

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

## Business Domain

IT Products and Services



## Services Offered by TSL



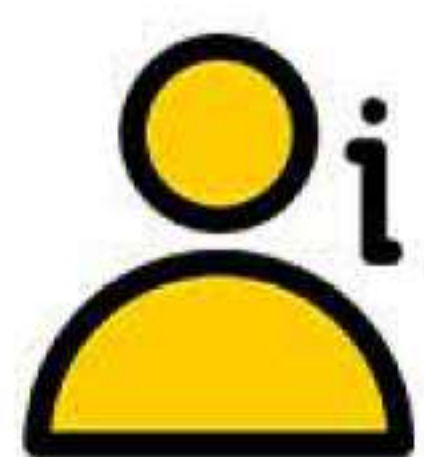
Tele Marketing



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.

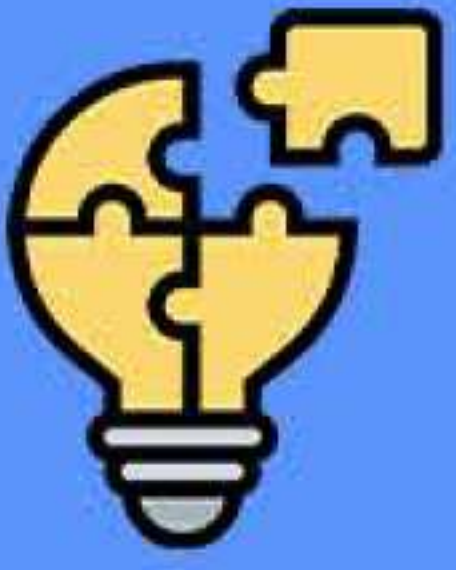


## Core Challenges

- 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.

## Email Us for More Information

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