



Who **we are**

We are not your ordinary marketing firm. Ahilia is a marketing consulting firm that specializes in global services, outsourcing and technology. We focus on knowledge based marketing with a passion for creating innovative, engaging and highly effective marketing programs. Ahilia's consultants bring extensive backgrounds in global services and technology-from buyer, advisor and provider roles.

What **we do**

Ahilia provides end to end marketing services that range from Marketing Strategy to Content Creation and Online Marketing. We believe that the key to successful marketing is providing meaningful content through an integrated and multi-channel approach. No matter what the medium: print, video, web or social, Ahilia helps you to communicate intelligence to your target audience.

Who **we serve**

Ahilia provides customized solutions to Global IT, BPO and Technology providers across the globe. With clients that range in size from \$10 million to multi-billion in revenue. Ahilia has the expertise and marketing solutions that can take your company to the next level.

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Ahilia's work has been first rate. Their insight on how to craft messages and offerings has helped us position ourselves better in the markets we serve.

Avi Lele,
SVP Corporate Strategy & Marketing, L&T Infotech



Our Services

Marketing Strategy Consulting

- Marketing Strategy Development
- Branding
- Go-to-Market Plans
- Corporate Messaging
- Marketing Operations Planning & Management
- Lead Generation Planning & Management

Services Marketing

- Service Portfolio Design
- Services/Solution Packaging
- Services/Solution Launch

Content Creation

- Whitepapers & E-books
- Marketing Collateral
- Case Studies
- Websites & Blogs
- Presentations
- Editorials & Media Articles

Influencer Management

- Analyst Relations
- VC Relations
- Sourcing Advisors
- Public Relations

Online Marketing

- Websites/Microsites
- PPC Advertising
- SEO/SEM
- Social Media Marketing
- Email Campaigns

Event Marketing

- Online Events
- Custom Branded Events
- Turnkey Event Management
- Sponsorship

Creative

- Corporate Identity & Branding
- Web Design & Development
- Collateral Design & Development
- Presentation Design & Development

Domestic Sourcing Consulting & Marketing Services

- Location Assessments
- Regional Branding, Marketing & Promotion
- Domestic Sourcing Integration
- Service Provider & Deliver Center Marketing

Ahilia's Integrated Approach to Marketing



Ahilia believes that the key to successful marketing today rests on the ability to provide creative, meaningful and engaging content. The difference between good and great marketing is more than executing a list of activities, but delivering key messages through multiple channels in a coordinated fashion.

While buyers of B2B solutions used to turn to their peers for consumer information, ITSMA now reports that this is now trending towards the “B2B Social Buyer, who relies on social media and online communities during the purchase process.” While peers remain in the mix as referrals, research shows that they are no longer the first stop for buyers. As business executives are increasingly consuming media and adopting various online resources, communicating and positioning your company throughout multiple channels is becoming increasingly important. Ahilia makes it possible to leverage your valuable content through the various communication channels your buyers are using to consume content.

Our Solutions

Ahilia CMO

With Ahilia CMO, we function as your marketing department, providing end-to-end marketing services including Strategy, Planning and Execution. Ahilia works as an integral part of your organization, collaborating with senior management and sales to provide marketing leadership support on an ongoing basis. Ideal for companies and business units within larger organizations with a \$250k to \$1 million annual marketing budget.

Ahilia Ascent

Ahilia works as an extension of your marketing team providing a sub-set of marketing activities that compliments your existing marketing and sales efforts. Analyst Relations, Influencer Management, and Content Creation are some of the common activities outsourced under Ahilia Ascent. Ahilia Ascent is an ideal model for organizations with marketing teams that have limited resources or bandwidth internally for specific functional areas.

Thought Leadership Program

In today's highly competitive market, thought leadership is an important key differentiator for knowledge based organizations. Thought leadership done well, should leverage your expertise, your experience and your ingenuity for the benefit of your clients. Various marketing activities including white papers, eBooks, and blogs can position your company as a leader in your space and is a critical component for inbound lead generation. For many companies, building and executing a thought leadership program is difficult because of the varied skills required and time consuming internal coordination. Ahilia can help not only designing your thought leadership strategy, but in executing and managing your program on an ongoing basis.

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Now in our third year of engagement, Ahilia has truly become a trusted partner that we turn to for strategic corporate and marketing advice.

Hari Haran

President, Persistent Systems

Ahilia's Edge

Industry Inside Ahilia's consultants are industry insiders and experts in the fields of global services, outsourcing and technology.

Leveragable IP We help communicate intelligence by packaging your IP into rich content to help you differentiate yourself in the marketplace.

Technology Bridge Ahilia bridges the gap between technology, operations and marketing to create highly effective and relevant marketing programs.

Tailored Engagements Ahilia's customized solutions are designed to be flexible, ranging from point solutions to running your entire marketing program.

Effortless, Seamless Experience No more explaining what you do, no more rewriting content, no more time consuming coordination with multiple agencies!

Client Snapshot



About Ahilia

Ahilia is a marketing consulting firm focused on global services, outsourcing, and technology industries. Ahilia specializes in knowledge-based marketing and has advised companies and government agencies on projects such as market assessments, influencer management, and services definition. Ahilia's in-depth knowledge of the Global IT, BPO and Technology Services industries is what differentiates them from other consulting firms and marketing agencies. Ahilia's consultants bridge the gap between strategy, operations, and marketing as well as understand what buyers want and the most current trends in the industry. They help communicate intelligence to their target audiences. Founded in 2007, Ahilia services its client base from offices in Davis, CA and Bangalore, India.

US: 800 489 5197 • India: (80) 4099 3529 • email: info@ahilia.com

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www.ahilia.com

