ecosmob
bringing innovative technologies

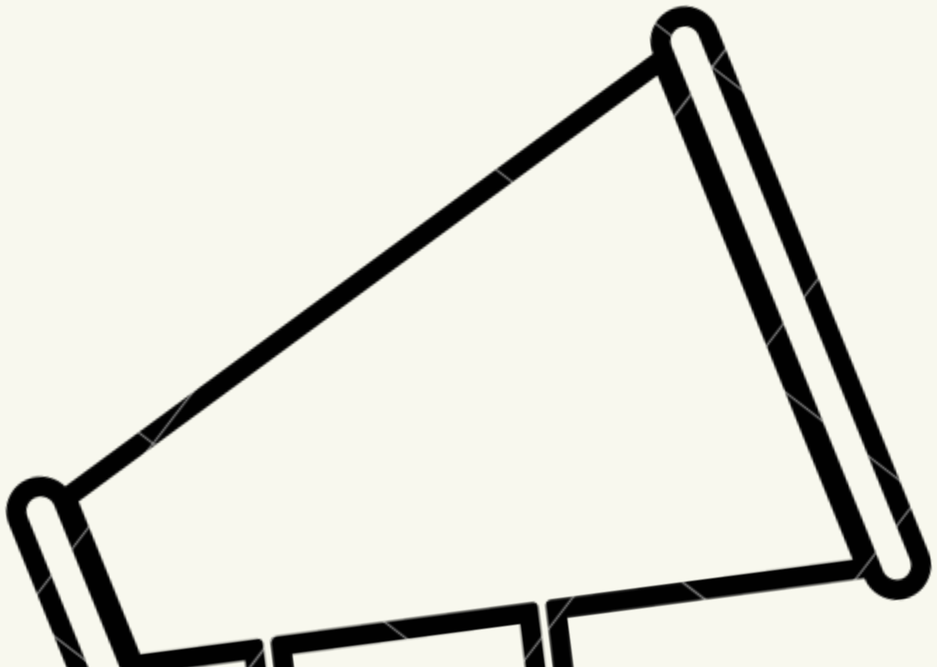
PeddleWeb

Digital Marketing Case Study

ECOSMOB

2017 - Till Date

CONTENT OUTLINE



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ABOUT US

PeddleWeb is a group of digital marketing intellectuals who hold years of experience working in this field. With our digital marketing skills, experience and knowledge, we have successfully served numerous clients and have created a huge base of satisfied customers throughout the world.

We don’t believe in selling fixed knowledge to clients. Our key aim is to understand the nature and requirements of our client’s business and accordingly align the strategies with it.

With our focused approach towards our job, we can determine the right digital opportunity, which allows us to help our clients in solving their complex business problems.

CLIENT'S INTRODUCTION

Ecosmob is a fast growing IT company delivering customized VOIP-based business solutions, technology expertise through Open source Consulting, web development, designing providers.

Ecosmob Has Started Providing Customized IT Solutions With A Client-Centric Approach In 2007. Over A Decade-Long Journey, Ecosmob Have Offered High-Quality, Enterprise-Grade IT Solutions & Services To Global Clientele.

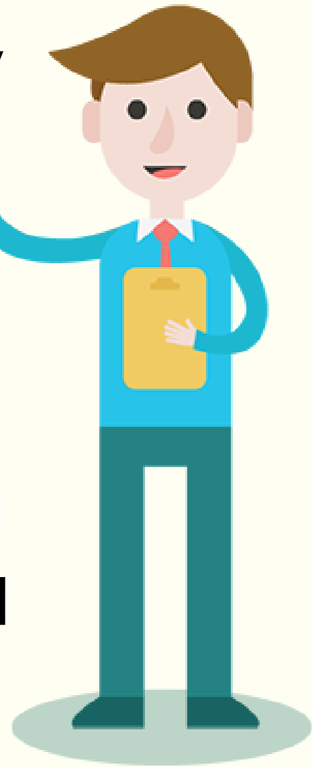
SITUATION

Ecosmob needed a way to increase their website viewers, website leads, social media presence, fan engagement, and overall brand reach.

Since traditional marketing tactics are not enough in this Digital Era. Here comes the role of Digital Marketing to improve brand awareness and to boost value in the market via promoting the website and improving customer engagement.

CHALLENGS

PeddleWeb researched for the competitor VoIP solution provider companies. We found it was tough to gain better ranking with only existing business keywords and website. Hodusoft's promotional activities were not regularly engaging their audience and there were limited quality leads.

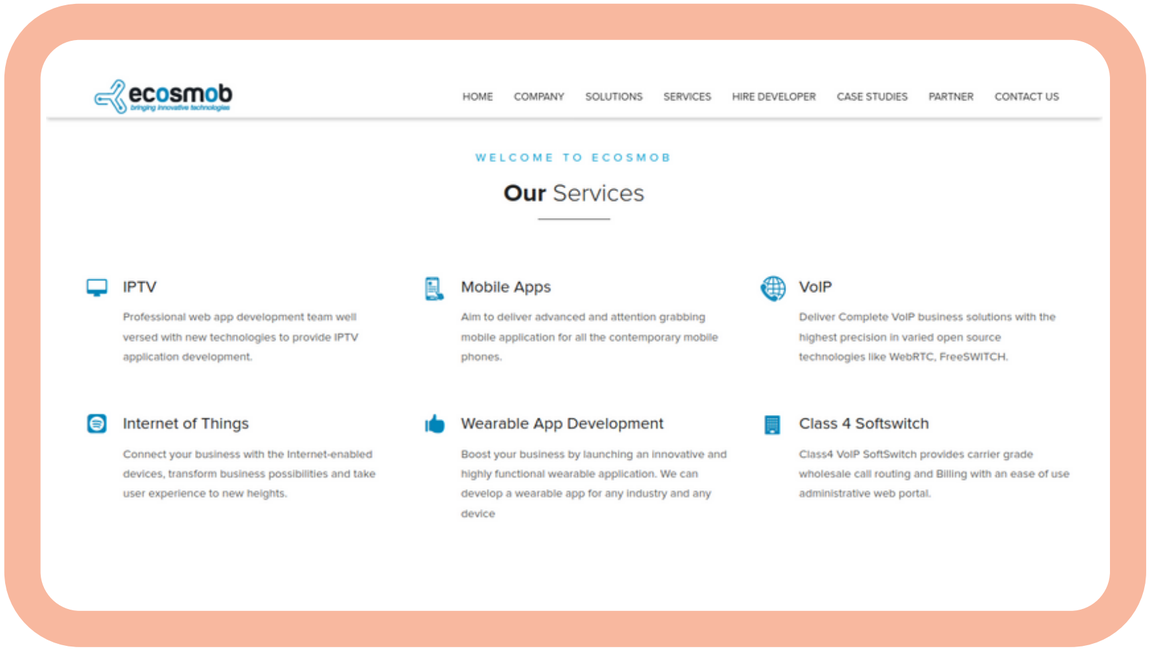


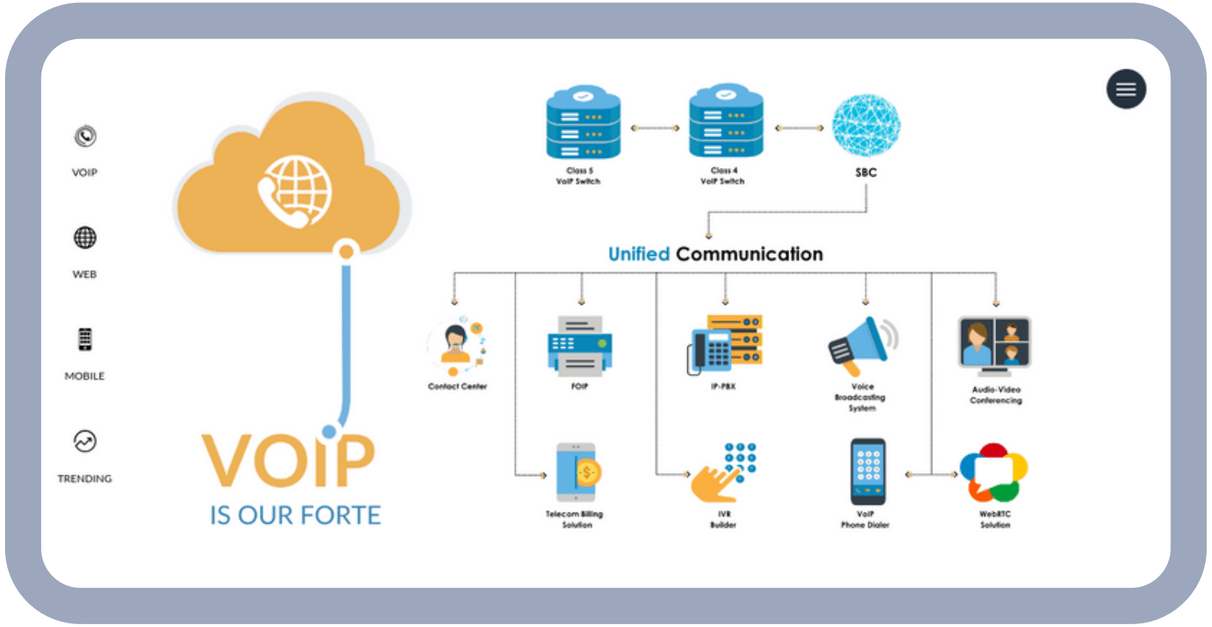
Ecosmob's website got hacked and the number of leads decreased drastically, As well as they had the need of Website revamping, and during website revamp we need to maintain and increase the number of leads for the same

STRATEGIES FOLLOWED

- Scan the website and Clear the hacked part from the website
- Added extra security to Website to prevent Hackers
- Enhance user experience through revamping the website
- Improving the brand awareness
- Drive Organic traffic to the website
- Increase Social Media fan base
- Increase instant support through Social Media
- Increase instant support through Live Chat
- Drive Quality Business Leads to website

WEBSITE REVAMPING





After conducting research on other Telecom websites, **PeddleWeb** has revamped **Ecosmob's** existing website with major visible changes

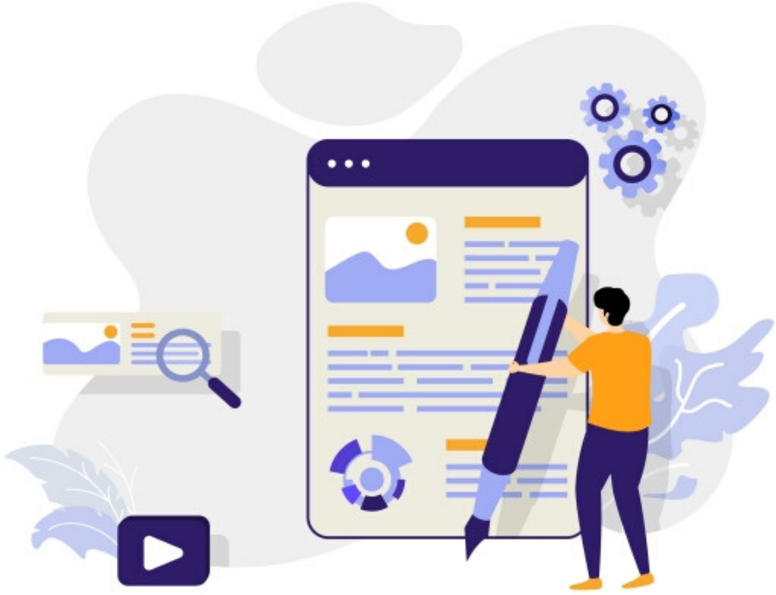
ON-SITE SEO

PeddleWeb optimized Ecosmob's website in the backend according to the search engine guidelines by perfecting meta data information, media, website code, and user-friendly content for search engines.

CONTENT MARKETING

Without Content, Website has No Value...!

PeddleWeb was involved in the creation and sharing of online content material such as blogs and press releases to promote the brand, as well as stimulate interest in its products or services..



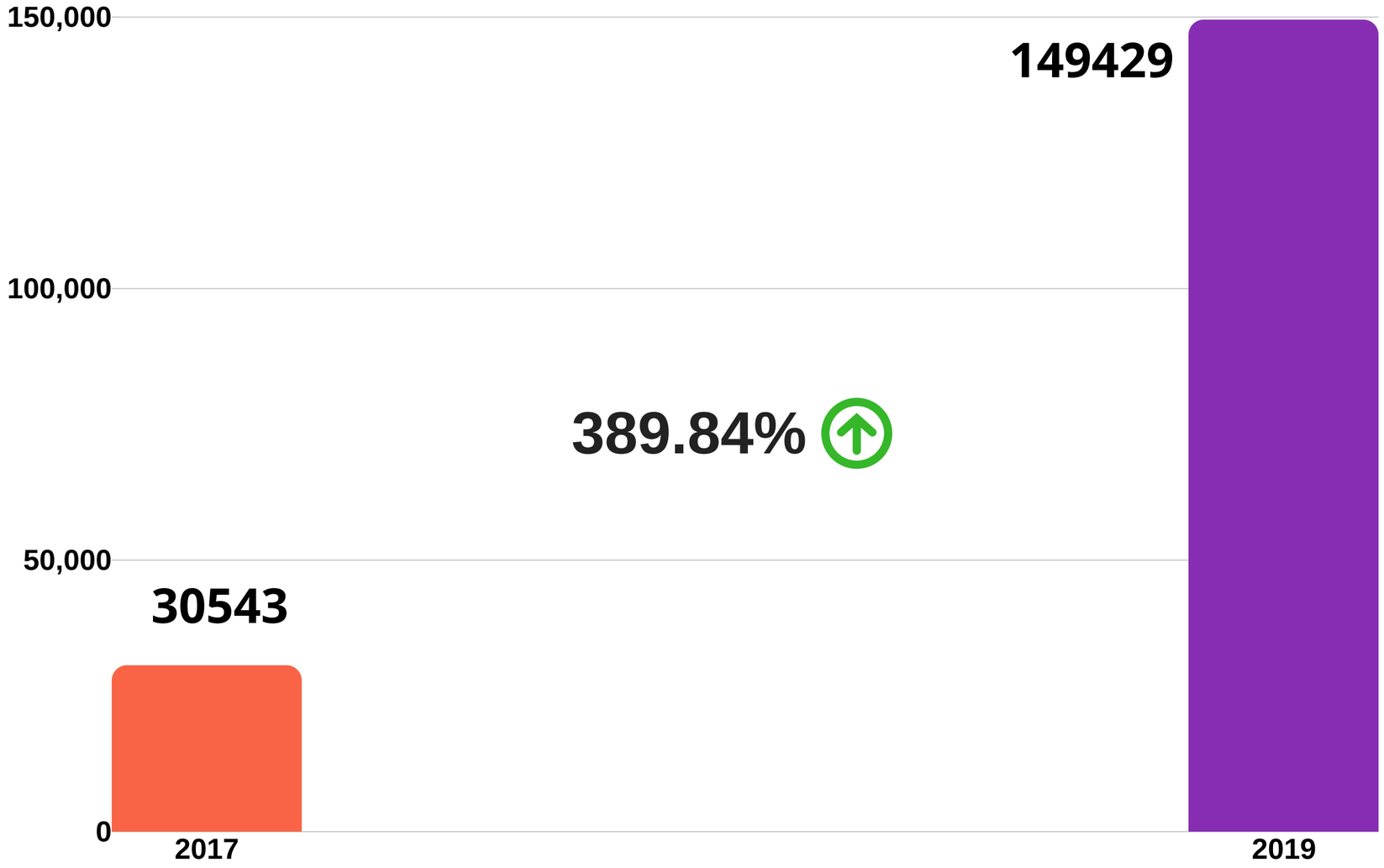
Content Marketing

SOCIAL MEDIA MARKETING

Peddleweb manages major social media accounts of Hodusoft (such as Facebook, Twitter, Google Plus, Linked-in, etc). From content creation to online sharing and analyzing the reports, Ecosmob is involved in all.

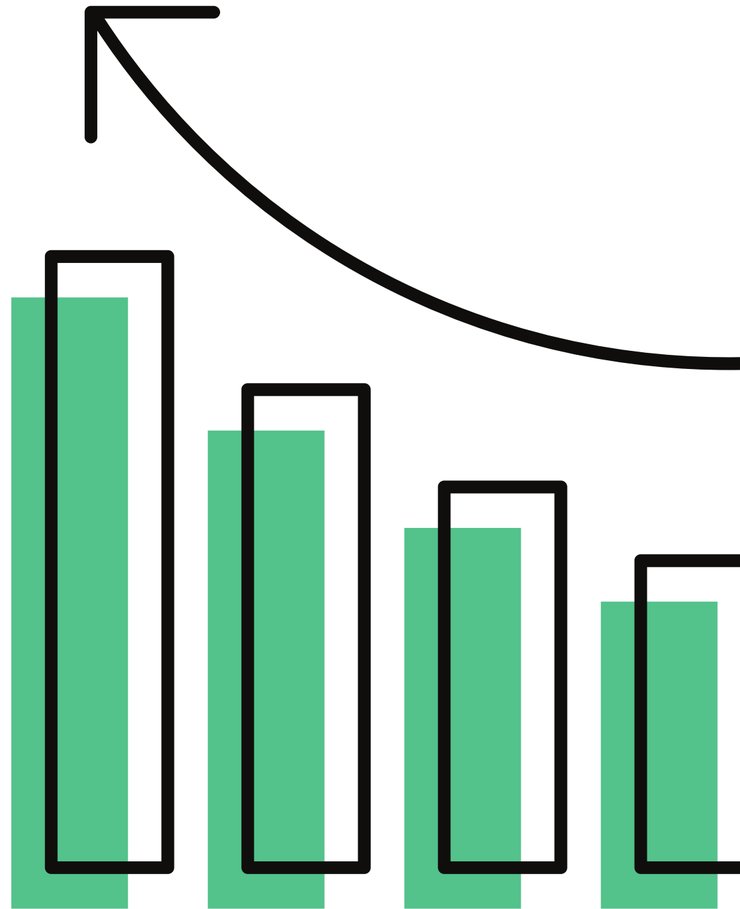
Peddleweb also initiated Hodusoft's presence on micro blogging & social networking sites such as Tumblr.

WEB TRAFFIC AT GLANCE

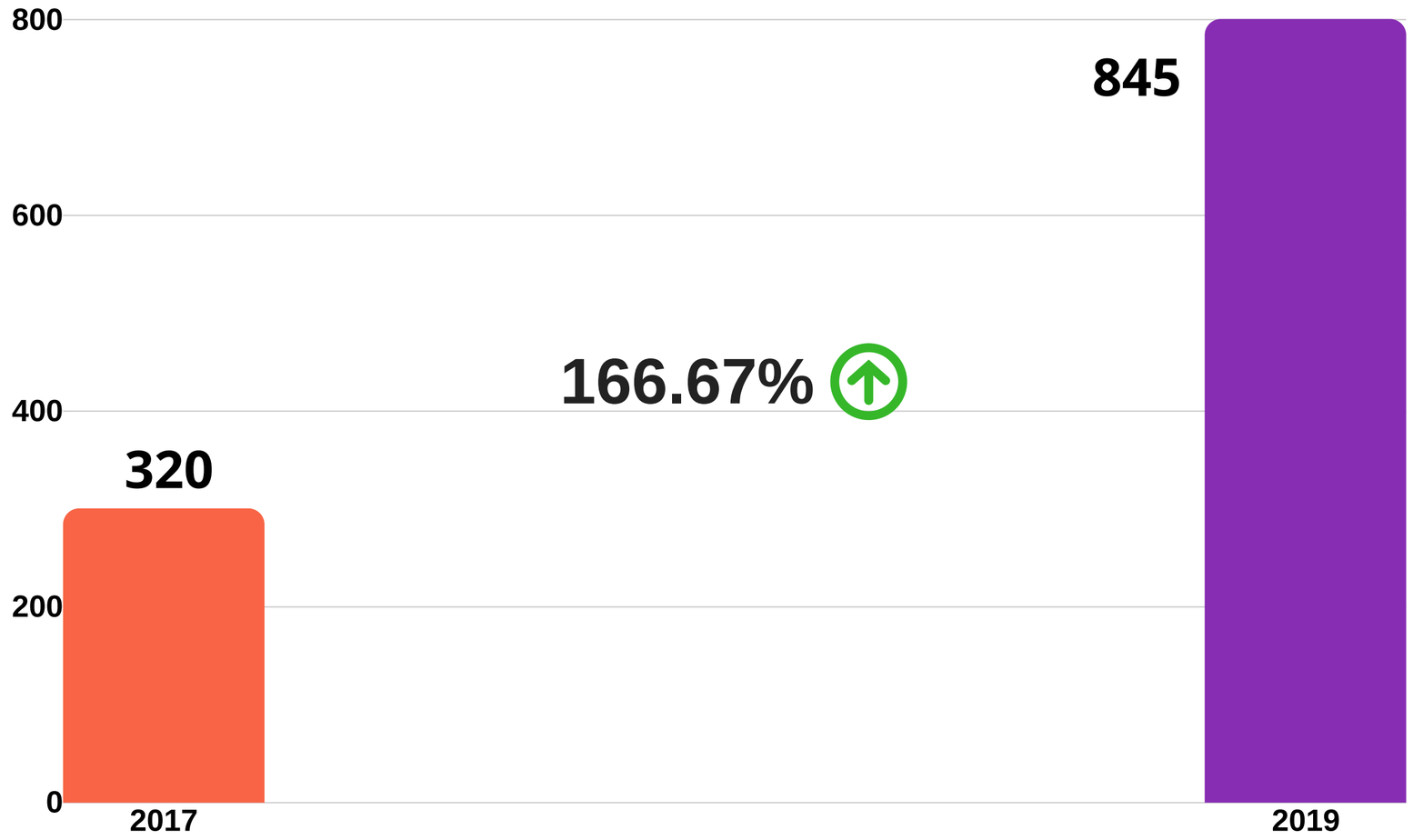


TOP RANKING KEYWORDS

- MVNO Billing Solutions
- Calling Card Solution
- Insurance IVR Solution
- Multi-Tenant IP PBX Solution
- IPTV Application Development
- Inmate Communication Solution
- Tensorflow Development Company
- Unified Communication Solution Development
- Class 4 Softswitch Development
- Class 5 Softswitch Development



LEAD ANALYSIS



THANK YOU

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