

## Case Study - How We Met Our Client's Digital Challenges with Mindful Marketing

### About the Client:

Mindtree is an Indian multinational end-to-end IT consulting, services, and solutions Company. The Company specializes in Application Development and Maintenance, Data Analytics, Digital Services, EAI BPM (Enterprise Application Integration and Business Process Management), Engineering R&D, Enterprise Application Services, Independent Testing, Infrastructure Management Services and IT Strategy & Consulting.

### Objectives:

- To increase their online presence
- To increase their brand awareness
- To increase the demand for their services

### Challenges:

1. To understand the areas and platforms of scope to meet the objectives.
2. To develop on the areas of execution.

### Solution provided by SYNERGOS:

With a clear understanding of the objectives and the challenges, we did the following step-by-step procedure to reach our end goal.

- Funnelled down the research to the best suited and most effective platform – Quora.
- Researched on the topics under discussion with the help of keywords.
- Inferred the topics in demand that has high demand and low deliverables.
- Worked on blogs that met these demands and targeted the right audience in a positive and productive way.
- The blogs were written to abide by the end goal (To meet the scarcity of content on these target topics) and were SEO specific.
- The blogs were optimized in accordance to the search engines and published on website.

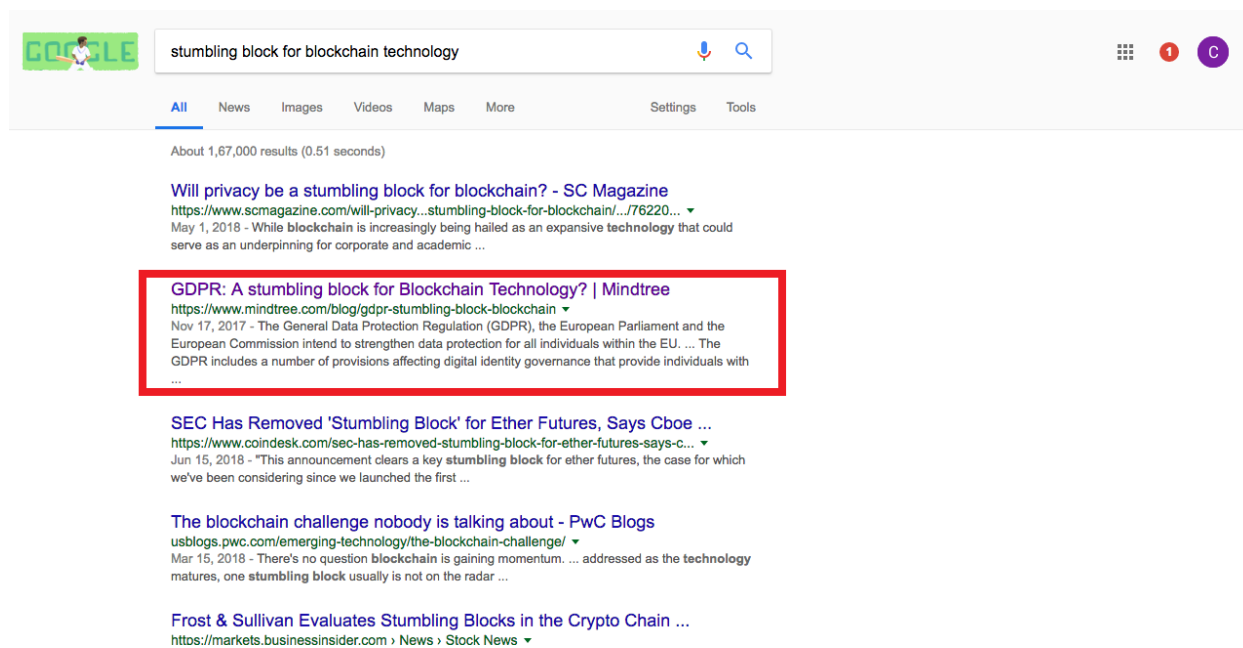
### Results:

The following screenshots are the results from the complete exercise.

1. [Blog - GDPR: Stumbling block for Blockchain?](#)

In this blog on Blockchain and GDPR, we addressed the adoption of General Data Protection Regulation (GDPR) and the need for an effective framework to adopt GDPR and also maximize the benefits of emerging technologies and innovations such as blockchain.

The screenshot below shows the Google positioning of the blog:



The below are the number of views and the average time spent on the page for the same.

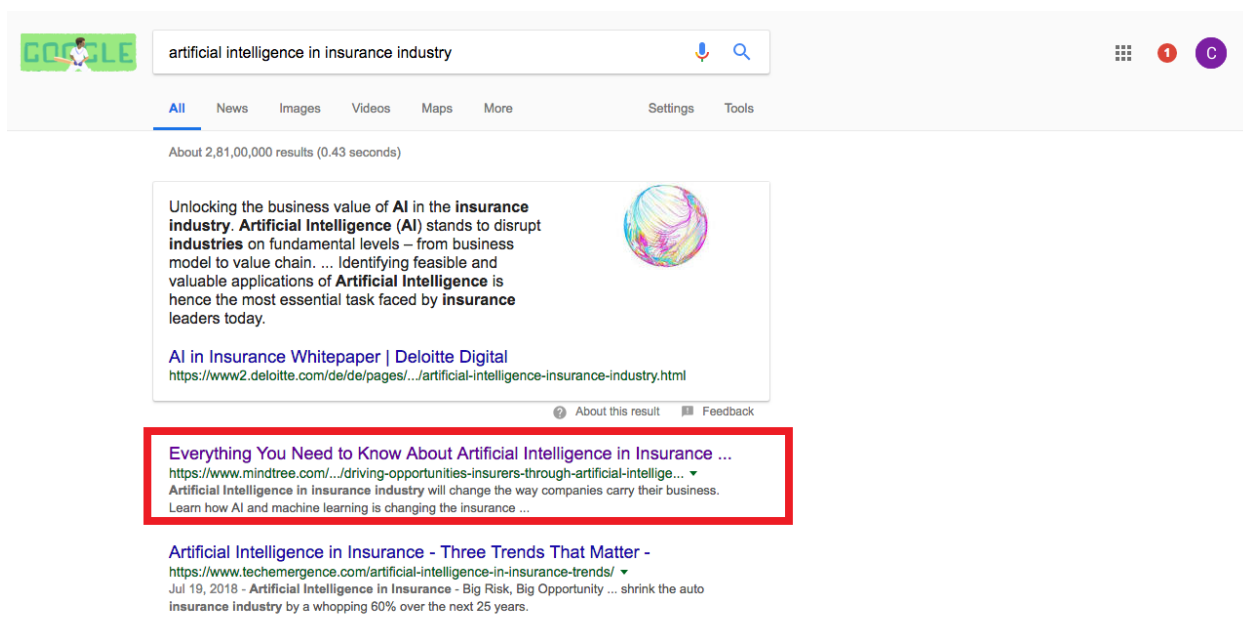
Page views: 1249

Avg time spend: 4:53

## 2. *Blog - Driving Opportunities for Insurers through Artificial Intelligence*

Here, through this blog, we highlighted the progress in Data and Analytics that has led to the revolutionary Artificial Intelligence (AI) concept and the benefits of AI in the insurance domain.

The screenshot below shows the Google positioning of the blog:



The below are the number of views and the average time spent on the page for the same.

Page views: 1750

Avg time spend: 3:28

The end goals were met successfully:

- a. Their online presence increased with the growth in the number of visits to the blog page by 12.52%.
- b. Their offerings and services to their industry professionals was well received and reciprocated with quality engagement.