

UNV DIGITAL

# OPEN MINDS HAS

Brand Case Study



# WHO ARE WE



UNV Digital is a result-oriented Marketing agency with complete content creation and promotion solutions under one roof. For the past two years, we have been delivering premium quality services to our clients in India, the United States, the United Kingdom, and Canada.

# OUR SERVICES

At UNV Digital, we help brands through our various resources like Digital Marketing, Video Production, Animation, Web Development, Business Development, and Business Enablement. We have successfully delivered amazing results to 120+ companies, both nationally and internationally.

# ABOUT OPEN MINDS HAS



Situated in West Bromwich, Open Minds HAS is one of the most reputed and sought after names when it comes to Business Continuity, Disaster Recovery, and High Availability in the UK and the Middle East. They have been providing efficient Business Recovery and Continuity Solutions to some of the biggest brands across the globe. They have been delivering quality for more than two decades now and are continuing to do so with their team of experts.

# CLIENT REQUIREMENTS



① The brand wanted to increase its reach by increasing the monthly traffic that comes in through their website.

② The brand had very minimal Digital presence and wished to do something about it.

# CLIENT REQUIREMENTS



③ The brand was looking to have a couple of resources that could be given to the visitors through the brand's website.

④ During our discussions with the management and the stakeholders of the company, we understood that the brand is looking for an increase in their overall sales. However, the number of leads that came across every month should have been much higher, considering the quality that they deliver.

# RESOLUTION



## INCREASED WEBSITE TRAFFIC

The website is one of the most precious Digital assets for any brand. The website plays a vital role in defining your brand values and the kind of work that you deliver.

# RESOLUTION

---

## INCREASED WEBSITE TRAFFIC


- 📄 To begin with, our team had a look over the brand's website and we understood that the website was not updated to match the current industry standards.



# RESOLUTION

---

## INCREASED WEBSITE TRAFFIC

 So, we decided to rebuild the brand's website. Our Website Development team got to work and started building a new website for the brand.

# RESOLUTION

---

## INCREASED WEBSITE TRAFFIC

 Our team revamped the content for the new website and made it SEO friendly.

# RESOLUTION

---


## INCREASED WEBSITE TRAFFIC

- 🖥️ While creating the website, we took care of a lot of things - right from following the brand guidelines to making use of a pleasant yet consistent color scheme throughout the website.

# RESOLUTION

---


## INCREASED WEBSITE TRAFFIC

-  To make the user experience even better, we decided to try and implement some modern features such as AI chat, etc.

# RESOLUTION

---

## INCREASED WEBSITE TRAFFIC

-  We also conducted Quora activity for the brand wherein we posted answers on Quora along with links that led back to the brand's website.

# RESOLUTION



## SOCIAL MEDIA

For a company in the Technology industry, it is important to follow the trends that the people are following. Therefore, being active on Social Media was necessary for the brand.

# RESOLUTION

---

## SOCIAL MEDIA

- 📄 So, we decided to create Social Media accounts for the brand on Facebook and Instagram. The next step, which followed was to optimize the accounts along with the existing LinkedIn and Twitter accounts as it helps in increasing the SEO value of the brand.

# RESOLUTION

---

## SOCIAL MEDIA

- 📄 Next, we conducted an in-depth study of the brand's competitors and the industry in general. This helped us gain better insights into the current happenings of the industry.



# RESOLUTION

---

## SOCIAL MEDIA

- 📄 With the help of our research, we curated the Social Media Plan for Open Minds and started posting regularly.

# RESOLUTION




## FREE RESOURCE GENERATION

Apart from the value that the brand delivers through its products or services, the audience always wishes to have something extra. Freebies are warmly welcomed by the customers, especially if they are valuable.

# RESOLUTION

---


## FREE RESOURCE GENERATION

 So, with extensive research, we created e-books for the brand. These e-books were about some of the essential tips and tricks in the industry. These e-books were of tremendous value and were made available for free on the brand's website.

# RESOLUTION

---

## FREE RESOURCE GENERATION

-  We also started writing SEO friendly blogs for the brand as they can significantly help in increasing the Search Engine Ranking of the website.

# RESOLUTION




## LEAD GENERATION

If we look at a sales funnel, the first step to acquiring sales is to generate leads. Companies resort to all sorts of methods to generate leads, which can be, later on, converted into sales. So, for generating leads for Open Minds HAS, we implemented three strategies.

# RESOLUTION

---

## LEAD GENERATION

 To begin with, we created Landing pages for the most searched keywords related to the brand. Then, we created Landing pages for each keyword and added a Lead Capturing form on the page.

# RESOLUTION

---

## LEAD GENERATION

- 📄 We also made use of the e-books which we had created for the brand. The visitor had the option of receiving the e-book in their mail just by filling up very basic details.

# RESOLUTION

---

## LEAD GENERATION


- 📄 At the bottom of each blog that we posted on the website, we attached a contact form that the visitor can use to get in touch with us for any queries.



# RESOLUTION

---

## LEAD GENERATION

-  We also paid attention to listing the brand's business on various Business Directories.

# RESULTS

**25,000+**

IMPRESSIONS FROM GOOGLE ADS

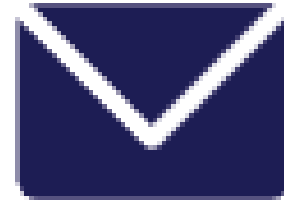
**1000+**

NEW VISITORS ON AN AVERAGE

**4:20 MINS**

AVERAGE TIME SPENT ON THE WEBSITE PER USER

# REACH OUT



## MAILING ADDRESS

Bungalow No 36, Regency Estate,  
Dawdi, Dombivli East, Mumbai.



## EMAIL ADDRESS

[hey@ceoandtrends.com](mailto:hey@ceoandtrends.com)



## PHONE NUMBER

(+91) 96648 49315