology, B2B portal helps you to personalize your customer's experience by leveraging key insights.

Our latest trends in automotive industry help to nurture your business. 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



Generate Evolving Business Operating Models through our 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!

Reports

Maximize your Knowledge on business's Insights through Automotive Technology Reports!

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

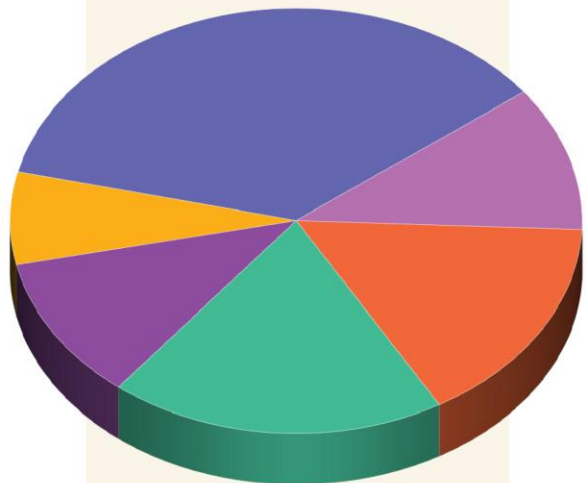
An Excellent Way to Dig Deeply about a Product/Service thoroughly!

Expand your business globally with our visitor attractions!



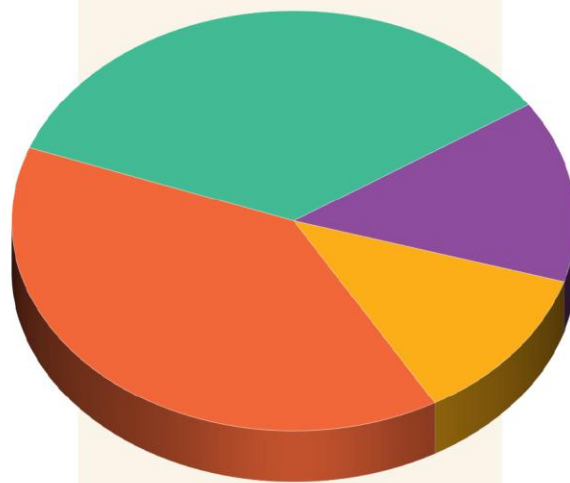
VISITORS ATTRACTIONS

Target Audience



- Automotive Manufacturers..... 19%
- Interior / Exterior Systems Manufacturers 11%
- Electronic Systems/Electrical Systems Manufacturers 7%
- Components & Accessories Manufacturers 36%
- Engineering Service 11%
- Others 16%

Target Market



- Geographical Reach
- Asia..... 39%
- Europe 35%
- North America 14%
- ROW 12%



Average Page Visits

234,000+



Unique Page Visits

14,000+



Average Visitor Time

9+ mnts

ONLINE BUSINESS PROFILE



| | Services | SILVER MEMBERSHIP | GOLD MEMBERSHIP | PLATINUM MEMBERSHIP |
|----|---------------------------------|-------------------|-----------------|---------------------|
| 1 | 1000 Words Profile | ✓ | ✓ | ✓ |
| 2 | 5 Expandable Images | ✓ | ✓ | ✓ |
| 3 | Product Gallery | ✓ | ✓ | ✓ |
| 4 | Product Video | ✓ | ✓ | ✓ |
| 5 | White Papers | ✓ | ✓ | ✓ |
| 6 | Profile Updates | ✓ | ✓ | ✓ |
| 7 | SEO | ✓ | ✓ | ✓ |
| 8 | Catalogue | ✓ | ✓ | ✓ |
| 9 | Product Specification | ✓ | ✓ | ✓ |
| 10 | Suppliers of the month Listing | ✗ | ✗ | ✓ |
| 11 | e-Newsletter Presence | ✗ | ✓ | ✓ |
| 12 | Home Page Banner | ✗ | ✓ | ✓ |
| 13 | Interview/Article | ✗ | ✓ | ✓ |
| 14 | Home Page Slider | ✗ | ✗ | ✓ |
| 15 | Product Launch | ✗ | ✗ | ✓ |
| 16 | Email Direct Marketing | ✗ | ✗ | ✓ |
| 17 | Banner in Product & Services | ✗ | ✗ | ✓ |
| 18 | e-Newsletter Banner | ✗ | ✓ | ✓ |
| 19 | e-Newsletter/Article/Interviews | ✗ | ✓ | ✓ |
| 20 | SMM | ✗ | ✗ | ✓ |

ADVERTISING

EVENT MARKETING

Branding & Promotion

Empowering customers to more real-time and targeted marketing execution towards increased relevancy and ROI can be possible with our branding and promotions. We assist our clients to identify opportune digital customer segments in the industry. Our innovation ideas enable more relevant marketing execution and more accurate marketing contribution. You can benefit from our promotion capabilities that help timely routine marketing execution. We believe that Branding & Promotion is the key to a successful business.

Identify Opportune Digital Customer Segments with our Branding Services

Video Marketing

Automotive Technology improves user engagement for your products or brands through video marketing. We use innovative campaigns to promote our client's videos on Facebook, YouTube, and other social networking platforms. Brand recognition can be attained through video marketing promotions. We pave a way in establishing your brand across the globe. Automotive Technology makes your products/services the best in the market.

Establish your Brand Across the Globe through our Video Marketing Techniques!

News Release

News Releases are the perfect benchmark to enhance business yield and web presence globally. Automotive Technology provides the news to acquire the scalability required to achieve business's ambitious growth plans. They help to structure our client's business processes and provide enhanced flexibility and productivity.

Acquire the scalability required to achieve business's ambitious growth plans!



Articles

We provide the articles to give our clients the required potential to unleash their business value. Our SEO friendly articles proactively leverage them to digitally accelerate their businesses.

Promoting Customer Centricity with Perceptive Articles!

Interviews

Interviews section of Automotive Technology includes the interviews of automotive industry C-Level executives. We provide a platform to showcase the latest updates of your company that helps to reach your targeted audience.

Transparent Communications Amplify Business Etiquette & Scalability!

ADVERTISING

E-MAIL MARKETING

Client E-Mail Blast

Our bulk of emails let your customers or potential clients to know about the latest updates, innovations of your company. Our client email blast assists to enhance your business in the contemporary era. Our emails would bring a prompt response from your potential clients. 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 will send bulk of emails to clients that help organizations operate with a clear business direction, using a vision and roadmap that define the way forward. Our emails would definitely help our potential clients to focus only on amplifying continuous business value for their stakeholders. Our email blast proffers new digital solutions to offer an opportunity to accelerate business value across the globe.

Our Client E-Mail Blast proffers new digital solutions!

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 eye-grabbing e-newsletters deliver data-driven solutions and also improve marketing impact through campaign analytics. We help our clients to accelerate the effectiveness of their marketing strategies, maximize ROI and stay ahead of the competition. We help our potential clients accelerate the effectiveness of their marketing strategies.

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.



| BannerType | Dimensions (px) | Max File Size | File Format | Rate (US\$) |
|---------------------|-----------------|---------------|-------------|-------------|
| Leader Board Banner | 728x90 | 40kb | GIF & JPEG | 1,200* |
| Top/Full Banner | 468x60 | 30kb | GIF & JPEG | 800* |
| Article / Interview | 800 words | -- | -- | 700* |
| Product launch | -- | -- | -- | 500* |
| Press releases | -- | -- | -- | 300* |

*NOTE: Above mentioned prices are for 1 time presence

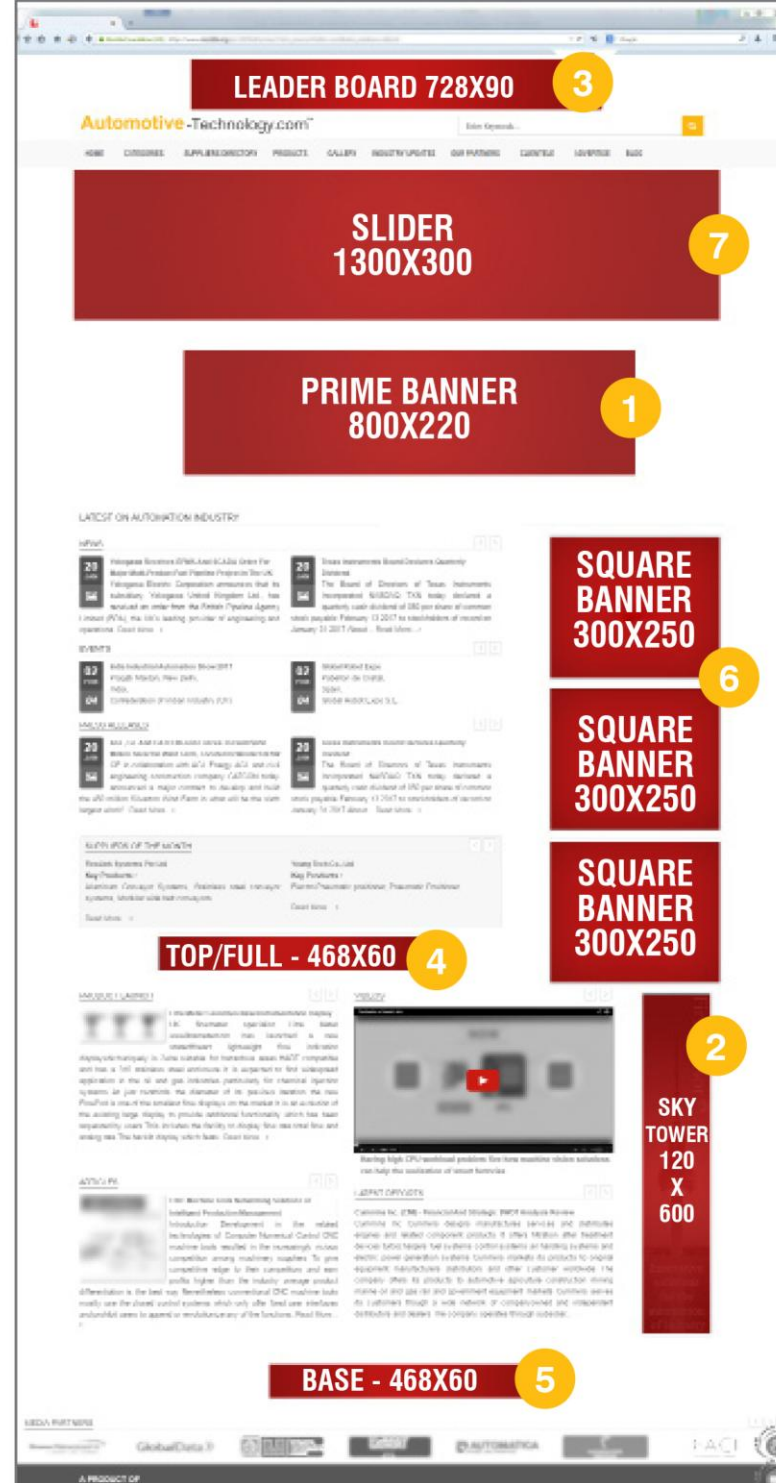
ADVERTISING BANNER

Reach your Targeted Audiences through our Banner ads!

| | Banner Type | Dimensions (pixels) | Max File Size | Rates (USD) |
|---|---------------------|---------------------|---------------|-------------|
| 1 | Prime Banner | 800x220 | 50kb | 2,500 |
| 2 | Sky Tower Banner | 120x600 | 50kb | 2,200 |
| 3 | Leader Board Banner | 728x90 | 40kb | 2,000 |
| 4 | Top/Full Banner | 468x60 | 30kb | 1,500 |
| 5 | Base Banner | 468x60 | 30kb | 1,000 |
| 6 | Square Banner | 300x250 | 25kb | 1,200 |
| 7 | Slider | 1300x300 | 50kb | 1,000 |

NOTE: Above mentioned prices are for 30 days

File Formats: GIF & JPEG



BANNERS ON WEBPAGE

RATE CARD

CONTENT MARKETING

Product Launch (US\$500)

Automotive Technology offers the innovative strategies to the clients who want to launch their product in the marketplace. Through attractive content, superlative planning, we will launch your product. You can achieve optimal results in less span of time through our creative strategies.

True Potential to Change the Marketplace!

Press Releases (US\$300)

We will publish high quality press releases on our website and let the world know about your latest announcement, developments and so on. Press releases help you build trust on different fronts, by stimulating journalists to cover your story and also give your prospects a new reason to visit your website!

Let the World Know About your Latest Developments!

Interviews (US\$500)

Our editorial team helps to publish your interview on our website to enhance your online reputation and business production. You can discuss about your company and let your customers know your thoughts and innovations.

Let your customers know your thoughts and innovations!

White Papers (US\$300)

We help you to target your audience through White Papers as they help them to know your company's news, updates.

A great medium for sharing company's innovations!

Case Studies (US\$300)

Make your customers to know your projects problems and their solutions through our Case Studies. We help industry experts to gain knowledge through Automotive Technology case studies.

Gain knowledge through Automotive Technology case studies!

SOCIAL MEDIA MARKETING

Social Media Marketing helps to market your brands or products to connect with a global audience and market them through multiple channels. We offer you the effective social media marketing strategic planning to allow you to reach new customers and convert them to your product or service.

We will be able to offer this service to help increase your company's visibility. They will be able to focus on substance, amplification and data review to help your company do campaign success.

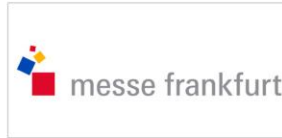
Increase your company's visibility through our Social Media Marketing Techniques!



MAJOR CLIENTS



EVENT PARTNERS



KNOWLEDGE PARTNERS



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