



Case Study

Client Success - Ficci

Background

The largest and oldest apex business organization in India. FICCI provides a platform for networking and consensus building within and across sectors for Indian industrialists, policy makers and the international business communities.

FICCI Expectations

FICCI wanted to increase registrations for workshops, training sessions and top class conferences from new enrollments and retaining previous members with the help of social media tools.



Challenges

Team FICCI was curious to know how their problem can be resolved by leveraging digital business platforms.



Challenge 1

The biggest challenge for the forum was to retain old customer base out of existing data for registering.



Challenge 2

Capture new audience (Affirmative Leads) with digital solution.



Challenge 3

The team wanted to get designed a Conference Report in a very modernized and aesthetic form to capture attention of sponsors and participants



Challenge 4

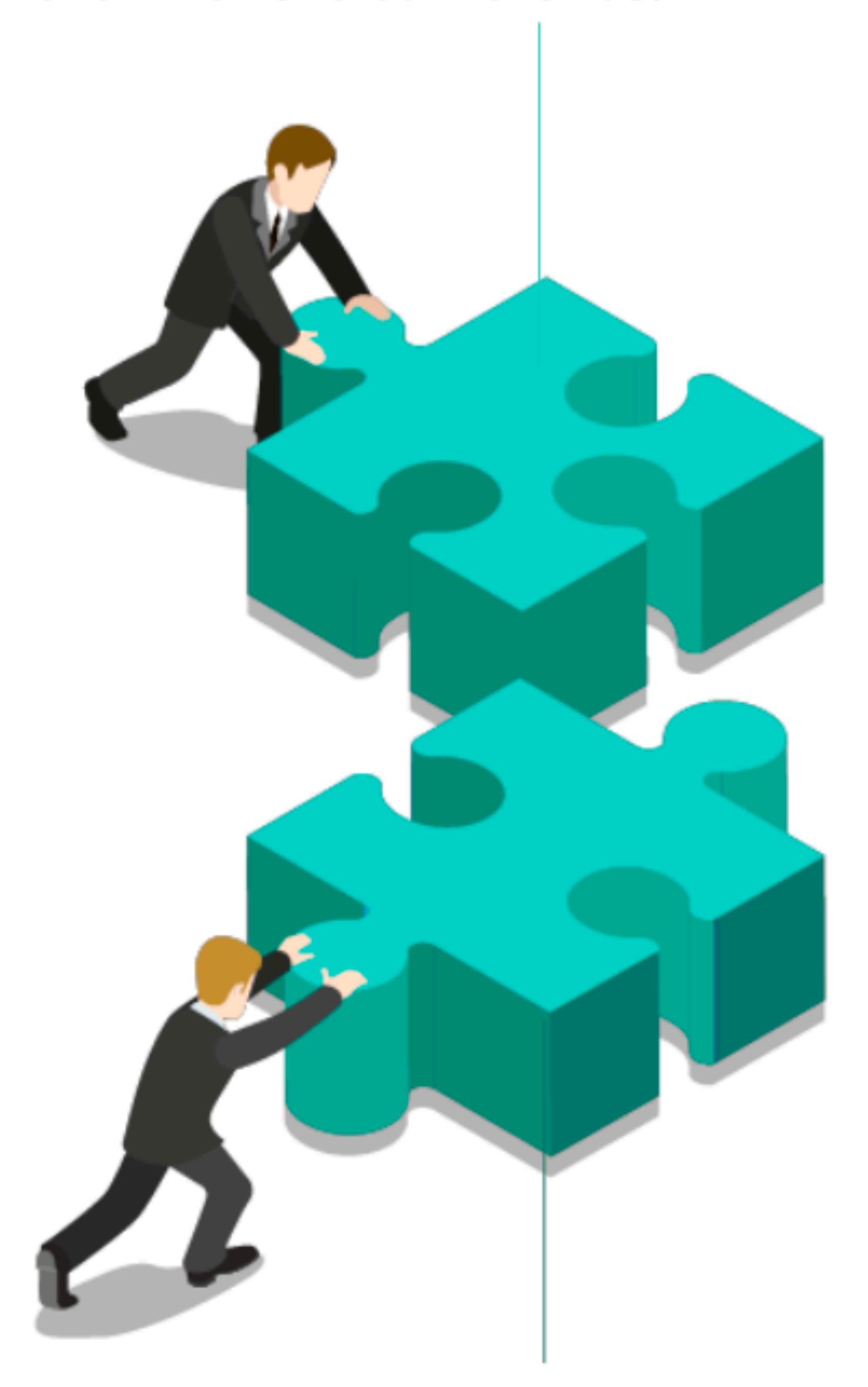
Generating general awareness of conference for Buzz Creation among the Human Resource Sector.

Process Begins

The forum approached us with a database of 7000+ old customers of workshops, training sessions and previously conducted conferences and deemed to establish automated lead target handles for overcoming the problem. The director's credential was used to send promotional emails for online registration with a lead magnet of special offer.



Leveraging FICCI's old database to get back the interest of 7000+ users through dedicated Email marketing platform and enroll them for the conference.



A new and aesthetic graphical representation of the report was produced for the conference launch day event.

Using their old database to target profiles on LinkedIn and Facebook via Retargeting Ads



Solution

Creating targeted ads with an aim of generating new leads and buzz creation among different geographies and designations (Chief executing Officers, Vice Presidents, Human Resource Managers, Chief people officers, Chief people analytics manager etc..)



