

Saravanan, Manager - Web Strategy

Background

Saravanan has about 5 years of experience in marketing and business process outsourcing. Having worked in those intersecting areas of marketing and information technology he brings with him the best of both worlds to make online marketing work.

He has extensive experience in market research and formulating web strategies. He has hands on expertise in different search marketing programs like search engine optimization, pay for performance programs, email marketing programs, testing and tracking performance, and developing key performance indicators for Business Intelligence.

Clients

- Perot Systems
- Athena Health
- Automated Medical Systems
- Bellsouth
- Sundaram Clayton
- Talisma
- TAD Accounting
- Evader
- GameFest
- Charter Bus America

Education

- Bachelor of Engineering (Electrical & Electronics Engineering, Guindy College of Engineering)



Positions Held

iLink Multitech Solutions – Manager Web Strategy

- Leading iLink's e-Marketing team of search engine marketing experts and pay for performance program managers
- Responsible for providing robust online marketing services for clients in North America and India

Wipro BPO - Associate

- Led team of 20 in Business Process Outsourcing division of Wipro
- Responsible for quality assurance in call center processes
- Trained new employees in call center processes

U&V Marketing - Sales Consultant

- Developed and presented effective sales presentations.
- Market Research to target customers and penetrate accounts.

Engineering Systems Solutions - Programmer Analyst

- Designed and developed a service management application that allows secure remote customer queries and customer servicing
- Developed an Activity Based Costing system to identify and reduce the non-value added costs in the production of automobile parts

Expertise/Skills/Membership

- Google Adwords Professional
- Yahoo Search Marketing Ambassador
- Creation of strategic search marketing plan
- ROI Based natural and paid search campaign management
- Experience with 2nd tier pay per click search engines – www.7search.com, www.kanoodle.com, www.goguides.com
- Experience with pay per call search engines – www.miva.com
- Experience with vertical search engines – www.business.com, www.snap.com
- Experience with article marketing – www.articlecity.com, www.ideamarketers.com
- Hands on expertise with email marketing – Purchase mailing list, building mailing lists, newsletter marketing

iLink Systems Inc

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TAD Accounting

Objective

- A web based accounting and bookkeeping services provider wanted to make their website a lead generation engine

Online Marketing Plan

- For Bringing Traffic to the website we utilized Search Engine Optimization, Strategic Linking and Pay Per Click
- To convert the website traffic we redesigned the whole website and utilized Landing Pages to capture leads

Google Search Rankings

- Accounting Services(10), Bookkeeping Services(5)
- Outsource Accounting(1), Outsourced Accounting(3)
- Outsource Bookkeeping(1), Outsourced Bookkeeping(3)
- Small Business Bookkeeping Services(1), Small Business Accounting Services (11)
- All of these keywords were not in the first 100 SERPS

Online Marketing - Overall Results

- As a result of the rankings obtained Search Engine Traffic increased by 70%
- The Landing page and Website Redesign led to a 500% Increase in Lead Generation
- Overall TAD Accounting got 713% Returns in Contract Value

Business Design Corporation

Objective

- BDC, a business consulting and workflow organization company wanted a detailed online marketing roadmap to generate leads for the launch of their cutting edge workflow organization software.

Online Marketing Consultation

- Did a complete analysis of the Service Offerings, Target Audience and the Marketplace
- Identified the competition and the online strategies the competitors utilize and the competitive Gaps
- Created a roadmap of the channels to be utilized and the offers to be presented to the profiled audience

Online Marketing Project Initiation

- Created a six month Project Plan and Milestones along the road
- Developed Key Performance Indicators to assess the performance of the online marketing campaigns
- Based on the profiled audience and offers, developed the Keyword Matrix with the optimal demand/supply ratio to target for paid and organic search campaigns
- Designed a lead generation system encompassing the entire cycle from lead capture to nurturing leads to relationship marketing.

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Talisma

Objective

- Talisma, a CRM Solutions Provider wanted to segment the website traffic and tie it to the different CRM products offered and develop an Executive Dashboard.

Online Marketing Strategy

- Analyzed Talisma's website traffic and conducted segmentation and of visitors. Online behavioral analysis of these segments yielded customized marketing strategies for Talisma's target customers.
- Designed and implemented a Key Performance Indicator reporting system for Talisma. Executive reports monitoring success of online marketing strategy were generated
- Executive Dashboard included Traffic Segments and Sources, Content Groups, Search Rankings, and Sales Funnel

Charter Bus America

Objective

- CBA, a start-up company wanted to launch an innovative service and be prominently positioned in the charter bus industry

Online Marketing Strategy

- Conducted a detailed competitor study for CBA to determine best practices in marketing among leading competitors. Initiated a Competitor Liking Strategy and a Competitor Activity Index as benchmarks for CBA.
- Developed a Localized Online Marketing strategy for CBA to target prospects in specific geographic regions. Local Search Campaign resulted in top 3 listing for target regions in Texas

Search Marketing Results

- The following keywords were not in the first 100 SERPS of Yahoo
- Charter Bus(4), Charter Bus Rental(1), Charter Bus Rental Services(1)
- Charter Bus - Dallas(1), Fort worth(3), San Antonio(3), Austin(1), Texas(1)