



# CocoonIT Services Marketing Case Study

Industry: IT and ITes

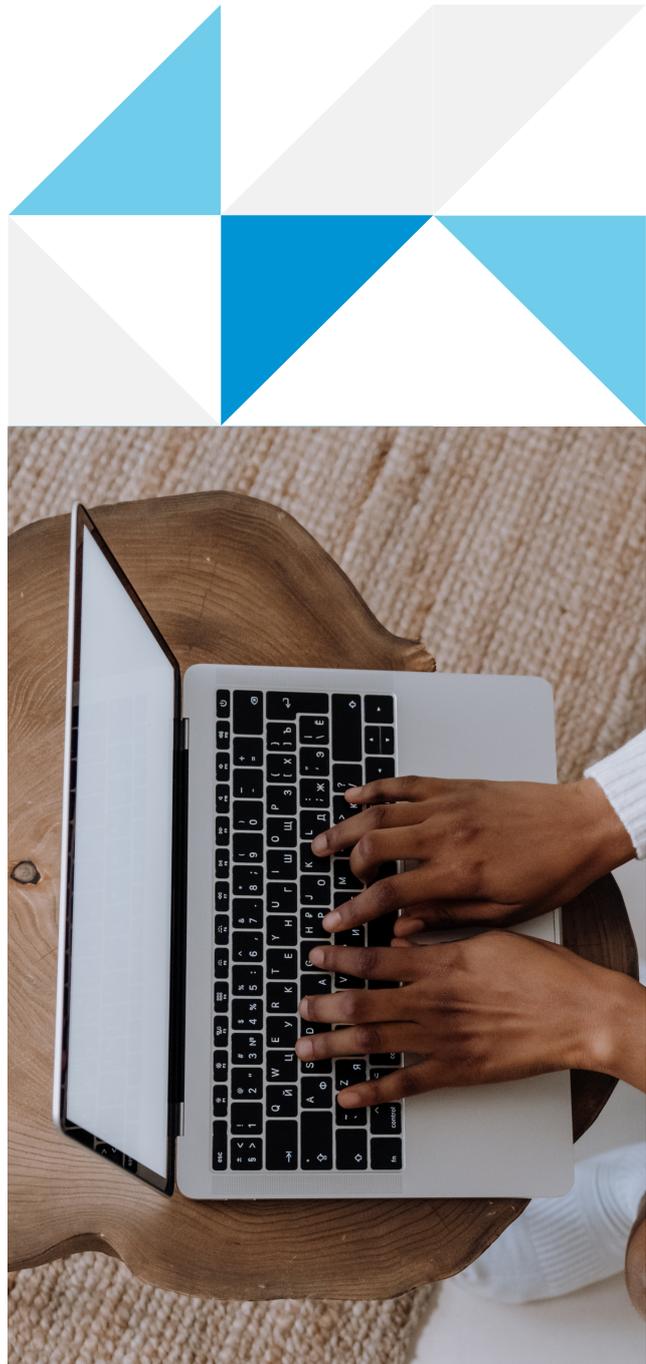
Solutions: Microsoft Suites - ERP, CRM, BI Dashboard, Cloud Migration, Offshore Development

Locations: India, Europe, U.S.A.



## ABOUT CCIT

CCIT services is a Microsoft Gold Cloud Solutions Provider, since 2015, have been helping CXO's across industries to digitally transformed their business by successfully implementing cloud business application like ERP and CRM technologies and IT and ITes services.



## ABOUT BUSINESS KARMA

Business Karma Marketing is a specialized B2B Marketing Agency. We believe in mindfulness consulting – to help you find and nurture most profitable marketing channels.

We have good fortune of working with 250+ clients across countries U.S.A, Canada, Philippines, South Africa and India.

## AT A GLANCE

### CHALLENGES

- Limited Online Visibility
- Negligible Brand Discovery
- No Engagement on Social Media
- Quality Inbound Leads

### SOLUTIONS PROVIDED

- Social Media Marketing
- Search Engine Optimization
- Content Writing
- Digital Press Releases
- Logo Design
- Web Hosting Services
- Paid Campaign Management



## RESULTS

### Website Performance

The overall position in Google Search Pages improved from 78 to 49, the users traffic increased from 2.5K to 85K per month, the bounce rate is well under 28% & website loading speed improved to 3 secs.

### Keyword Rankings

Most keywords (KWs) are ranking in Top 30 Positions now and for 15 Long tailed KWs site is ranking on #1 Page - Top 3 Positions.

### Marketing Qualified Leads

We are continuously increasing the lead funneling through website, attracting Indian as well as Global Customers. The average revenue generated from 2 International Leads are worth \$48K.

### Building Brand Equity

The brand is well recognized across social media now. In fact, the LinkedIn Fan have grown from 220 to 1,250 followers strong. The activity have resulted in highly energized and engaged workforce.

## TESTIMONIAL



"For over 2 years, we've been partnering with Hardik Shah and his team to drive digital marketing mandate for CCIT services. BK have helped us in creating effective digital strategies that has entice engagements & in generating prospects trust in CCIT as a 'Trusted IT Consulting and Managed Cloud Partner' that offers range of solutions powered by Microsoft

### RITESH PANDEY - DIRECTOR

CocoonIT Services Pvt. Ltd.

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