



**Trisaamaa Leadvantage Solutions
Private Limited**

- CASE STUDY -

- Tech Conglomerate -

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Generating 5,800+ Marketing Qualified Leads for an IT Services Company!

**This is exactly how we started our journey
with the Tech Conglomerate!**

Leadvantage, since its inception clearly understood that to succeed in today's market, it has to be ready to paint any canvas. On the other hand, the Tech Conglomerate too were keen on getting on board with someone who understands every landscape and is willing to seek precision with utmost sincerity. GDC did its best by bringing in use the best tools and resources when it came to running campaigns, including the lead generation one along with providing complete prompt Customer Service, and IT services to help the Tech Conglomerate achieve their end goals.





About The Client

The Tech Conglomerate happens to be a multi-skilled software development company, based out of Bury, England having an utterly competent workforce along with a robust presence across the planet. With offices across leading cities in the country, the Tech Conglomerate has managed to emerge as an onshore & offshore outsourcing goliath by hitting the bulls-eye owing to our timely delivery of software projects. Understanding what our clients want and then aligning our business objectives with them has transformed us into a trustworthy company for our clients from various parts of the globe.

Their Pain Points

In wake of rapidly changing market conditions, the Tech Conglomerate needed someone to analyse their lead generation requirements from a broader perspective.

Our Approach

Immediately after starting, we at GDC performed a detailed account audit and drafted an apt lead generation strategy. The primary objective of the Tech Conglomerate was to not just increase leads but ensure their quality along with developing a fresh brand awareness campaign.



Suggested Solution

Taking care of all external vendors being their lead generation agency and ensuring timely execution of their campaigns.

Creating an apt strategy based on market conditions to ensure optimum results. This means a lead generation campaign which would not just search right contacts or leads, but also cultivate them before sending it to the Tech Conglomerate

Keeping the right communication with key members of the company to ensure the campaigns are on right track.



Execution & Implementation

Any idea if not executed with precision is worth nothing no matter how brilliant it may sound, and our team at GDC were extra cautious about bringing everything in reality that was in the plan:

Analysis and development of lead generation strategy

Communication when done effectively is the best tool to ensure the success of any project and we did this exactly by having a word with all key stakeholders in the Tech Conglomerate.



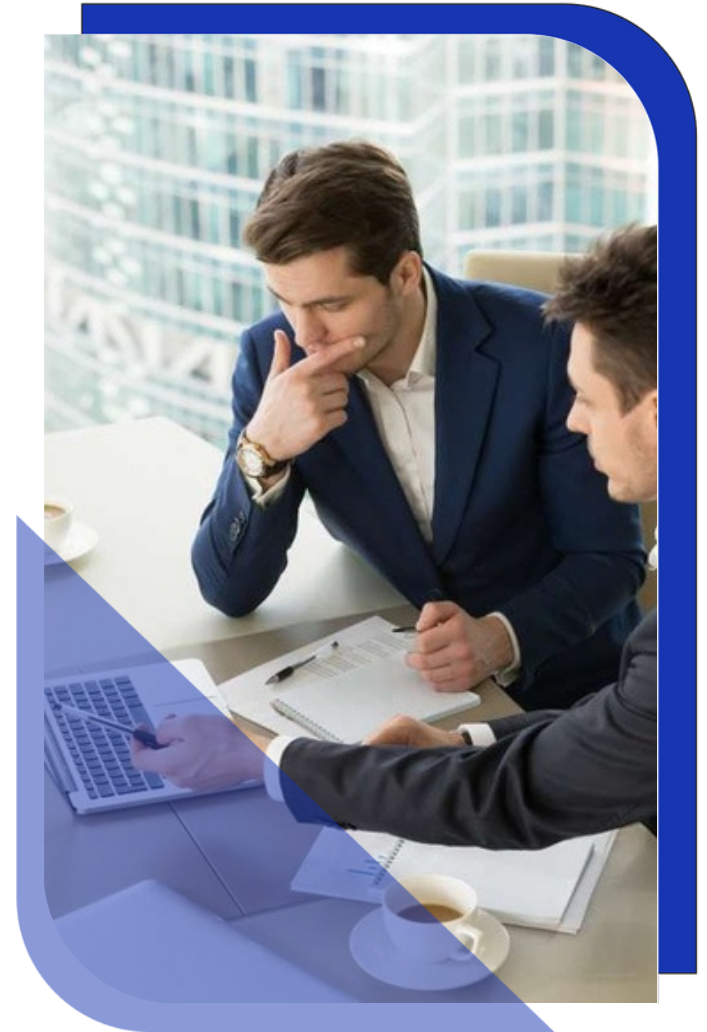
Every lead generation campaign previously done by the company was scrutinized to gauge their effectiveness and what novelty has to be there in the newer ones!



Discovering the **NICHE!**

The Tech Conglomerate was willing to work with those clients who had same level of affection towards perfection, and we Leadvantage ensured complete accessibility to right leads with the help of latest tools and assigning right people for the right tasks.

After extensive research, we managed to understand what kind of leads they were seeking. This is when we started our outreach program in order to nurture those leads by letting them mature with the help of timely interactions.





Management & Reporting of CAMPAIGN!

On the basis of data, buyer persona was created and here we commenced prospecting of potential clients. We Leadvantage made a proper funnel that ensured the Tech Conglomerate was receiving quality leads. Understanding the shelf of a lead, and its timely submission was of utmost importance, and this was done right from the start of the campaign.

A glimpse of the Campaigns that helped the TechConglomerate **FLOURISH!**

Lead generation campaigns are more challenging because of one key change in the market place, which is the reduced attention span of the audience. The process of analysing all important landing pages and web pages on the domain of the Tech Conglomerate was followed by determining the place consumers had been dropping off, completing the form- filling procedure and studying heat mapping analysis, and using other conversion strategies, we Leadvantage was successful in taking the conversion rate upwards.





What took the Conversion Rate **UPWARDS!**

Multipoint touch up of leads is extremely key to ensure conversion. Working with the Tech Conglomerate, we didn't leave a stone unturned to deliver high quality Sales Qualified Leads. Along with business tools, our marketing team played a big role in the process of appointment generation. In short, a complete and impeccable sales funnel was created to develop, nurture and convert every single lead