

RDMR: Unleashing Your Brand Potential

Welcome to RDMR, your trusted partner in demand generation, brand positioning, and growth. Established in 2016, we bring a rich heritage in coaching and entrepreneurship, combined with over 15 years of expertise in ATL, BTL, and marketing technology. Our mission is to unleash your brand's potential and drive sustainable growth for solopreneurs, coaches, and consultants worldwide. With a proven track record of building effective demand generation systems, RDMR is ready to take your business to new heights.



About RDMR: Your Growth Partner

1 Established Excellence

Founded in 2016, RDMR brings a wealth of experience in coaching and entrepreneurship to the table.

2 Comprehensive Expertise

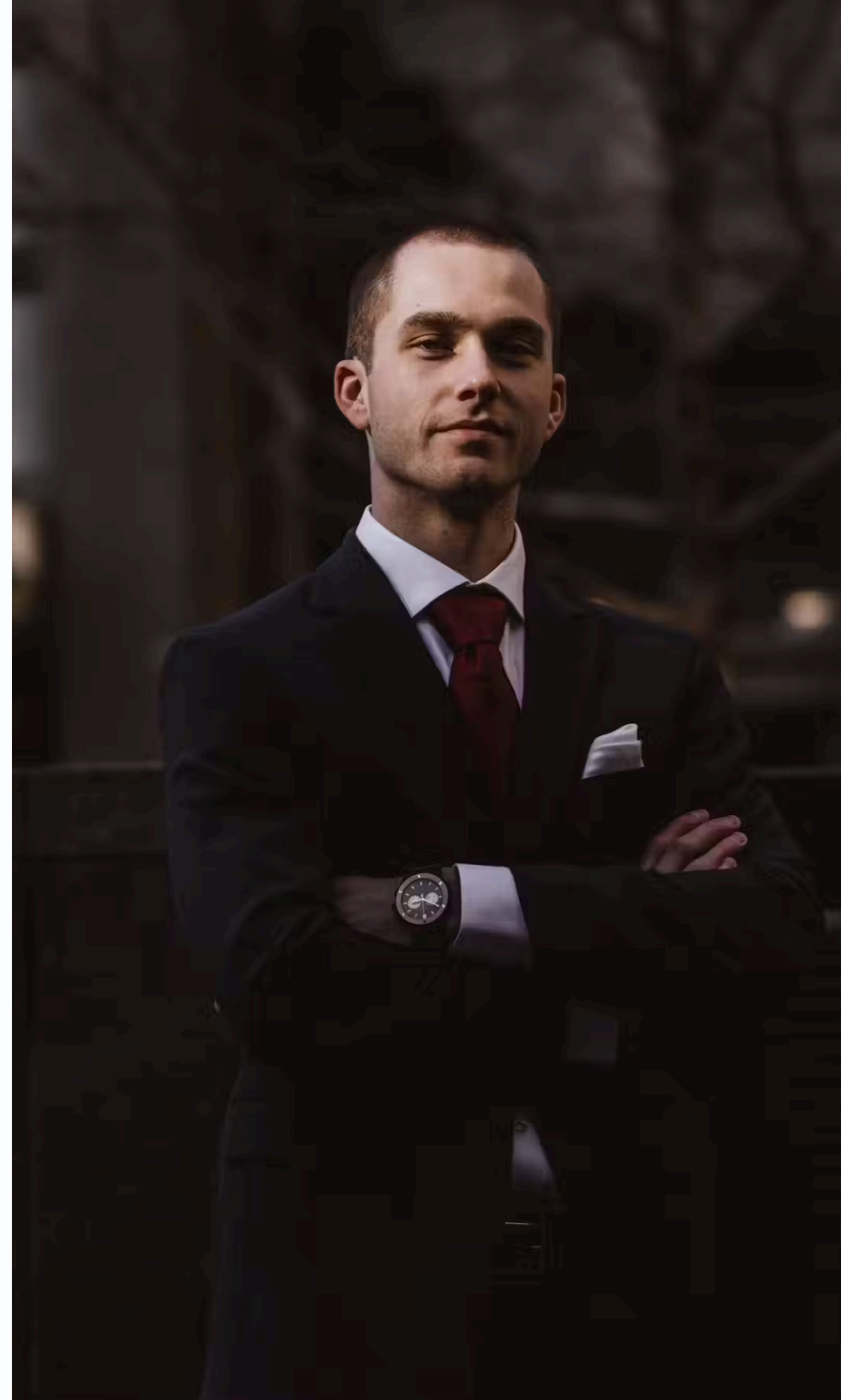
With over 15 years of experience in ATL, BTL, and marketing technology, we offer a holistic approach to brand growth.

3 Global Trust

Our services have earned the trust of over 2,000 happy clients worldwide, showcasing our commitment to excellence.

4 Proven Success

We specialize in building effective demand generation systems for solopreneurs, coaches, and consultants, driving tangible results.



Our Consortium: A Powerful Network

Extensive Network

Over a decade of building relationships has resulted in a network of 5,000+ professionals, including speakers, coaches, trainers, mindfulness experts, doctors, lawyers, and more.

Collaborative Environment

Our consortium fosters a collaborative atmosphere, encouraging shared resources and mutual growth among members.

Industry Leaders

Our network includes prominent industry figures, senior armed forces officials, navy commanders, and Fortune 500 executives, providing unparalleled insights and opportunities.

Integrated Marketing

The RDMR Difference

Beyond Digital Marketing

We create a comprehensive demand generation ecosystem that goes beyond traditional digital marketing strategies.

Strategic Positioning

Our approach focuses on positioning and placing you strategically in the marketplace to reach your target audience effectively.

Niche Development

We help you carve out a unique niche and build a strong brand identity that sets you apart from the competition.

Introducing the RDMR 4-Layered Demand Generation System: A Proven Strategy for Success

The RDMR Demand Generation System is a meticulously crafted, foolproof approach designed to drive consistent and scalable results for your brand. Tested over two decades, this system works seamlessly, even when you're on holiday! Here's how each of the four layers functions to ensure your brand thrives:

Layer 1: Awareness Campaigns and Account-Based Marketing (ABM)

The journey begins with creating awareness. This layer uses a two-pronged approach:

- **Awareness Campaigns:** Designed for the masses, this strategy employs broad-reaching methods to introduce your brand. It focuses on conveying your brand's value, mission, and identity to a wide audience through broadcasting techniques.
- **Account-Based Marketing (ABM):** Running parallel to the awareness campaign, ABM targets specific demographics with personalized messaging. Here, the focus shifts from general awareness to addressing the niche issues and challenges your brand solves. The objective is to generate qualified leads through a more targeted and tailored approach.

Layer 2: Content-Rich Digital Presence

This layer answers the question, "How do we do it?" by emphasizing the importance of a content-rich digital ecosystem:

- **Comprehensive Content Strategy:** From landing pages and websites to blogs, videos, and podcasts, every piece of content is carefully crafted to align with your brand's guidelines. Consistency and uniformity in branding across all digital touchpoints ensure your brand is easily identifiable and leaves a lasting impression.

Layer 3: Pull-Based Marketing and Lead Qualification

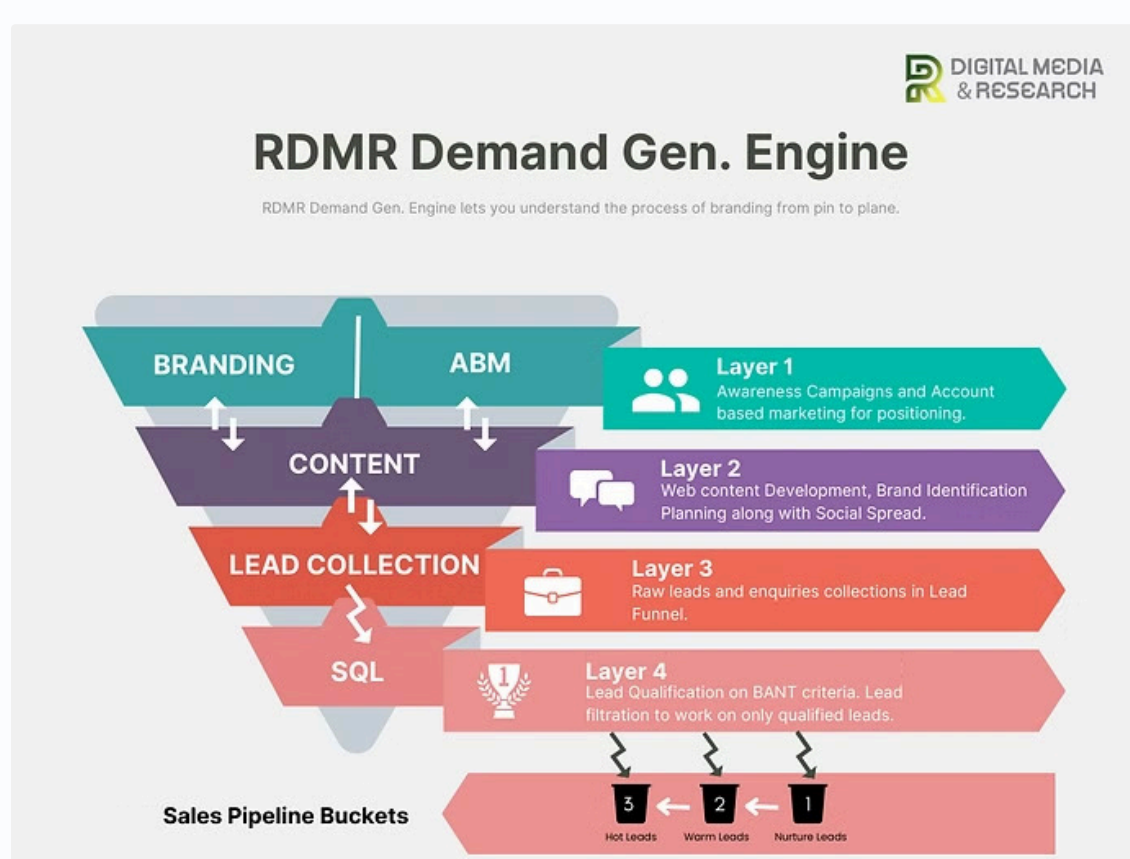
Now, we get to the core—converting awareness into tangible results:

- **Pull-Based Marketing:** Leveraging content generated in the previous layers, we use AI and automation to reach a broad audience quickly. The goal is to attract prospects who recognize their needs and see your brand as the solution.
- **Lead Qualification (BANT):** All leads are funneled into a single system where they are qualified based on Budget, Authority, Need, and Time (BANT). This process filters leads to Sales Qualified Leads (SQLs), which are 80% ready to close. At this stage, your role is to align your solutions with their needs to finalize the sale.

Layer 4: Sales Pipeline and Strategic Growth

The final layer is about sustaining and growing your success:

- **Sales Pipeline Visibility:** With a clear view of your sales pipeline, you can track how many leads and what value is being closed each month. This visibility allows you to make informed decisions on resource allocation, investments, and scaling your business.
- **Offline Engagement and Brand Building:** RDMR goes beyond digital marketing. We emphasize the importance of physical presence in conferences, meetups, forums, and more. These offline engagements generate rich content that feeds back into your digital strategies, breaking branding boundaries and expanding your reach.



The RDMR Difference

RDMR Demand Generation isn't just another digital marketing activity. It's a strategic, holistic approach to building a brand over time. We blend online presence with offline engagements, ensuring that your brand is not just visible but also credible and authoritative in the market.

Whether through panel discussions, guest lectures, or keynote speaking opportunities, our system ensures that your brand is consistently in the spotlight, driving growth and ensuring long-term success.

The RDMR Demand Generation Engine

1

Awareness Campaigns

Generate brand awareness and visibility through targeted marketing efforts.

2

Account-Based Marketing

Focus on high-value clients with personalized strategies for maximum impact.

3

Content Strategy

Craft compelling content that resonates with your audience and drives engagement.

4

Lead Generation & Qualification

Capture and nurture leads, building a robust sales pipeline for sustainable growth.



Legacy-Based Approach: Building Credibility

1

Physical Presence

We believe in the power of physical public appearances to establish credibility.

2

Strategic Invitations

Secure invitations to forums, communities, and conferences for keynote talks, guest lectures, and panel discussions.

3

Thought Leadership

Establish you as a credible and active thought leader in your niche through strategic positioning.



Amplifying Growth with Marketing Technology

1 Generative AI and Automation

Leverage cutting-edge technologies to enhance visibility and engagement, resulting in a 10X increase in audience reach and interaction.

2 Advanced Strategies

Implement LinkedIn automation, content engagement automation, viral marketing techniques, and algorithm integration for maximum impact. RDMR uses more than 100 automation tools at all the layers to get the best data driven marketing approach.

3 Proven Results

Our strategies have achieved remarkable outcomes, such as growing Instagram followers from 0 to 1,000 in just 4 days - authentically!



Global Presence & Scalability

Remote Work Culture

100% remote work culture since the year 2000, fostering flexibility and global talent acquisition.

Strategic Locations

Headquarters in Sharjah, UAE, with offices in Pune, India and Germany, Europe, ensuring a global perspective.

Dedicated Team

Over 120 highly skilled professionals committed to providing exceptional service to clients worldwide.

Brand Activation Powerhouse

PR and BTL Media

RD MR, through its subsidiary Advocats Creations, leads in PR and BTL media strategies.

Event Expertise

We plan and execute exhibitions, events, roadshows, and manage traditional media channels (radio, print, TV).

Comprehensive Services

Our offerings include merchandising, launch plans, and influencer marketing expertise.

Influencer Partnerships

We can hire content creators or celebrities to endorse your brand and amplify your message effectively.



Product Launch

How RDMR Helps Early-Stage Startups in Product Launch

RDMR is dedicated to empowering early-stage startups by providing comprehensive support throughout the product launch process. Our services are designed to ensure that your product reaches the right audience, gains maximum visibility, and achieves market success. Here's how we can help:

Media Buying

- **Strategic Planning:** We develop tailored media buying strategies that align with your startup's goals and budget. Our team identifies the most effective channels to reach your target audience.
- **Negotiation and Placement:** Leveraging our industry connections, we negotiate the best rates and placements for your ads, ensuring optimal exposure and cost-efficiency.
- **Performance Tracking:** We continuously monitor and analyze the performance of your media campaigns, making data-driven adjustments to maximize ROI.

Public Relations (PR)

- **Brand Storytelling:** Our PR experts craft compelling narratives that highlight your startup's unique value proposition and resonate with your audience.
- **Media Outreach:** We have established relationships with key media outlets and influencers, enabling us to secure high-impact coverage for your product launch.
- **Crisis Management:** In the event of any challenges, our team is equipped to manage and mitigate potential PR crises, protecting your brand's reputation.

Photo Shoot

- **Professional Photography:** We organize professional photo shoots to capture high-quality images of your product, team, and brand story.
- **Creative Direction:** Our creative team ensures that the photos align with your brand's aesthetic and marketing goals.

Videography

- **Engaging Videos:** We produce engaging video content that showcases your product's features, benefits, and unique selling points.
- **Storyboarding and Production:** From concept to final cut, we handle all aspects of video production, ensuring a polished and professional result.

Online Ad Management

- **Targeted Campaigns:** We create and manage online ad campaigns across various platforms, including Google Ads, Facebook, Instagram, and LinkedIn.
- **Analytics and Optimization:** Our team continuously monitors ad performance, using analytics to optimize campaigns for better reach and conversion rates.



Risk-Free Pilot Program: Test Drive Your Growth

1

6-Month Trial

Experience the RDMR effect with our 6-month pilot program before committing long-term.

2

Ideal for Various Businesses

Perfect for freelancers, independent consultants, solopreneurs, SMEs, and MSMEs looking to expand their reach.

3

Break Free from Referrals

Tap into new market opportunities and reduce reliance on referrals for sustainable growth.



Guiding Your Success: Optimization & Strategy

1

Channel Optimization

The RDMR guiding phase optimizes existing marketing channels for maximum efficiency.

2

Comprehensive Review

We conduct content reviews, create brand guidelines, and perform sample research to refine your strategy.

3

Consumer Behavior Analysis

In-depth analysis of consumer behavior shapes your content strategy for peak performance.

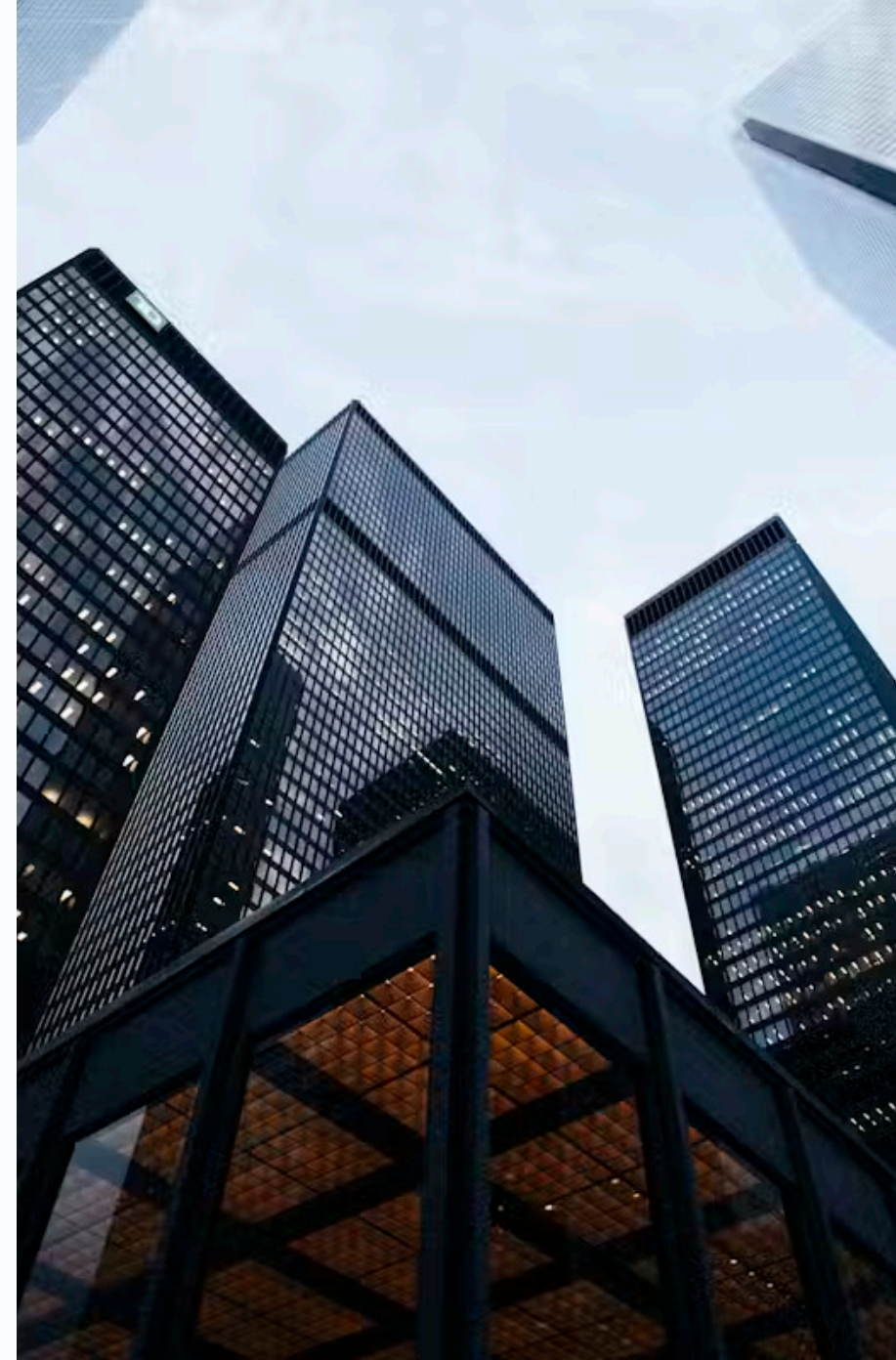
4

Performance Roadmap

This phase forms the roadmap to achieve significant performance marketing results.

Recognition & Accolades

| | |
|---|--|
| Corporate Vision 2024 | Best MarTech Company 2024 - South Asia |
| India Glory Awards 2024 | Icons of India |
| India's 10 Emerging Consultancy Startups 2021 | Insight Success |
| Most Admired Business Consultant of the Year 2021 | Innovative Zone Media |
| Best Management and Advisory Firm 2020 | APAC Insider |
| Consultant of the Year 2019 | Business Connect Magazine |
| Top 20 Outsourcing Consultants in India 2019 | Silicon India |



Client Success Stories



Coach Transformation

How RDMR helped a life coach grow their audience from 100 to 10,000 followers in just 6 months, resulting in a 500% increase in client bookings.



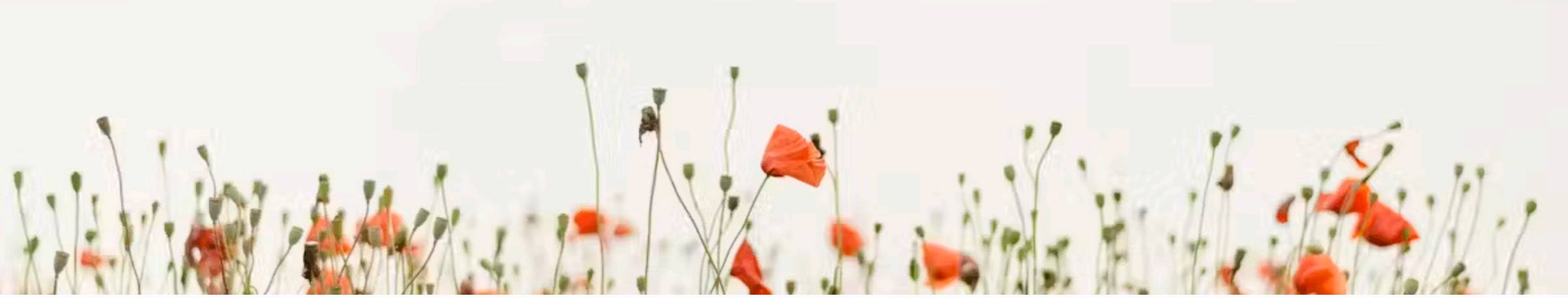
Consultant Elevation

A management consultant's journey from local projects to international speaking engagements, facilitated by RDMR's strategic positioning and network.



Solopreneur Success

The story of a solopreneur who leveraged RDMR's demand generation system to break into new markets and achieve 300% revenue growth in one year.



Few Client's Links

Arun Malik Author

arunmalik.com

Mr. Sandeep Nath

renewalism.com

Asif Assar Ali, Dubai

fortressfinservices.com

Ms. Nipa, Dubai

abtinstitute.org

Elvina Pinto

ustrides.com

Gautam Mukerjee

anandinifoundation.com

Dr. Vasavi, Dubai

hkcspaceblends.shop

Ms. Dipaali Patel, USA

dipaali.life

Vaishali Wagle

zenesse.in

Soumitra Singh Thakur

The School Excellence

Post Onboarding Flow

We've developed a comprehensive post-onboarding flow to ensure your success. We leverage our experience and expertise to create tailored strategies for your specific goals.

Our approach involves careful budget allocation, tracking key metrics, and a phased timeline to ensure consistent progress.

Annual Deliveries

- Web Development with Hosting and Maintenance
- Daily Social Media Creatives
- Video Graphics Gross Monthly
- Influencer marketing
- Product portfolio shoot
- Webinar Promotions and Audience Recruitment
- Podcasts Episodes and promotions
- Seminar Planning and Execution
- Professional Portfolio Interview Video Shoot
- Youtube Channel Creatiation and Management
- Professional Photoshoot (30 Pictures) for founders
- 1 Media Publication in Business Magazine
- Linkedin Automation Tool Integration for 3 months
- Lempod Integration to increase post engagements
- CSR activity under brand support flag
- 10000 Emails in 3 Campaigns Monthly
- Logo designing
- Complete Social Media Management
- Website SEO
- Landing Pages
- Lead Funnel Management
- Landing Page for special events
- Pre sales calling support to qualify leads
- Marketing collateral design and production, such as business deck, brochures, newsletters etc.
- Lead Funnel Management & Appointment generation for pre sales of potential clients
- Potential tie ups with infrastructure providers globally
- Invitations to networking groups and forums.
- Case study publication on RDMR journals.



Post Onboarding Flow

1

Phase 1: Foundations

Gain access to relevant assets, optimize pages, and conduct keyword research

2

Phase 2: Awareness Building

Develop website, create samples, and prepare for launch

3

Phase 3: Engagement & Growth

Boost awareness through podcasts, videos, interviews, and photo shoots

4

Phase 4: Targeted Outreach

Reach specific demographics via business profiles, collateral design, and cold outreach



Service Used Cases

[OctopusCRM](#)

[Resiliency Program](#)

[Rumi International Case Studies](#)

Annual Engagement Fee @ \$3500.00 for UAE and Europe

Annual Engagement fee @ 135000 INR for India.

Useful Links

Linkedin Consortium Page

<https://www.linkedin.com/company/coachingr/>

Video Testimonials

<https://www.rdmr.in/pricing?wix-vod-comp-id=comp-lm245297>

<https://www.linkedin.com/feed/update/urn:li:activity:7199287754441052162>

Linkedin Reviews

<https://www.linkedin.com/services/page/540250325499b52b1a/>

Website

www.RDMR.in

Recently Launched YouTube Channel

<https://www.youtube.com/@rdmrofficial>



Sensible Social

RDMR, Ancia Future Solutions FZC

SRTIP,

Block C VL04-098

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