

DIGITAL MARKETING

# A COMPLETE CASE STUDY

## CLIENT PROFILE

<b>Client</b>	KWK Resistors India P Ltd
<b>Website</b>	<a href="http://www.kwk-resistors.in">www.kwk-resistors.in</a>
<b>Industry</b>	Electronic Components, Manufacturing
<b>Employee Count</b>	51-101



KWK Resistors is a global market leader in resistor solutions. As a testimony to the grand vision set forth by the founders, they have achieved a remarkable 6-fold growth within 5 years of inception, showing a rapid increase in market share. KWK Resistors took on the Digital Marketing services of IRDM during late 2019 to not only help with the website re-design but to also handle digital marketing initiatives for their group companies.

- India's leading Power Resistor Manufacturer
- Electronic Component manufacturer leading OEM supplier to Global Electronic component manufacturers & distributors

## Their Challenge

**What issue, challenge, or pain point did the client want us to address?**

Being at the forefront of technology with in-house design & manufacturing capabilities, Client wanted to expand to new markets and gain more visibility in front of their target audiences in the Digital media. They saw the need to be present in front of their target audiences and using digital marketing systems and processes to increase leads in the short term and build sustainable pipelines in the longer term.

**What were our client's expected outcomes from working with a vendor to solve their stated problem?**

Client has been a market leader for their products over the past decade. However, with the changing economic / market situations both local & globally – it was time to re-think marketing activities both offline and online. Primary goal was to reach relevant audiences using online media. The brief was to increase brand visibility amongst their target audience and also explore lead generation using Digital marketing strategies.term.

**Why did they engage Immersive Radical Digimedia to help?**

We were chosen since we had already worked with the client to produce their initial web presence 1.0 about 3 years ago. Client had not actively explored



### How was our client involved in this stage?

The client was briefed with a study about competitors along with structuring a customer persona coupled with a detailed project questionnaire. Wireframes of the revamped website along with CTA's that would form a part of the metrics that our team would review at the end of every month formed a part of this exercise. Feedback from the client was incorporated at every part of the design, build & deploy process.

any other options – so that was an added expectation of trust that we had to ensure that we retain during this phase 2 of engagement.

## Our Solution

### How did we approach the challenge?

Client had strong technical skills in their product domain and their products were well excepted by their clientele. Working with a credible brand made us choose the content marketing route as we found that the industry in which the client operated did not have major sources for reliable, authoritative and quality content. However, to ensure that the client saw tangible results in the short term, we finally chose to use a mix of organic content marketing along with and paid advertising for brand awareness & lead generation to kick-start the engagement. Creative designers, Web development, digital marketing strategists and the technical content writer were involved as a part of the core project delivery team.

### What was the solution?

To ensure the target audience spent more time on the client website, an interactive 'Calculator' was developed to perform calculations that were crucial as a part of the product ordering process. An interactive online 'Request A Quote' system was created for capturing product interest. Technical content that was crucial to this project success was delivered with an iterative model, with suggestions for content

from our team that were based on keywords & target audience user interest. This was vetted by the client and finally delivered by our technical writer and then approved by the client before going live.

## Whats Gets Measured Gets Done!

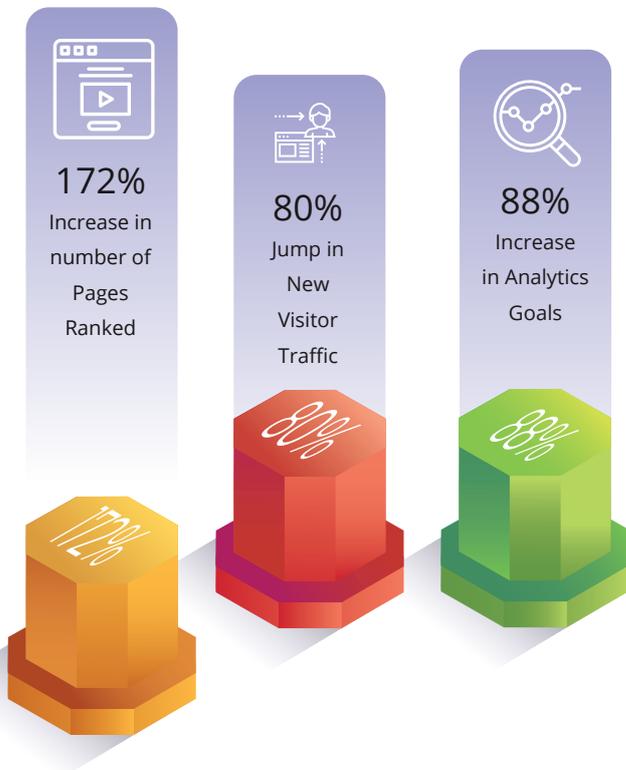


Fig: Some key metrics in this project

### What benefits did our client see because of our work immediately?

A more efficient website and increase in digital media branding were the initial results that we could show-case as part of our phase1 activity. using both organic and paid digital channels.

### What was the timeline?

The plan to strategize, design and develop the solution took about 4 weeks. Going live in stages, made us implement the solution in stages between a time period of 4-8 weeks.

## Results

### Did our solution solve the client's stated problem or accomplish their objective(s)?

With the launch of the website, the first objective of having a simple but informative website was met. Brand awareness goals are on track with improved website traffic and increase in social media connections with relevant business decision makers. Lead generation activity has resulted in an increase of qualified leads using both organic and paid digital channels.

### What benefits should our client see because of our work over time?

New client acquisition and increased sales are what we foresee over the long term as part of the work we have done in Phase1. Dual benefits of increased customer engagement on the client digital channels and an increase in quantity and quality of leads are what we can foresee as part of the long-term engagement plan with the client.

Are there specific KPIs, measurements, statistics or ROI data you can share that clearly demonstrates the value of the solution/service/strategy you provided?

**76.64 % Jump** in New Visitor Traffic within a period of **2 months** of website launch. About **175 new calculations** performed in the past **30 days** using the online Braking Resistor calculator.

Which one of those data points would we consider to be the most important? Why?

New Visitor traffic and the number of users performing calculations is considered important as it validates our approach and helps us plan improvements in our marketing campaign strategies.

Finally, has our client agreed that we have managed to solve their problem or helped them achieve their intended goal?

Yes, this is what they had to say

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As a primary contact leading this project from KWK, I think we are headed in the right direction with Radical. The initial results are promising and are in the direction we would have hoped for.

The team from Radical was very patient, and they did sufficient background studies before each meeting.



**Avinash Koorgailu**  
Director, KWK Resistors

# Immersive Radical Digimedia

Request your Free no obligation Digital Marketing assessment today.  
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