

HYPERSCALEZ

CONTENT SYNDICATION



Prepared by

HYPERSCALEZ

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Company

Overview

1996
FOUNDED

2000+
PARTNERS

23K+
EMPLOYEES

50+
AWARDS

HQ
CHENNAI

15000+
CLIENTS

Client Background:

ZOHO

Zoho Corporation is a globally recognized provider of smart software solutions designed to facilitate business growth and efficiency. With a commitment to delivering comprehensive and integrated tools, Zoho serves over 100 million users worldwide, offering more than 55 products that cater to various business needs, including sales and marketing, support and collaboration, finance, and recruitment.

CAMPAIGN OBJECTIVE
GENERATING 200 LEADS
WITH CONTENT
SYNDICATION:

Hyperscalez's original goal was to help Zoho expand its market share in North America by connecting with travel and retail industry leaders seeking advanced business management software. Due to the success of these campaigns, Zoho and Hyperscalez are now focusing on scaling outbound outreach to all e-commerce businesses, leveraging Zoho's comprehensive suite of products to enhance operational efficiency and drive growth.

Project Overview:

CAMPAIGN TYPE: CONTENT SYNDICATION

REGION: NORTH AMERICA

TOTAL LEADS: 200

ABM ACCOUNTS: 300/MONTH

ICP: IT, SALES, MARKETING DECISION MAKERS

INDUSTRY: Retail, Manufacturing, Ecommerce

Zoho Challenges:

Zoho faces significant challenges in raising brand awareness in North America due to the region's highly competitive market and preference for established brands. To address this, Zoho has collaborated with Hyperscalez to boost its visibility. This partnership focuses on targeted marketing, strategic partnerships, and localized content. By highlighting success stories and participating in industry events, they aim to build trust and recognition among North American businesses. This collaboration is crucial for enhancing Zoho's brand presence in the region.

Hyperscalez Performance:

Hyperscalez's ability to articulate Zoho's services to prospects through advanced technological resources was instrumental in winning more clients. Every week, the sales teams held status meetings to review performance and activities. Between these weekly sync meetings, teams maintained effective communication via email when SQLs were flipped into opportunities.

What we did:

10000
New leads added

200
MQL

7
SQL

3
DEAL CLOSED

Hyperscalez Strategy:

Hyperscalez built a dedicated landing page for Zoho and promoted high-value assets to capture interest. They followed an omni-channel strategy, starting with targeted email sequences to engage prospects. Engaged prospects then received follow-up calls and personalized LinkedIn interactions, ensuring consistent and effective engagement across multiple platforms.

Overall Results from the BANT Campaign:

200
MQL

1.1M
PIPELINE VALUE

7
SQL

3
DEAL CLOSED

Highlights from the Campaign:

- Generated 200 MQL through targeted qualification efforts.
- Secured 12 sales-qualified leads, significantly improving the lead-to-sale conversion rate.
- Achieved a \$1.1M pipeline value, reflecting strong market interest and potential revenue.
- Closed 3 deals, demonstrating the effectiveness of the campaign in driving successful sales.
- Increased brand visibility and market presence for Mercer Mettl's new assessment tool.

Conclusion:

The content syndication strategy is designed to amplify Zoho's reach and engage a wider audience by distributing high-value assets across multiple platforms. By partnering with industry sites, leveraging social media, and utilizing targeted email newsletters, Zoho aims to boost visibility, attract high-quality leads, and reinforce its position as a thought leader. Through continuous monitoring and optimization, this approach will drive meaningful engagement and support Zoho's growth objectives in the competitive North American market.

Get in Touch

Hyperscalez

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