

Problem Statement

Generate quality leads organically since there was a high ROI on paid advertisement and ABM campaigns



*B2B enterprise company
IT Services and Consulting*

#CRO

#GenAI

#Chatbot

#StakeholderManagement

Lead Generation

01 Task

- Chatbot initiatives to grow inbound leads organically from target geographies (i.e. US and Canada).
- Leverage existing traffic of 2,50,000/month website visitors into leads

02 Actions

- Became project owner for chatbot design and deployment for the global TI website
- Managing stakeholders for ensuring compliant and soft launches with A/A and A/B testing
- Designing user journeys and inbound leads workflow on in-house chatbot platform

03 Impact

- Improved MQL to SQL conversions, aligning with business priorities with ~5% quarterly organic lead growth.
- 40% MQLs growth from same landing page after chatbot deployment

Problem Statement

Boost website traffic for target keywords and increase quality traffic for target geographies (US and Canada).



*B2B enterprise company
IT Services and Consulting*

#OnPage

#TechSEO

#Analytics

#EmailMarketing

#KeywordResearch

#TeamManagement

SEO

01 Task

Improve SEO (on-page, tech SEO and content)

02 Actions

- Conducts continuous SEO activities, boosting organic search visits with content loop strategies.
- Strategize lead nurture projects like email campaigns to focus on prospects and help in transitioning leads into customers

03 Impact

- Growth in overall website traffic (non-career visitors of 250k/m) with the contribution of organic as 40%+
- Achieved and sustained target keyword rankings, securing first-page discoverability, zero-rank, Google SGE,

Problem Statement

Increase web core vitals for brand website with speed optimization to fix lead flow disruptions in the sales pipeline.



*B2B enterprise company
IT Services and Consulting*

#WebInfrastructure

#SpeedOptimization

#ServerManagement

#WebsiteOptimization

#ErrorTroubleshooting

Web Performance

01 Task

Increase conversion rate by website performance optimization

02 Actions

- Implement industry best practices for following guidelines provided by Google search
- Website maintenance (monitoring, alerting and troubleshooting)
- Stakeholder management for regular efforts on managing subdomains, quarterly website security tests and DNS configurations.

03 Impact

Page load time of 12 sec to under 5 sec for index page and landing pages

Problem Statement

Expand Sigomid's analytical offering in Data Science and Data Engineering streams in US markets



*B2B mid-size company
Data engineering services and AI consulting company*

#Webinars

#ContentClusters

#GatedResources

Content Marketing

01 Task

Increase inbound leads via purely organic content marketing and re-look at the content strategy for Sales Qualified Leads (SQLs)

02 Actions

- Regular content refresh in different formats (infographics, whitepapers) on the website
- Keyword research for on-page optimization
- Zoho CRM customization and integration for Lead management

03 Impact

Sustained target keyword rank of 15+ keywords for business pages under 10 SERPs that generated 25%+ overall revenue

Problem Statement

Increase web core vitals for brand website with speed optimization to fix lead flow disruptions in the sales pipeline.



*B2B mid-size company
Data engineering services and AI
consulting company*

#SpeedOptimization

#WebsiteOptimization

#Troubleshooting

#WebInfrastructure

#ErrorTroubleshooting

Web Performance

01 Task

Increase conversion rate by website performance optimization

02 Actions

- Managed server and utilized an S3 bucket for efficient cloud object storage, reducing server load for media files.
- Implement best practices to reduce webpage load time
- Migrating website server from GoDaddy to AWS EC2 instance
- Website maintenance (AWS, monitoring, UI/UX)

03 Impact

Achieved a remarkable improvement in Core Web Vitals scores, elevating the desktop score from under 40 to 70+ and enhancing the mobile score from under 25 to 55+.

Problem Statement

Build a **GTM strategy** from scratch for a global SAAS product, Engati (PMF state).
Journey from Zero to 1.



B2B startup company
Chatbot development platform

#ProductDemo

#LeadGeneration

#MarketResearch

#ProductPositioning

#CustomerUnderstanding

Product Marketing

01 Task

Find target customer, their pain points, analyse the market competition and market Engati as a world-class solution for multi-platform chatbot requirements.

02 Actions

- Led product marketing initiatives like ProductHunt launch, webinars, nurture campaigns, and offline activities
- Executed successful email marketing campaigns to promote new product features.
- Automation in lead workflow for our lean sales team
- Organize demos for prospects after BANT analysis
- Create landing pages A/B testing for higher sign-ups and product demo

03 Impact

- A multifold increase in demo requests from 0 to 100+ (verified leads) in 6 months of timeline.
- Chris Messina who invented hashtags on Twitter engaged on Engati's ProductHunt page

Problem Statement

Campaign management for Pinterest clients in Consumer Packaged Goods (CPG) vertical to expertly manage client accounts



B2B digital marketing agency

#PPC

#PinterestAds

#AccountManagement

#CampaignManagement

#PerformanceMarketing

Paid Advertising

01 Task

Continuously manage paid campaigns and optimize ad groups within the Pinterest platform leveraging internal tools with average \$50,000/month of budget

02 Actions

- End-to-end campaign and ad group management, including trafficking, reporting, QA checks, ad placement, and impression tagging.
- Proactively taken cases on SFDC requested by the account managers in the UK and US.
- Assist account managers with campaigns and budget planning

03 Impact

- Consistently exceeding a 95% ad pacing rate and successfully achieving campaign objectives.
- Effective management of full campaign lifecycles for client's product promotions

Problem Statement

Prof. Seema Gupta (Professor at IIMB) wanted research assistant to help her write book content and coordinate with publishers for case study consent / permissions and follow guidelines. The academic book was on Digital marketing for senior professionals.



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

*Premier Education Institute
known for its MBA program*

#ContentWriting

#Marketing Case Studies

#TeamManagement

Project Management

01 Task

Manage entire book writing and publishing process with business case studies to help professional

02 Actions

- Managing the entire project from hiring content writers to reviewing the content for each chapter and editing in required book format.
- Ensuring plagiarism free content and image adaptation with creative content license
- Working with McGraw Publication Company on image adaptations and permissions
- Conducted research on case studies sourced from reputable platforms such as WARC and eMarketer.
- Compiled and worked on publishing process to ensure a successful outcome.

03 Impact

Three version published by Tata McGraw Hill Education with more than 3,000 copies sold