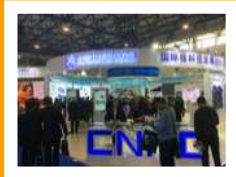




BREAK INTO EMERGING MARKETS

NBN MEMBERSHIP

The Process of Qualifying Leads with No Overhead Costs



2020

The Marketing Department focus on a powerful marketing strategy to deliver customer experience, customer loyalty, and customer retention and growth. In the total marketing expense, **marketing technology budgets** (Email marketing platforms, web content management, and digital marketing analytics platforms) **account for one-third of the resources**. But new customer acquisition expense is dropping because of **the increasing Customer Acquisition Cost** and the focus on the Customer Lifetime Value.

How Much Is A Traditional Customer Acquisition Cost ?

The budget for Customer Acquisition Cost is ordinarily cut in three segments: Calls, Emails Marketing, and Exhibitions:

The Cold Calls (50 \$/ hour)

Advantage: 92% of all customer interactions happen on the phone.

Problem: 85% of prospects and customers are dissatisfied with their on-the-phone experience.

An Email Marketing Agency (from 125 \$/hour)

Advantage: 35% of email recipients open emails based on the subject line and nothing else.

Problem: 43% of email recipients mark emails as spam based only on the email address.

A General contractor for a Booth in a New Trade Show: 50 \$/ hour (excluding the rent of floor space).

Advantage: An excellent opportunity to raise brand awareness among industry professionals and to generate sales with the key decision-makers.

Problem: Likely, the competition will also be exhibiting at the event.

What Is The Impacts On Your Sales Pipeline ?

The Customer Acquisition Cost adds stress to your sales department: identifying prospects, gaining buy-in from potential customers, creating solutions, and closing the deal. It costs five times as much to attract a new customer than to keep an existing one.

Hence, **your budget for the new prospection drops down**, and you concentrate on existing customer retention like 76% of companies.

But today, **in the selling environment, competition is increasing, territories are larger**, procurement is playing a more significant role, customers are busier, more protected, extra aware, and less accessible.



“As a result, your company has no competitive advantage a majority of the time, limited opportunities to develop the connection with the decision-maker, and become a commodity buy: the choice comes down to who is cheapest or who is securing the most savings”.

OUR SOLUTIONS

- We create a targeted prospecting strategy
- We get quality leads from prospecting face to face
- We qualify your future customers

How Does NBN Achieve These Targets?

NO OVERHEAD COST!

We spend 80% of our time in calls, direct appointments, exhibitions, seminars, and additionally examine the tradeshow ROI:

- We identify the decision-makers and obtain contact information delivered at your desk.
- We immediately connect the qualified prospect with your sales team.
- We identify the presence of your competition.

We use 20% of our time to identify industry and regional trends/issues and potential targets:

- We are partner with numerous events worldwide, and we report on the market outlook.
- As Media, we have access to government press release.
- Our Multilingual team focus on information unavailable in English.

We use our business to a business platform to promote and brand our members:

- On our website, in Arabic, Chinese, and English.
- In our Monthly Newsletter sent to more than 30 thousand subscribers.
- In our Mobile Application, available in Arabic, Chinese, and English on Google Play and Apple Store.

By merely becoming an NBN member, Your sales team has more time to focus on your Customer Lifetime Value.

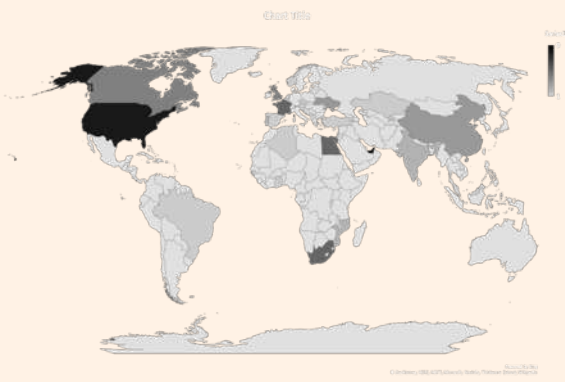
Our Iron-Clad Promises

- **Fast return on Investment:** your membership cost is paid off after the first two commercial prospectings.
- **Brand Awareness:** we commit to your branding in three languages, and the content delivered is under your authority.
- **Qualify Prospects:** if we can't qualify one prospect over the year of your membership, it's on us: we pay back your fee(*).



**Contact NBN today
we will describe our process and review your targets and markets.**

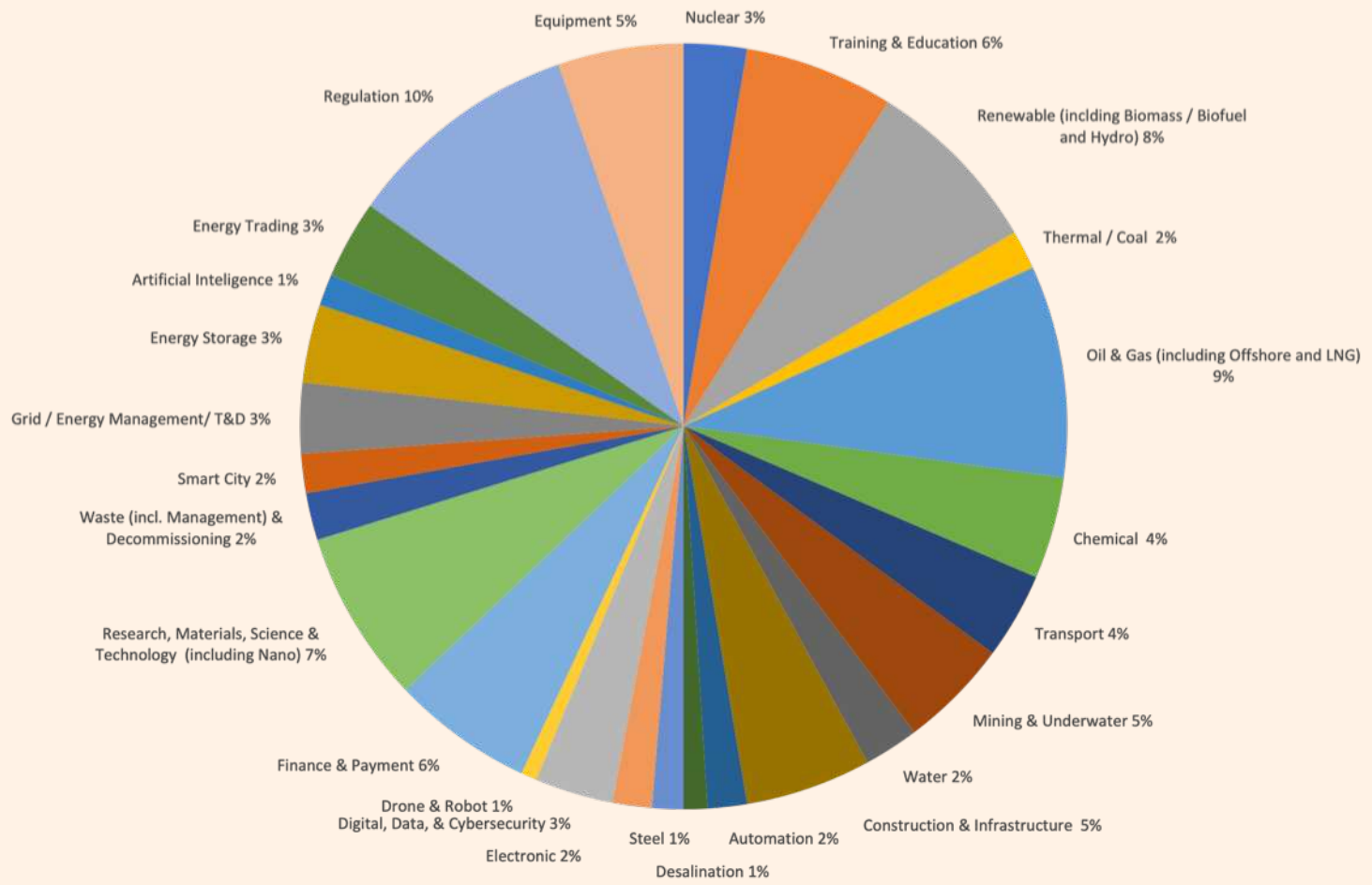
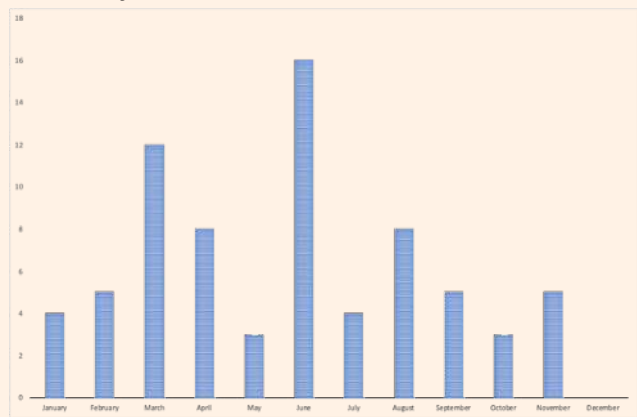
OUR PROSPECTION



Our Sales & Marketing team will fo us in **26 countries** during the year 2020:

Algeria, Austria, Belgium, Brazil, Canada, China, Czech, Egypt, France, Ghana, India, Kazakhstan, Kuwait, Malaysia, Mozambique, Netherlands, Norway, Portugal, Singapore, South Africa, Spain, Turkey, UAE, UK, Ukraine, USA

This year involves the prospection in 72 events.
 The events we partner with and plan to attend, combine more than **30 markets** (list of events available on **NBN.media**)



NBN MEMBERSHIP FEE

- **\$699 / year** to brand your company in our Arabic, Chinese, and English Marketing Channels
- **\$1,499 / year** for the prospection program: **NO Overhead Cost**
- **\$4,999 / year** for complete marketing and sales outsourcing



BREAK INTO EMERGING MARKETS

<https://nbn.media/membership-pricing>

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