

SAP/Success Factor

About the Company

With more than a decade of experience and presence in the world of business, the company uses SAP to provide Human Capital Management Solutions to its customers across all spheres. The offices are located in India, UK, South Africa and UAE.

Problem Statement

The Company wanted to extend its business and venture into the markets of India, UK and South Africa. This called for outsource marketing to be handled by a third party. They also needed assistance in lead generation alongside creating a keen interest about their company that would help them evolve as a brand.

Proposed Solution



Generate a custom made list of key profiles in various companies.



Build an efficient team of inside-sales executives to take care of reaching out to the appropriate target by following Ideal Customer Profile (ICP) and qualifying them into high leads.



Comprehensive digital marketing was undertaken including SEO, SEM and SMM. Due attention was paid to drip marketing.



Results

- Through cold calling 300+ meetings were generated in over a year and it successfully built a pipeline of around \$10 million USD.
- The above mentioned demand generation programs led to the acquirement of 150+ leads.
- 100X increment in terms of deliverance of meetings.