

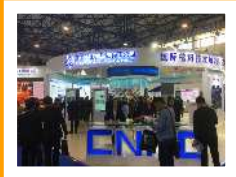


BREAK INTO EMERGING MARKETS

# NBN MEMBERSHIP

The Process of Qualifying Leads

**NO OVERHEAD COST!**



**2023**

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 (40 £/ 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 100 £/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: 40 £/ 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 our newsletter data  
 We qualify your future customers

## How Does NBN Achieve These Targets?

NO OVERHEAD COST!

**We spend 80% of our time in 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.

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

## Our Iron-Clad Promises

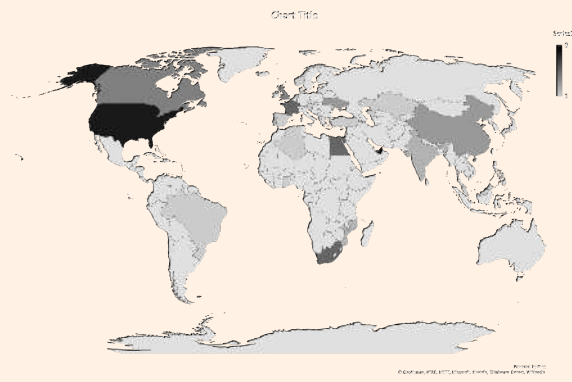
- **Fast return on Investment:** your membership cost is paid off after the first two commercial prospectings.
- **Brand Awareness:** we commit to your branding in three languages, and the content delivered is under your authority.
- **Qualify Prospects:** if we can't qualify one prospect over the year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



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



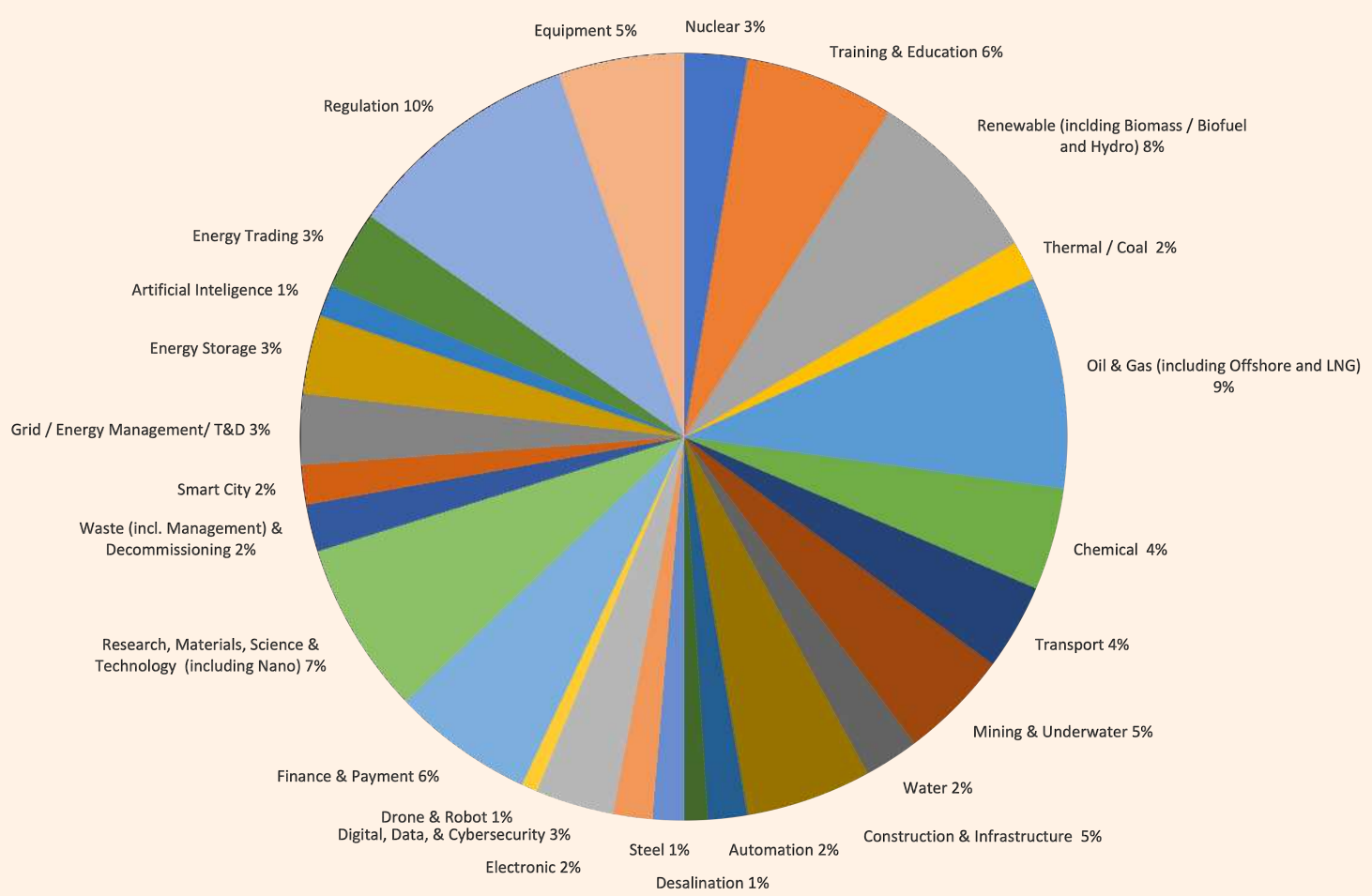
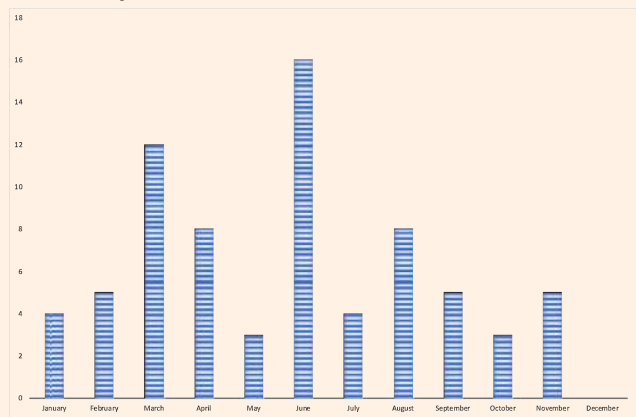
# OUR PROSPECTION



Our Sales & Marketing team will fo us in **28 countries** during the year 2023:

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

**Next year involves the prospection in 75 events.**  
 The events we partner with and plan to attend, combine more than **30 markets** (list of events available on **NBN.business**)



# OUR PRICING

**NO OVERHEAD COST!**

SERVICES	BRANDING	BRANDING +	GLOBAL
One Video-Recorded Face to Face Interview			X
One Audio & Video Interview (Zoom/Skype)			
One Written Interview		X	X
One Sponsored Newsletter		X	X
One Technical Article	X	X	X
Advertising space on NBN Website and Mobile App	X	X	X
Quarterly Press Release	X	X	X
Website & Directory Listing (EN/AR/CN)	X	X	X
Discount on Events	X	X	X
<b>Yearly Membership Fee</b>	<b>€ 1, 999</b>	<b>€ 3,599</b>	<b>€ 5,899</b>

**You can request single service or package of services from our various business solutions:**

- Arranging B2B meetings;
- Tenders information and Bidding Requirements in a given market;
- Dedicated Market research;
- Competition analysis;
- RFQ & Enlisting in a Company's Procurement list;

**NBN MEMBERSHIP FEE**

- **€ 1,999 / year** to brand your company in our Arabic, Chinese, and English Marketing Channel
- **€ 3,599 / year** for the Branding +
- **€ 5,899 / year** for complete marketing outsourcing

*“The pressure of adversity does not affect the mind of the brave man... It is more powerful than external circumstances.”*

**Lucius Annaeus Seneca**



**<https://nbn.business>**

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