

CASE STUDY:
**CONTENT
SYNDICATION
FOR IT COMPANY**

Company:

Sector: Information Technology

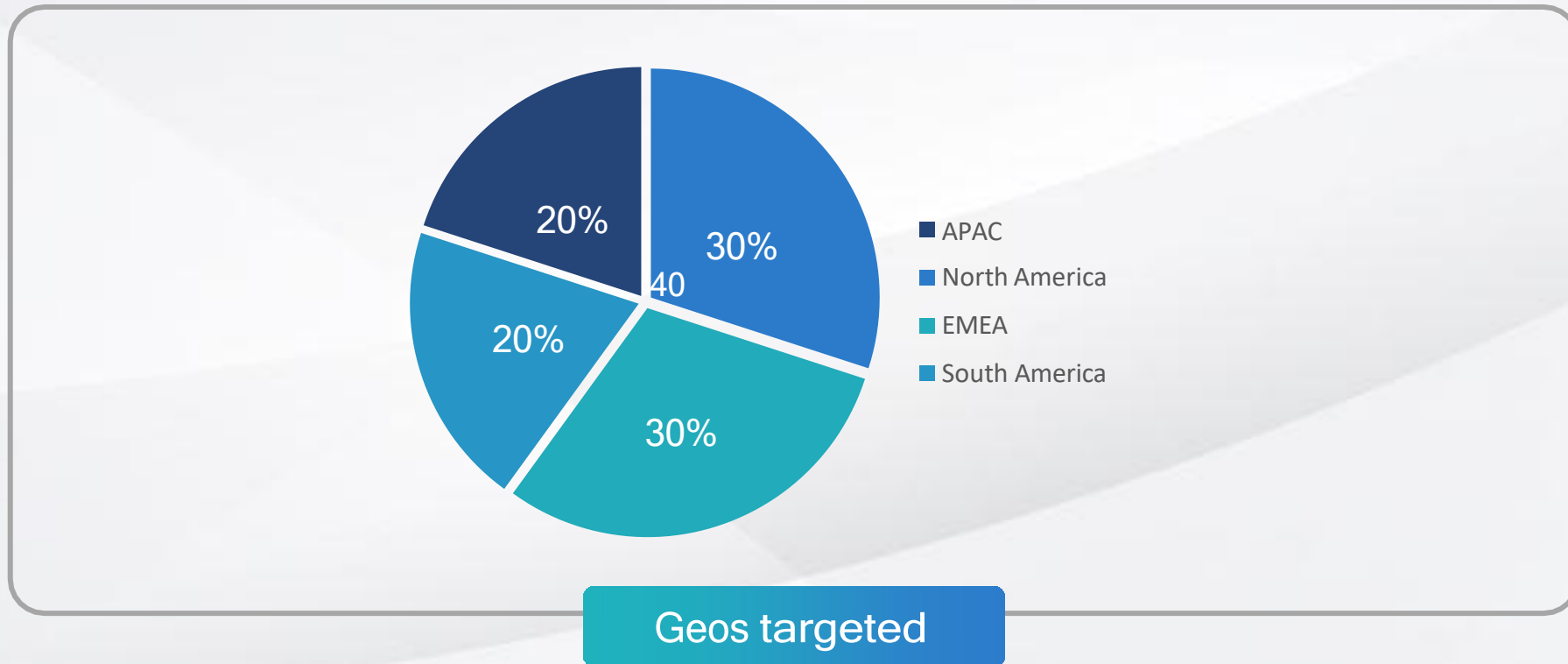
Location: USA

Service required: Lead Generation

Requirement:

- Publish whitepaper on client's website
- Generate quality leads

Campaign Specifications:



100% IT Profiles

Profiles Targeted

360°

Sectors

11 to 10,000+

Employee size

1M+ USD & Above

Revenue

Challenges:



Budget constraints.



Lack of resources.



Lack of ways to
measure results.

Note: We set up a meeting to vividly understand our clients' requirement.

Strategy:

We first understood our client's requirements and created a strategy focusing on:

- Developing content
- Design
- Search Engine Optimization

*Kept a check on our clients availability along with a convenient time to call the lead.



Key Takeaways:

2400

Leads were generated through Email Marketing on a quarterly basis.

90

Leads were also generated through Digital Ads on a qualitative basis.

Testimonial:

“Working with Callisto Media as our vendor has been a great experience. We have benefited tremendously because of their in-depth knowledge and expertise to meet each goal within the strict timeline demanded. They have helped us, concerning content syndication and high-quality leads.”

- Director (Strategic Partnerships),
Leading Digital Publisher

