

HOW WE GOT

30 HOT LEADS IN 3 MONTHS

OVERVIEW

The client is an IT service provider operating for last 20+ years. They are premium SAP partner and work with Sales Force technology too. They have unique value proposition around mobility, user experience design and development.

BUSINESS BENEFITS

- Website leads increased by almost 40%.
- Email open rate increased by 20% and click-through rate shot at 77%.

- Lead nurturing of emails helped to get responses 5 times than the usual.
- There was a 6% conversion to book a meeting by the LinkedIn outreach via the ABM process.
- Videos and Blogs helped to drive more leads and increase the overall traffic by 40%.





PROBLEM OUTLINE

The client has launched a new service - creative space called design thinking lab. They were looking for a more target-oriented marketing strategy to attract good quality leads to their workshops. With a visible gap in efforts and results, the client needed a fix ASAP!

Some of the key problems were:



LOW TRAFFIC AND USER ENGAGEMENT FOR NEW SERVICE

Generate traffic & increase engagement on their website which educates the prospects about design thinking and overall experience of workshop.



MEASURING MARKETING EFFORT

The client was unable to measure their current marketing effort and hence was not able to decide which strategy is working. They had an agency already involved but effort was more operational than strategic.



SCALING THE BUSINESS

Client has created a unique design studio which is member of SAP Haus and first of its kind in Asia Pacific. Still selling this intangible experience workshop was getting difficult. Workshop was a medium to get into application development or consulting work.



INEFFECTIVE EMAIL CAMPAIGNS

Email campaigns that they ran didn't generate relevant leads and there were no benefits from the generic mass email outreach.



INADEQUATE INBOUND MARKETING

Lack of inbound marketing methodology which had to be a comprehensive part of marketing strategy such as result-driven blogs, case studies, videos, etc.

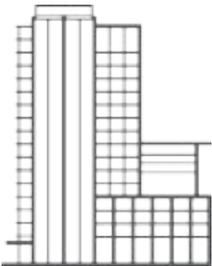
They never focused on target based focused marketing. Hence the buyer persona was never used to promote the content

AAIC created a strategic and engaging inbound marketing strategy and outreach plan by analyzing the pain areas. Our AI-based content marketing tool, Marxeed significantly helped in content promotion. Also, our AI Sales Assistant helped with lead nurturing and engagement. We used Hubspot as CRM and also for measuring effort.

AAIC SOLUTIONS TO BRING MORE ENGAGEMENT WITH THE RIGHT INBOUND MARKETING STRATEGY AND OUTREACH PLAN

- **Discovery workshop:** We conducted discovery and buyer persona workshop along with finalizing correct marketing strategy for the promotion of DESIGN LAB with realistic result projections.
- **Effective Account-Based Marketing:** We started strategic account-based marketing for targeted accounts. Our team sent contextual emails to all targeted accounts and as a result, the client received more meeting requests from the prospects.
- **Strategic Inbound Marketing:** We ran email marketing campaigns by identifying the right target audience. Our timely response and lead nurturing helped our client to generate more leads.
- **Landing Page:** We created effective landing pages specifically for the Design Thinking topic which helped them to drive traffic and generate more leads to pass on to their sales team.
- **Content & Video Marketing:** We created quality content in the form of blogs to resonate with their buyer persona. Amplified their existing content videos and added some more to re engage customers and generate more leads..

ABOUT APPLIED AI CONSULTING



Applied AI Consulting is a fast-growing digital marketing company offering Inbound Marketing, Hubspot Consulting, and Account-Based Marketing services. Our inbound marketing is empowered with Marxeed, an AI-based content marketing tool to find out top keywords, blog titles, quora QA, etc. We at Applied AI Consulting love processes, automation, and checklists. We are marketers who are still engineers at heart and approach digital marketing in the same way-the engineer's way - 'Make it lean, focused, efficient, and affordable'. For us, digital marketing is a combination of 'Art, Science, Psychology, and Engineering'.

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