

# Agaram Technologies

Digital Marketing Case Study



## INTRODUCTION

Agaram Technologies is a leading provider of Enterprise-Class Laboratory Informatics and Automation Solutions.

Established in 1998, Agaram Technologies is a privately owned company headquartered in Chennai, India. A member of NASSCOM (National Association of Software and Services Companies), Agaram Technologies also has a global network of integration & distribution partners.

With products such as Laboratory Information Management System (Qualis LIMS), Electronic Lab Notebook (Logilab ELN), Scientific Data Management System (Logilab SDMS) & Document Management System (Qualis DMS) our solutions cover every aspect of laboratory automation & digitalization. Agaram Tech serves regulated and non-regulated labs and organizations primarily from the pharmaceutical, life sciences, and research industries. They also deliver their solutions to other industry verticals such as petroleum, chemical, food, high-end clinical, clinical research, etc.

## CHALLENGES

**Limited Brand Recognition:** Insufficient awareness and visibility of Agaram Technologies within the target market.

**Struggled with Lead Generation:** Difficulty in identifying and attracting potential clients, resulting in a lack of substantial leads.

**SEO Ranking Issues:** Challenges related to user engagement, page speed, and overall performance on Search Engine Results Pages (SERP).

**Low Digital Advertising Conversion Rates:** Challenges in translating online traffic into concrete business leads and opportunities through paid digital advertising efforts.

## COURSE OF ACTION:

- Implemented comprehensive initiatives to enhance brand visibility and recognition.
- **Optimized Lead Generation Strategies:** Refined approaches to attract and manage leads effectively, incorporating targeted marketing campaigns.
- **Addressed SEO Issues:** Conducted a thorough audit and implemented optimizations to improve search engine ranking factors.
- **Fine-Tuned Digital Advertising Efforts:** Analyzed and optimized product- based campaigns, implementing strategies to improve conversion rates. Campaign types include Google ads (Search ads, Display ads), Email Campaigns, Forum Sponsorships &, etc.
- Recommended a technology-driven approach to increase the user base.



## RESULTS ACHIEVED:

### Conversion Rate Improvement:

- Conversion Rate Increased from 1.5% to 8%: +6.5%

### Overall Visibility Improvement:

- Visibility Increased from a 30% baseline to 92%
- Successful execution of new website design strategies led to an increase in potential visitors and user base.
- Achieved greater awareness and recognition within the target industries.

### Improved Lead Quality:

- Enhanced the effectiveness of lead generation efforts, resulting in a good quantity of quality leads.

### Enhanced SEO Performance:

- Improved rankings on SERPs, addressing user engagement and page speed issues.

### Digital Advertising Conversion Rates:

- Successfully increased the efficiency of turning online traffic into qualified business leads and customers.