



**THE  
MARKETING  
MATCHMAKER**





She knew but one thing, and that was to create successful marketing campaigns. It was her superpower. Obscure brands would go viral overnight under her careful tutelage.



“There goes the Marketing Matchmaker”, people would whisper as she walked past, her mind busy analyzing trends and matching her clients to the media outlets that were just right for them. From zeroing in on the right brand ambassador to coming up with the perfect taglines, Ms. P could truly do it all.

Businesses from far and wide found their way to her, patiently waiting to consult. They came in droves, queues outside her little office, blinking lights on the answering machine, and bright shiny emails in the inbox.

Ms. P would deftly make her way through them, mentally matching brands to magazines and names to ad campaigns.



The more she closed, the more came in, eager for that golden touch.

As time went by, Ms. P grew wearier. It seemed like all she was doing was tending to her clients. She no longer had the time for anything else, not even her favorite hobby – knitting.

She knew she could not keep doing this by herself much longer. It was time to find an apprentice. Maybe a whole bunch of them.

The applicants came in throngs, clutching their resumes, eager to be a part of Ms. P’s team. But only the best would do. Ms. P carefully scrutinized them, as she would a marketing strategy, and cherry-picked the few brains that came close to being as amazing as hers.



Finally, before her stood a team she could truly call her own. She beamed excitedly, “Let’s do this!”. The little office was soon transformed into a space brimming with activity.

Associates on the phone, on their computers and on their feet, running to Ms. P with their latest strategy. All she had to do now was match the brands. With a contented sigh, Ms. P picked up some long overdue knitting. Things were going great.

Or were they?



It began, as most disasters do, with a small blip. A mix-up which resulted in readers of *Baking Weekly* wondering why they were looking at an ad for a chainsaw, while subscribers of *Lumberjack Digest* gazed confusedly at the chef advocating a hand mixer.

Ms. P lay the two misplaced ads side-by-side and looked up at the guilty associate. He trembled under her stern gaze. “I-It was an honest mistake. The deadlines were really close, and I quickly sent the campaigns without double checking.”



“Make sure it doesn’t happen again”. After all, Ms. P could not have people doubting her legendary golden touch.



But alas, that was only the beginning. It suddenly seemed as if leaks were springing everywhere. Campaigns were getting mixed up, fuming clients were wondering why their calls weren't being returned, and the associates seemed to be getting more and more frantic.

Worried, Ms. P summoned her most experienced associate, a young girl named Felicity whose steely determination reminded the Marketing Matchmaker of herself.

"There's just too many of them", Felicity pointed at the answering machine, whose light it seemed, never stopped blinking angrily.

"Should we scale up?" Ms. P nervously gazed at the mounting chaos, wondering how much it would cost to hire more associates and find a bigger office.



"There might be a better way", Felicity handed her a flyer. Ms. P curiously took in the flaming logo. "Mindfire Solutions"?

"They can build us an online platform", Felicity said. "It would be just like the matchmaking we do, except the software would do it for us. Which means – "

"Which means no more mess-ups!" Ms. P was already reaching for the phone.

The Mindfire team built Ms. P her very own software. The clients still did keep pouring in, but all Ms. P and her team had to do now was direct them to the software. From being silent, blinking lights on the answering machine, they could now see their marketing campaigns take shape before their very eyes.



The software cleverly analyzed all the data to prepare tidy lists of media houses the clients could pick from. They could even see how effective their campaigns were, and plan their own schedules (with a little help from the associates, of course).



Even the billing was seamless. At the end of every month, cheques would make their way from the clients to the media houses, with a generous commission for the matchmakers. Most of their operational activities, which had led to confusion and errors earlier, were automated. This led to freeing up valuable time that could get dedicated to devising better matching strategies, a thing most critical for them to evolve and continue to achieve business success.

Ms. P smiled as she saw her team, now armed with the software, go back to becoming the perfect Marketing Matchmakers. "Technology truly did make everything better. Now, where were those knitting needles?"





## About Mindfire Solutions

Mindfire Solutions started in October of 1999, with the purpose of providing expert software services globally, and has steadily grown to its 1000-seat facilities at 2 engineering centers.

In its heart and soul, Mindfire is a software service provider, with unrelenting focus on small-team offshore software development using Agile methods for distributed teams, all amid a unique Mindfire culture.

We are clear in our vision of building a software engineering powerhouse, and we do not spend time and energy in activities which are not our core competence.

Our vision is "to be a globally respected, professional and innovative software services and technology company".

Our mission statement reinforces our vision: "Imagine. Think. Plan. Act. Deliver. Improve."

During past 17 years, we have successfully delivered 2000+ engagements with 500+ clients.

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