

Tellofy

Summary

Tellofy, one of the leading industry marketplaces had an immediate need for optimization, right keyword targets, quality content, conversion-friendly landing pages & a planned marketing strategy.

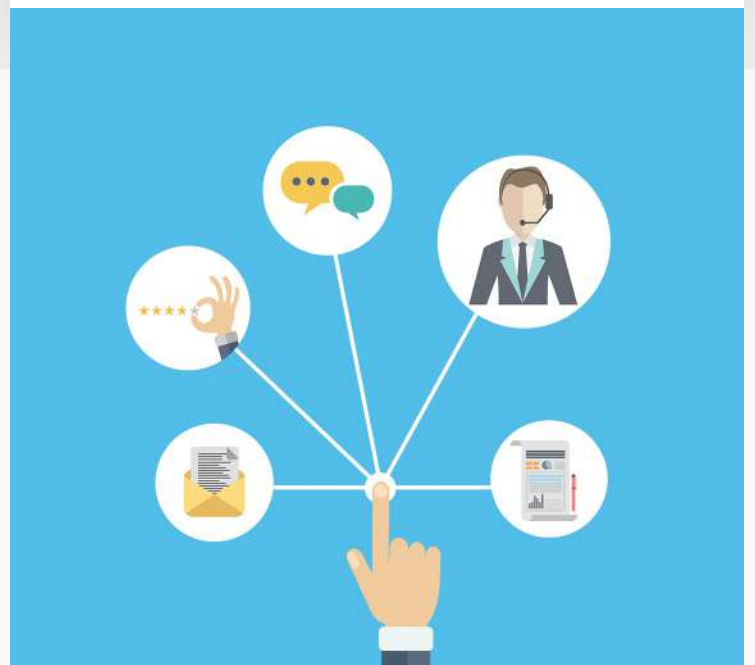
The Client

Tellofy offers integrated analytics and customer engagement. Tellofy was initially launched to make it simple, easy, and engaging for the consumer to give feedback across channels. It collates data from various data sources which exist in business from excel sheets to industry standard CRM and social listening tools and from tellofy own feedback collection mechanisms.

Client Requirements

The company had the following objective to achieve

- ◆ To generate more traffic to the site and bring potential leads
- ◆ Improve brand awareness in the targeted markets
- ◆ Improve organic search rankings for competitive keywords and phrases
- ◆ Significantly improve ROI through paid advertising
- ◆ Develop an active web presence across diverse platforms
- ◆ Optimize geo-targeting solutions
- ◆ Create valuable content in multiple media formats



"I have worked with various software partners in the past and I knew outsourcing comes with its own challenges but I have been very happy with the work of GSM plus Infotech."

Saurabh Majumdar

Chief Executive Officer Design Window

Our Approach

- ◆ **Site Optimization** - We selected productive keywords for the site & optimized it for users considering the latest search engine algorithms. In this process, we restructured the site to improve the user experience and added more information.
- ◆ **Content Marketing** - A B2B marketing cloud helped B2B marketers make the right content technology investment by using white paper, infographic, webinar, Slideshare and a live presentation to spotlight tools that can maximize the power of content.
- ◆ **Social Media** - It's difficult for a B2B industry to get a grip on social media, but Tellofy proves that it can be done successfully. As part of a wider marketing strategy and customer engagement strategy, various social approaches were taken, resulting in greater site traffic, increased brand awareness and lead opportunities.
- ◆ **Linkedin Marketing** - Although Google Adwords was successful at generating leads for Tellofy, competition for top keywords was fierce and drove up conversion costs. Tellofy used LinkedIn Ads, specifically targeting the audience. This was done by identifying and leveraging connections who could be potential investors.

Results

Amazing improvement statistics were recorded in the last 12 months of the digital marketing campaign.

- ◆ The site started ranking on top search results on Google & Yahoo, organic traffic started pouring in
- ◆ 200% increase in valuable backlinks
- ◆ Content Marketing Campaign generated new sales opportunities with several deals closed within the first 6 months of launch
- ◆ The LinkedIn campaigns generated 25% more conversion rate with the lowest cost per conversion ever achieved
- ◆ Social media campaigns performed very well driving more traffic and leads
- ◆ Overall user engagement with the web property improved remarkably

Know More About Our Project

www.gsmplusinfotech.com