

Building a Framework for Generating New Quantity, Quality Leads & 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 computers & networking field, fully equipped to handle wide customer network in various fields.

Client's Requirements



Generate quality enquiries



Increase qualified sales pipeline

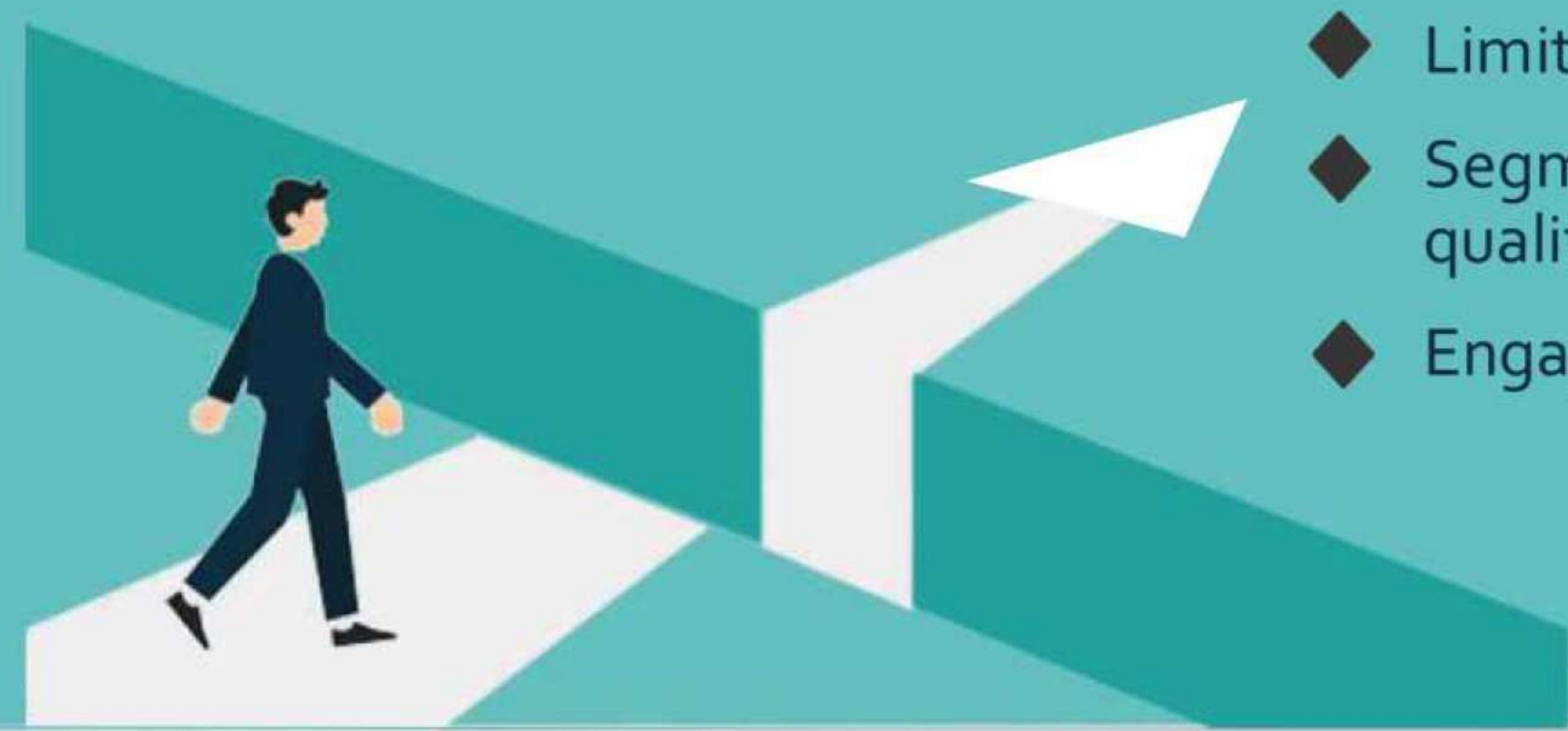


Project Objectives

To design and execute a marketing plan that would enable the client to increase quality enquiry generation and improvised sales.

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

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 Z Workstation 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 10,000,000 ROMI

Email us for more information:

✉ smohite@tslmarketing.com ☎ + 91 9529286060 🌐 tslconsulting.in