



# DIGITAL MARKETING

## BUSINESS PROBLEM:

A leading heavy demolition company skilled in Alteration, Modification and Strengthening Concrete and Steel structures implements projects in both private & government sectors across India. Although they do a fantabulous job in their field and are quite well known across most of the industrial sectors, most of the new projects were gained only via referral & goodwill by extremely satisfied clients.

The management had no clue as to what exactly could be the reason on why they could not reach brand new customers in spite of their commendable excellence in their field. They were in a pressure to develop a global brand with less budget.

## Assessment

We did a detailed brand study about this company and realised that there was a huge brand disconnect between this company and the people (prospects). Because all the tremendous work done by them was completely unavailable for visibility in any digital format. Absence of their brand in social media channels paved way for dormancy in business.

## Build

We designed brand page for this company in all the popular social media channels with good brand description about the company and their services integrated it with their official website.

## Develop Contents

We tailor custom-made digital contents in the form of videos, images & write ups about the current work in progress & other services offered by the company and advertisement based contents..

## Promote

We promoted the contents in all possible social media channels and also shared in industry based groups and did campaigns to reach that extra mile.

## Analytics & Planning

Analyzed the reach of their brand & contents in respect with each social media channels are analyzed and we shared the report to the client on weekly basis. We involve in discussions and plan more hand in hand operations with the company's team about future course of actions and area to concentrate in content development & new promotional strategies.

***Thus these cycle of activities eventually earned a great result for them and new prospects/clients were added up in due course and we, as a team feel proud to help them to profit more as a brand through our expertise with Sysmedac Digital Marketing techniques.***