

# End-to-end Integrated Marketing Campaign Implementation to Enhance Enquiries and Social Media Presence



## Business Domain

IT Products and Services

## Services Offered by TSL

-  Tele Marketing
-  Digital Marketing
-  Database Generation
-  Channel Marketing



## About Client

A one-stop-shop for IT solutions and services, known for its innovative, sustainable and futuristic solutions befitting businesses all over the globe.

## Client's Requirement

The client - an authorized partner of a well-known IT equipment manufacturer brand of computers and related products; approached TSL for growth in inquiries and social media outreach enhancement, creating brand awareness especially for business laptops and workstation products manufactured by a multinational leading IT OEM.



## Project Objective

To design and execute a comprehensive marketing mix that would help the client with improved lead generation and enhance their digital presence across targeted region.



## Core Challenges

- Lack of brand visibility in the target market
- Negligible social media presence
- Segmentation of target audience
- Insufficient content to engage audience engagement on social media platforms



## Solutions with Outcome

TSL strategized an integrated marketing mix including digital and tele outreach to increase its target market visibility for the partner.

- 1 **3** Email blasts and re-blast were conducted which resulted in **24.08%** increased CTR



- 2 **6** Social Media Advertisements were published that fetched a total of **7071** Impressions with **0.58%** CTR
- 3 **550+** followers garnered through Social Media Marketing on platforms like Facebook and LinkedIn
- 4 **24** Social posts were published which induced total of **1941** impressions
- 5 **13** leads generated through tele-nurturing

## Email Us for More Information

✉ [smohite@tslmarketing.com](mailto:smohite@tslmarketing.com)

☎ + 91 9529286060

🌐 [tslconsulting.in](http://tslconsulting.in)

