



# te//oquent

accelerating growth

Optimize your operations to meet the challenges and demands of today's marketing world!

Home

About Us

The Digital Framework

Case Study

Our Clients

## Contents

1 About Us

1 Our Strengths

2 The Digital Framework

1 Reach

2 Engage

3 Conver

4 Nurture

5 Optimize

3 Case Study

4 Our Clients

[Home](#)[About Us](#)[The Digital Framework](#)[Case Study](#)[Our Clients](#)

## About Us

## Our Strenghts



Telloquent Solutions is a marketing agency designed to develop and build world-class brands, Our team of experts have years of experience in providing imprecable service to organizations of all industries. Our strategy focuses on analyzing and understanding the requirements of the client in-depth and and developing a customized solution which will be most effective in generating positive results.

Founded in  
April 2014

150+  
clients

Clients in  
5+ Countries

[Home](#)[About Us](#)[The Digital Framework](#)[Case Study](#)[Our Clients](#)

## About Us

## Our Strengths

At Telloquent Solutions, we are focused on optimizing your operations with the help of our certified experts, thereby helping you achieve your strategic goals in a short period of time. Our strengths include:



Data-driven  
decision making



Hands-on experience  
with EMMs



Subject matter  
expertise



Certified marketing  
technology experts



Application of best  
industry practices



Branding for  
Talent Management

[Home](#)[About Us](#)[\*\*The Digital Framework\*\*](#)[Case Study](#)[Our Clients](#)

# Reach Engage Convert Nurture Optimize

Our full-funnel digital strategy is aimed at leveraging the entire customer journey from start to finish. Once we understand your requirements, we design marketing activities, relevant and personalized for each stage of the marketing and sales funnel. With a fully optimized marketing automation platform in place, you literally have an always-on sales machine at your disposal. Our digital framework consists of 5 major stages:

- Reach
- Engage
- Convert
- Nurture
- Optimize



[Home](#)[About Us](#)[The Digital Framework](#)[Case Study](#)[Our Clients](#)

# Reach Engage Convert Nurture Optimize

The 1st stage in our digital framework is to achieve maximum reach. For this, we first identify the channels and target audiences where your services will be well-received and promote on the same. Our marketing experts help you reach maximum potential customers via the following channels:



[Home](#)[About Us](#)[The Digital Framework](#)[Case Study](#)[Our Clients](#)[Reach](#)[Engage](#)[Convert](#)[Nurture](#)[Optimize](#)

Engagement is the first step to conversion and future repeat purchases. Our marketing experts design campaigns that motivate customers to engage with the brand and encourage them to continue exploring other channels which are most convenient for them. We boost engagement in two ways:

**Impress with Landing Page**

Interactive & engaging landing pages customized to highlight your unique offerings

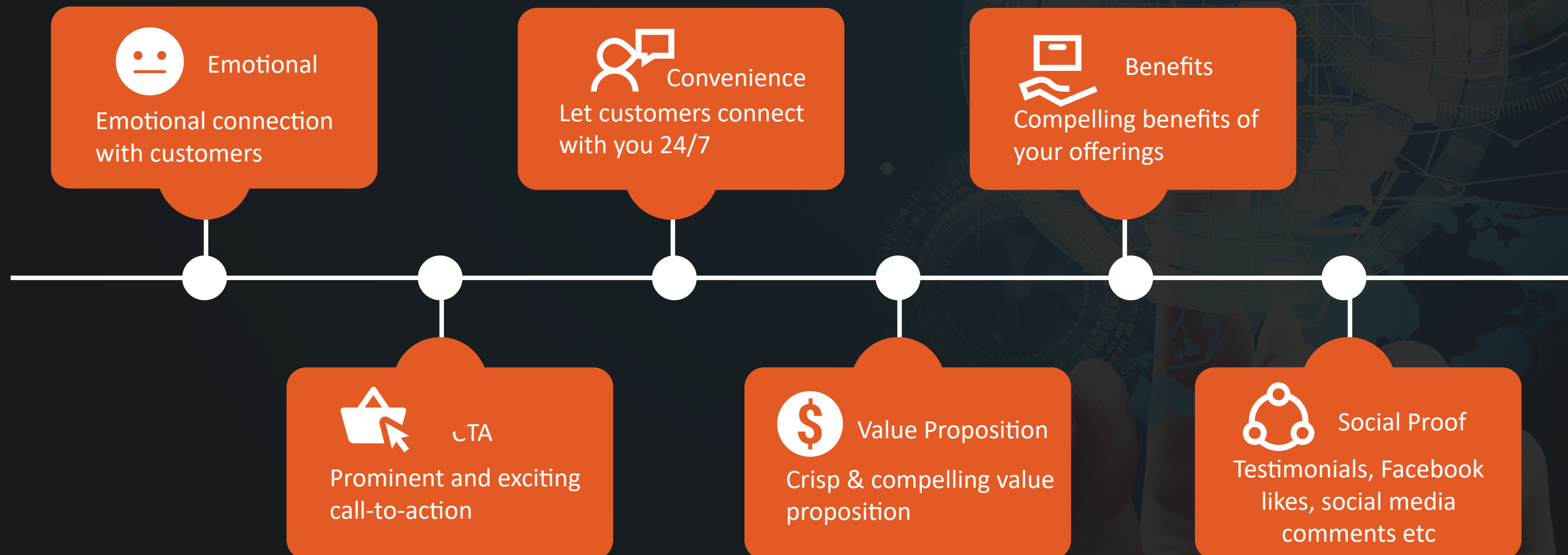
**Impress with Social Media**

Generate user interest with appealing & eye-catching social media posts



[Home](#)[About Us](#)[The Digital Framework](#)[Case Study](#)[Our Clients](#)[Reach](#)[Engage](#)[Convert](#)[Nurture](#)[Optimize](#)

The ultimate goal of all marketing campaigns is to get maximum conversions. We use the following six elements in our marketing campaigns to get high conversion rates:





## Reach

## Engage

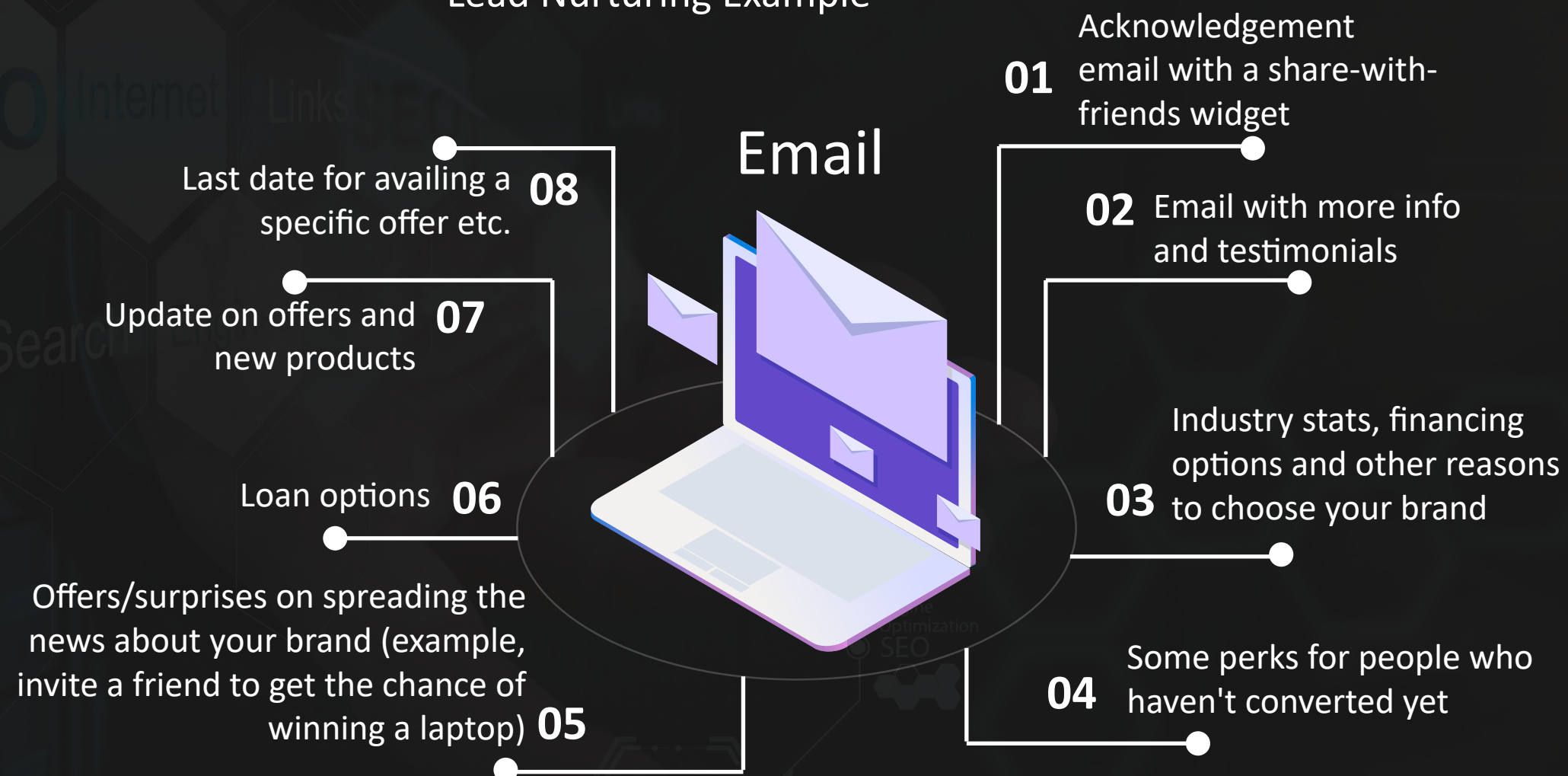
## Convert

## Nurture

## Optimize

No customer will directly buy your product/service. Once you capture their interest, the next step is to keep nurturing them over a period of time, so that they may complete the sale in future. Our marketing automation experts are experienced in designing lead nurturing email campaigns with the help of marketing automation tools. These emails campaigns are sent to prospective customers based on their position in the marketing funnel and ultimately converted into buying customers.

### Lead Nurturing Example



[Home](#)[About Us](#)[The Digital Framework](#)[Case Study](#)[Our Clients](#)[Reach](#)[Engage](#)[Convert](#)[Nurture](#)[Optimize](#)

The last stage in our digital framework is the optimization stage. During this stage, the focus is on keeping a close tab on all marketing campaigns and expenses. During this stage, our marketing automation experts identify channels, segments and keywords that are generating the highest ROI and optimize all campaigns to reflect better results. The optimization process includes the following steps

#### **Testing/Experimenting**

Predicting what message or promise would connect with the audience by systematically experimenting and testing different marketing ideas.

#### **Optimization**

Using web analytics data, we strive to optimize every aspect of the campaign and website experience.

#### **360 Degree Customer View**

We help you get complete visibility of individual customer behaviour with tools such as Kissmetrics, Plumb5, MixPanel etc.





Home

About Us

The Digital Framework

**Case Study**

Our Clients

## **Their Challenge**

- \* Prospects were not aware of ZifiLink as a choice at all
- \* Reflection of their digital presence (traditional, single page website)
- \* No Value-added content

## **Our Strategy**

**Research and Strategy Formulation** – Comprehensive research on competitors, target users, keywords, media consumed by users, marketing strategy/ keyword focus, identification of sweet-spot/ positioning etc.

**Brand Re-enforcement** – Evolution of website into a professional and modern asset. Creation of a strong content strategy to build credibility.

**Organic Reach** – Implemented website architecture changes for SEO. Implemented new pages to capture long-tail/ sweet-spot traffic including case studies. Evolved a long-term strategy to get prospects globally



Home

About Us

The Digital Framework

**Case Study**

Our Clients

## **Paid Reach**

Highly targeted and optimized paid search campaigns with lead generation focused landing pages & targeting various customer segments on mobile and web.

## **Customer Relationship Management – CRM**

implementation and creation of drip campaigns and connected this with focused landing pages, A/B Testing etc.

## **Their Success**

- \* Increase in traffic from include 8+ countries apart from India
- \* 1432.25 % increase in overall revenues
- \* 777.76 % Increase in number of leads per month
- \* Reduced sales cycles for smarter business development

Home

About Us

The Digital Framework

Case Study

Our Clients

## Overseas Clients (USA, UAE, Australia)

Schneider  
Electric



rojoli 24x7 CLOUD MACHINE

cards identity

WeatherCall  
Enterprise

KR Elixir  
TECHNOLOGY

Leo Burnett  
ORCHARD

Locum  
Scheduler



FIQITEgroup  
accounting & consulting



Home

About Us

The Digital Framework

Case Study

**Our Clients**

## Marquee Clients





Home

About Us

The Digital Framework

Case Study

Our Clients

# Thank You

Contact Us

Website - <https://telloquent.com>

E-mail - [contact@telloquent.com](mailto:contact@telloquent.com)

Phone - +91-97316-16119

