

## Larsen & Toubro Infotech (LTI) | Diamond Winner

Transforming Marketing: Talent, Organization, and Culture

# No Marketer Left Behind

### BUSINESS CHALLENGE

In the year 2015, Larsen & Toubro Infotech (LTI), a leading global technology consulting and digital solutions company embarked on an ambitious strategic transformation journey across four pillars—Sales, Delivery, People and Marketing. At that time, the brand identity needed to be modernized and the leverage of marketing technologies had to be improved significantly. The marketing team needed to reduce its dependence on limited channels, expand its global presence, induct new agency partners and improve its perception as just a support function.

### PROGRAM OBJECTIVE

This massive transformation meant the marketing team had to undergo an urgent and exhaustive overhaul. Three concrete focus areas were identified:

- a) Brand—Improve brand awareness to reduce friction to sales
- b) Demand—Feed the pipeline with high-quality leads
- c) Armed—Enable sales to win more

### PROGRAM EXECUTION

To achieve these goals, a comprehensive ‘30-60-90 days’ plan with a weekly review, and a 1-2-3 years strategy with quarterly review was chalked out. Key elements of this multi-faceted marketing transformation include:

- **Unveiling the new brand identity:** The brand LTI was unveiled in May 2017 and helped LTI differentiate in a very crowded marketplace—as an expert that understands digital and physical convergence.
- **Hyper-personalization:** The team moved fast from a generalized approach to hyper-personalization—based on an exhaustive study of customers to identify key personas and a befitting style for outreach.
- **Innovation:** The business results were amplified with unique approaches, like
  - Focus on MarTech stack to enrich audience interactions
  - Social media presence: The company expanded its presence on social media with targeted, thought-leadership based interventions.

- Customer visit experience: marketing team helped reposition the company by crafting unique experiences during customer and prospect visits, showcasing focus on innovation and customer satisfaction.
- **‘Solve’ centered campaigns:** Based on the company’s motto of ‘Let’s Solve’, creative demand generation campaigns were conceptualized to enable the sales team to improve win rates. LTI marketing team also launched a learning initiative on its social platforms with rewards and recognitions for high-performers.
- **Mosaic Experience Center:** To showcase convergence of physical and digital world, the marketing team designed an impressive Executive Briefing Centre called Mosaic Experience Centre at the headquarter in Mumbai. It helps customers and prospects with rapid prototypes and understanding the impact of technologies before making a commitment.
- **Thought Leadership:** LTI also initiated a dedicated and continuous thought leadership and content marketing program where blogs are published at regular intervals and now serve as an important source of nurturing leads.

## BUSINESS RESULTS

LTI marketing team has undergone a holistic transformation with stellar results. Starting with a refreshing brand refresh, the team embarked on a martech-led transformation that is helping differentiate the company. Current team members are trained on ABM skills, while new skills are also being inducted in the team. The team’s presence has expanded across USA, UK, Nordic, France, Canada and India.

Today, LTI is one of the fastest growing IT companies in the industry. The company has consistently grown during last nine quarters and digital revenue now contributes 37% of the business. Website traffic has quadrupled, social media feeds have become more engaging, and an impactful influencer relations program has improved the company’s awareness and perception.

LTI marketing team has followed an impact-marketing approach to generate high-quality demand and reducing friction to sales. Subjective approach of marketing has given way to more objective and measurable activities. Elaborate spreadsheets have given way to visual dashboards. Marketing has become an important partner to the sales team and is viewed as a critical function across the company.