



# Enhancing Brand Visibility for Cloud Package Solutions Through Digital Awareness and Building a Validated Sales Pipeline with Demand Generation Services



## **Business Domain**

IT Products and Services

## **Services Offered by TSL**

-  Email Marketing
-  Google Search & Display Ads
-  LinkedIn Ads
-  Tele Nurture



## **About Client**

Our client is a prominent IT company with a rich history of innovation and a commitment to delivering comprehensive and widely used cloud-based package services, providing more than 200 advanced services from data centers globally. Millions of customers, including the fastest-growing startups, major business enterprises, and top government agencies, use our client's products and services to reduce costs, become more agile, and innovate more quickly.





## Project Objective

- 🎯 To enhance the digital outreach strategy for the product and grow the reach by a minimum of 1 lakh audience
- 🎯 Generate high-quality leads through tele-nurture and create a validated sales pipeline of INR 60,00,000.
- 🎯 To evolve market segmentation and target the right audience in SMBs and reach out to the customer personas like CTO, CIO, Director IT, VP IT, Manager IT, among others.



## Accomplishments

- We exceeded our commitment of 300 MQLs by delivering a 2.5X result in the 3-month campaign duration
- Surpassing our impression count target by achieving a 4.5X increase reflects our expertise in optimizing ad campaigns for maximum brand visibility
- TSL achieved a 2.5X increase in reach, surpassing the 1 lakh target, showcasing our strategic approach in expanding audience engagement and brand recognition
- Exceeding our click-through-rate (CTR) target, we delivered over 109% of the committed result, demonstrating our ability to craft engaging ad content
- For a committed validated pipeline of INR 60 Lakhs, we over-achieved the target by INR 1.80 Crore resulting in an impressive 3X ROMI for the client
- A total of 100+ form fills from sponsored initiatives on Google and 500+ further form-fills from EDM efforts on the landing pages were generated by digital marketing activities



- The EDM campaign achieved the highest unique open at 11.79%. Due to the personalized subject lines and the fact that the campaign was targeted to a tailored audience, the open rate was greater than anticipated
- We optimized the Google Search Ads from CTR 1.97% to 5.90% and Google Display Ads CTR from 1.97% to 6.32%

## How TSL made a difference in this campaign

- With our exceptional database profiling capabilities, we did thorough research to curate customer personas and built a database catered to the client's needs.
- With our subject matter expertise in cloud services from the past 4 years, we were able to deliver the expected results
- With our outstanding digital ad optimization strategies, we delivered maximum results with a minimum budget

## Email Us for More Information

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