

A DIGITAL-LED TELE OUTREACH APPROACH PROPOSED AND IMPLEMENTED TO GENERATE QUANTITY AND QUALITY LEADS AND ENHANCED SOCIAL MEDIA OUTREACH FOR A LEADING IT COMPANY



Business Domain IT Products and Services

Services Offered by TSL



Tele Outreach



Digital Marketing



Database Generation



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.

Client's Requirements

- ◆ Reach new prospects effectively
- ◆ 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 HP Z Workstations as well as HP EliteBook.

HP EliteBook



HP Z Workstations



Core Challenges

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



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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