

**TECHDIVINE CREATIVE SERVICES – Case Study of DIGITAL MARKETING Campaign SUCCESS
with VENTURA COMMODITIES PVT.LTD.**



www.techdivine.com

Case Study: VENTURA Commodities Pvt. Ltd.

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Presented by: Ananthanarayanan V – Founder & CEO: Techdivine Creative Services

Client: Ventura Commodities Pvt. Ltd.

Client Approval for presentation & sharing: Yes

Place: Mumbai, India

Our company information

Branch	Mumbai – HO
Address	Techdivine Creative Services, 1, Trupti, GVS Road No.4, Mulund East,
City, state, ZIP Code	Mumbai – 400081
Industry	Digital Marketing Agency
Core Services	Brand Marketing, Digital Marketing, SEO, Creative Writing & Design
Phone number	8097914439

Contact name	Mr.Ananthanarayanan .V.
Title	Founder & CEO
Phone number	8097914439
E-mail address	socialmedia@techdivine.com

Solution offering	Social Media Marketing services (SMM)
Project name or title	Your SMQ ~ Social Media Quotient process for SMM

Customer profile

Customer name	VENTURA COMMODITIES PVT. LTD.
Industry	Trading & Broking – Commodities
Contact name	Mr. N. S. Ramaswamy
Title	Head CRM & Commodities

Case Study - Digital Marketing campaign for “VENTURA COMMODITIES PVT. LTD.”

Company profile

Ventura Securities Ltd. (Ventura) commenced operations in 1994 as a stock broking house. On its journey from then to now, Ventura has seen the capital markets mature and investors' requirements become more diverse. It has kept up with the times and today, it offers a whole range of investment products and services.

Business situation:

Goals & Objectives:

To deliver Quality Leads using social media brand marketing with HIGH ROI

Market Challenges:

In the past 2-3 years, with the markets performing less than average in general, it was a massive challenge for us as a digital marketing agency to take on this task to not only ensure high reach for the brand across online users in India, but at the same time generate high quality ROI on Leads using our “Your SMQ ~ Social Media Quotient” process with our social media marketing services.

Technical challenges:

- Not every prospect or customer is always online, more so, not everyone is always aware of the nature of these products and services, especially in the field of trading and broking when it comes to a country like INDIA, where even today, paperless trading is preferred less compared to traditional trading process.
- The core challenge was to come together and brainstorm on the “CONTENT” & STRATEGY that users / readers would find to be real value-add, useful and develop communication and trust online.
- At the same time, ensure that they are being communicated, responded with precisely using the right tone of the Company as per their corporate communication process.
- Prompt News, Videos, Content updates and precise feedback was the core when communication and connecting with the end users online.

Solution

We at Techdivine Creative Services, worked closely for a year with the team at VENTURA COMMODITIES PVT.LTD. where they gave us complete support for communication, content and prompt responses and feedback, from their team members who have made it possible for us to achieve an amazing goal for their organization.

Marketing strategy & digital tools / sites we used:

The core platforms we used were –

- WORDPRESS BLOG
- Twitter

Process & Strategy:

- We integrated our in-house Your SMQ ~ Social Media Quotient process with the above two platforms thereby ensuring constant communication and connect with the users and at the same time targeting the right quality audiences for HIGH ROI for the company.

- We also integrated power SEO features and tools, which added lot of value for better brand reach & connect online.

Benefits of integrating Social media tools using our “Your SMQ ~ Social Media Quotient” process

1. **Time** – Saves lot of time in communication, feedback and responses both from Agency – Client & Clients to End users
2. **Costs** – Reduces costs to a great extent as it brings together the core features and benefits from our marketing strategy process of –
 - HIGH ROI Leads / Sales
 - SEO
 - Constant customer feedback and prompt responses with updates online
 - Prompt News & Product feature updates to online users across platforms
 - Ease of communication and customer relationship connect

SUCCESS ACHIEVED - HIGH ROI: RETURNS were: 31% ACTUAL SALES CONVERSIONS generated from the Quality Leads from our Social Media Marketing campaign’s “Your SMQ” process.

For complete insights and details about our “Your SMQ Process”, feel free to connect with us –

- Email: socialmedia@techdivine.com
- Phone: 091 – 08097914439
- Website: www.techdivine.com
- Facebook: www.facebook.com/Techdivine
- Twitter: www.twitter.com/Techdivine

THANK YOU: We thank the entire team (Management, Technical & Research) at VENTURA COMMODITIES PVT.LTD. for their support throughout the campaign during the year.