

CASE STUDY_____



An Interactive Panel Manufacturing Company achieved 7931% ROI from Digital Marketing

About The Client



Company: Senses Electronics Pvt Ltd

Industry: Electronics Manufacturing

Website: www.senseselec.com

Senses Electronics is the largest manufacturer in the field of intelligent interactive panels for classrooms, with 70% market share in India. Founded in 2013, the company has swiftly garnered a commendable reputation for its dedication to transforming educational experiences within schools, colleges, and training institutes.

Challenges Faced

► Zero Digital Footprint:

At the outset, Senses Electronics had virtually no digital presence. Their business growth relied heavily on traditional sales and distributor channels. In an increasingly digital world, this presented a major hurdle as they were missing out on a vast online audience.

► Intense Market Competition:

While Senses had established itself as a leader in the Interactive Panel industry over the last half-decade, the landscape was evolving rapidly. New challenges emerged as multinational brands entered the market, intensifying competition. These competitors were making significant investments in digital marketing and promotion, posing a risk to Senses' leadership position.

Objectives



Sustain Market Leadership

Maintain a dominant market share of 70% or higher



Online Brand Visibility

Online brand visibility as a competitive advantage for the organization, products, and sales teams.



Market Expansion and Lead Generation

Penetrate new markets and establish a central lead generation system to support a widespread sales team distributed over 20 cities in India.



Sales and Revenue Growth

Significantly increase sales and revenue by making digitally acquired leads a primary channel for growth and supplement existing channels.

Loss of Market Share:

With aggressive competition leveraging digital channels, Senses Electronics faced the alarming prospect of losing its market leader status. The risk of dwindling market share and diminishing brand influence was imminent, necessitating immediate action.

Prior Digital Efforts:

Previous attempts to establish a digital presence had not yielded the desired results. Senses had encountered challenges in creating a sustainable and effective digital initiative. Therefore, they needed a strategic and comprehensive approach that could overcome past shortcomings and set them on a path to digital success.

Lack of Digital Leadership:

The company faced a shortage of in-house digital expertise and leadership, which made it challenging to navigate the complex digital landscape effectively.

Uncertainty About Digital Media:

Senses Electronics was unsure whether digital media was the right platform to effectively reach and acquire their target customers, particularly schools, colleges, and educational institutes. This uncertainty added to the challenges they needed to address in their digital marketing journey.

Strategy

Building a comprehensive brand promotion and customer acquisition solution through digital channels

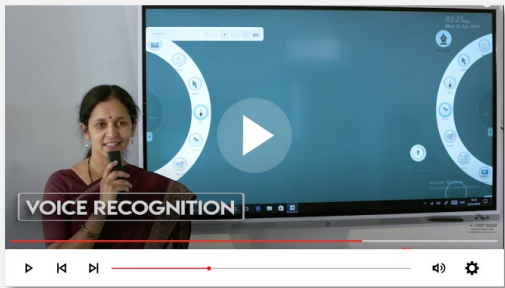
The team at bizWorkz embarked on a journey to establish the Senses brand online from the ground up. They recognized the importance of narrating Senses' brand story within the context of India, tapping into the 'Made in India' sentiment, and highlighting its mission to revolutionize education in the country. As the managed marketing services partner, bizWorkz meticulously crafted a comprehensive and integrated digital marketing strategy to fulfill Senses Electronics' objectives.



Brand Management

A holistic brand management approach was adopted to establish Senses Electronics as an authoritative and trustworthy source of interactive teaching solutions. This included defining and maintaining a consistent brand image across all digital platforms and channels.

Brand Video



Brand Communication Assets

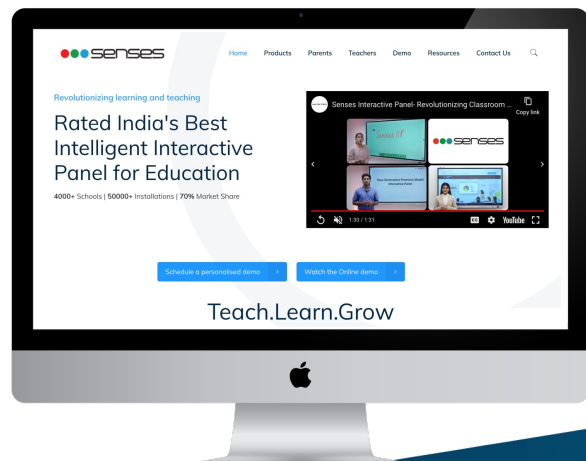
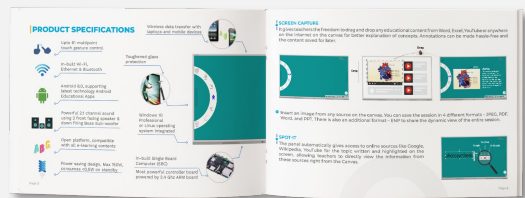
bizWorkz recognized the importance of crafting a strong and consistent brand message. We developed a range of communication assets such as brand video, sales collateral, marketing literature, product presentations, corporate presentations, product demos, brochures, and flyers. These assets were meticulously designed to convey Senses Electronics' value proposition and engage with their audience effectively.

Website Design and Development

Understanding the pivotal role of the website as the digital hub, bizWorkz embarked on a comprehensive website design for Senses Electronics. The primary goal was to craft an enticing and user-friendly platform that not only showcased Senses Electronics' innovative products but also offered valuable information and resources to visitors.

This redesign embraced a buyer-centric approach, meticulously examining communication and user flow. By identifying distinct buyer segments, notably schools and colleges, as well as influential segments like parents and students, the website's narrative, communication, and digital experience were meticulously tailored to resonate with these critical audiences.

The result was a website that not only captured attention but also engaged and informed, aligning seamlessly with Senses Electronics' mission to revolutionize education.





SEO Services:

A rigorous SEO audit was conducted to identify and address on-page and off-page SEO issues. Comprehensive optimization strategies were employed to improve the website's search engine rankings, visibility, and organic traffic.

Google Ads Services

bizWorkz executed an all-encompassing Google Ads strategy for Senses Electronics, covering Pay-Per-Click (PPC), Display Ads, and Video Ads. PPC drove targeted traffic and real-time leads, while Display Ads amplified brand visibility. Video Ads engaged the audience with dynamic content, contributing to Senses Electronics' online success.



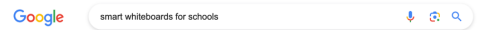
**Search
Ads**



**Display
Ads**



**YouTube
Ads**



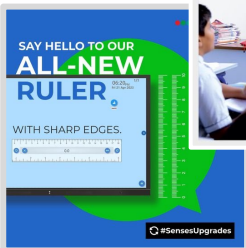
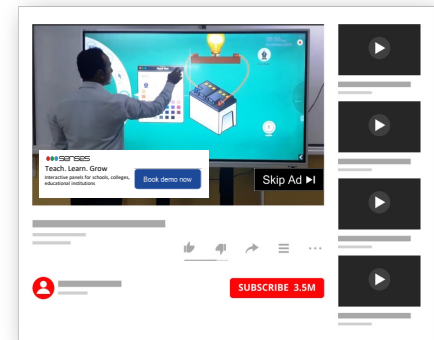
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Senses Electronics
<https://www.senseselec.com>

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Social Media Marketing:

Leveraging popular social media platforms, bizWorkz developed a content calendar and executed engaging social media campaigns. These campaigns enhanced brand awareness, fostered engagement, and expanded the company's social media following.



Content & Inbound Marketing:

High-quality and informative content in the form of blog posts, articles, infographics, and educational resources were created. This content not only positioned Senses Electronics as an industry thought leader but also attracted and engaged the target audience.



Email Marketing and Lead Generation:

Targeted email campaigns were designed to nurture leads and maintain consistent communication with existing customers. Email marketing played a pivotal role in lead generation and customer retention.



Digital PR Services:

To further boost the company's online presence and reputation, digital PR services were employed. This included outreach to industry influencers and publications, enhancing the company's credibility and visibility within the educational technology sector.

The Outcome

7931%

ROI from Digital Marketing

4200+

Qualified Leads from Digital Channels

75Cr+

Revenue Opportunities in Less than a Year

50K+

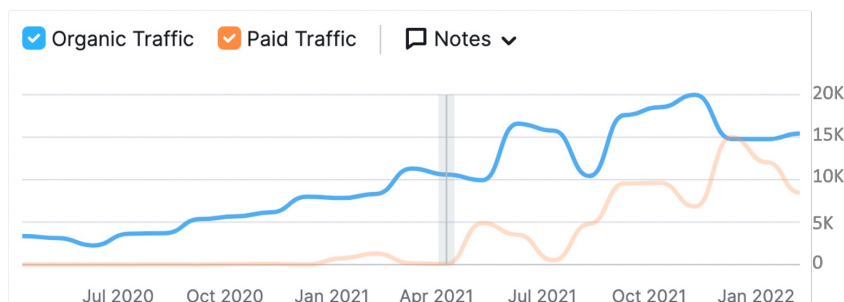
Followers on Facebook

10K+

Followers on Twitter

500K+

Views on YouTube



Ad spend: 54 Lakhs

Consulting and management spend: 40 lakhs

70%+

Market share

20K

Visitors per Month

32%

Sales Leads through digital channels

Continues to be the **No.1 Brand** in India

bizWorkz's integrated marketing services provided Senses Electronics Pvt Ltd with a powerful digital presence and contributed significantly to their revenue growth. Through a combination of website optimization, content marketing, social media engagement, and targeted advertising, Senses Electronics achieved a remarkable 7931% ROI, surpassing their objectives and establishing themselves as a leading player in the market.

“Starting from brand consulting, digital strategy, website and video development, to digital marketing and advertising, we’ve witnessed 10X growth in our new business opportunities year on year. bizWorkz not only helped us with digital promotion, but also with offline branding and promotion. Thanks to the impeccable work by the bizWorkz team.”

Sajith Radhakrishnan

COO – Senses Electronics

