IT SaaS, Services & Fintech Group

About the Company

The Company is an 8 year's old Australia Based startup in various Tech Products & Services. They have Fintech offering based in Singapore and ready to get marketed in Africa, India & Australia. The company is also a SaaS , Consulting Services and AI enabler. The company was also into data Mining, Data driven service offering and a Salesforce Silver partner.

Problem Statement:

To get the marketing set up for the client and also build their social media strategy, budgeting, planning and ensure Brand Building simultaneously in various markets.

Build website for different product and services being offered.

Segregate the Fintech business from services and resource augmentation

Build a separate Brand and do complete Brand Building activities for Resource Augmentation

Proposed Solution

To prepare a Brand Building Activity list and follow it through like Brochures, One pagers etc and Build Core Values inside the organization

- Set up an active marketing team for Internal Branding

- Standardize internal Branding & Marketing assets

- Then building websites and online lead generation processes

Project Execution:

Singled out prospects and companies with a predisposition to use the Fintech software.

Similarly listed down companies who use Salesforce already to cross sell and upsell

Salesforce products and implementations and send them information on a clear idea about its implementation and benefits.

Managed to get all websites up and running within a 2 -year period.

Key Takeaways

- 3 websites were designed & created by ClientCurve, and all content writing was done.
- Four market geographies we activated Africa, India, Singapore & Australia for different product service lines and offerings of the organization.
- Branding activities were activated for all the SaaS Services Offerings, AI & MI based Products & Solutions.
- By the end of 2.5 years, we were able to get inbound leads from Marketing along with lead gen through Niche Marketing Campaigns.

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