The **TechJini** Story

Tech Jini ®
DATAMATICS DIGITAL

Industry
Information Technology

Employees
400+

Geographies
India and US

The Smarketers
Your Growth Catalyst

About

TechJini

TechJini is a multinational software services provider of innovative, user-centric mobile and web solutions. Their offerings include cloud solutions, IoT, VR/AR, data analytics, product development, and enterprise mobile/web application development. Founded in 2005, the company has delivered 100's of mobile apps and products for customers who span from Fortune organizations to popular startups.

The Background

While TechJini had already been in operation for 14 years, they were struggling with generating website traffic and as a direct result, received zero to very few inbound leads every month. They required revamped branding which would comprise a completely new website, transformed positioning, increase in overall brand reach and engagement by leveraging high quality, thought leadership driven content. The goal was to stay ahead of competition and rank in the first page on Google while delivering unique content and driving marketing and sales qualified leads through the website.

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Our Approach

Inbound Marketing + Highly Targeted Outbound Campaigns

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Activities

TechJini's primary focus was initially in the areas of Virtual Reality (VR), CGI and AR. Their target audience were primarily businesses in the Entertainment and Media industries, operating in and around New York. With this specific niche in mind, a strategy was developed comprising the creation of unique, engaging content combined with powerful marketing techniques.

As a part of a focused marketing strategy, we created several landing pages every month, that were targeting at improving SEO for their areas of expertise, enabling them to appear on the first page of search results, thereby driving increased traffic and eventually conversions.

Highly customized/personalized emails were created to be sent out to very specific segments of the client's email list. This helped generate high response rates from subscribes, and subsequently increased number of leads and sales.

As their organizational focus later shifted to healthcare, we facilitated this move by creating a microsite, complete with unique content, user-flows and optimized for SEO. Further, various related content materials were created to drive conversions, including long-form blogs, videos, whitepapers and ebooks.

The strategy subsequently evolved to also position their ODC, an endeavour taken up in August 2018. This involved a variety of activities, ranging from creating highly relevant content to optimizing search rankings in specific geographies to targeted outreach on different channels and resulted in an impressive line-up of opportunities. Currently, TechJini is ranking in the number 1 spot for Captive Center India.

Simultaneously, their expertise in VR and AR was also being positioned and promoted across all channels. A very solution-centric approach was adopted in order to drive effective results.

- Influencer Marketing to engage influencers and increase brand reach

- Promoting the created content across all relevant B2B social channels for engagement and driving social traffic and leads Continuous review of keywords, competitors, ranking positions and updating/creating new website pages for search

- Guest blogging and article linking on relevant high authority sites to improve relevant backlinks and increasing domain authority

- Complete marketing automation set up for leads obtained from the website Creating unique content every month in the form of Blogs, White-Papers, Customer Success Stories, Videos, Infographics

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The Results

Within a span of 2 Years 9 months from Sept 2016, the company was able to generate the following results

TRAFFIC:

Results achieved in 6 months

» **111.83%**
» **143.83%**
» **65.41%**
» **23.16%**
» **164.72%**

Results achieved in 1 year

» **90.92%**
» **116.17%**
» **115.64%**
» **28.92%**
» **464.43%**

Results achieved in 2 years

» **276.70%**   site gets about
3K+ US visitors each month
» Currently, the website is getting **28K+**
» Website is getting **20K+**
» Each month **21K+** visits from website blogs.
» In two years there is a **125%** increase in website domain authority

Micro Website

Micro website created to focus on healthcare. Content created around keywords related to healthcare.

Activities done

» **10** Landing pages published
» Published **39** Blogs
» Published **3** eBooks
» On page and website optimizations
» Content promotion, Backlinks building

Results achieved

» **75.12%** increase in healthcare website

» **271.83%** increase in website organic

OffShore Development Center

Activities done

» Created blogs focused on ODC
» Promoted content on various channels & created quality backlinks for these blog pages.

Results achieved

» **6** keywords are ranking in top **10**
» 14 keywords are ranking in top **20**

Google Rankings

Website is ranking for **3.5K+** keywords.
21.1+ backlinks leading to improvement in domain authority.
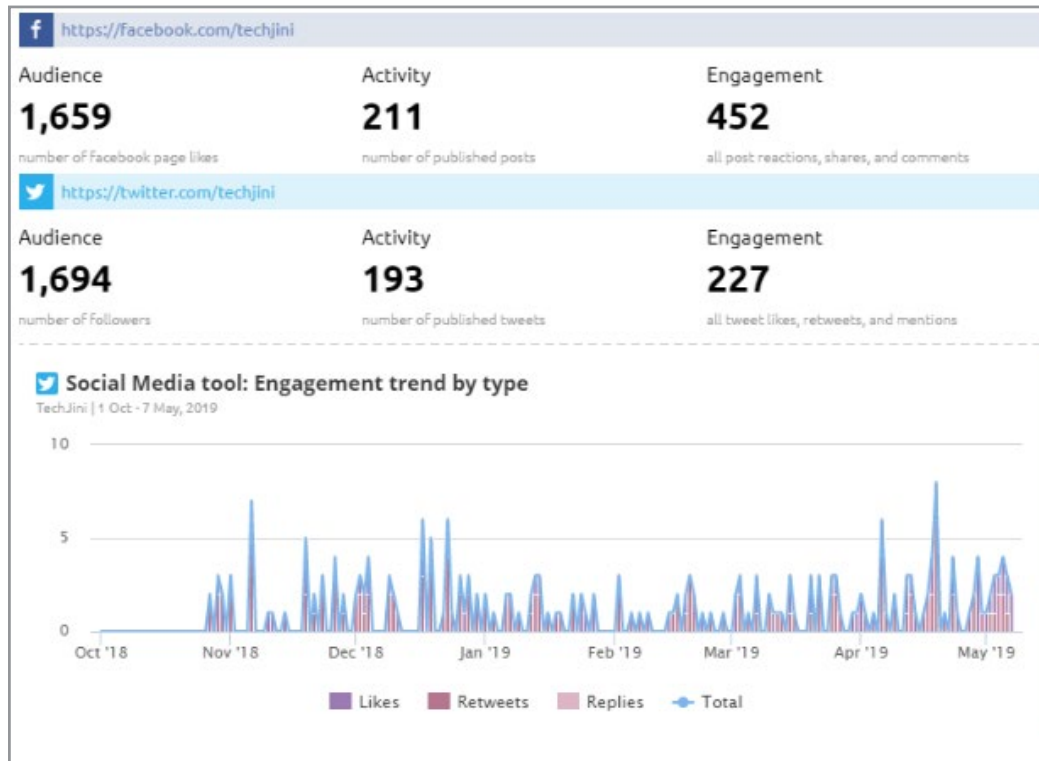
Leads

$12 Million+

237+

600+ eBook downloads

1000+ newsletter subscribers

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Social Engagement

Twitter

» **1700** followers with over 300 visits each month

LinkedIn

» **5,831** followers with 10% increase in last year
» **564** visits each month

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Testimonial

"Not only has the volume of inbound leads continuously increased quarter over quarter, the Smarketers managed to secure clients from larger businesses. The leadership's insightful expertise and reasonable rates justify the engagement"

Robby Gupta, Head - US Sales and Operations