

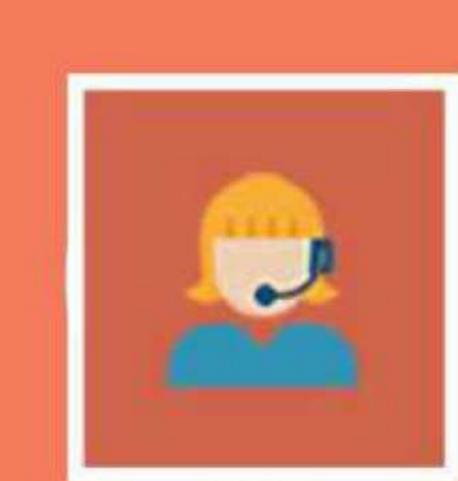
Tailored Multiple Digital Solutions for a Channel Partner Dealing in IT Domain Who Struggled to Reach Prospects Effectively With Conventional Marketing Strategies





Business Domain IT Products and Services

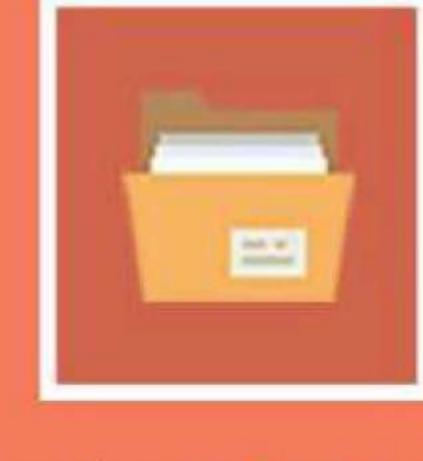
Services Offered by TSL



Tele Marketing



Digital Marketing



Database Generation

Page

Page

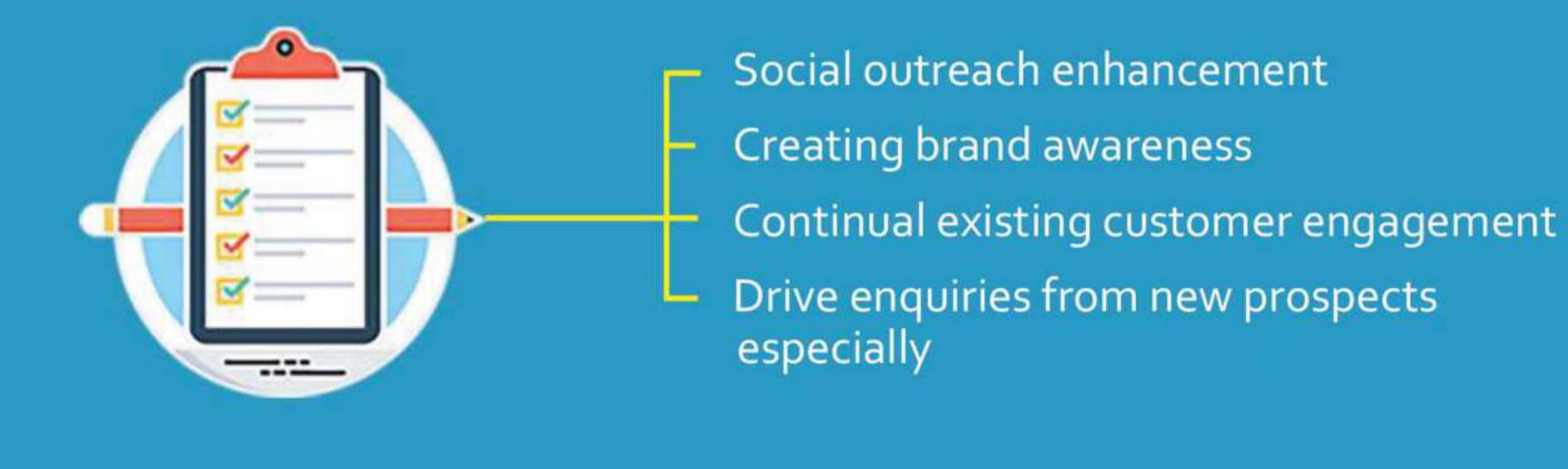
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About Client

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





on in-depth understanding of partners to drive more enquiries and to increase validated sales pipeline inflow.



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in 2.96% CTR

Unforeseeable marketing strategy Segmentation of target audience

Core Challenges

- Minimal social media presence
- Engaging existing customer base

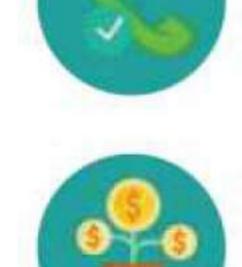


The creatives focused on buyer's journey – Discover ->Learn ->Try ->Buy, enhancing prospect's engagement. The target audience included CXO, IT & Operations Heads.

4 EDMs blast and re-blast conducted for EliteBook, resulting



8 social media advertisements were published, fetched 13 enquiries with 0.68% CTR



2 events conducted for the client attended by 161 prospects. These

two events together generated 12,500,000 RoMI

78 BANT qualifying enquiries were generated through tele outreach

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