

CASE STUDY DIGITAL MARKETING SERVICES



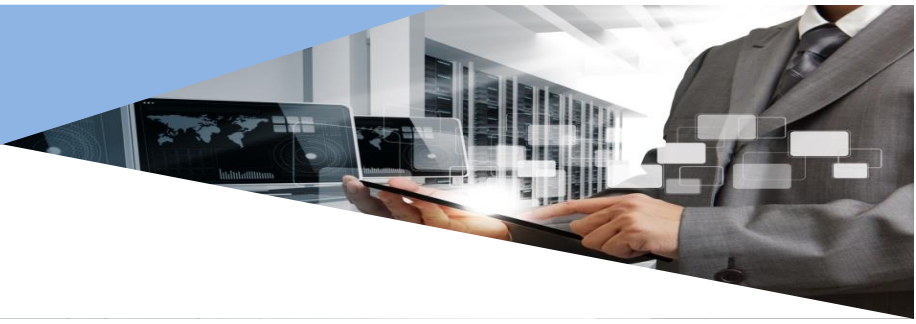
KG Information Systems Private Limited

KG Campus, 365 Thudiyalur Road, Saravanampatti, Coimbatore – 641 035, Tamil Nadu, India

Phone: + 91- 422- 4419999 | Telefax: + 91- 422-2668325

E-mail: bss@kgisl.com | Website: www.kgisl.com





Client Profile

A professional headset manufacturer, capable of design, R&D, manufacturing and sale of a wide range of headset products with primary focus on durable high quality call center headsets in over 20 countries and regions including the US and Canada.

The Landscape:

The marketing team within the client organization lacked clear focus and strategy and wanted to engage a partner that can help their business with quality leads.

How we helped this client?

- Besides providing lead generation services, KGiSL consulted with the client business teams and established a channel strategy involving stakeholders from both the client Company and KGiSL
- Established social media channel strategy for the client in support of lead generation
- Supported the client's social presence, content creation, reputation management, promotional activity and branding within two months from the start
- Effectively educated the client stakeholders and staff about social media strategy, execution plan, and on everything from content strategy to handling and managing of all social media platforms internally

The Results:

- Helped the client identify niche markets through social media which otherwise the client teams missed to notice
- Increased awareness of the client organization, products among target audience
- Increased traffic to website
- Overall lead generation improved by 25%
- Quick turnaround in transitioning and helping the client teams establish and manage their social presence effectively

Social Media
Reach your customers
in their own space



KG Information Systems Private Limited

KG Campus, 365 Thudiyalur Road, Saravanampatti, Coimbatore – 641 035, Tamil Nadu, India

Phone: + 91- 422- 4419999 | Telefax: + 91- 422-2668325

E-mail: bss@kgisl.com | Website: www.kgisl.com

