

TSL'S INTEGRATED MARKETING STRATEGY TO POSITION CLIENT AS LEADING IT SERVICE PROVIDER, GENERATING QUALITATIVE ENQUIRIES



Business Domain
IT Products and Services

Services Offered by TSL



Tele Outreach



Digital Marketing



Print Media



Database Generation



About Client

An ISO 9001:2008 certified company which takes a collaborative approach to help their clients implement infrastructure solutions cost-effectively supporting clients' business goals.

Client's Requirements

◆ Branding and positioning as leading HP products reseller

◆ Generate quantity and quality leads



Project objective

To design and execute an integrated marketing strategy that would help the client with their branding, positioning goals and improved enquiries for HP products.



Core Challenges

- ◆ Unforeseeable existing strategic planning for marketing
- ◆ Low target audience reach
- ◆ Stunted sales pipeline due to barren enquiries



Solutions with Outcome

TSL strategized marketing mix for the client inclusive of print media, digital media and tele outreach.



4 EDMs were designed on EliteBook, generating 1.6% CTR



1 magazine ad was designed and published in four leading IT magazines having a 400,000 footprints



12 BANT qualified leads generated through Tele outreach

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