

Digital Strategy for a Client with Strict Marketing Budget Aiming to Achieve Maximum Reach to the Potential Target Based in Interior Geographical Locations

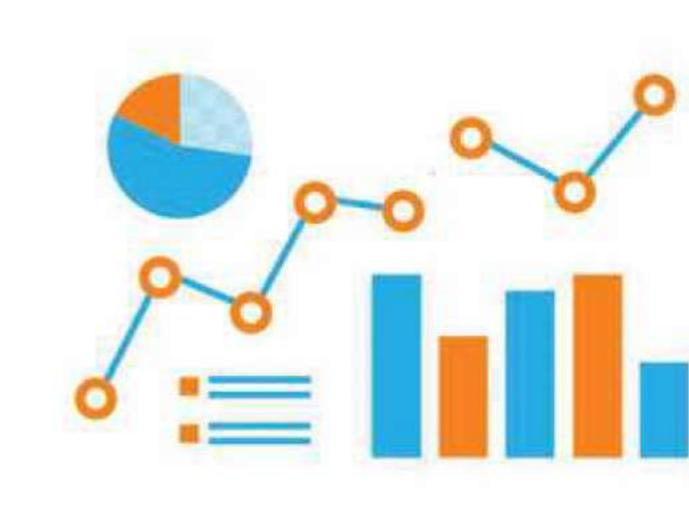


Business Domain IT Products and Services

Services Offered by TSL











About Client

A leading IT company rendering services to its clients spread across IT domains of infrastructure, software applications & services by bringing in business value and advising them on right business technology adoption.

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Client's Requirement

- Reach and effectively engage with targeted audience in the multiple interior geographical locations
- Increase awareness of targeted product



Project Objective

To design and execute marketing activities that would help the client with improved targeted audience engagement in the multiple interior locations, and to increasing awareness on targeted product

Core Challenges

prospects Minimum funds available for marketing

Need for tapping in to new territories and

activities



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Solutions with Outcome

marketing budget. TSL strategized a digital marketing tactic that exclusively comprised of a webinar activity to establish communication with remote geographical locations and client to reach potential prospects in any part of targeted areas.



2 webinars conducted receiving maximum response



EDM and feedback EDM blast conducted that generated 3.578% CTR Webinar attendance of 68 prospects achieved

To invite prospects three EDMs including invitation EDM, webinar reminder



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