



SHAMSDIGITAL CASE STUDY FOR TECHGENIE SOLUTIONS

At Shams Digital, we stand out from the crowd through our unwavering commitment to excellence and dedication to your success. Our unique blend of creativity, innovation, and technical expertise ensures that you stay ahead of the competition, carving a prominent digital niche for your brand.

**Aviation Business Park, Enterprise Close, Bournemouth, East
Parley, Christchurch BH23 6NX, United Kingdom**
www.shamsdigital.co.uk

Techgenie Solutions provides one of the largest financial institutions with main frame developer resources on a contingent basis, after the client had a merger with another large institution.

Client:



"It was essential for us to generate sustainable and high-quality leads, impacting our revenue directly, while reducing time spent on unqualified leads."

-Marketing Head

Founded more than a century ago, with more than 50 million in revenues, the client has a reputation internationally and has a presence in more than 50 countries, with a very large market cap.

The Relationship:

ClickFormula began to work with the client more than a couple of years ago. After a multiple discussions, the problems were identified, around which a solution approach was discussed and key KPIs defined. The objective was to execute digital transformation for the client with complete focus on inbound lead generation and content marketing.



The Challenge:

The present state of the client was it was experiencing the following issues in their lead generation processes with little results and highly redundant work centered on engaging with Leads that were either not qualified or showed less “intent to buy” behavior. The issues were thus:

- Lead Quality
- The Number of Leads
- Leads Channel Optimization
- Content Marketing

The Solution:

To implement an effective solution with time constraint in mind, ClickFormula outlined a “Customer Persona” based on the ideal Customer Profile for the client. The persona was made for each country by referencing the current data sets we had from the client’s present and past customers. A lot of additional data was also taken from direct competitors of the client. A detailed assessment was done about competitor behavior and best-practices ascertained thus.

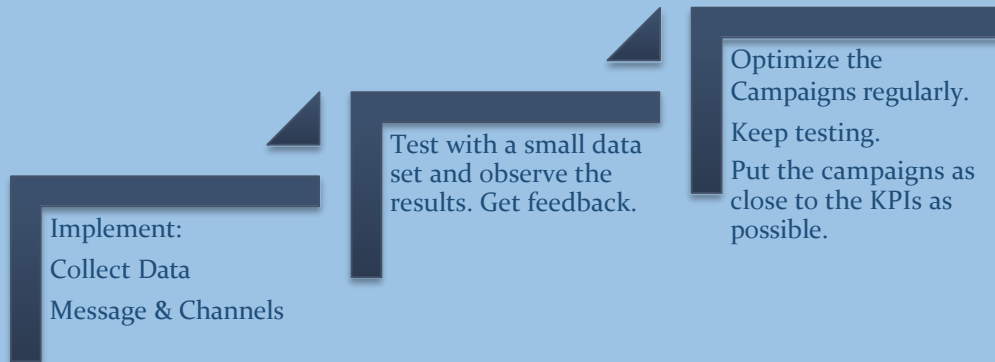
- Collect rich database of Target Customers, based on the personas created.
- Multiple outreach campaigns were designed for emails and newsletters and events.
- The entire search marketing effort was assessed and new campaign was designed and modeled around the overall approach.
- A content calendar, channel-specific, was created, scheduled and worked upon.



"You need to know the ideal customer profile in your mind before you go find it. Getting in touch with They then becomes a friendly act, not marketing."

"ClickFormula spends less time direct marketing and more time understanding the ideal resource persona. It's this emphasis that makes them understand our services, market better, and bringing results faster and richer."

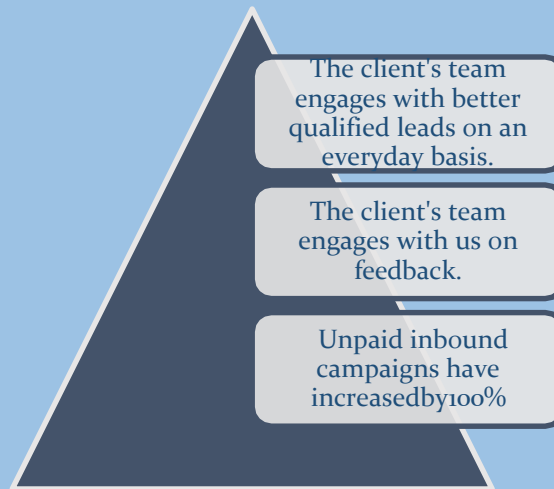
Techgenie adopted at three staged procedure.



The Results:

The benefits of the initiative by ClickFormula have been tangible and deeply affected the bottom line. The cost of lead declined significantly. The quality of the lead increased 50%. The number of leads also increased over a period of six months. The client had deep engagement and visibility in social, email, and other digital assets.

Impact



We would love to partner with you. We'll build value together.