

# Case Study : **Thermax Global**



THERMAX

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## **Problem Statements**

- Search Engine Optimization for multiple industry solutions to feature on top of Google Search
- Brand awareness in Indonesia & Philippines markets
- Lead generation from Indonesia & Philippines markets

## **Solutions**

### **Marketing Collateral Development | Social Media Management | Search Engine Optimization | Performance Marketing**

- Website revamp to match the most contemporary industry standards, focusing on the ease of access to the users and enhancing the company's persona
- On-Page and Off-Page Search Engine Optimization on more than 100 keywords interchangeably to ensure high organic ranking of the company's website on Google Search Engine Results Page
- Digital communication conceptualised & formulated to suit the user requirements for maximum effectivity and engagement
- Aggressive Facebook, LinkedIn & Google Display campaigns to increase product awareness and lead generation in Indonesia & Philippines



## **RESULTS**

- **492 leads generated**
- **104 assigned leads**
- **Overall Assignment Rate achieved: 21%**
- **Achieved visibility by acquiring 1000+ views on Quora Platform**