



NEXTGEN
M A R K E T I N G

DEMAND GEN | MARKETING | P.R. | EVENTS

Your Marketing Solutions Provider





About Us

NGM is a Marketing Consulting Agency based in Kenya created by experienced Marketing professionals .

We exist to help Technology vendors and their Partners grow their sales revenue regionally by delivering world-class marketing and Channel Demand Generation programs.



Our Services

These include:

- Lead Generation & Management
- Database Development
- Lead Nurturing
- Events & Conferences
- Public Relations
- Corporate Giveaways & Branding
- Partner/Channel Marketing



Lead Generation

Using our services means that your IT sales professionals have leads and a pipeline and resources to be able to conduct timely sales not lightweight information requests.

We combine our Events, outbound telemarketing skills, Digital Marketing with database marketing expertise to maximize results and efficiency.



Engage

DATABASE DEVELOPMENT

We help you identify potential resellers, partners and clients by profiling them as per the client's criteria and develop a customized list with the contact details of decision makers within these companies.

This is valuable for launches / Events and demo events we ensure you get the right audiences for your demo.

APPOINTMENT SETTING

Is there a break in the follow up process where good marketing leads are not converting into successful sales engagement?

We will call the prospect, agree on a suitable day and then match this with a time in the sales person's diary.

As skilled Appointment Makers, we will take the time to make it happen and also re-confirm the appointment closer to the meeting.

Channel Marketing

NGM Channel Service empowers your partners to build out activities without effort, to best leverage your MDF resource, delivering the best possible results for you as a vendor.

We ensure we follow industry best practices, with a process-driven approach to provide a demonstrable ROI which is fully scalable to accommodate your budget.



Creative Digital Garage





Conferences and Corporate Events

Nextgen Guest Concierge Event Management software will maximize the success of your event. As a client, you want to focus your attention on the event itself, not chase after RSVPs. Our email invitation management and event registration tools ensure the highest possible guest acceptance rate.

Our professional online event management system has a high email invitation delivery rate. The system handles both SMS reminders and calendar integration.

Knowing your delegates' preferences and needs is critical to successful event management. Our online registration system ensures comprehensive and accurate guest list information.



PR & Media Relations

We offer media planning and monitoring to ensure we keep an eye on our clients' brand equity for your major events and public engagements.

An Organization's response mechanism during a crisis is often the determinant of its success or failure and **EFFECTIVE CRISIS COMMUNICATIONS** is the key to successful crisis management.

Nextgen Marketing assists clients in **DEVELOPING CRISIS MANAGEMENT COMMUNICATIONS** systems, manuals for effective crisis prepared communication to help them manage communications with the media and stakeholders.



Branding And Stationery

We supply a wide variety of Corporate Branding, Promotional Items and Corporate Giveaways and Branded Office Stationery.



Our Clients



Gallery





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