TSL Consulting
Plan • Develop • Manage

Case Study

A Digital Led Tele Outreach Approach Proposed and Implemented to Generate Quantity and Quality Leads and Enhanced Social Media Outreach for a Leading IT Company

Business Domain

IT Products and Services

Services Offered by TSL

Tele Outreach

Database Generation

Digital Marketing

About Client

One of the leading complete IT Infrastructure Services companies in South Asia, client is a global service provider with expertise in providing end-to-end IT Infrastructure solutions and services with best-in-class technology partnerships.

Client's Requirement

- Reach new prospects effectively
- Enhance social digital presence

Project Objective

To design and execute a suitable marketing mix that would help the client to increase sales, enquiries and social media awareness of professional workstations and laptop products by a leading IT manufacturer.

Core Challenges

- Scarcity of quality enquiries
- Struggle reaching out to the new prospects
- Stunted digital footprint
- Engaging with existing customers

Solutions with Outcome

The proposed creatives focused more on buyer's journey that is **Discover** -> **Learn** -> **Try** -> **Buy**, to enhance engagement with prospects. The target audience included CXO, IT & Operations Heads.

- **8 EDMs** blast and re-blast done for leading business workstation and laptop products, resulting in **1.8% CTR**
- **8 social media** advertisements were published, generating **8** enquiries with **0.53% CTR**
- **8 social media posts** were designed and posted on Facebook and LinkedIn, garnering total impressions of **917** and **5.99% CTR**
- **35 BANT** qualified enquiries generated through tele outreach

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