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 - Demand Generation
 - Sales Development
 - Data services
- Tools
- Data
- Contact us

FOUNDERS



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Reach the perfect audience to boost your business! We give your sales and marketing team the tools they need to succeed. Quality leads will help you grow your business.



Marathon B2B has the broad capabilities and in-depth industry experience to assist you in resolving your customers' most difficult problems. We are glad to state that each year since we opened our doors to the B2B business in 2016, we have a larger list of returning and new clients.





Our Expertise

DEMAND GENERATION
We cultivate longterm relationships
with key prospects
and customers.

SALES DEVELOPMENT
Set qualified
appointments and
demonstrations to
focus solely on the front
end of the sales cycle.

DATABASE SERVICES
Every component of your database is managed and processed by us.
Data Never Lies, at the end of the day.



PART 1 Demand Generation Services ABM - MQL - CONTENT MARKETING - EVENT PROMOTION



Account Based Marketing

Most effective method for identifying and wooing that one target account

Based on more specific parameters such as industry, employee size, revenue etc

Provide you with a more refined results

IDENTIFY HIGH QUALITY AUDIENCES & CAPITALISE ON SPECIFIC INTENT



Marketing Qualified Leads (MQL)

MID - FUNNEL NURTURE READY LEADS

Qualified leads in marketing have the potential to become outstanding clients

It's critical to build and maintain positive relationships with prospects in order to keep them interested

We make sure that sales team is focused on a specific group of prospects



Content Marketing

ACTIONABLE CONTENT DESERVES AN ACTIONABLE AUDIENCE

Your content marketing approach should incorporate company goals, audience targeting, and native ad placement.

By syndicating material, we can help you improve the amount of visits to your website as well as your reputation.

Our content marketing services can help you get identified and distribute your message to a larger audience



Event Promotion

ENSURE HIGH PARTICIPATION RATES AND HIGHER ROI FOR YOUR EVENTS

We make certain that you reach the correct audience for your business

Our focus is the generation of ROI-qualified leads

Webcasts, webinars, meet-ups, seminars, product launches, etc





PART 2 Sales Development Services BANT - SALES QUALIFIED LEADS - CONFIRMED CALL BACK APPOINTMENT GENERATION



B.A.N.T Leads

QUALIFYING LEADS USING A SCIENTIFIC SALES METHODOLOGY

BANT is a powerful tool since it identifies where resources should be directed in order to create leads

BANT helps in qualifying the prospect on the basis of their budget, authority or ability to buy along with timeframe

It requires a personalised approach to the prospect



Sales Qualified Leads

PROSPECTS EXHIBITING IN-MARKET SIGNALS AND INTENT.

We are experts at converting Marketing Qualified Leads into high-quality Sales Qualified Leads

We locate prospects
who are eager to
speak with your sales
staff and have
expressed an interest

It requires a detailed approach to the prospect

PART 3 Database Services B2B LIST BUILDING - DATABASE CLEANSING - INSTALL DATABASE





B2B List Building

RELEVANT, ACTIONABLE & INTENT DRIVEN DATA

What if I told you that 90% of a salesperson's time is spent finding contacts and establishing a list

We assist businesses in saving time by locating potential leads online and compiling a list of them

You can devote 90
percent of your time
to nurturing them
for a very
inexpensive fee



Database Cleansing

KEEP YOUR DATABSE RELEVANT AND CLEANSED PERIODICALLY

We clean your database and add important information such as first and last names, job titles, functions, and much more

Spend the time you would have spent checking faulty data on company strategy

You can devote 90
percent of your time
to nurturing them
for a very
inexpensive fee



Install Database

UNVEIL NEW INSIGHTS INTO BUYER PROFILES AND PREFERENCES

We can target
businesses who utilise
products similar to
what you provide so
that you may learn
about their needs.

We get this information from reliable sources to ensure that the details are accurate and not misleading

We build intelligence on products/vendors, then have it verified by reputable sources, resulting in a highly qualified lead

PART 4 Tools



Marathon Ventures Limited



Tools

What we depend upon apart from indiviudal skill sets!!!









and much more....

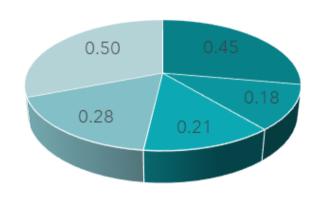
PART 5 Data





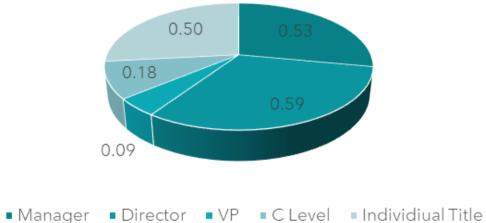
Overview of the most integral part of the operations...

North America (in mil)





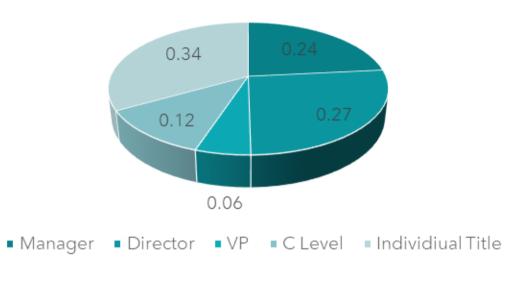
EMEA (in mil)



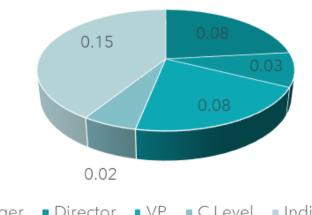
Information Technology Titles

(in Mill's)	NA	EMEA	APAC	LATAM
Manager	0.45	0.53	0.24	0.08
Director	0.18	0.59	0.27	0.03
VP	0.21	0.09	0.06	0.08
C Level	0.28	0.18	0.12	0.02
Individiual Title	0.50	0.50	0.34	0.15
	1.62	1.88	1.03	0.36





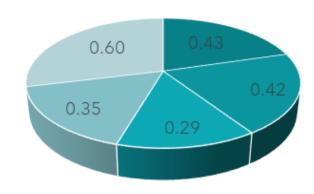






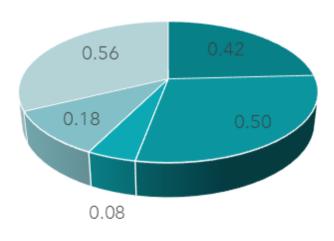
Overview of the most integral part of the operations...

North America (in mil)



■ Manager ■ Director ■ VP ■ C Level ■ Individiual Title

EMEA (in mil)

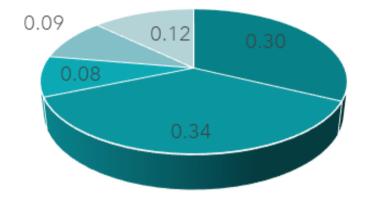


■ Manager ■ Director ■ VP ■ C Level ■ Individiual Title

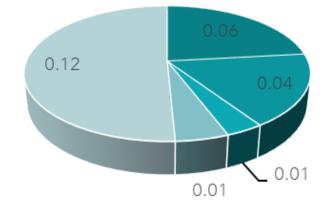
Finance Titles

(in Mill's)	NA	EMEA	APAC	LATAM
Manager	0.43	0.42	0.30	0.06
Director	0.42	0.50	0.34	0.04
VP	0.29	0.08	0.08	0.01
C Level	0.35	0.18	0.09	0.01
Individiual Title	0.60	0.56	0.12	0.12
	2.08	1.74	0.93	0.24

APAC (in mil)





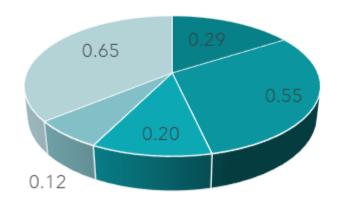


■ Manager ■ Director ■ VP ■ C Level ■ Individiual Title



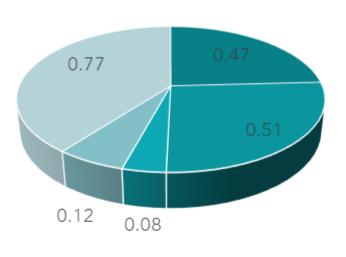
Overview of the most integral part of the operations...

North America (in mil)



■ Manager ■ Director ■ VP ■ C Level ■ Individiual Title

EMEA (in mil)

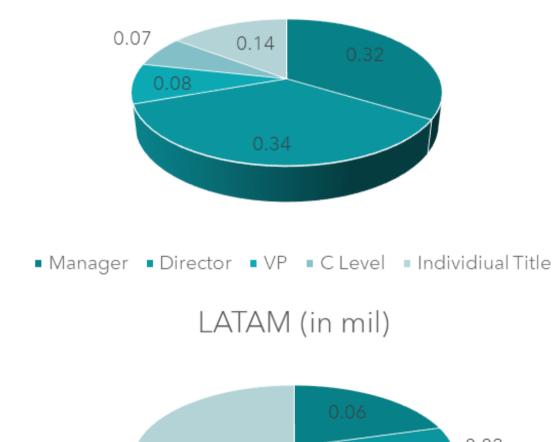


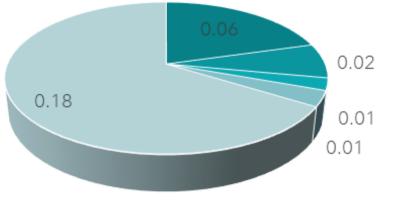
Manager
 Director
 VP
 C Level
 Individiual Title

Marketing Titles

(in Mill's)	NA	EMEA	APAC	LATAM
Manager	0.29	0.47	0.32	0.06
Director	0.55	0.51	0.34	0.02
VP	0.20	0.08	0.08	0.01
C Level	0.12	0.12	0.07	0.01
Individiual Title	0.65	0.77	0.14	0.18
	1.81	1.95	0.95	0.27

APAC (in mil)





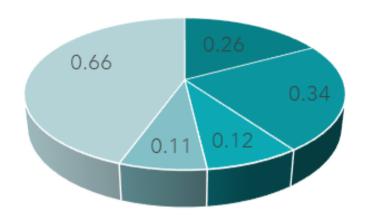
■ Manager ■ Director ■ VP ■ C Level ■ Individiual Title



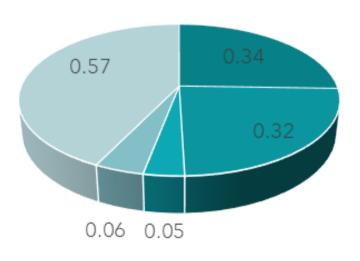
Overview of the most integral part of the operations...

Human Resource Titles

North America (in mil)

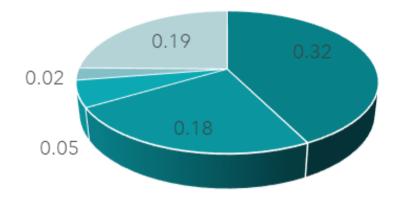


Manager • Director • VP • C Level • Individiual Title
 EMEA (in mil)



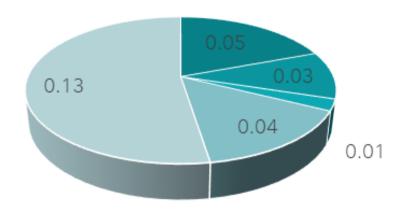
(in Mill's) APAC LATAM NA **EMEA** Manager 0.26 0.34 0.32 0.05 0.32 Director 0.34 0.18 0.03 VΡ 0.12 0.05 0.05 0.01 C Level 0.11 0.02 0.06 0.04 Individiual Title 0.57 0.66 0.19 0.13 0.24 1.49 1.33 0.75

APAC (in mil)



■ Manager ■ Director ■ VP ■ C Level ■ Individiual Title

LATAM (in mil)



■ Manager ■ Director ■ VP ■ C Level ■ Individiual Title



Data Overall Global Reach

Region	Internal Database (in mil)	Subscribe Database (in mil)
NA	1.28	5.83
EMEA	1.10	5.79
APAC	0.44	3.22
LATAM	0.09	0.95
	2.92	15.78



Who We Are

Marathon B2B is a B2B data research and intelligence firm that provides top businesses around the world with tailored, highquality data and insights. Marathon B2B was founded with the intention of helping millions of people improve their lives. We're dedicated to helping our clients generate more qualified leads and turn them into opportunities. Our innovative lead generation strategies pique prospects' interest and convert them into customers. Our ultimate focus is maintaining the synergy between the client's requirement, revenue acceleration, and our company's goal.



Thank you!

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