

## BUILDING A FRAMEWORK FOR GENERATING NEW QUANTITY AND QUALITY LEADS AND 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 of HP Z Workstations.

### 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

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