

About Client: Client is a leading sensors and actuators manufacturer for aviation companies

Client situation: Client's website was not updated and customers found it confusing. Leads generated were not being captured and there was limited knowledge material on the website. Social media strategy was not there

What we did: Our solution had following elements

- Identifying the end use of all key client products. Prepared marketing materials for all products with attractive graphics and designs. Same was uploaded on the website
- A series of white-papers were developed keeping in mind the end use of client's products. Quotes and thought process of key client stakeholders collected as part of the project. All white papers were published on website and social media
- Social media pages were created and popularized
- SEO initiative was undertaken to increase page rankings
- There was a dashboard created to brief about the activity on the website capturing KPIs like number of hits, enquiries generated, bounce rates, average time spent per user and customer touch points initiated
- Social media was updated twice a week leading to organic growth in traffic on the website

Outcomes

- Reduction in bounce rates from 70% to 63%
- Average time per user improved from 3 minutes to 4.5 minutes
- Receipt of enquiries for multiple product categories