



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



Business Domain IT Products and Services

Services Offered by TSL





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.

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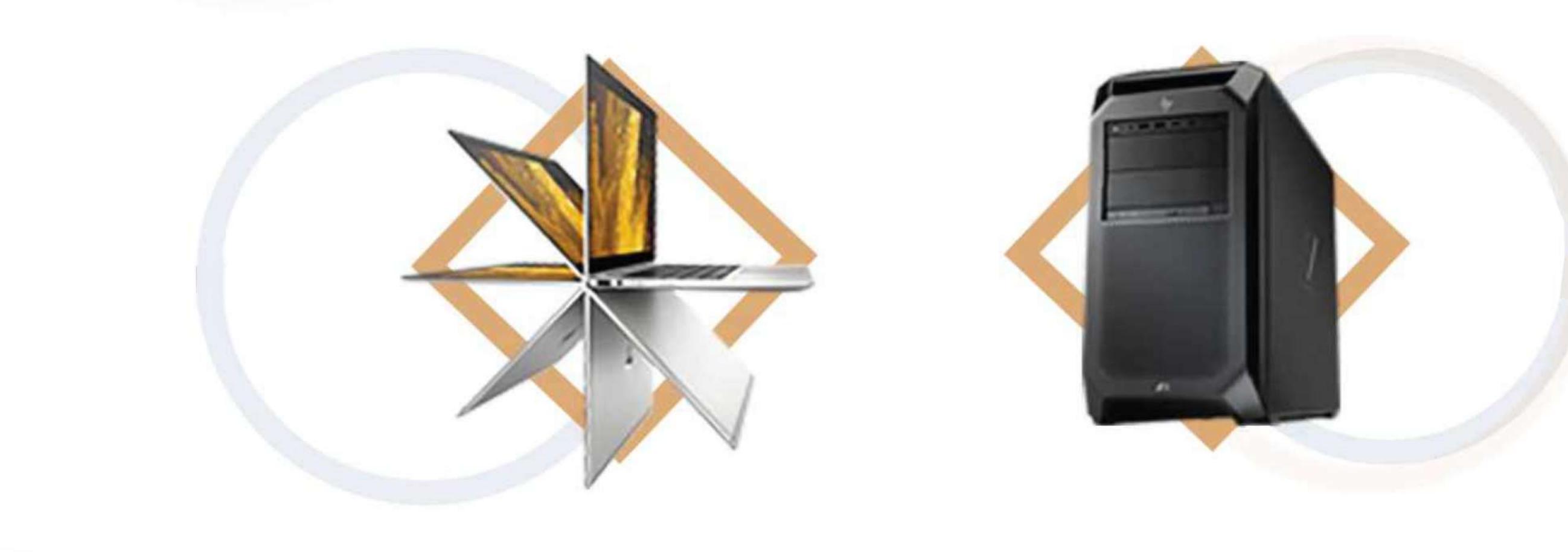
Client's Requirements

Reach new prospects effectively
A Enhance social digital presence



Project Objectives

To design and execute a suitable marketing mix that would help the client to increase sales, enquiries and social media awareness of targeted product.



Core Challenges

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

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Solutions and 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 Z Workstations and EliteBook, 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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