

Building Dataswitch a Reliable Ecosystem Ft. Spinta



95

qualified leads



52

meetings in 9 months



What is Dataswitch and what do they do?

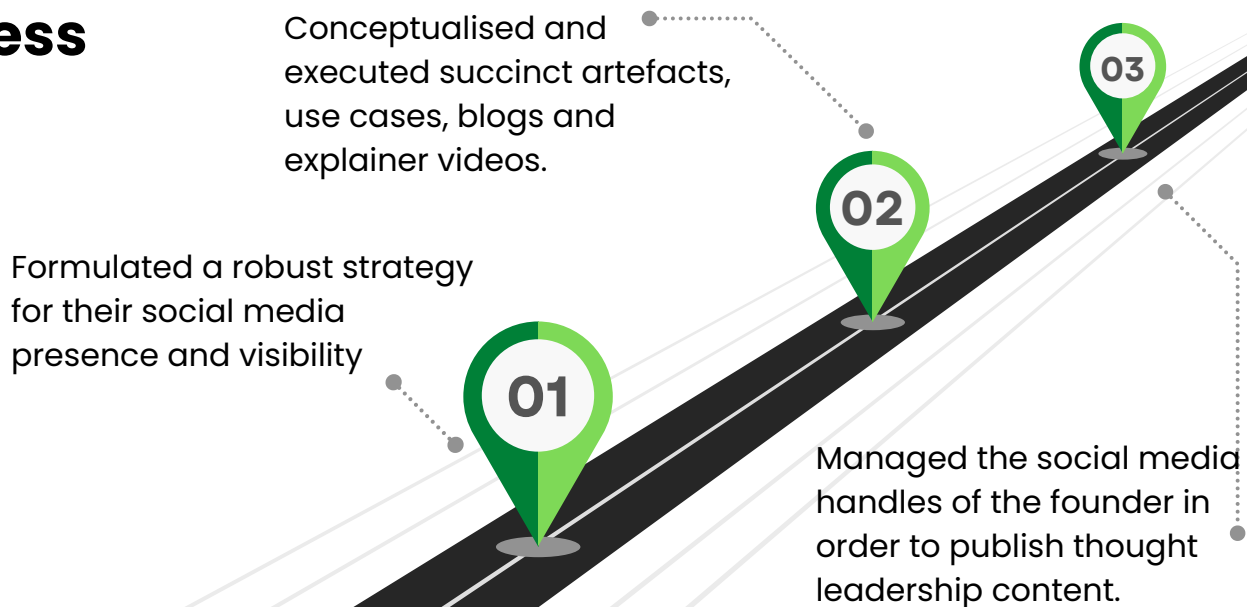
DataSwitch is an AI/ML driven Data Transformation Platform helping enterprises accelerate their cloud modernization journey, integrate business systems, and liberate data to create newer business streams. With intuitive, no-code, self-serviceable capabilities, and a credible Partner network, DataSwitch is laser focused on enterprise-wide digital data transformation to modernise, & revitalise application data.

Dataswitch's Ask

Data Switch wanted to increase their digital presence while constantly putting out engaging artefacts, and explainer videos. They were keen to also get and build on a holistic user persona strategy in order to reach out to their target audience with the right message, and generate qualified leads and meetings.



Roadmap to Dataswtich's Success

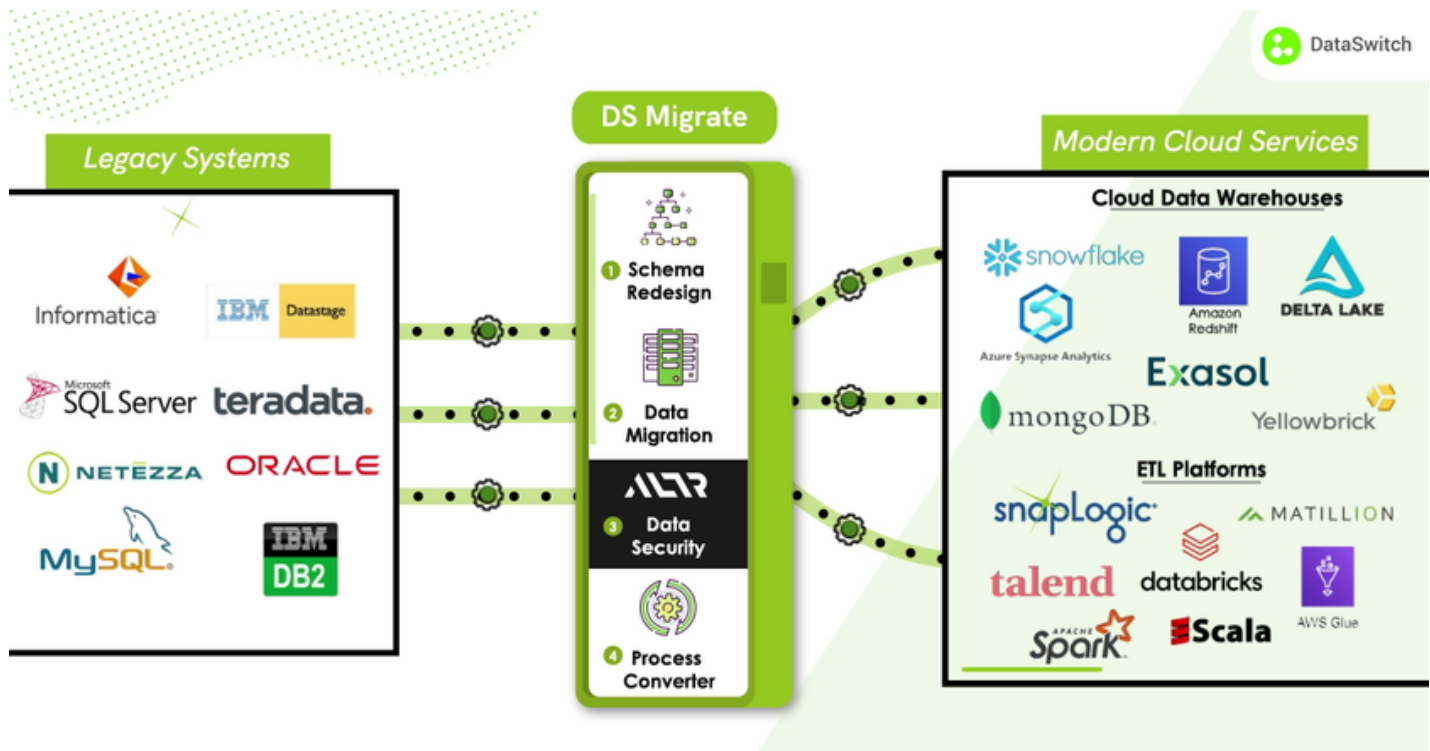


How did we pull it off?

Data Prospecting and Email Marketing were two great strategies that worked for Dataswitch as it enabled the team to have access to a lot of high quality leads. By developing a holistic user persona, we were able to equip Dataswitch to understand their buyer behaviour and intent in a well-rounded manner.



By constructing in-depth case studies, use cases, blogs, whitepapers and explainer videos, we were able to establish the organisation as a thought leader in the larger ecosystem. This in turn helped them when it came to building a reputation for reliability and increased social media presence and brand awareness.



By working with Dataswitch's team, we were able to build an accurate and holistic user persona that enabled them to get a good idea of their potential customer. Additionally, we focused on creating relatability around the brand and the product itself through strengthening social media presence and thought leadership content from the founding team themselves.

DataSwitch
Connecting Data

Self-Serviceable Cloud Data Modernization

- No Code Platform for Digital Data Transformation
- DIY Cloud Data Management for Enterprises
- Cost-Effective and Accelerated Time to Market Solution With Augmented Automation

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Explainer video
<https://bit.ly/3qD05fN>