

Case Study 1 – Real Estate

Client Profile:

- **Industry/Company:** Australia - based Real Estate Solution Providers
- **Marketing Needs:** Social Media Marketing, Website Creation, Website management, Search Engine Optimization, Website Analytics & Reporting, Content Marketing, Content Development, Marketing Material Designing, Marketing Automation, Content Strategy Development, Video Content Creation
- **IT Support:** IT infrastructure provisioning, IT asset management, Software compliance management, Vendor management, Server management, Firewall management, Storage management, Network management, IT infrastructure support at client & user level
- **HR Desk:** Onboarding, Employee Engagement, Leave Management, Performance Reviews, Accounts (Expense Report), Offboarding
- **Vision:** Growing our businesses through integrated technology, marketing, and HR solutions for success.

Problem Statement:

- Increasing their online presence through digital marketing services
- Ensure a secure and reliable IT infrastructure to support the company's digital marketing initiatives and employee needs.
- Streamline onboarding, employee engagement, and administrative processes to optimize company growth.

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Proposed Solutions:

- **Marketing:** Implement a comprehensive digital marketing strategy encompassing social media management, website creation and optimization, and targeted content creation. Utilize SEO and high-quality content creation to attract real estate investors, significantly boosting brand awareness and generating qualified leads. Additionally, create compelling marketing materials, including brochures, flyers, etc. for company events.
- **IT Support:** Establish a robust and scalable IT infrastructure to empower the entire company's operations. This includes server management, network security, cloud integration, and ongoing user support. By ensuring a reliable and secure IT environment, we facilitate efficient execution of all digital marketing initiatives and other business functions.
- **HR Desk:** Implement a streamlined HR system to optimize company growth. This encompasses efficient onboarding of new employees, fostering employee engagement through initiatives and programs, and managing administrative tasks like performance reviews and expense reports. A well-organized HR system fosters a positive work environment that attracts and retains top talent.

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Benefits:

- Online Presence: **67% increase in followers and 50% increase in website traffic.**
- Cost Reduction: **30% reduction in operational costs.**
- Client Satisfaction: **92% satisfaction rate achieved.**
- Streamlined Onboarding & Employee Engagement
- Enhanced IT Security & Reliability

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