

# Created An Online Utility That Customizes Various Collaterals For Tata Mutual Fund IFAs

## Need

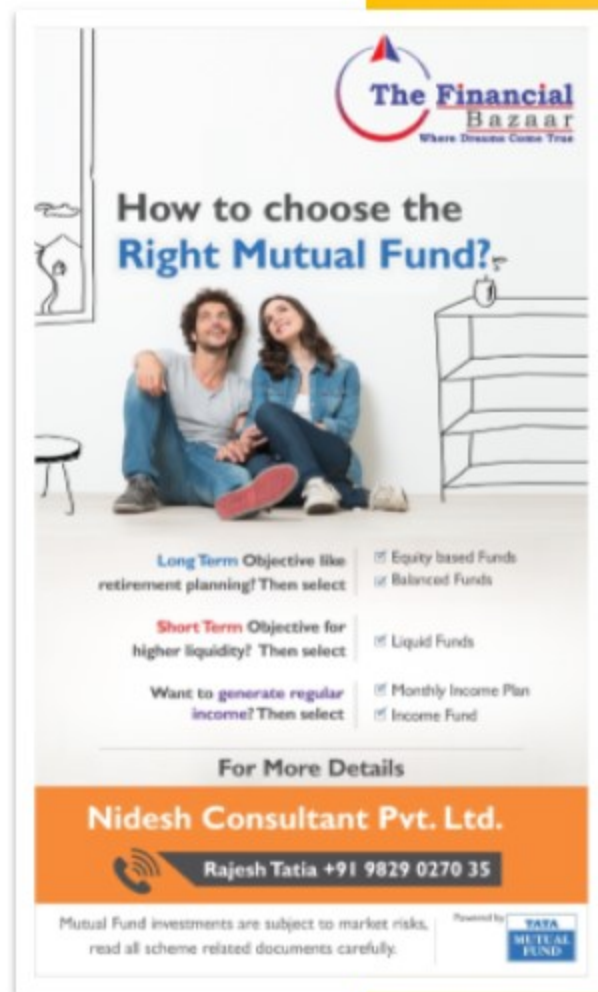
- Independent Financial Advisors play a very important role in acquiring business for any Mutual Fund company
- We wanted the IFAs to promote TMF offerings through their WhatsApp and other channels
- However, the IFAs don't want to promote any brand as they see no benefit in that

## Approach

- Create a web based utility with 150+ creative for various needs
- These are customizable for each IFA basis a one time information upload
- Allows the IFA to send material with their branding, leading to acceptance

## Results

- 2000+ IFAs started using the tool created on the TMF website
- Generating massive free visibility
- Creating business worth 800+ crores



**The Financial Bazaar**  
Where Dreams Come True

### How to choose the Right Mutual Fund?

**Long Term Objective like retirement planning? Then select**

- Equity based Funds
- or Balanced Funds

**Short Term Objective for higher liquidity? Then select**

- Liquid Funds

**Want to generate regular income? Then select**

- Monthly Income Plan
- Income Fund

For More Details

**Nidesh Consultant Pvt. Ltd.**

Rajesh Tatia +91 9829 0270 35

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

Powered by **TATA MUTUAL FUND**



**The Financial Bazaar**  
Where Dreams Come True

### Are you READY FOR Mutual Funds?

Mutual Funds are a good way to invest for the future. Mutual Funds like Tata Mutual Funds take your money and invest it into various things like **Equity, Debt and other Financial Instruments.**

The income or gain that a fund generates over time helps you grow your money safely and securely.

To know more about Mutual Funds Call

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# Growing Business for Tata Mutual Fund through Independent Financial Advisors Engagement

TMF is a Mutual Fund Company of the Tata Group.

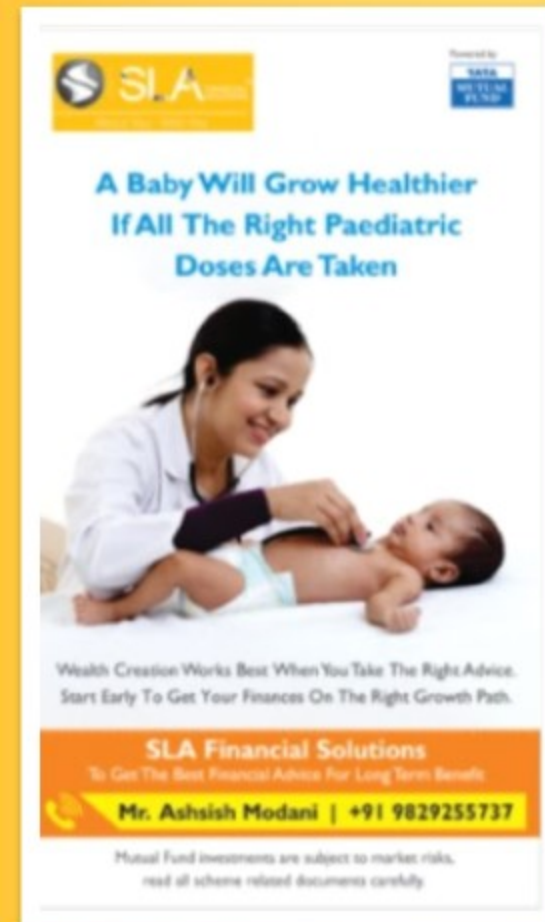
## Agency Deployed

### Approach

- Social based campaign to create awareness and drive traffic
- Create #hardinsahihai social media campaign for creating awareness and encouraging people to start investing. This campaign was covered in Brand Equity
- Create Event creatives for professionals like Doctors, Teachers etc. to engage them
- We ran SEM campaign for people specifically looking for Mutual Funds
- We also ran IFA acquisitions campaigns

### Results

- Effected an increase of 35%+ in market share in many cities
- Generate 1000+ enquires every month
- Generated significant buzz through Social Media
- Provided collateral support to IFAs



Powered by



## Generating focused leads across India for a leading Nutrition company

Qua Nutrition is the leading nutrition company in India with a focus on Sports nutrition and medical issue related nutrition

### Agency Deployed

#### Approach

- Search engine campaigns focusing on specific offers like sports nutrition, diabetic nutrition , pregnancy nutrition etc
- Facebook and Instagram campaigns focusing on specific set of affluent people, people interested in disease types and certain communities
- Detailed analytics to optimise campaigns
- Regular monitoring for quality and costs

#### Results

- Generating 800+ leads a month through various channels
- With a 30% qualification rate
- 7% closure rate



# Account Based Marketing for Appointment setting through LinkedIn Sales Navigator and Email Marketing

Jaina Offset is a large offset printer based in Noida. They wanted leads from a specific sectors and companies for their printing services

## Agency Deployed

- A shared resource for managing client's LinkedIn Sales Navigator profile
- Created focused communication for various profiles
- Built the client's network by targeting purchase managers of large companies
- Created a Drip email campaign targeting purchase managers in target companies

## Results

- Generated 70 Leads and 45 Appointments in 3 months
- The first lead generated business for the client from one of the largest Fintech companies in India

Customer Type	Business Role 1
Message Structure	Purchase Heads
Key Pain Point(s) / Or benefit statement(s)	
Remedy for the painpoint	
Why are we the right people for the remedy	
Reason to believe our claim - Case study / Testimonial	
Call To Action - Demo / Talk	

Quality and Cost are the two most important things in Printing. Jaina offset is one of the largest printers with most advanced printing machines to ensure both.

Hi<Name>, I am Babita from Jaina Offset Printers. We do a range of printing works. I would like to connect with you.



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