



PLANT AUTOMATION Technology



POWERED BY-

Ochre Media Pvt. Ltd.

INTRODUCTION

B2B services make it easier for companies to implement streamlined engagement with clients, advertising solutions and promotions. Using these services, companies can directly influence customers and establish a brand preference. They will reinforce the brand and increase influence with end users. Business integration can improve client's business processes while at the same time enhancing relationships and retention with those organizations.

Services

PlantAutomation Technology provides online advertising solutions such as banner advertising, email direct marketing, e-newsletters, profile listing, SEO/SMM services and so on. We help our clients transform their businesses through latest trends in Automation industry. Plant Automation assists companies to achieve greater levels of success by delivering brilliant results that can exceed their expectations.

Stretch your business beyond your expectations & achieve business goals!

Benefits to the Client

The key business benefits of the PlantAutomation Technology services include: 1) Improved partner and customer relations, retention; 2) Greater competitive advantage; 3) Increased revenue and web presence.



What our partners say of us



Ms. Iris Tsai

Advantech
Digital Marketing

PlantAutomation is very customer-oriented and dedicated in understanding digital strategy to advise related content in the proposing stage and provides quality service and ensure media schedule is fulfilled and has helped us to take our first step to amplify web presence.



Jean-Mi Stauffer

Colibrys
VP Sales & Marketing

The site offers what we are looking for. Good visibility through Google ranking, possibility to present our products, press release and all kind of communications. We have excellent support from the team and are impressed by the quality of newsletter.

We thank you for this support.



Brian Blevans

Plant Maintenance Consultant.
Unicorn Industrial Services.
(Signed-up for Digital Promos and Business Listing.)

I have a very active relationship with them. Their platform helps me in directly contacting material suppliers, raise RFIs and deal with those in batches. Plant Automation platform is a very important tool in my work life that I use.

Keep up the good work.



Juan Douglas

Business Partner
Metro Tools Inc.
(Signed-up for Business Listing and Brand Promos.)

Superb network of buyers...really! What amazed me is that within 15 days of us going live on their website we actually received more product enquiries than we got in total that quarter.



Tim Lai

Marketing Manager
Industrial Manufacturer – USA
(Signed-up for Advertising Prog and Business Listing.)

" We are an Industrial valves manufacturer, apart from the regular inflow of RFQs/RFIs from PAT network, I especially liked the ease with which I can publish and promote my company news and articles. "



Mark Hefner

Entrepreneur
German Robotics Major
(Signed-up for Marketing Promotions Prog. and Business Listing.)

"The moment I realized that the platform maintains diverse buyer networks and that I can address multiple RFQs at once, I joined immediately."

Online B2B Market Trends

B2B market trends ushered a new way of buying and selling, empowering consumers by providing the relevant information required to boost their business. But, many suppliers/manufacturers lack in-depth knowledge and the online capabilities they require.

To fulfil the gap between them, our online portal (PlantAutomation Technology) will act as a bridge between buyer and supplier to enhance their business productivity and improve their online presence.



Make a major purchase more than 11 times a month.



Make a major purchase 5-11 times a month



Make a major purchase of more than \$15000 a month.



Make a major purchase 2-4 times a month



Out perform the competition with our latest market trends!

VISITOR ATTRACTIONS

News

A way to get connected with the latest updates/trends!

Events

Get prepared to meet International delegates through our events lists!

Projects

Best possible way to gain knowledge on latest trends effectively & efficiently!

Reports

Get an insight on company's recent analysis through PlantAutomation reports!

Interviews

Acquire brief knowledge about company's experts and their strategies!

Articles

Smarter knowledge acquisitions!

Press Releases

Gain added visibility through press releases!

White Papers

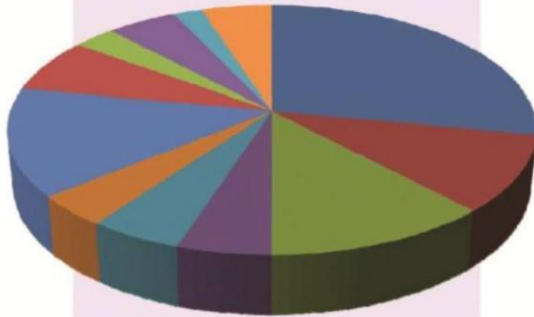
All you need to know about particular product/service in-depth!

All our visitor attractions are the ways to enhance your web presence!



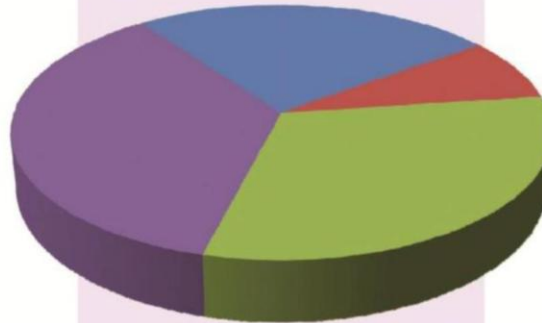
VISITOR SEGMENTATIONS

Target Audience

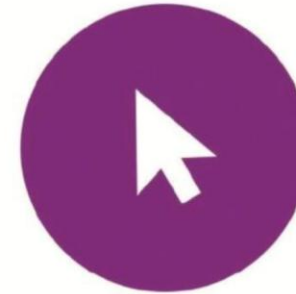


■ Engineer28
■ Industrial Manufacturer10
■ CEO12
■ Consultant5
■ Industrial Subcontractor5
■ University, Research4
■ Executive Management14
■ Sales & Marketing7
■ Exports Manager3
■ CMO5
■ Communication Manager2
■ R&D5

Target Market



Geographical Reach	
■ Europe36
■ Asia31
■ US23
■ ROW10



Average Page
Visits
200,000+



Unique Page
Visits
72,000+



Average
Engagement
46,000+



Basic Membership ★

Put yourself at the forefront of enhanced business dynamics

You Get:

- Company Listing on our Portal with -**
 - Unlimited Products Uploads
 - Unlimited PDF Catalogues
 - Unlimited Product Tech Sheets and Videos
 - Unlimited Profile and Product Edits
 - Backlink to your website
 - Company Name and Logo
 - Company Address
 - Contact Phone, Fax
 - Onboarding Support
 - SEO (Search Engine Optimization)
 - SMM (Social Media Marketing)
 - Guaranteed Business Enquiries
 - Monthly Performance Report

US\$ 1500/yr



Premium Membership ☆☆☆

Take your business success to the next level with our premium services.

You Get:

- Basic Membership and:**
 - SEO Pro (Search Engine Optimisation)
 - SMM Pro (Social Media Marketing)
 - E-Newsletter Presence
 - Banner Promotions
 - Content Marketing
 - Monthly Performance Report and Advise

US\$ 2100/yr

RATE CARD

ADVERTISING

E-MAIL MARKETING

Client E-mail Blast

We will send bulk of e-mails to an exclusive database of Automation Industry. Our database comprises of company's key decision makers, high profile business executives within the industry. Our Email Marketing strategy will go one step further and you will get the exact result what you are looking for your business growth.

E-mail blast is an effective strategy that can do wonders for your business. PlantAutomation Technology Email blast makes a great impact on customers and they will always be in touch with you. Our emails would definitely bring success to your strategies and you can send extremely targeted marketing campaigns that will result in increased sales conversions.

Stay informed & connected through our email blasts!

Pricing Structure

Direct Marketing campaigns are charged per e-mail address and the cost is (US \$0.20) per address, for mail shots above 15,000 units. For mail shots below 15,000 units, the charge is (US\$0.25)

Booking Example:

10,000 Direct Marketing messages cost:
 $10,000 \times \text{US\$}0.25 = \text{US \$}2,500$

We give a voice to your products through our email communication!



ADVERTISING

E-NEWS LETTER

We offer E-newsletter advertising solutions to empower your brand, drive consumer engagement experience and inspire actions customized to achieve your brand goals. We reinforce your brand while expanding your ranking potential with e-newsletter marketing. At PlantAutomation Technology, we promote your business and brand through cutting edge, creatively drafted e-newsletters.

Our e-newsletters help to:

- Raise the profile of your business
- Drive customers to your website
- Make your clients engage with your brand
- Reach our registered 190,000+ subscribers
- Push your brand to the top position
- Enhance your visibility of your online presence

Our e-newsletters help you accomplish global visibility for your brand and produce high returns for your online advertising campaigns. Our dedicated professionals help you erect an enduring brand reputation.



BannerType	Dimensions (px)	Max File Size	File Format	Rate (US\$)
Leader Board Banner	728x90	40kb	GIF & JPEG	1,200*
Top/Full Banner	468x60	30kb	GIF & JPEG	800*
Article / Interview	800 words	--	--	700*
Product launch	--	--	--	500*
Press releases	--	--	--	300*

*NOTE: Above mentioned prices are for 1 time presence

ADVERTISING BANNER

BANNER DEFINITIONS →

Capture your targeted audience attention with banner ads. Attract more businesses!

Banner Type	Dimension (pixels)	Max File Size	Rates (US\$)
1 Leader Board Banner	728x90	40kb	2000
2 Slider Banner	1500x300	50kb	1000
3 Prime Banner	800x220	50kb	2500
4 Square Banner	300x250	25kb	1200
5 Top/Full Banner	468x60	30kb	1500
6 Base Banner	468x60	30kb	1000

NOTE: Above mentioned prices are for 30 days

File Formats: GIF & JPEG

The screenshot shows the Plant Automation Technology website with various banner ad placements. The website header includes 'PLANT AUTOMATION Technology' and navigation links for Products, Suppliers, Projects, Tenders, and Insights. The main content area features a search bar and several product categories. The banner ad placements are numbered 1 through 6, corresponding to the definitions in the table. Banner 1 is a Leader Board Banner (728x90) at the top right. Banner 2 is a Slider Banner (1500x300) below it. Banner 3 is a Prime Banner (800x220) below the search bar. Banner 4 is a Square Banner (300x250) on the right side. Banner 5 is a Top/Full Banner (468x60) below the product grid. Banner 6 is a Base Banner (468x60) at the bottom of the page.

CONTENT MARKETING

Content Marketing has always been an integral part of online promotions for companies. Moreover, content marketing is a good practice for an entity to establish itself as a leader in their segment of interest. Sharing and promoting business ideas, innovative trends, futuristic roadmaps are some of the ways companies try to propagate their thoughts, capabilities and operational models.

What Content ?

From a marketing perspective everything consumable by the end-user is content; viz: Whitepapers, Press Releases, Videos, Podcasts, Info-graphics etc.

Why Us?

Plant Automation Technology has deep know-how in content marketing and having served clients globally over the years we have developed best practices and actionable roadmaps in-house to get assured results like branding, user engagement and business leads.

Clients Served	Geo-Targetting	Specific Outcomes
80+	West Europe	Lead Generation
	Scandinavia	Online Traffic
	APAC	Custom Engagement Models <small>(viz: Whitepaper downloads)</small>
	Australasia	
	North America	

***clients specific to content marketing only*

Benefits

Increase in video viewership, whitepaper downloads, info graphics download, podcasts registration, e-Book signup from multiple channels – all leads to

- Brand Awareness;
- Thought Leadership;
- Business Leads;
- Web Traffic;

Features

We follow a uniform channel/ medium distribution strategy for newer verticals. Prominent mediums/methodologies include — all leads to

- Video Promotions;
- Press Releases;
- Interview Promotions;
- Whitepapers and Product Catalogue promotions;
- eBook and Info graphics promotions;
- And, more;

Plant Automation Technology is capable in carrying out content marketing programs targetting various geo-locations and audience segment for clients spread across the globe. www.plantautomation-technology.com

" Qualified and Verified Lead Generation is part of every content marketing activity that we do."

We consider each and every content marketing program as very unique and we understand that it is something that doesn't have a tailor made solution. Each project warrants a dedicated session with the client to understand their specific goals and vision.

Product Launch (US\$ 500)

PlantAutomation Technology launches your product with perfect planning, engaging content and scope. We make your product to reach more people through our engaging and interactive tag lines and high quality content. We believe that your product has the true potential to change the marketplace and hence come up with creative ideas!

We make your product go global with our creative content!

Press Releases (US\$ 300)

We will publish high quality press releases on our website and let the world know about your latest announcement, developments and so on. Press releases help you build trust on different fronts, by stimulating journalists to cover your story and also give your prospects a new reason to visit your website!

Expanding your reach!

Interviews (US\$ 500)

Our editorial team helps to publish your interview on our website to enhance your online reputation and business production. We provide highly professional content of your interviews ensuring high quality.

Let the world know about your company through interviews!

White Papers (US\$ 300)

Collaborating with industry experts, we provide an extensive library of whitepapers that converses about the latest issues, updates, innovations in the automation industry.

A great medium for sharing company's innovations!

Case Studies (US\$ 300)

PlantAutomation Technology Case Studies are the perfect way to spread the good news about your successful projects. Our case studies are focused on particular issues and help industry experts to gain knowledge.

An extremely effective way to focus on successful projects!

For details of our capabilities, past testimonial references and rate card, please get in touch at –
getlisted@plantautomation-technology.com

WEBINARS

Plant Automation Technology live webinars help to share your company information and interact live with clients and potential customers. Webinars are a highly effective way to capture targeted, qualified sales leads that your business can follow up on. They help to get your company in front of a larger section of audience without the travel costs. Our fully customizable webinars can be used for customer training, educating potential buyers on your new launches, developments, products or other events. We can help you reach your target audience and generate highly qualified sales leads.

Features

- Access all your webinar features and functions from one interface
- Manage Power Point slides
- Promoting the live webinar through a wide range of services including email blast, e-newsletter placement, inclusion in calendar of events, social media promotion, and placing banner on our home page
- Analytics to Track Registered Attendees
- Complete and simple registration management
- Possibility of .mp4 file of the webinar
- Chat, advanced polling, and survey functions

Benefits

- Use the webinar as a platform to launch new products and services
- Grow your audience with increased reach, impact and user-friendliness
- Rise above geographical boundaries
- Generate new business
- Gain the strong web presence differentiating yourself from competitors
- Connect and engage with your target audience
- Give more exposure to industry specific people
- Increase your brand profile and share your capabilities with leading industry professionals

Pricing: US \$10,000

Services Offered:

- Total 3 e-Mail marketing, 2 pre and 1 post
- LinkedIn, Facebook, Twitter and Google Plus promotion
- Pop up banner for 3 days

SOCIAL MEDIA MARKETING

Make your brand presence on Social Media

Be visible all the time with our social media marketing techniques. We will build an engaging community for your brand and connect with potential customers on social media to ensure optimal ROI.

Think Digital and Go Social is the major motto, what we follow at Plant Automation Technology. We make your brand into a socially engaged brand with our expert tactical planning, strategic marketing. We help you incorporate, simplify and execute all your online and offline marketing activities into a planned marketing ecosystem and also ensuring to make the most out of your time, capital and material.

Amplify your digital footprint through social media!



MAJOR CLIENTS



EVENT PARTNERS



KNOWLEDGE PARTNERS



Ochre Media Pvt. Ltd.

Email: getlisted@plantautomation-technology.com