



CMS IT Services builds its entire marketing program on support provided by Yorke Communications



The Client

Headquartered in Bangalore, India, CMS IT Services provides solutions in the area of IT Infrastructure Management. Since its demerger from parent company CMS in 2014, CMS IT Services has carved a niche for itself in the space and quickly acquired customers as diverse as Indigo Airlines, Mother Dairy, McDonalds (India) and Jindal Steel.

The Challenge

CMS IT Services emerged as a player in the already crowded IT Services space about two years ago. However, they carved a niche for themselves in the fast emerging India market where competition was relatively untouched by the large IT Service providers (who were mostly focusing on the global market, specifically the USA) and a host of Indian players who had faulty strategies that prevented them from being a major threat.

CMS IT Services started with basic marketing requirements that included the need for a separate website, support to reach out to new prospects and the need to create brand awareness.

Since the company had a very lean sales and marketing team, they exercised the option of outsourcing the entire marketing function to create a compelling marketing proposition.

The Solution

Yorke was initially engaged by CMS IT Services to develop the website covering information on the company, solutions, offerings, HR related pages and the profiles of its senior management who had almost entirely been hired from Wipro.

Yorke charted out a comprehensive content strategy covering web content, articles, brochures, presentations and a social media strategy. A couple of videos were also proposed. Later, with the traction and momentum that CMS IT Services was getting, Yorke wrote case studies.

The objective of the program was to highlight CMS IT Services' unique value proposition in the market and position it as a nimble and agile IT Services player.

We have helped place CMS IT at par with their competence making a visible presence in the social media and digital world. It was vital for the business to maximize the opportunity social media presents and create a unique identity to differentiate themselves from competitors.

Since 2014, Yorke has written over 300 pieces for CMS IT Services, including...	For Multiple Audiences...	On a Range of Topics...	Across Several Industries...
45 webpages 6 brochures 6 white papers 11 case studies 15 infographics 49 microblogs 12 articles 93 blog posts 6 Press releases 66 emailers 2 Ebooks	<ul style="list-style-type: none">• C-suite executives• Purchase Executives• Department Heads	<ul style="list-style-type: none">• Cloud solutions• Data centers• Information security• Mobility• Microsoft solutions• IT infrastructure management	<ul style="list-style-type: none">• Banks and Financial Services• Healthcare• Government• Manufacturing• Telecommunications• Global in-house centers

Yorke has created a robust pipeline of enquiries for CMS IT Services through its consistent content and digital strategy, and almost entirely supported its outbound marketing engine through its resources.

CMS IT Services has now extended Yorke Communication's contract for a further one year.

Benefits

With Yorke Communication's help, CMS IT Services has been able to:

- Generate INR four crores of business within the first 10 months of engagement
- Independently publish material on social channels and on its own website
- Get more than 200 leads which resulted in conversions
- Ensure quality content, digital and social marketing support
- Define and maintain a consistent tone of voice across their communications

Why CMS IT Services Chose Yorke Communications

Yorke was selected because they:

- Came highly recommended by a leading financial services analyst and marketer
- Demonstrated significant expertise in content writing, digital marketing and social media
- Provided the ability to provide strategic inputs for marketing communications
- Were able to provide a dedicated offshore team to support CMS IT Services

About CMS IT Services

CMS IT is one of India's leading IT services firms, offering support infrastructure across 30 branches and 220 direct support locations in India. Serving large corporations across all sectors, including banking, insurance, retail, telecom and manufacturing, CMS provides innovative, cost-effective and best-in-class IT infrastructure solutions that are reliable, resilient and responsive.

As a premium provider of end-to-end mobile enterprise solutions covering the entire spectrum of mobility services, CMS IT focuses on helping organizations become customer-centric and efficient by providing access to information on various mobile platforms, devices and applications through application development and 24x7x365 managed mobility solutions.

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