

Creative Solutions for an IT Channel Partner Transforming from Conventional to Digital Marketing Strategies

Business Domain

IT Products and Services



Services Offered by TSL



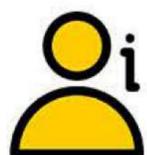
Tele Marketing



Digital Marketing



Database Generation



About Client

A leading IT solutions company, having expertise across domains, combined with their vast experience, catering seamless solutions to a clientele spread across the globe.



Client's Requirement

- ✓ Social outreach enhancement
- ✓ Creating brand awareness
- ✓ Continual existing customer engagement
- ✓ Drive enquiries from new prospects, especially for business-oriented high-end laptops by a global manufacturing company for computer and related services.



Project Objective

To design and execute an effective strategy for marketing campaigns based on in-depth understanding of partners to drive more enquiries and to increase validated sales pipeline inflow.



Core Challenges

- Unforeseeable marketing strategy
- Segmentation of target audience
- Minimal social media presence
- Engaging existing customer base





Solutions with Outcome

The creatives focused on buyer's journey - Discover->Learn->Try->Buy, enhancing prospect's engagement. The target audience included CXO, IT & Operations Heads.

- ⚙️ 4 EDMs blast and re-blast conducted for business laptop products, resulting in 2.96% CTR
- ⚙️ 8 social media advertisements were published, fetched 13 enquiries with 0.68% CTR
- ⚙️ 78 BANT qualifying enquiries were generated through tele outreach
- ⚙️ 2 events conducted for the client attended by 161 prospects. These two events together generated an RoMI of INR 1.25 million.

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