

Position the Security Platform in a Crowded Market, Create Differentiation & Awareness, and Create a Pull With Specifically Defined Decision-Makers

A start-up technology product company

Digital Security Platform



Background

The Digital Security Platform helps detect and tackle cyber threats seen in larger organizations. The platform has a network within retail banking, corporate banking, mobile workforce, vendors and other partners



The Challenge

With the existing widespread network of accounts, the company was able to retain its current clientele with ease. It still faced the following challenges-

1. Acquire larger customers through actual decision-makers
2. Need for a crisp Go-to-Market Plan



Solution – Expert Analysis

For the digital security platform, TSL created landing pages, email marketing plans, conceived paid advertisements, Social media marketing plans via LinkedIn, digital marketing calendar, Event promotion and awareness activities

Operating out of Pune, TSL performed a weekly volume of 3-4 email marketing campaigns and 2 paid ads on LinkedIn. With overall successful association of 3 months, TSL is gearing up for yet another Event promotion



Why TSL?

- ▶ Ability to understand the product/service/solution
- ▶ Planned understanding of Buyer persona & their journey in the Buying Cycle
- ▶ Structured Digital marketing processes
- ▶ Design capacity and skills
- ▶ Minimized risk
- ▶ Technology expertise

What were TSL's digital marketing solutions?

Content Marketing:

- Design and develop product messaging and collaterals (EDM, white papers)
- Surveys into targeted buyer segment on competition intelligence and expectations

Email Marketing:

- Extensive emailer/EDM blasts outreach into 2000+ contacts across India
- Tracked, traced and nurtured inbound responders and interest
- Converted responders into qualified leads
- Event promotion & awareness emailer
- Customized CEO Desk messaging

Social Media Marketing:

- Event awareness and audience drive via social media platform (LinkedIn) and marketing automation tool
- LinkedIn marketing: Focused audience connect, engagement activities, group discussion
- Customized CEO desk messaging outreach over social media and marketing automation

Paid Advertisements:

- LinkedIn advertisements for focus groups and tracking over Google Analytics

Designing & Landing page development:

- Created product microsites for landing interests and enquiries



What were the outcomes?

- Brand awareness and positioning in the targeted market in a short period of 3 months
- Enabled successful launch of the solution in India
- 50+ qualified CXOs attended focused company events which enabled conversion
- Nurtured digital led inbound responses that converted to qualified leads
- 10+ creative pieces designed and developed
- 5+ unique paid advertisement campaigns into unique targets
- 2000+ EDM/Emailer outreach

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