

# 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

☎ + 91 9529286060

🌐 tslconsulting.in

