

CASE STUDY OF AN IT SOLUTIONS COMPANY

Please note: To protect the identity of our client we have used pseudo names.
Client 2 (Our client) –IT Solutions Company

Increasing penetration of Indian market for an IT solutions company

Tech Manos help Client 2 to penetrate Indian market to generate huge business through our leads

Introduction:

Client 2 is a MNC company selling high value IT products.

Challenge

- Company was new to the Indian Market
- It was late entrant in this Industry
- Stiff competition from many national and local players.
- Small sales team and limited network was a deterrent to a sales-led strategy
- Limited marketing budgets as this was a new market for the company and it was getting a feel first
- Was having a bad experience with previous lead gen company
- Very cautious about the process & Leads quality

Tech Manos Solution

- Proved our capabilities in the very initial stage of the project
- Applied the best practices of Lead Gen + Digital Marketing to get the maximum output
- Tech Manos tried & tested Lead Gen process was successfully implemented
- Effectively targeting the audience in India
- Provided BANT qualified leads which were finally converted into clients