



THERE'S NEVER BEEN A
BETTER TIME
to digitize India

The Digital Dialogue 2017

21st April 2017, The Lalit, New Delhi

Case
Study

ADG Brings Together Cisco India and Government of India

Cisco Empowers Digital Governance in India

THE CORE

INFORM, ATTRACT & ENGAGE GOVERNMENT OFFICIALS ON NATIONAL DIGITIZATION

Quick Facts

Objectives:

- Download of Cisco Whitepaper, Case Study and Infographics.
- Organize and conduct a Roundtable Conference with GoI

Target Audience

- IT Heads, Directors, Ministries, Govt. Departments and PSUs

The Twin Objectives

- Target top Government officials with **rich content on Digitization**.
- Nurture & invite them to a **Roundtable Conference with Cisco India** at a prime location in Delhi;
- Event to be **organized by ADG**.

The Challenge

Many layers of the organizational **hierarchy** were to be cleared to **reach the prime decision makers** in Government Ministries and nurture them to attend the Roundtable Conference.

CAMPAIGN OVERVIEW



Target Audience

- **Ministries**, Govt. Departments, PSUs
- **Top IT** Officials
- Targeting prospects that interact with **Cisco Rich Content**



Strategy Adopted

- Google **Adwords** Campaign for Downloads
- **Facebook & LinkedIn** Marketing
- **Direct Marketing** for Digital Dialogue
- **Event Venue** Finalization & **Event Branding**



Execution and optimization

- Google **Adwords** Campaign
- **Facebook & LinkedIn** Marketing
- **Direct Marketing** to a Niche Database
- **Tele-verification** of Prospects
- **In person meetings** for finalization of Event attendees
- **Event organized** at The Lalit, New Delhi

Quick Look



- **ADG ran a full fledged digital campaign**
- **We garnered 200 downloads of Cisco Whitepaper, Case Study and Infographic**
- **We identified & Nurtured top decision makers in the Government Sector.**
- **And organized a Roundtable Discussion at The Lalit, New Delhi**

DELIVERABLES: 200 DOWNLOADS

Facebook

PPC

Tele Touch

Direct Marketing

Reach :
2,18,416
Leads: 80

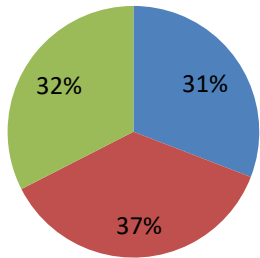
Clicks : 5,215
Impressions:
530,810
CTR : 1.23%
Leads: 50

Leads: 30

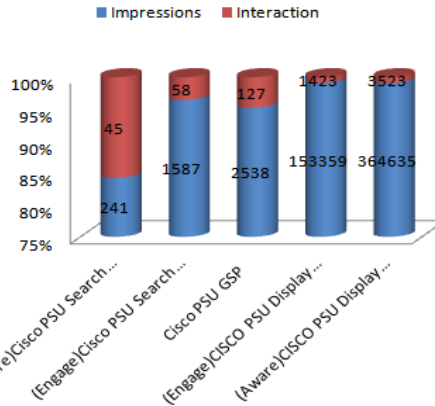
Emails Sent :
500
Open Rate:
11.7%
Leads: 40

Reach Analysis

■ Haryana ■ Delhi ■ UP



The campaign has been set to reach out to IT officials of All government departments, mostly in Delhi.



DELIVERABLES: SUCCESSFULLY CONDUCTED CISCO DIGITAL DIALOGUE 2017 WITH GOVERNMENT OF INDIA



ADG Brings Together Government of India and Cisco

As a step towards digital transformation of Indian Governance, Cisco digital dialogue discovered future trends in digital India and opportunities for leveraging Cisco for India's digitization journey.

Key Speakers



Mr. Shanker Sareen
Head Marketing
Enterprise and Public Sector
Cisco

Mr. Narinder Pal Singh
Vice president
Services Sales at Cisco
Systems

Shri Vincent H Pala
Member of Parliament
Lok Sabha

Mr. George Kuruvilla
Managing Director
BECIL

Highlights of the Roundtable Conference

30+ Dignitaries from Ministries, Departments and PSUs attended including Mr. Vincent Pala MP, Dr. VK Sehgal Ministry of Petroleum & Natural Gas, Mr. George Kuruvilla MD BECIL, Mr. Sailesh Tiwari GM Railtel, Ms. Debjani Nag CCA, Mr. Gyanesh Bharti Ministry of Environment, Forest and Climate Change, Dr Ashwani Kumar DG NIELIT and more.

- Key Speakers:
 - ✓ **Shri. Vincent H Pala** - Member of Parliament Lok Sabha
 - ✓ **Mr. George Kuruvilla** - Managing Director, BECIL
 - ✓ **Mr. Narinder Pal Singh** - Vice president Services Sales, Cisco
 - ✓ **Mr. Shanker Sareen** - Head Marketing Enterprise & Public Sector, Cisco

HIGHLIGHTS OF THE ICONIC EVENT



ADG Orchestrated this iconic event **from nurturing and inviting government stakeholders to culminating into an insightful discussion** with Cisco, followed by lunch at The Lalit, New Delhi.



Ministry of Environment, Forest and Climate Change
Government of India



Government of India
Ministry of Electronics & Information Technology
Controller Of Certifying Authorities



Ministry of Petroleum & Natural Gas
Government of India

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A GLIMPSE OF THE ICONIC EVENT



About >

ADG

ADG is an [award winning](#) digital media outfit that specializes in formulating digital lead gen strategy and conversion led plans for a large chunk of blue chip accounts.

The company specializes in Social Media Marketing, Measurement, Monitoring and Listening, Conversion Driven Media Planning & Buying, CRM centric analysis, Multimedia and

Creatives, Performance driven approach. Mobile Marketing, Analytics – Google Analytics Conversion Optimization Auditing Reporting, Direct Marketing coupled with Tele-touch.

CISCO

Cisco Systems is the worldwide leader in networking that transforms how people connect, communicate and collaborate. At Cisco (NASDAQ: CSCO) customers come first and an integral part of our DNA is creating long-lasting customer partnerships and working with them to identify their needs and provide solutions that support their success.