

CASE STUDY – OFFLINE x ONLINE MARKETING reaps faster results!

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Abstract — Online marketing and Offline marketing including sales are essential pillars in any organization. One can not function independent of the other rather synergistic approach between the two reaps faster and better results. Better output is a multiplication factor of offline and online marketing; and hence of performance of one affects the performance of other. Here is a real life case study of an engineering product manufacturing company who practices this amalgamation for getting quicker results.

1 INTRODUCTION

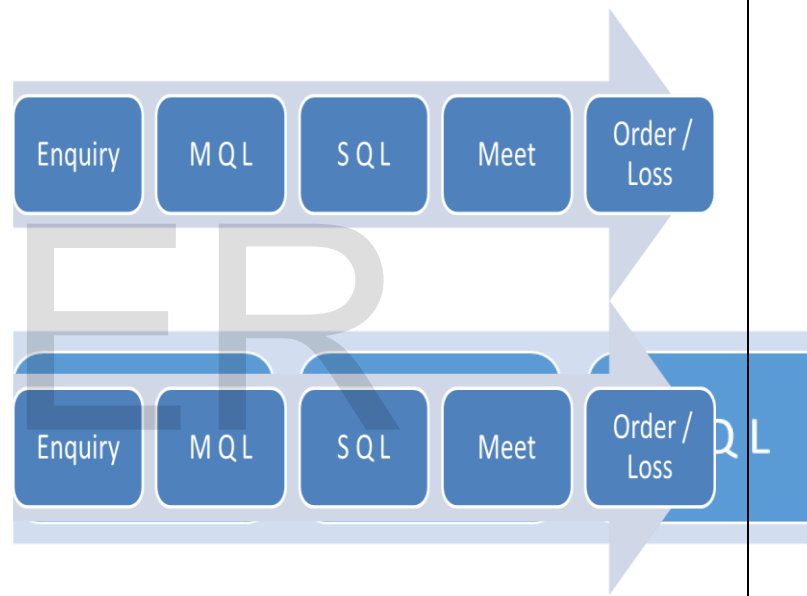
THIS case study is about a Pune, India based engineering product manufacturing company with a moderate annual turnover of INR 5 crore. The company has 3 regional sales officers and 1 marketing manager in the sales & marketing team. Priyank is the marketing manager, Bhaskar is based in Ahmadabad and handles western region, Pankaj is based in Delhi handles northern region and Firoz based in Hyderabad handles southern region

To compete in the market, last year, the company management spent money and resources in building strong marketing collaterals like product demonstration videos, product photographs, infographics and presentations, etc.,. The company overcame its traditional mindset and entered digital marketing world. First and foremost they started with website, SEO – AdWords, and uploaded their products on Indiamart and TradeIndia portals. They acted low-profile on YouTube and LinkedIn

The marketing manager, Priyank then created a marketing collaterals repository on Google drive, so that the sales team can access it on the fly. He segregated these collaterals in different folders depending on their use at various stages of the sales funnel.



Folder wise collateral segregation



Enquiry flow chart

His process was straight forward, whenever there is an enquiry through digital marketing efforts, he would enter the same in company's CRM as "web enquiry." Then for its authenticity check, he would search online for the enquired customer's website and other online presence. If all things are in place, he then would qualify the lead as **MARKETING QUALIFIED LEAD – M Q L**. He then would send the first set of collaterals from his repository, which he named **CONNECT** series. It included company brochure and particular product brochure. He also keeps regional sales officer in cc.

After sending collaterals from **INFORM** series, after some time sales officer calls the customer for checking two things, a) whether he/she received all the information and b) to get an appointment.

During the meeting, sales person would present the collaterals from **PRESENT** series. He will lead the discussions,

negotiations and persuade the customer for order. Post discussions, during follow-ups sales officer would use collaterals from LEAD series.

One example, how this strategic process was implemented to result in closing the long journey of enquiry to deal in just within 10 hours!!

