

Case Study

telecraft
eSolutions

BRAND
BAZOOKA

HOW BRAND BAZOOKA
HELPED TELECRAFT TO REACH A

750% INCREMENT
IN TOTAL LEADS

THE CLIENT

One of India's leading System Integration companies, Telecraft E Solutions Pvt. Ltd. offers Unified Communication, Enterprise Networking, AV Integration, Data Centre & Surveillance Systems and Collaboration solutions.

THE CASE

Telecraft had an advertising strategy in place to reach out to companies looking for AV Integration, Enterprise Networking, Unified Communication, etc. Though the ad campaign was getting them leads, it lacked the quality they wanted. Also, at Rs.1000 their CPM was on the higher side. At this high cost and low quality leads, the campaign was unable to fulfil its objectives.

They needed a change in their advertising strategy so as to

**bring the cost down
and increase the quality
of leads.**

THE OBJECTIVE

Owing to low quality leads and high cost, their objectives were very direct :

To bring
down
the CPM
cost
drastically

To generate
more than
1000 good
quality
leads

To get
300 website
clicks
every
single day

To get
100
conversions
a month

THE RESEARCH

Post lockdown, the work environment has changed completely. Hybrid work has changed the way people connect with each other, perform their tasks and accomplish their objectives. Companies have changed their day-to-day work strategy to suit the current scenario. In this New Normal, a service provider like Telecraft had a lot to offer and also a lot to gain from. We studied their last one year's marketing plan and its performance along with a competitor and market analysis. We studied how their products could fit into the day-to-day operations of their clients.

We focused on the benefits clients could derive from their products and perform better. After a thorough understanding, we came up with the right advertising plan for them.

THE STRATEGY

For Telecraft, we opted for The Funnel Strategy to reach out to the right target audience and generate leads at low costs.

We divided our strategy into three categories, i.e.

Top of the Funnel,

Middle of the Funnel and

Bottom of the Funnel and

created many ad campaigns for Google and Facebook.

For Google, we gave equal importance to SEO (Search Engine Optimization) and GDN ads. Google Analytics played a vital role to assess the overall progress of the ads and guide us in the right direction.

We tested multiple ads using different communication and closely tracked their progress to understand which ads are giving the best results.

We also re-targeted the audience whenever the ads came to the Middle of the Funnel from the Top of the Funnel and accordingly also tweaked our communication to stay relevant to them.

The re-targeting helped in achieving the desired KPIs.

Since Telecraft is an authorized partner of Cisco and offers many products that are a must for almost every organization, we decided to run many ads using Cisco's name in order to catch the attention of the right audience.

THE RESULT

With the right set of ads and targeting strategy, we successfully achieved the targets that were given to us.

- We brought down the CPM from Rs.1000 to Rs.300
- We increased the lead quality as well by over 50%
- We reach out to a target audience of over 90 lacs
- The average CTR was 1.24%

- **We generated a total of over 1 lac 13 thousand website clicks**
- **The conversion rate was 2.14%**
- **We generated a total of 2434 leads**
- **The yearly impression growth was 29%**
- **The yearly website traffic growth was 13%**
- **The yearly increment in total leads was 750%**

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