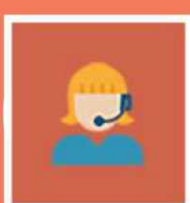


## TAILORED MULTIPLE DIGITAL SOLUTIONS FOR A CHANNEL PARTNER DEALING IN IT DOMAIN WHO STRUGGLED TO REACH PROSPECTS EFFECTIVELY WITH CONVENTIONAL MARKETING STRATEGIES



### Business Domain IT Products and Services

### Services Offered by TSL



Tele Marketing



Digital Marketing



Database Generation



### 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



- Social outreach enhancement
- Creating brand awareness
- Continual existing customer engagement
- Drive enquiries from new prospects, especially for HP EliteBook



### Project Objective

To design and execute an effective strategy for marketing campaigns based on in-depth understanding of partners to drive more enquiries and to increase validated sales pipeline inflow.



### Core Challenges

- Unforeseeable marketing strategy
- Segmentation of target audience
- Minimal social media presence
- Engaging existing customer base



### 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 EliteBook, resulting in 2.96% CTR



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



78 BANT qualifying enquiries were generated through tele outreach



2 events conducted for the client attended by 161 prospects. These two events together generated 12,500,000 RoMI

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