

# Work portfolio

Hype Digital



# IABC India website & digital launch

Designed and launched IABC India's website and social channels, aligning with IABC global's brand while tailoring content and assets to resonate with the Indian communications community.

**Skills:** website creation, social media, content creation, go-to-market strategy, branding, cross-functional work



## *What's the context?*

IABC India required a professional web + social presence to **enhance visibility and engage members**. Branding had to align with global guidelines while reflecting regional identity through colour palettes and storytelling.



## *What were the objectives?*

To deliver a **brand-consistent website and social channels**, improve member engagement, increase visibility and grow digital reach through targeted, localised communication.



## *What steps were taken?*

Conducted **focus group meetings on content and branding**, developed web assets, set up hosting and listings, launched LinkedIn, Facebook and Twitter and introduced a monthly newsletter with news and people stories.



## *What outcomes were achieved?*

Successfully launched the website and social channels, **driving a 25%-member engagement** via social media and newsletter and boosting IABC India's brand presence.



IABC India

IABC India has members across most cities like Delhi/NCR, Mumbai, Bangalore, Hyderabad and Chennai. Connect with us.  
Non-profit Organization Management



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# Corporate website launch

Led the launch of a member firm's website integrating it into the global corporate CMS, aligning regional content, leadership profiles and digital standards while ensuring compliance and brand consistency.

**Skills:** go-to-market strategy, website integration, content marketing, branding, stakeholder management, cross-functional work



## What's the context?

The member firm needed to **integrate into the global website framework** to ensure brand alignment and unified digital experience. Local compliance, regional nuances and stakeholder alignment were critical challenges.



## What were the objectives?

To deliver a **compliant, on-brand** and mobile-optimised website that elevated local thought leadership, improved search visibility and ensured a **consistent global digital presence**, targeting an initial 20% uplift in site traffic.



## What steps were taken?

**Engaged senior partners** to secure buy-in, worked with **legal and risk** for compliance and with **global digital teams** to configure the site, created leadership profiles, integrated analytics and tested SEO and device responsiveness.



## What outcomes were achieved?

Launched a fully compliant and globally aligned website, achieving **25% increase in organic traffic**, 20% better search rankings and enhanced digital visibility supporting client acquisition.

# Go-to-market (GTM) content marketing



Developed a comprehensive content marketing strategy for five GTM themes in consulting, to strengthen client engagement and market positioning for a global IT/ITeS company.

Skills: content creation, go-to-market strategy, client impact, case studies, research, branding, stakeholder management, cross-functional work



*What's the context?*

A **lack of consistent messaging** across services was limiting the effectiveness of business development and client engagement activities. The **sales teams** needed materials on client pain-points and our domain expertise.



*What were the objectives?*

To **produce compelling sales conversation starters and marketing materials** and enable consultants to engage in stronger client conversations and accelerate bid turnaround.



*What steps were taken?*

Conducted **interviews with sales leaders** and **reviewed** existing content on client issues from account lists. **Partnered** with the research team for insights and with the design team to create engaging, client-ready materials optimised for both digital and in-person delivery.



*What outcomes were achieved?*

Delivered a suite of sales starter packs, delivery essentials, client stories and thought leadership catalogues that improved GTM activities. **Adoption was at 90%, bid preparation time reduced by 25% and client engagement raised by 15% in the first quarter.**



# 360° value marketing framework



Designed a 360° value marketing framework for a consulting company's client marketing teams, mapping six pillars - offering priorities, financial, experience, I&D, sustainability and talent into actionable marketing levers.

**Skills:** regional marketing strategy, multi-channel marketing, cross-functional work, content strategy, value creation



*What's the context?*

The client marketing teams lacked having a unified framework to articulate **marketing value of priority offerings in India**, encompassing financials, experience, ESG, diversity and talent.



*What were the objectives?*

To deliver a measurable framework that positioned marketing of consulting capabilities across **six value dimensions**, increased consistency and **engagement** in client campaigns through more holistic **marketing experience**.



*What steps were taken?*

Mapped marketing of offering priorities to enterprise value drivers, designed sub-parameters, **piloted the framework with consulting marketing teams** and tailored campaign templates to embed I&D, ESG and talent elements effectively.



*What outcomes were achieved?*

Piloted framework was used to report into growth markets scorecard, drove a **31% increase in campaign engagement** and positioned the marketing function as **values-led**, supporting stronger pipeline growth of 12%.

# Social recruiting platform

Onboarded and implemented a social recruiting platform, enabling employees to share related job openings via their social media network, enhancing employer brand visibility and driving talent acquisition at scale.

**Skills:** recruitment marketing, employer branding, platform integration, content creation, workflow planning, content management, vendor management



*What's the context?*

The firm needed to **expand recruitment reach and reduce time-to-hire** by leveraging employees' social networks. Compliance with risk, legal and branding guidelines was critical to ensure consistent and secure execution.



*What were the objectives?*

To amplify job postings through employees' networks, **streamline recruitment marketing and enhance candidate pipeline** quality in a competitive market such as India.



*What steps were taken?*

Negotiated **vendor services** and costs, secured **risk/legal approvals**, created branded assets and messaging, **onboarded talent and service leaders**, trained recruiters and established governance and usage guidelines.



*What outcomes were achieved?*

Onboarded 100+ professionals in 4 months, drove job post reach and 15% reduction in time-to-hire. Strengthened employer brand visibility while adopting scalable social recruiting process.

# Employee advocacy programme

Led the launch of an employee advocacy programme for an audit/consulting firm's offshore entity, building a framework with content calendars, newsletters and governance to boost brand visibility and employee engagement.

**Skills:** talent branding, employer branding, platform integration, content creation, content curation, content management, workflow planning



*What's the context?*

The organisation sought to boost visibility, engagement and thought leadership via **employee-led content on social channels**, while balancing brand consistency, compliance and cross-member firm restrictions.



*What were the objectives?*

To empower **employees as brand ambassadors**, enhance reach of priority messaging, drive talent attraction and increase social media impressions of corporate content by 20% within the first year.



*What steps were taken?*

Reviewed **global best practice**, engaged **talent, communications, risk and legal stakeholders**, built process governance, curated a 12-month content calendar + flexibility for ad-hoc topic and released newsletters with branded social content.



*What outcomes were achieved?*

The programme achieved **55% advocate onboarding, 25% uplift in social reach and 20% increase in engagement** directly supporting talent attraction and contributing to pipeline growth.





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