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GO LOCAL METHODOLOGY EUROPE

Softline Group is a leading global provider of IT solutions and services operating in the markets of East Europe, Central Asia, America, India, and South-East Asia.

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Marketing Manager, Global Ecommerce, Softline

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"If anyone needs a professional and dedicated team for global and local communication, Pulsoline is one of the most reliable partners"

TESTIMONY

"By partnering with Pulsoline we got strong pillars supporting our marketing strategy - pro expertise in B2B eCommerce, exceptional skills in online communication and best-in-class client service. Starting from the 1st week of SMM activities we faced with high level of engagement and professional communities growth as well as the qualified leads. Just entering the high competitive market with modest budget we got top positions among key-market players, which was unbelievably surprising. Being a part of global corporation, Softline Ecommerce marketing communication was highly ranked by other divisions and our mutual success story was translated to other marketing experts. If anyone needs a professional and dedicated team for global and local communication, Pulsoline is one of the most reliable partners."

CHALLENGE

Not having a local marketing and social media team, Softline was experiencing difficulties entering the European market. The whole business development, brand awareness and lead generation strategy was to be built from scratch.

SOLUTION

Activation of the Go Local Methodology focusing on three pillars: Go-To-Market Strategy, Lead Generation and Branding.

Go-To-Market Strategy:

Customer Analysis. Providing a detailed study of the customer target groups with special attention to the following segments: Job Title, Role, Company, Country, and Interests.

Competitor Analysis. Running a detailed benchmark of competitors' business processes and performance metrics with special focus on the following dimensions: Communication Strategy and Channels, Graphic Style Guide and Visual Identity, Sales Channels, Industry Trends, and Product Positioning.

Lead Generation:

Lead Acquisition Strategy. After having reached a deep knowledge of the market, the Pulsoline team launched lead generation marketing campaigns through social media.

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Content Marketing. Generating marketing content dedicated to Facebook, LinkedIn and blog articles, as well as designing different graphics, videos and other visual aids.

Webinars. Organizing and promoting webinars focusing on lead generation.

Branding:

Social Media Branding. Taking actions to strengthen Softline Ecommerce's brand image, increase brand awareness, and build trust among the targeted audience

RESULTS

Through the Go Local Methodology and after the first month of social media content, the community increased by 2310% on Facebook and 805% on Linkedin in 4 months, and Softline started receiving the first leads. During the first year of collaboration, the lead generation KPIs exceeded the customer's expectations by more than 150%.