

CASE STUDY

Information Technology

Providing thought leadership content support for data analytics service leader

About the client

The client is a leading data solutions provider offering best-in-class services in data science and engineering (AI/ML).



Total assets
₹153,423 Cr



Employees
2,11,000



Revenue
₹41,518 Cr



Service verticals
20+

Business challenge and objective

Focused on being recognized as a go-to expert in the field of data science and engineering, the client was keen to establish the credibility of its top leadership. Seeking to further its reputation as a leading data solution provider and build customer confidence, it needed to optimize its brand communication by pivoting its apex management to trusted domain experts.

Netscribes solution

With these objectives in mind, the client turned to Netscribes to build a repository of strategic thought leadership content. Conducting a thorough initial benchmarking exercise, Netscribes evaluated the client's existing assets against their editorial and marketing goals.

A combination of primary and secondary research helped determine the changes needed in the content strategy to position the client as a thought leader. Drawing from the benchmarking data, Netscribes created a list of blogs, whitepapers, and infographics across the following focus areas:



Automation



Artificial Intelligence



Blockchain



Robotic Process Automation



Digital Transformation



Machine Learning



Cloud Technology

Project Management

- Set strong SLAs in place to ensure the project was managed with maximum efficiency, transparency, and impact.
- Deployed and trained a core development and quality control (QC) team to execute the deliverables according to a mindfully crafted schedule
- Developed 30 thought leadership collaterals that were topical and search engine optimized using targeted keywords



Results and benefits achieved:

- Established the client as thought leaders and improved the personal brand and media exposure of their leadership team
- Expanded the client's visibility on social media platforms
- Enriched the client's brand voice and recall through strategic research-driven content
- Improved the web platform's rankings by improving search engine visibility

Drive stronger industry presence as a thought leader with [in-depth integrated marketing solutions](#)

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