



Indulgence

THE ULTIMATE ONLINE ADULT PLATFORM



INDULGENCE COUNTRY PARTNERSHIP

Project	:	All online Delta Media Platforms
Concept	:	The Kamaliya / Indulgence / Delta Media / CBD Oil & more Concepts
Goal	:	To launch a global online promotion & marketing web structure

Basic goal

The Delta Media Platform is a global online promotion platform, working together with a local country partnership, serves as a independent and authoritative nationwide Delta Media business partner. The start of the global roll out will begin in September 2017 and the objective is to have over 50 country partnerships in 50 countries or more within 3 years. The Delta Media Platform Concept vision is to inform and activate the local people about products, activities and news from all diverent Delta Media projects and online activities.

Why Delta Media needs a local country partnership for support worldwide?

Our International country partners will be supported by the Delta Marketing Management (DMM) structure, system, web platform and solution to build a knowledge base and effective relationships about all our projects with their own local business partners, advertisers, customers and others.

While the Delta Marketing Management knows what the country partner wants to deliver by the DMM, the Delta Media team has the knowledge, systems and is able to support the country partners with unique tools to serve the local market about all our online projects & concepts, a unique way to brand and support.

What we did

Building the right DMM, means considering current requirements and future strategy and goals so talking about these elements in detail is vital. We spent time with the team 'visioning' the final ideal strategy, concepts, structure and mapping out the requirements, which included the need to be: [accessible globally \(cloud-based\)](#)

- [customizable to multiple languages and currencies](#)
- [easy to integrate with existing tools in use](#)
- [work with existing successful workflows and processes](#)

It is clear fairly quickly that the right platform for Delta Media is Global communication so we used our signposting methodology to define how the specific DMM system would look. There are many options available on the Delta communication platform, so designing the specific system, SEO and Web structure, concepts, online module and tools that would provide the organization building blocks for immediate success and future developments is critical.

The next phase of the Delta Media Platform Concept involved implementation of the communication system. In the period 2017-2020, Delta Media will realize a International Country Partnership environment to brand, promote, build, refine and implement all Delta Media online activities.

We managed the data migration, helped deliver user training, develop workflows and procedures and managed the roll out of the DMM system to their nationwide partners. (Global: Europe, America, South America, Africa, Middle East, East Europe, The East, etc...)

We now continue to work with Delta Media with their unique media & online system and structure, support and development, to help the country partners to get the most out of their local DMM platform.

How the Delta Media Country Partner benefitted

The partner will have their local single Web system & structure through which they can better manage their communication, promotion, information, news and membership data, etcetera. All of their communications on all channels can now be managed and recorded through the KMM system, giving them a much clearer picture of the Delta Media Platform marketing strategie.

Information on posts, launches, pre-views, video, pictures, information, campaigning, events and staff agenda and communication, can all be managed through the DMM system.

Their ability to see the full picture on the Kamaliya activities on the official Web site, Social Media, all our sites will greatly improved, by the many marketing concepts, structure and processes.

Delta Media Management activities:

- **Enquiry Management** – managing correspondence from prospective or potential country partners enquiring about information of all our online projects.
- **Outreach** – helping the Delta Media Country partners team record and manage details of meetings and connections with sponsors, consumer, etcetera – often from face-to-face discussions at events and events
- **Segmented email marketing** – communicating with business, sponsors, goverment, school counsellors, event organizations or agents and other contacts with rich segmentation, in-built analytics and trail on bounce-backs and click-throughs
- **Lead management** – taking leads from external web portals and agents, and managing all sub-sequent communication with these contacts through the DMM system.
- **Social media monitoring and engagement** – identifying contacts within social media, engaging with these contacts, and nurturing these contacts as prospective students.
- **Online activities** – managing the processes and data related to the local foundation web site, contacts, consumer, donators and sponsors, communicating with them.

“The knowledge of the strategy,
combined with the platform, structure, concepts,
communication, sytems and tools, made a real difference”

THE DELTA MEDIA PLATFORM