

Digital marketing



Today, marketing channels are undergoing a paradigm shift. Marketers need to shift focus from just digital presence to creating engaging and efficient customer experiences across digital channels. The current challenge for digital marketers is to create, manage, deliver, and personalize content across such channels.

We understand the branding needs of enterprises in the digital landscape. Our expertise spans web content

management technologies, social marketing technologies, search, SEO and analytics.

Mindtree provides a comprehensive and integrated set of solutions. Our expertise enables customers to strategize and implement successful multi-channel, multi-lingual digital marketing solutions.

Strategy & consulting	Digital marketing maturity analysis, digital marketing operations assessment, digital marketing technology assessment
Implementation	Multi-channel website development, website content management, content migration
Technical services	Sustenance and production support, performance tuning and diagnostics, digital marketing operations
Accelerators & frameworks	Multi-channel site builder, WCM evaluation framework
Technology expertise	SDL Tridion, Netbiscuits, Sitecore, Adobe Marketing Cloud, Magnolia, Drupal
	<div style="display: flex; justify-content: space-around; text-align: center;"> <div style="border: 1px solid gray; padding: 5px;">Strategy</div> <div style="border: 1px solid gray; padding: 5px;">Architecture</div> <div style="border: 1px solid gray; padding: 5px;">Experience design</div> <div style="border: 1px solid gray; padding: 5px;">Implement</div> <div style="border: 1px solid gray; padding: 5px;">Maintain & run</div> </div>

Value proposition

- Expertise in executing complex digital marketing initiatives involving multiple technologies, business processes and agencies
- Reusable solution accelerators, readiness frameworks, diagnostic and optimization tools
- Mobile enablement with responsive web design and platform integration
- Expertise in supporting large end-to-end digital marketing initiatives
- Strategic partnership with leading digital marketing and web content Management technology product vendors
- Expertise in seamless integration of third party services with emerging social platforms

SUCCESS STORIES

Global digital brand management (web, mobile, social) across 50+ brands, 40+ countries and 800+ digital properties for a leading CPG player

Increased repeat business through implementation of multi-country, multi-lingual omni-channel sites for a leading hotel chain

Defined content management, content delivery and search strategy for a large sports goods manufacturer

Consumer promotion solution for leading electronics retail major which led to increased customer engagement and satisfaction

Improved lead generation and increased retention of business customers for a leading eye health and vision care company through design and development of multi-brand consumer marketing solution

Helped a leading media organization standardize and optimize their digital marketing applications

About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 400 million. Our team of 11,000+ experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers to achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.