

CUSTOMER SUCCESS

# THE SAVANTIS STORY

SAVANTIS  
INCREASES ITS  
BRAND REACH  
AND LEADS BY  
400%

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 The  
Smarketers

[www.thesmarketers.com](http://www.thesmarketers.com)



## ABOUT

# SAVANTIS

Savantis Solutions is a **SAP Gold Certified Partner** and **PPoE Certified**. The company provides Implementation, Support and Migration solutions for **SAP S/4HANA, C/4HANA, Ariba and Success Factors**. They are specialised in the Hospitality, Entertainment, Manufacturing and Retail industries. **Savantis was formed after the merger of VedicSoft Solutions and Savantis Group in 2017.**

## The

# BACKGROUND

The newly formed company “Savantis” with the new branding required a completely new website, positioning, overall brand reach and engagement using 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.

We had to look at Savantis as a new organization starting from the ground up and devise strategies that would yield faster results in an organic manner. “ORGANIC” because the idea was not to sell through ads but through growth hacking methods that would yield sustainable results over a longer period.

## OUR

# APPROACH

### Inbound Marketing + ABM

# ACTIVITIES

- Development of a large website (**140+pages**) with unique content, user flows, on-page SEO
- 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**
- **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
- **Account Based Marketing**: Using a 1:few approach, driving an ABM campaign for Manufacturing, Retail and Hospitality industries with a very targeted messaging. This includes company profiling, contact generation, messaging, email set up and campaign workflows.

## THE RESULTS

Within a span of 6months from May 2018, the company was able to generate the following results

### TRAFFIC:

**4000%** Increase in website traffic from the US alone. Currently the website gets about 10K+ US visitors each month

### SOCIAL ENGAGEMENT:

**500% Increase** in Twitter impressions with over 1200 visits each month

**180% increase** in LinkedIn followers with over 400 visits each month

**GOOGLE RANKINGS:**

5+ Keywords ranking in featured snippets in the first page

900+ backlinks leading to improvement in domain authority

Ranking for over 22 Keywords in the first page on Google

**LEADS:**

150+ Marketing qualified leads from companies with over \$500Mil in revenues

Over 25 ABM Leads generated

\$30 Mn in sales qualified leads and opportunities

**Google Analytics: Top Traffic Channels**

Account: Savantis | View: All Web Site Data | Segment: All Users | Period: 01 Apr - 30 Sep, 2018



**Kalyan LC**  
CMO

*"Both brand recognition and qualified leads are higher. The Smarketers has an exceptional sense of responsibility and ownership. They capably execute tasks and handle changes in a flexible manner, but could improve the communication side of digital marketing. Overall, the team is highly skilled.*

*I sleep well at night, and I can depend on them. I just give Smarketers a weekly or biweekly plan, and then relax. From a responsibility and ownership standpoint, I give them a "perfect 10"; they're very good with execution as well."*