

# Tata Consultancy Services Case Study



TATA CONSULTANCY SERVICES

TCS Digital Software & Solutions Group engages decision makers with LinkedIn Sponsored Content

*"With its focused and precise audience segmentation features, LinkedIn Sponsored Content have helped us engage more deeply with potential customers. It has enabled us to share relevant "how-to" content with our customers and prospects and further establish our digital transformation thought leadership."*

Karen Edwards  
Chief Marketing & Communications Officer,  
TCS Digital Software & Solutions Group

## Company Profile

Tata Consultancy Services (TCS) - a leading IT service, consulting and business solutions firm - launched the Digital Software & Solutions Group (DS&S Group) to help enterprises achieve successful digital transformation with fully integrated and licensed modular software and solutions. The TCS DS&S Group offers comprehensive software and solutions that help enterprises embed digital transformation in their organizations, and leverage these technologies to gain a competitive advantage.

TCS DS&S Group's solutions bridge the gap between customers' vision for digital transformation and the available solutions. As they are industry-specific and modular, customers find that they deliver results right away.

## Objectives

As a new group, it was important for TCS DS&S Group to solidify its role with customers as not just a thought leader in digital solutions, but as a "doing leader" that is helping customers achieve digital transformation, not just talk about it.

Targeting the telecom, retail and financial markets with tailored solutions, TCS DS&S Group knew it had to find resourceful ways to reach decision makers with digital transformation challenges to provide them with the best "how-to" content. One of the ways they are engaging is through LinkedIn's Sponsored Content.

"Most enterprises today realize that digital transformation is mandatory. They also know there is no one-size-fits-all solution," explains Karen Edwards, CMO for TCS DS&S

### Results in numbers:

- Drove traffic with **1.8X** above LinkedIn benchmark CTR (0.51% vs 0.28%)
- Earned **15%** more clicks worth **INR 504523** in free earned media
- **185** decision makers acquired as followers
- **1.6X** engagement rate compared to LinkedIn benchmarks (0.56% vs 0.34%)

Group. "LinkedIn Sponsored Content have enabled us to exchange information about where to start on the digital journey, what digital initiatives to invest in, and what kinds of results to expect. We also get valuable feedback from potential customers on what they need from us, in terms of content."

The aim of the engagement with LinkedIn was to connect with decision makers in both the marketing and analytics functions of organizations in the key markets to showcase TCS DS&S Group content and start conversations with this specific group of influencers.

As a thought leader in the digital transformation space, it is important for the Group's digital marketing practices to be best in class as well. TCS DS&S Group's social media strategy is about delivering content focused on "how-to" versus "theory". An analysis of channels determined early on that LinkedIn was the best way to reach exactly the right C-level executives with helpful articles.

TCS Digital Software & Solutions Group Customers are actually looking for it to be "all about me"—my style, my needs, my preferences—delivered in ways that surprise and delight.  
<http://on.tcs.com/1Fp9KrA>




## Solutions

Leveraging LinkedIn's great targeting and segmentation capabilities, TCS created a [TCS Digital Software & Solutions Company Group Showcase Page](#). This page, filled with articles, posts and other 'how to achieve digital transformation' content, allowed the TCS DS&S Group to create awareness about its offerings while promoting original content organically to page followers.

Making use of **Sponsored Content**, the Group was also able to reach out to its target audience of marketing and analytics decision makers in companies in the countries where it wanted to build a presence. The Sponsored Content campaign, which began in July 2014, is now an ongoing activity on the TCS Digital Software & Solutions Group Company Showcase Page.

The quality of the audience for the Sponsored Content has exceeded expectations: their profiles are a great match for the prospects that the TCS DS&S Group is trying to reach.

**TCS Digital Software & Solutions Group** Consider this – three out of four millennials, own a smartphone. On an average, millennials check their smart phones 43 times and spend 5.4 hours on various social media platforms, throughout a day. Read more: <http://on.tcs.com/1B1ETK>



**TCS Digital Software & Solutions Group** Millennials and Gen-Y users frequently make P2P payments for splitting restaurant bills, house rent, movie or concert tickets, and so on. <http://on.tcs.com/1M49Jj>



Why is millennials' P2P payments behavior important for social media?


## Results

The LinkedIn program has helped the TCS DS&S Group reach its target audience of CMOs, CDOs, and other CXOs in the Banking and Financial Services, Retail/CPG, and Communications industries.

As a result of the campaign, the TCS Digital Software & Solutions Group was able to **acquire 185 decision maker followers**. The campaign had a click through rate 1.8X better than LinkedIn's average, and also a better than expected engagement rate of 1.6X LinkedIn's benchmark engagement rate.


By leveraging the LinkedIn platform and publishing blogs, infographics, videos, SlideShare presentations and articles on the LinkedIn Showcase page, TCS DS&S Group has established itself as a thought leader in the enterprise software business. By publishing "how-to" assets on LinkedIn, the TCS DS&S Group is positioned as a leading partner in the digital transformation space, and a company that offers practical help. The engagement with LinkedIn has helped build awareness, solidify its thought leadership position, and most importantly, generate leads.

**TCS Digital Software & Solutions Group** Where can you find the opportunities to add more value for your customers and boost your bottom line? Big data. <http://on.tcs.com/1C6Xjfs>



Where does your customer experience start and end?

**TCS Digital Software & Solutions Group** You need to be where the customer is, enabling them to research one place, visit another, and buy from still a third without a hiccup in their experience. <http://on.tcs.com/1H3bOWa>



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