

CASE STUDY

Information Technology

Strengthening the market position of a global engineering services firm

About the client

The client is a reputed engineering and research and development (R&D) services organization. The company's services and products cater to industries such as manufacturing, semiconductors, healthcare, construction, and media and entertainment.



Total assets
₹50,729 M



Employees
21,400



Revenue
\$239.5 M



Service verticals
25+

Business challenge and objective

In the aftermath of Covid-19, the client needed a communication framework that would help them position themselves as thought leaders in a disrupted market. With the pandemic imposing severe restrictions on most aspects of marketing and lead generation campaigns, communication channels presented one of the few promising opportunities for the client to reinstate their brand image and leadership position. To do this they needed to develop a repository of strategic communication assets across a wide range of formats, each catering to a unique set of requirements.

Netscribes solution

As the long-standing strategic partner for the client, Netscribes stepped in to help the client chart a comprehensive roadmap to achieving these goals. Upon initiation of the project, Netscribes undertook an in-depth evaluation of the client's content and marketing needs, mapping them back to existing on-page content repositories. The findings yielded by the analysis were used to strategize an approach to delivering the following types of communications:



Sales enablement and promotional content

- Case studies
- Brochures
- Presentations
- Flyers
- SEO-driven blogs



Thought leadership content and design

- Point of view papers
- Infographics
- Insight articles
- Survey-based big-rock/gated assets



Event and branding content

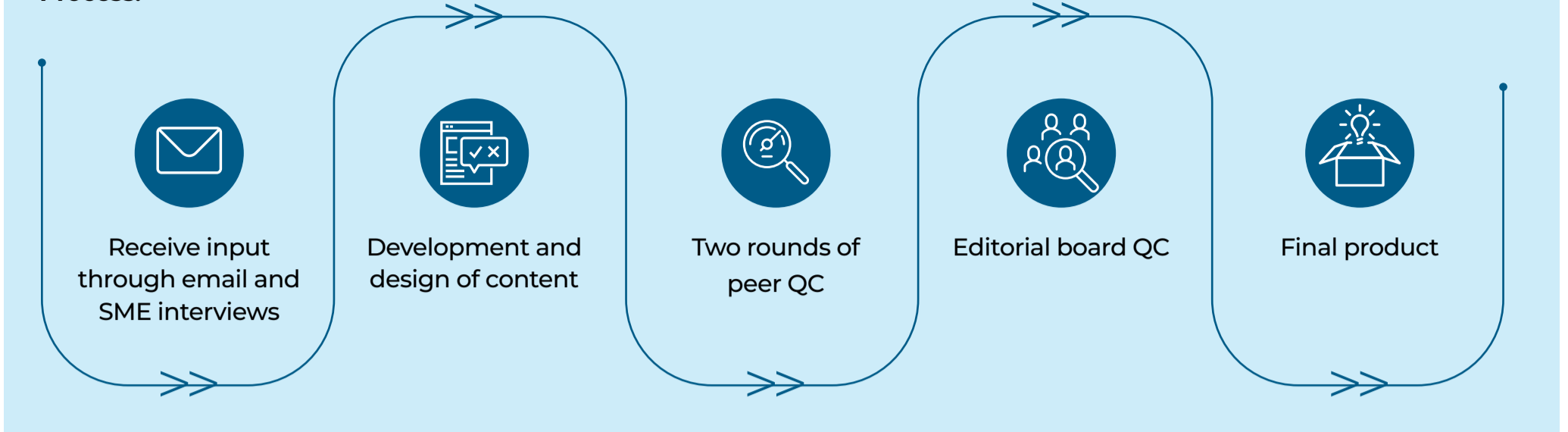
- Creative themes for events
- Microsites
- Impact campaigns



Videos

- Product videos
- Sales enablement videos

Process:



Approach:

- **External**
 - Share and track status every week
 - Frequent progress check-ins with the client to ensure an agile, iterative content development process
 - On-site visits to the client's office
- **Internal**
 - Systematic audits to review timelines, quality, adherence to processes, and other critical parameters
 - Regular CSAT score review

Results delivered

- Garnered respect for thought leadership presence across industries
- Reinforced the brand image through unique design language, templating of collaterals, consistent messaging, and competitor benchmarking

Benefits

- Generated leads through high-quality gated collaterals, social media response management, impactful customer presentations, and consistent engagement across channels
- Accelerated the delivery of cutting-edge products and services to the market using effective communications

Lead industry conversations and become a trusted source of insight and information with our bespoke [thought leadership solutions](#).

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