

Building a Framework for Generating New Quantity and Quality Leads and Engaging Existing Customers for an IT Company

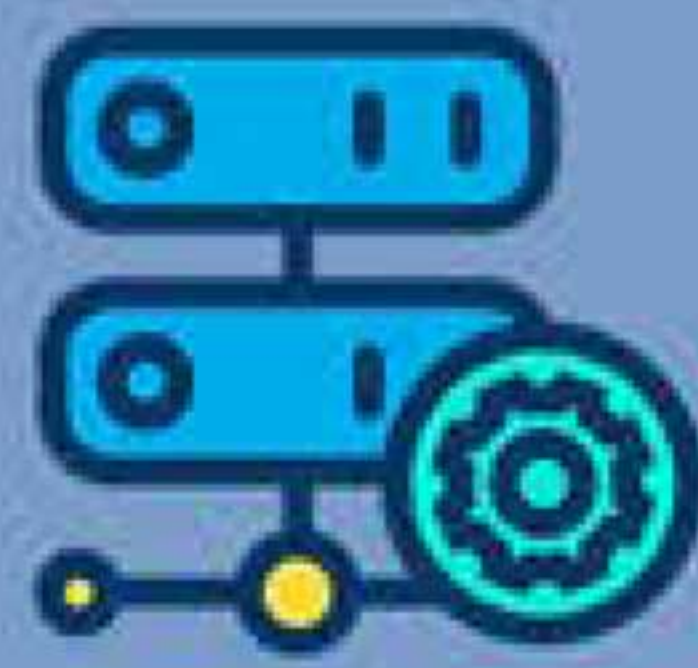


Business Domain
IT Products and Services

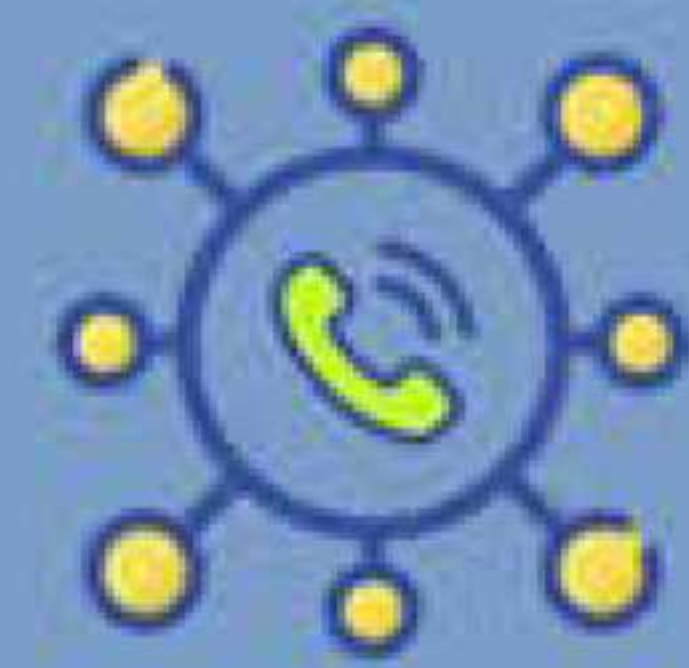
Services Offered by TSL



Digital Marketing



Database Generation



Tele Outreach



About Client

The company has well established itself in the computers & networking field, fully equipped to handle a wide customer network in various fields.



Client's Requirement

- Generate quality enquiries
- Increase qualified sales pipeline



Project Objective

To design and execute a marketing plan that would enable the client to increase quality enquiry generation and improvised sales of Workstation products by a global-leading IT service provider.

Core Challenges



Limited brand visibility in the target market



Segmentation of target audience to generate quality enquiries



Engaging and captivating existing customers



Solutions with Outcome

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 professional workstation computers resulting in 2.12% CTR



48 BANT qualifying enquiries generated through tele outreach



An event conducted for the client attended by 19 prospects and generated an **RoMI of INR 10 million.**

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