

## 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



Digital Marketing



Database Generation



### 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.



### Client's Requirement

- Reach and effectively engage with targeted audience in the multiple interior geographical locations
- Increase awareness on HP Z Workstation



### 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 HP products.

### Core Challenges

- Need for tapping in to new territories and prospects
- Minimum funds available for marketing activities



### Solutions with Outcome

The channel partner was keen on conducting events in distinct target areas with strict 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
- To invite prospects three EDMs including invitation EDM, webinar reminder EDM and feedback EDM blast conducted that generated 3.578% CTR
- Webinar attendance of 68 prospects achieved

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