

Delivering expert B2B marketing services for Integrella

Our Client

Integrella is a digital integration specialist, who help their clients with the hardest part of “going digital”, which is accessing all the data and processes trapped in their core systems of record. The data trapped in these systems can be unlocked and integrated, to make the enterprises more efficient. Integrella is the digital expert who makes this happen.

Integrella were seeking to collaborate with a like-minded innovation marketing consultancy, who share the same passion for digital transformation and driving innovation.

The Challenge

It can be notoriously tricky to stand out against the competition in such a niche digital space. Integrella’s first step was to seek support in communicating their message in the right way to differentiate themselves against competitors.

Integrella were looking for a specialist marketing service to help them in communicating with their target audience in the ‘right’ language. Their aim is to translate technical concepts into business language, that business executives and technical teams understand.

Our Answer

We sat down with Integrella for a strategic conversation, to better understand their vision and goals. We have ensured an all-round marketing service and support system is there for our client, to support all business development efforts.

After breaking down their ideas, we put together a marketing support system that would drive their digital transformation message and position Integrella as experts in their field. We have migrated to a new social media posting platform to manage various channels, created a new marketing reporting process, redesigned email campaigns, and generated fresh content for the website. To complement these changes, we have designed new social graphics and PDF documents to enhance their online presence and attract new prospects.

We have revamped Integrella’s YouTube channel and produced insightful videos to solve common client dilemmas and engage new audiences. And have been producing one to two new videos per month, which you can check out here on Integrella’s [YouTube channel](#).

Our work has led to a review of business strategy and direction for Integrella and we are currently beginning the process of a repositioning, to take them to the next level.

Brave, Inspiring, Resourceful

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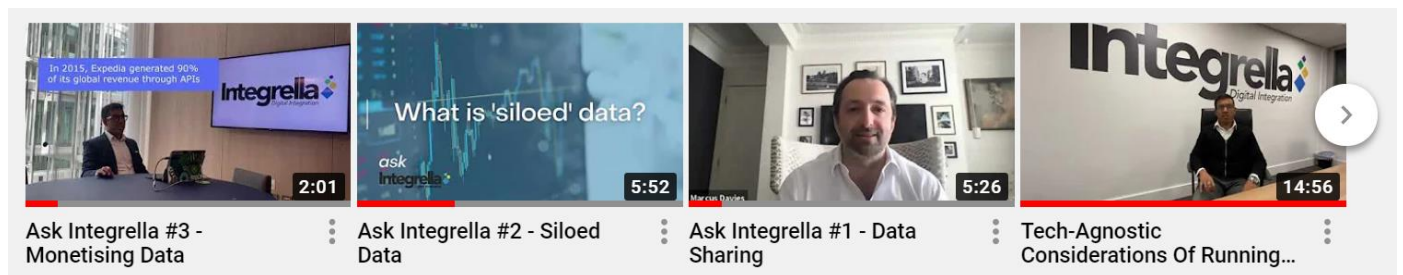
About Integrella

[Integrella](#) have been designing, implementing, and supporting large-scale digital transformation projects since 2007. As digital integration specialists, Integrella have strong experience working in API management, DevOps and microservices to unlock new avenues for their clients.

Integrella work with clients across a range of sectors including financial services and healthcare. They have also worked with banks, fintechs and NHS Trusts on high-profile projects.

Some of our Work

Video



Graphics

