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Company Name: Google
Campaign Name: Google One On One
Campaign: Meeting Generation
Target Audience: MSME Owners
No. of Meeting: 100

Motive of the activity:

There are many companies in India who still follow the traditional way of working, they do not use any kind of digital marketing activities & don't have any digital foot print to locate them. Google wanted to connect with them to sell the google programs which can help the company to reach the prospective clients these companies are looking for.

Usually marketing department takes care of these kinds of campaigns but in MSME most of the time the decision makers are the Owners, Directors, or the Founder of the company in some cases there is a Marketing department as well.

Scope of Work:

Google wanted us to find these companies, set up a virtual meeting with their sales team, which was a difficult task, as these companies were not available on google. Hope you can imagine the kind of fix we were in.

However, this is where we expertise & had put a right strategy to find the TG, google was looking for. Our research team pulled out the data from various sources, connected the directors and pitched the reason for our call in a way that it was easy for the TG to understand and give us a meeting.

The virtual meeting was fixed on the given date & time by the TG.

The entire meeting generation campaign was 100 meetings which was delivered in 2 months.