

HOW WE INCREASED **60% HIGH QUALITY LEADS** IN 6 MONTHS

OVERVIEW

The client is a global technology and services firm that helps businesses to transform and realize their digital strategies. It offers ground-breaking solutions in mobile, cloud, and design. By emphasizing on excellent design skills, the client brings innovation to every project. Focused on enterprise mobility, cloud computing, and user experiences, the client strives to accomplish and surpass their customers' business goals.

BUSINESS BENEFITS

- 60% increase in the leads with a strong lead nurturing technique

- 77% increase in click-through rate
- 20% increase in email open rate
- 5X response in lead nurturing of emails
- 6% conversion rate increase in LinkedIn meeting booking via the ABM process
- Generated more high quality leads with content & video marketing





PROBLEM OUTLINE

The client looking to attract traffic to their design thinking workshops and labs with a custom engagement approach. It was difficult to streamline the marketing efforts and marketing strategy. With such gaps, the client needed a rewarding marketing planning ASAP!

Some of the key problems were:



LOW CONVERSION

The client offers design thinking workshops to help businesses. It was not able to attract relevant traffic to experience the same. As a result, the business was affected due to less number of convertible leads.



GAPS IN EFFORTS AND RESULTS

The client was facing difficulty in measuring the marketing efforts and the results. Hence, it was complicated to decide on a working marketing strategy.



BRAND NEW VENTURE

The client was facing problems to brand their new venture as expected. Lack of correct marketing plan was affecting their growth and ROI significantly.



LOW LEAD GENERATION

The email campaigns that they ran didn't generate relevant leads. Additionally, the client was unable to get benefits from the generic mass email outreach. They were facing a huge bounce rate during every email campaign.



ABSENCE OF INBOUND STRATEGY

The client was unable to run an efficient inbound marketing campaign due to a lack of expertise and experience. Such a significant gap was affecting their overall business growth.



ABSENCE OF TARGET BASED MARKETING

The client never focused on target based marketing. Hence, there was a gap in identifying the right buyer persona and further, it was hampering the promotion. The whole marketing strategy came to a halt due to generic audience targeting.

The client connected to AAIC to fix its marketing strategies. We created an engaging inbound marketing strategy by analyzing the pain areas. Our AI-based marketing campaign tool, Marxeed undoubtedly helped in the content cluster, content creation, and content promotion

AAIC HELPED TO BRING MORE TRAFFIC WITH THE RIGHT INBOUND MARKETING STRATEGY

➤ Highly Engaging Marketing Strategy

We thoroughly studied and analyzed the pain areas of the target audience. After a lot of analysis, we finalized the right marketing strategy to attract more customer engagement. It helped in the realistic projection of the client's design thinking lab and workshops.

➤ Generated 3X leads

We created a strategic buyer persona-based email marketing campaign that was coupled with a lead nurturing process. It helped the customer to generate 3X more leads. As a result, the business saw a growth path.

➤ Landing Pages with High Conversion Rate

We have created effective landing pages specifically for the design thinking workshops. It helped them to achieve traffic and generate more leads. We put forward all efforts to make these pages more engaging with accurate content and CTAs.

➤ Strategic Content Marketing

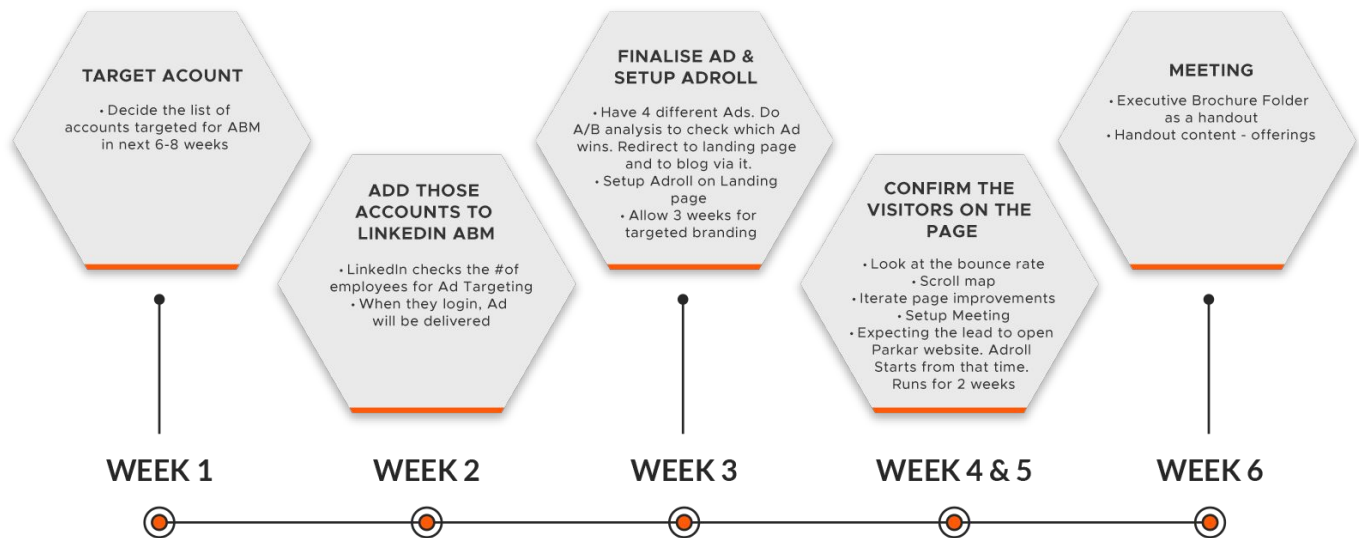
We created a strategic content marketing plan. It included high-quality blogging and video blogging to address the pain areas of their target audience. It also helped to re-engage their existing customers. We ranked the content high on the search engine with extensive Search Engine Optimization (SEO), backlinks submission, and social bookmarking by targeting the right keywords.

➤ Calculated Inbound Marketing

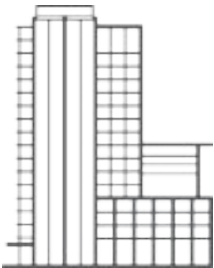
We ran a calculated inbound marketing campaign with emails by identifying the right target audience. Our timely response and lead nurturing helped our client to generate more high-quality leads.

➤ Effective Account-Based Marketing

We started strategic account-based marketing for targetted accounts of the client. Our team sent contextual emails to all targetted accounts and as a result, the client received more meeting requests from the prospects for design thinking workshops.



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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