



Elevate Your Publishing Strategy with Straive's Sales and Marketing Support Services

Straive offers a tailored suite of services for publishers, encompassing sales operations, event strategies, design, e-marketing, and presentations to enhance your brand and broaden your reach, serving as strategic partners in achieving your business objectives.

Our Support Services



Sales Operations

- Support sales in smaller markets/clients
- Manage email follow-ups, trial registrations, and quotes
- Collaborate seamlessly with your sales team
- Expertise in CRM systems: Salesforce, Zoho, Oracle CRM, and more



e-Marketing

- Create eye-catching HTML coded emails and web banners
- Develop landing pages for your digital campaigns
- Ensure your email campaigns are a resounding success



Events

- Comprehensive support for conferences and events
- Registration and logistics management
- Ensure a seamless event experience



Presentations

- Elevate your presentations with professional formatting
- Create engaging infographics and custom design components
- Make a lasting impression with compelling presentations



Design

- Craft stunning conference materials
- Design brochures, flyers, and leaflets
- Bring your vision to life with our expert designers



Data Management

- Clean up and manage your data
- Merge datasets efficiently
- Conduct web research to gather valuable insights

Delivering Unparalleled Value to our Customers



Digital Editions: Transforming Health Communication

- **Custom Publication:** We constructed personalized digital editions, merging informative articles and engaging advertisements tailored for health-related communication.
- **Interactive Advertisements:** Enhanced content with interactive elements like videos and images.
- **Analytics-Driven Insights:** Implemented web tracking analytics for precise content delivery.



Creative Services: Empowering Legal Marketing

- **Asia-Based Support:** We extended our creative services for a law firm's business development teams based in APAC during local hours.
- **Brand Consistency:** Ensured all materials aligned with headquarters' brand policies and guidelines.
- **Diverse Scope:** Created brochures, pitchbooks, and event materials for diverse needs.



Sales Operations Support: Nurturing Sales Growth

- **End-to-End Sales Assistance:** Collaborating closely with your sales team to identify opportunities, facilitate trial access, generate quotes, streamline invoice processing, and seamlessly onboard clients onto your platform.
- **Customer Insights:** Leveraging years of experience for optimized sales operations.



eMarketing Services: Elevating Digital Outreach

- **HTML Mastery:** Our team of eMarketing specialists excel in HTML coding and web development for engaging campaigns.
- **Strategic Messaging:** Crafting captivating email messages, landing pages, and web banners for effective marketing.

Why Choose Straive?

At Straive, we bring value to your publishing business with:

Cost Savings: By moving activities offshore, we offer cost-effective solutions.



Resourcing: Secure dedicated resources, ensuring availability and reliability.



Coverage: Expand your reach and support in emerging regions and market segments.



Capability: Tap into our experts for tasks like creating stunning PowerPoint decks for tradeshows.

