



Content Marketing Initiatives for IT Company

PROJECT DETAILS

 Web Development

 Jun. 2020 - Ongoing

 \$200,000 to \$999,999

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PROJECT SUMMARY

The Digital Aditya (formerly Aditya Bhavsar Int.) provides ongoing content marketing services and web development. Using multiple collaboration tools, The Digital Aditya (formerly Aditya Bhavsar Int.) delivered additional functionality to an existing website.

PROJECT FEEDBACK

Beyond technical contributions, The Digital Aditya (formerly Aditya Bhavsar Int.) has driven increased engagement and users through their content marketing efforts. They've also streamlined content marketing creation efforts internally. The client praises them for their communication and writing skills, as well as scalability.



The Client


Introduce your business and what you do there.


I'm the director of digital marketing at Workday. We're an IT service provider building software for HR and various industry verticals.


The Challenge

What challenge were you trying to address with Aditya Bhavsar Int.?

We were looking for a reliable partner that could help us ramp up our content marketing initiatives. We had an in-house team, and we needed someone who could multiply our forces. We were looking to revamp our website content, and our in-house team couldn't have tackled it by itself.

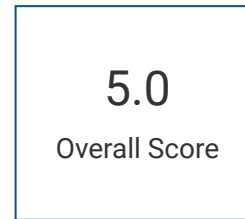
 **Bobby Gendron**
Executive, Workday

 **Software**

 **10,000+ Employees**

 **Pleasanton, California**

CLIENT RATING



Quality: 5.0



Schedule: 4.5



Cost: 5.0



Would Refer: 5.0





The Approach

What was the scope of their involvement?

Aditya Bhavsar helped us with our content marketing strategy and web development. They worked with our web development team to add features to our existing website, as well as with our overall digital marketing. The technologies used include the MEAN stack, WordPress, and PHP.

What is the team composition?

We're in touch with a senior copywriter, a content strategist, an SEO strategist, and their CEO, who guided a lot of our creative initiatives.

How did you come to work with Aditya Bhavsar Int.?

Our team of business development executives found them online. We interviewed five companies from India and two from the US. Aditya Bhavsar was comparatively affordable, and the quality of their work was exceptional.

How much have you invested with them?

We've invested around \$260,000.

What is the status of this engagement?

We started working with Aditya Bhavsar in June 2020, and it's ongoing.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

We measure their content marketing initiatives through Google Analytics and our own analytics tools. Our engagement rate is better than it was when we started. We're able to attract and retain more users compared to the six months before engaging Aditya Bhavsar. We've streamlined all our content marketing initiatives in a single direction, and we've seen tangible results.

How did Aditya Bhavsar Int. perform from a project management standpoint?

We're using basic project management tools on the content marketing side. There's a time difference so the communication has been a bit challenging. We work in the US time zone, and Aditya Bhavsar is in India. There were some initial challenges, but Aditya Bhavsar managed things well, and the communication is good.

We use Skype, Asana, and Trello for communication and task management, and the workflow is well-organized. Once we add our requirements to Asana, we can forget about them. We know that Aditya Bhavsar will take care of everything.

What did you find most impressive about them?

They stand out in terms of writing quality, communication, and flexibility. We also appreciate their ability to scale production. We needed content at scale, and Aditya Bhavsar was able to quickly scale up their content marketing initiatives.

Are there any areas they could improve?

They could expand their team and work across multiple time zones. This was the only challenge we faced. It would be great if Aditya Bhavsar had a local presence in the US.





Do you have any advice for future clients of theirs?

It was great to share the content marketing vision with Aditya Bhavsar in the beginning. It will help their team streamline and provide a better strategy and plan.

