TSL Consulting
Plan • Develop • Manage

Case Study

How TSL turns the Digital Marketing Table for a company!

Client Background:

With an uncompromising focus to address customer's business interests, our esteemed client emerged as a Financial Software product company in Chennai, India. Soon earned a worldwide customer base and developed into a full-fledged software developing and marketing company. They constantly strive towards creating novel solutions for the financial community.

Objective:

- Drive interest and enquiries for Loan origination system solution
- Create awareness for a finance focused market
- Portray client's thought Leadership in Accounts Payable & Invoicing verticals

Pain Points:

Our client has put in relentless efforts in the automation of lending and its core focus lies with the financial industries. Due to the abstract offerings they had a core focused market to chase. Reaching out to the C-Level people from companies blazed with invoicing and account payable complexities was a major obstacle.

Below were the challenges faced by the company:

- Very niche product-specific market

- Poor exposure to Finance & Accounts Payable verticals
- Traditional outreach practices going in vain
- No proactive or inbound enquiries

TSL Analysis & Approach

While the focus was to engage with decision makers and influencers of the targeted verticals, partner applied traditional approaches harvested little acknowledgements. TSL's in depth gap analysis concluded on a 360 degree digital marketing campaign with social integration. TSL's focuses on customized content and personalized messaging to engage efficiently with the target audience.

Digital Marketing Mix

SEO

- Increase visibility
- Drive website traffic
- Better Google rankings

Landing Page

- Features & Benefits selling
- Highlight value proposition

EDM

- Warm up the prospects
- Generate interest or consideration
- Acquaint client with potential of the product

LinkedIn Marketing

- Build professional connections
- LinkedIn Inmails
- Customized messages for inbound interests

PPC Campaign

- Persona targeted Ads through LinkedIn text & sponsored ads
- Google Search & Display Ads for push & pull strategy
- Remarketing and exposure

Content Marketing

- Persona specific content creation
- Portray thought leadership through blogs
- Collaterals, case studies for trust building

Why TSL?

- Structured Digital Marketing processes
- Planned understanding of Buyer Persona & their journey in the Buying Cycle
- Ability to understand the product/ service/solution
- Technology expertise
- Design capacity and skills
- Minimized risk

Outcome delivered to client:

- 300+ connects to targeted audience
- 30+ enquiries in 3 months
- Client's thought leadership in finance automation

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