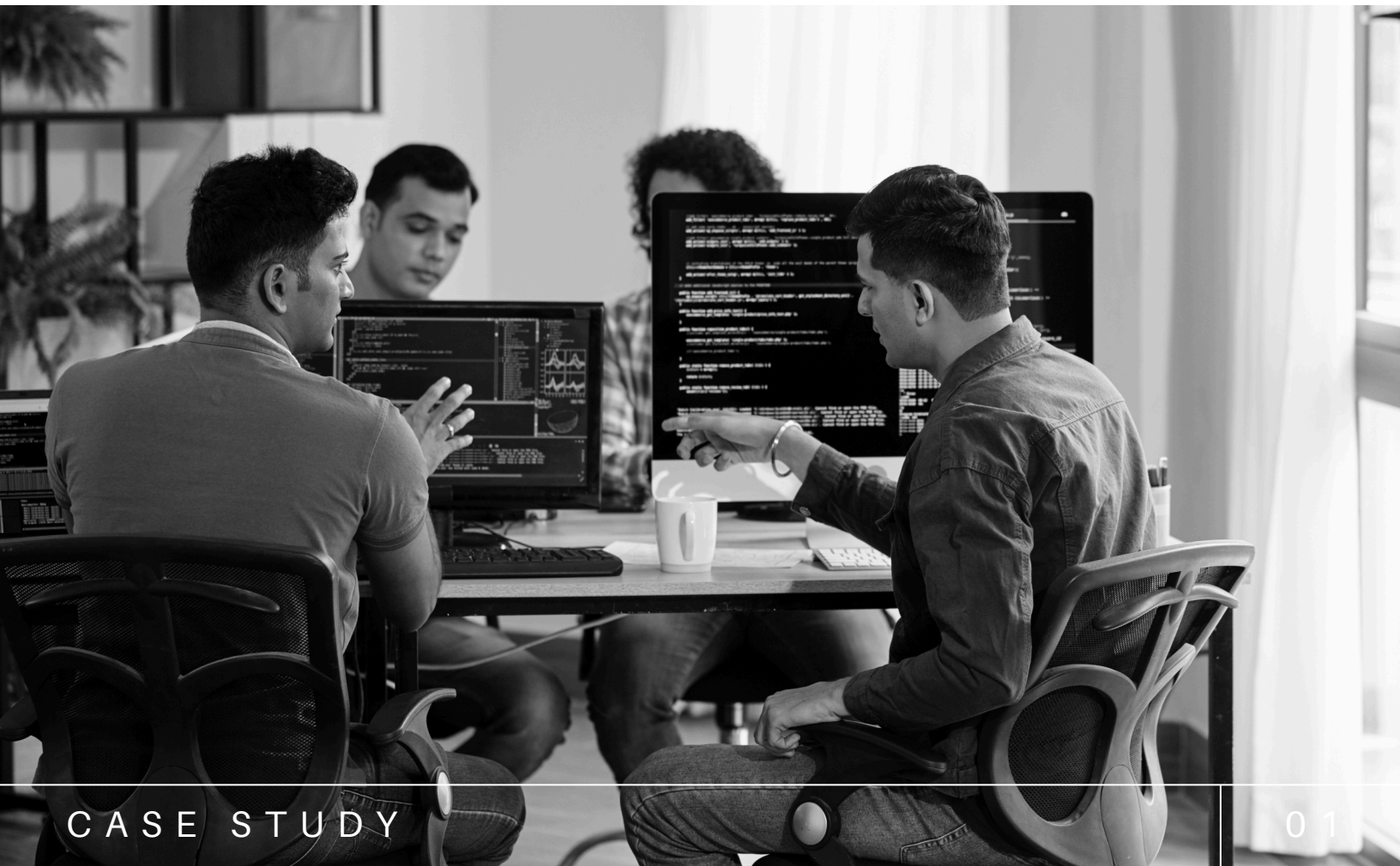


Achieving Success in IT Software for Financial Services

A CASE STUDY

Background

A leading IT software company providing solutions for banks, NBFCs, insurance, and other financial services. The software suite includes modules for risk management, compliance, customer relationship management (CRM), and digital transformation. The company's goal was to enhance its market presence and improve lead generation, demo bookings, and client acquisition across these sectors.



Initial Challenges

No Existing Online Marketing Strategy

The company lacked a comprehensive digital footprint and online marketing strategy.

High Ticket Size

Brand recognition was low within the target financial sectors.

Lead Generation Issues

Difficulty in generating high-quality leads due to a lack of targeted marketing efforts.

Inefficient Conversion Process

Suboptimal process for converting leads into demos and demos into clients.

Results & Impacts

Total Leads Generated

1,650 (including additional 150 from review websites)

Lead to Demo Ratio

24%

Cost per Lead

Rs. 2,400

Demos

396 (including additional 36 from review websites)

Cost per Demo

Rs. 9,091

Clients

24

Acquisition Cost

Rs. 150,000

ROAS on LTV

15.33

Key Takeaways

LinkedIn Ads

Essential for reaching decision-makers and achieving a high conversion rate to demos.

Google Search Ads

Focused on high-intent keywords to generate high-quality leads.

Workshops for Senior Executives

Effective in showcasing software features and converting demos to clients.

SEO and Content Marketing

Significantly increased organic traffic and lead generation through targeted content.

Account-Based Marketing (ABM)

Personalized campaigns improved lead quality and engagement.

Email Nurturing Campaigns

Crucial for converting demos to clients by providing valuable content and follow-ups.

Review Website Listings

Participation and sponsorship led to high-quality lead generation.

Customer Testimonials and Case Studies

Boosted trust and conversion rates.

Enhanced Website Experience

Improved user engagement and lead conversions.

Referral Program

Increased new lead generation through existing clients.

Conclusion

Through a comprehensive and data-driven marketing strategy, the IT software company successfully increased its lead generation, demo bookings, and client acquisition for banks, NBFCs, insurance, and financial services. By leveraging various digital marketing platforms and tools, the company established itself as a leader in the financial software industry.

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- 1 A 30-Day Pilot with us – **Assured Results** or **100% refund**.
- 2 A Paid account audit of all your ad accounts – **\$33 USD**
- 3 **Performance marketing consulting** for your in-house team or agency

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