



**Izart Content
Services**

Home of Data Driven Storytellers

www.izart.in

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Content Marketing Case Studies



Dated:
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About Izart

Izart is a Content Marketing Agency. We work with Subject Matter Experts to curate premium content that positions your brand as an industry leader.

We work on the principles of 3C's:

Connect to the right audience online.

Control their response by using action-driven content.

Convert passive readers into paying customers.

We provide 360 Degree Content Marketing Services. With Izart you can outsource your entire Content Team at the cost of 1 Full Time Employee.

Our Team

Founder & CEO

Akash Kalra

Lead Content Strategist

Manan Trivedi

Lead Content Writer

Namita Chahil

Lead Graphic Designer

Anuska Barik

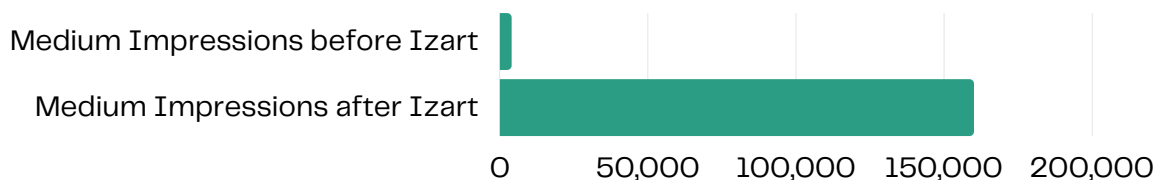


Case Study – Router Protocol

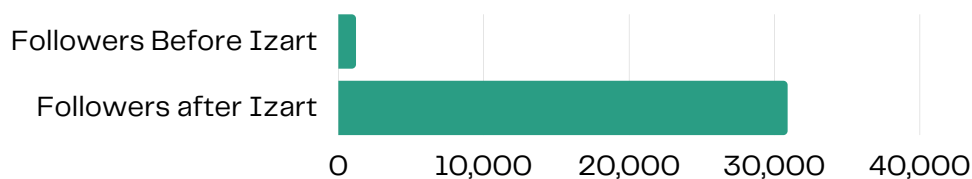
Router Protocol is building a suite of cross-chain infra primitives that aims to enable blockchain interoperability between current and emerging Layer 1 and Layer 2 blockchains. Their product suite includes a cross-chain bridge Voyager, CrossTalk Library, JS SDK, and Router Widget.

Izart Content Services is their turnkey Content Marketing partner. We create and curate the content for their Medium Blogsite, manage and curate paid PR efforts, and create content assets for Twitter, Telegram, Discord, and LinkedIn.

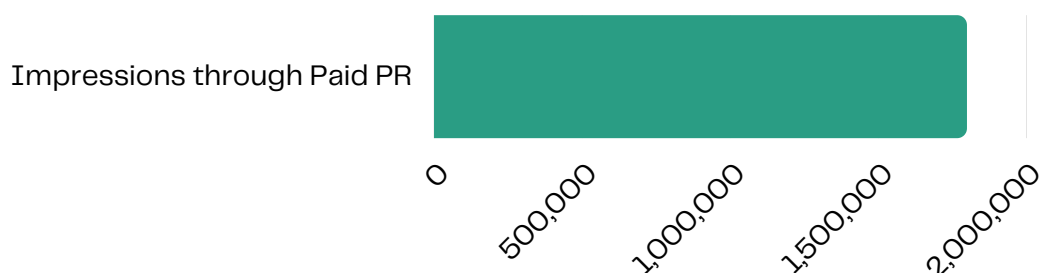
Over the span of the past 4 months, we have increased the monthly impressions of Router Protocol from 10,000 to over 1.8M across all channels



(Impressions are in multiples of thousands: <https://routerprotocol.medium.com/>)



(Twitter Analytics: <https://twitter.com/routerprotocol>)



Case Study – Decision Foundry (subsidiary of Brainlabs)

Decision Foundry is a Salesforce Consultancy Firm. It is a subsidiary of Nabler Web Analytics that is now acquired by UK based Brainlabs.

Izart Content Services helps them manage and develop their resource section. Our primary focus is to create content with an emphasis on Data Driven Storytelling.

Our Award Winning data visualizations are heavily reliant on dynamic elements, engaging hard-hitting content, and a peerless value proposition.

Content Assets Created for Decision Foundry

Resource Section: <https://www.decisionfoundry.com/resources/>

Web Copy: <https://www.nabler.com/>

Some notable Assets:

[Pepsico Case Study](#)

[Technology Case Study 1](#)

[Pharma Case Study](#)

[Gaming Case Study](#)

[Media Agency Case Study](#)



www.onjuno.com

Case Study – Onjuno

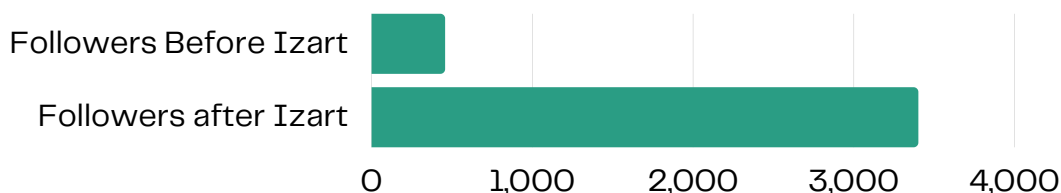
OnJuno is a cross-border Neo Banking Platform that aims to give users across the world a high yield account to grow their savings. Going live in the US, OnJuno is taking a radical approach towards creating an open and global banking system for everyone, regardless of their location or income.

Izart Content Services helped Onjuno with their Content Strategy for their blogsite and Twitter social media handle.

We curated a 3-month strategy for them and worked with their internal content team as a regular contributor to their content calendar.



(Monthly Website Traffic is in multiples of thousands)



(Twitter Analytics)

Number of Content Assets Created for Onjuno

Guides: 3

Blogs: 20

Tweets: 400

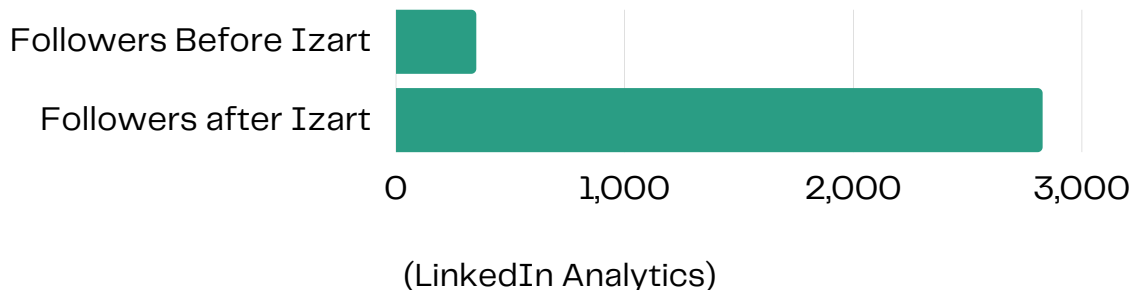


insia.forty4hz.com

Case Study – Forty4Hz

Forty4Hz is a company that designs and builds AI-powered analytics products that augment human capabilities by bringing business domain, technology, and analytics together. Their flagship product, INSIA was born with utmost focus on simplicity, scale, and speed. It simplifies access to business insights through guided search and AI-curated automated insights.

Izart Content Services are their Content Marketing Partner. We worked with them on their Website, UX Copy, Blogsite, and Social Media Marketing for LinkedIn, Quora, and Instagram (1 month on an experimental basis)



Web Copy and UI/UX: <https://forty4hz.com/>

Content for Resource Section: <https://forty4hz.com/resources/>

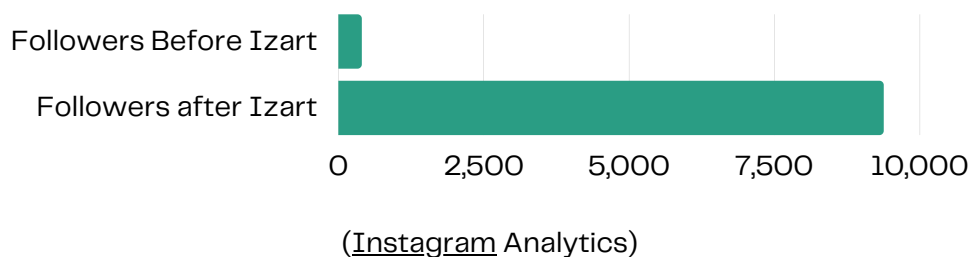
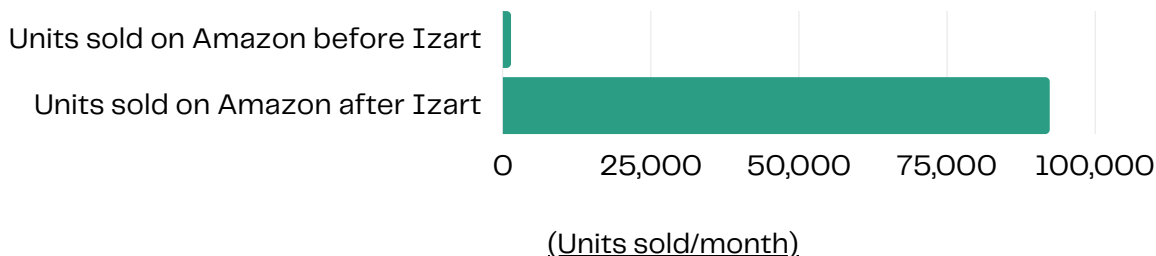
Core Video Asset: <https://youtu.be/ZQU--7g-F9Y>



Case Study – Agro Composites

Agro Composites is an environmental engineering company that manufactures an enormous range of bio-based as well as bio-degradable products that help reduce the use of plastic, hence displacing them from your landfills. As their content marketing partner, IZart Content Services scaled up their Facebook and Instagram presence from 400 inactive followers to a community of 8000 followers and counting.

Moreover, we were responsible for the Amazon Store setup, E-Commerce Product Descriptions, Video Ads, Performance Marketing, and Blogsite maintenance.



Furthermore, IZart helped Agro Composites with correspondence with Melinda Gates Foundation. IZart also worked on over 40 Targeted Lead Magnets. The ROI of the lead magnets was +8000%

IZart also conceptualized and executed a Macro Influencer Marketing Campaign that resulted in the sale of 45,000 units

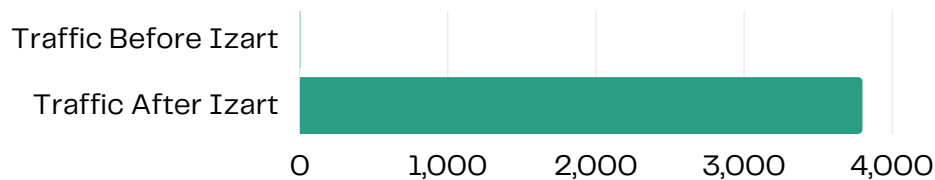


aamctraining.edu.au/

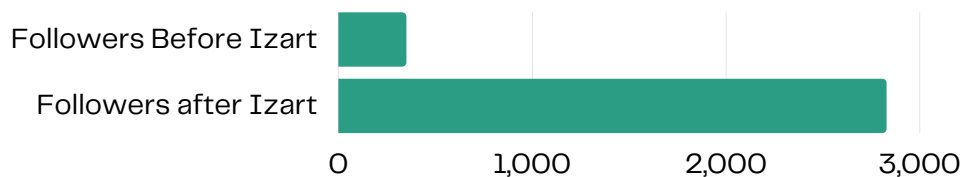
Case Study – AAMC Training Group

AAMC Training offers an array of learning and development programs across multiple industries and domains, ranging from IT, Finance, and Life skills. AAMC Training Group operates in India, Australia, Philippines, and Indonesia.

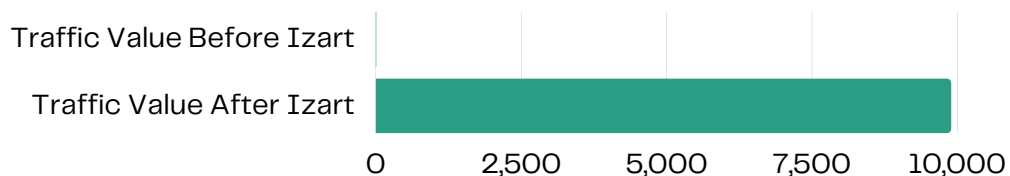
Izart Content Services operated as the Content Marketing Partner of their Australian division. We handle their SEO Management, Lead Magnets, E-Mail Marketing, and LinkedIn Management



(Monthly Website Traffic is in multiples of thousands)



(LinkedIn Analytics)



(Organic Traffic value is in Dollars)

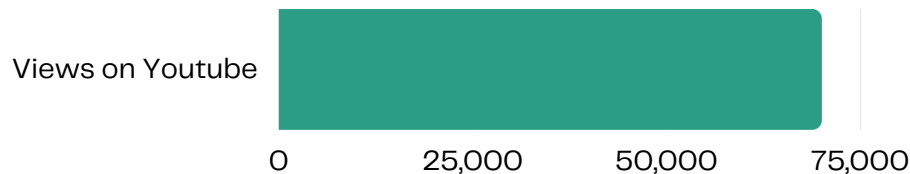


www.geeksforgeeks.org

Case Study – GeeksforGeeks

GeeksforGeeks is a Computer Science portal for geeks. It provides guides, articles, videos, and curated courses to help students become competent software engineers.

Izart Content Services is providing written content like articles, blogs, and tutorials.. Moreover, we provide video assets to augment their website and youtube presence



Number of Content Assets Created for GeeksforGeeks

Blogs: 102

News Articles: 15

Videos: 20



<http://softart.co/>

Case Study – SoftArt Solutions

SoftArt Solutions is a vendor-agnostic ERP Service Provider. They have over 25 years of experience in managing Fortune 500 clients. They also have an inhouse product that facilitates their premium deliverables.

Izart Content Services operated as their Marketing Partner. The majority of SoftArt's requirements was to acquire high ticket clients via effective B2B Content Marketing. To achieve this goal, Izart created numerous personalised Lead Magnets, Pitch Decks, and scripts for Webinars and other online events. We also used LinkedIn Sales Navigator to curate a highly targetted mailing list that was later utilized for E-Mail Marketing.

Content Assets Created for SoftArt Solutions

Web Copy: www.softart.co

Pitch Deck: 15

Emailers: 53

Webinar Management: 9

With Izart's deliverables, SoftArt managed to land 3 High Ticket clients with a 7 Figure retainer. The effective ROI of Izart's deliverables was over 3000%



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CONTACT US

