



# Content Marketing for Digital Solutions Company

## PROJECT DETAILS

 Content Marketing

 Oct. 2020 - Ongoing

 \$50,000 to \$199,999



*"The Digital Aditya (formerly Aditya Bhavsar Int.) was always there when we needed them."*

## PROJECT SUMMARY

A digital solutions company hired The Digital Aditya (formerly Aditya Bhavsar Int.) to provide content marketing. The goal was to create engaging and SEO-friendly content. They were in charge of content creation, audit, and optimization.

## PROJECT FEEDBACK


The company notes that The Digital Aditya (formerly Aditya Bhavsar Int.) team is always prompt in their response to their concerns and needs, especially whenever they requested for urgent content. The team is skillful and professional in their field and the cooperation went well.




## The Client


Please describe your company and your position there.

I am a Content Strategist at Cognizant - a multi-national digital corporation delivering robust and reliable digital solutions to giant enterprises.

 Content Strategist, Cognizant

 IT Services

 10,000+ Employees

 Hyderabad, India

## The Challenge

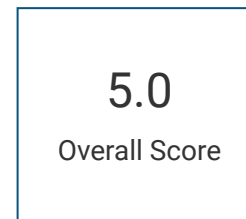
For what projects/services did your company hire Aditya Bhavsar Int.?

We hired them for content marketing - this included content audit, creation, promotion, optimization, and maintenance. While we're already working with another agency in Gujarat - they were falling short of resources. And that's why we started looking for another agency who have the capacity to deliver at scale.

What were your goals for this project?

We hired Aditya and his team to take care of our web pages that were targeted towards a very specific audience. The goal was to create engaging and SEO-friendly content tailored to our users.

### CLIENT RATING



Quality: 5.0



Schedule: 4.5



Cost: 5.0



Would Refer: 5.0





## The Approach

### How did you select Aditya Bhavsar Int.?

Almost the same way we hired the previous agency. Our team wanted someone based in Ahmedabad - so we looked for top rated agencies located here. We filtered a list of top 5 agencies and interviewed each of them individually. We evaluated their market presence, portfolio, experience and expertise in the industry. Aditya and his team stood out.

### Describe the scope of their work in detail.

Our previous agency (we're still working with them) had created web pages for us - we needed Aditya and his team to evaluate them and revamp if needed. Apart from this, we also wanted fresh web pages for our diverse service portfolio.

### What was the team composition?

Aditya stood besides us throughout the project - and we're still working closely to get things done as quicker we can.

## The Outcome

### Can you share any outcomes from the project that demonstrate progress or success?

It's been a very short time to conclude anything tangible in the terms of result. But I'd admit their team is very professional and skillful when it comes to content marketing.

### How effective was the workflow between your team and theirs?

It was great, we trained Aditya and their team to use our tools and they got accustomed to them pretty quickly. We decided the flow and they cooperated very well.





## What did you find most impressive about this company?

Aditya was always there when we needed them. I remember a few instances when we needed content on-the-go (for ex. social media copy, mini blogs, etc.). During all such instances, we observed Aditya was very prompt and responsive - we really appreciate that.

## Are there any areas for improvement?

Communication channels. Currently, they use multiple channels to communicate (ex. skype, slack, and asana). Now this makes it really complicated to sort things out. Instead it'd be great if they choose to use only one channel for everything - project planning, communication, billing, etc.

