

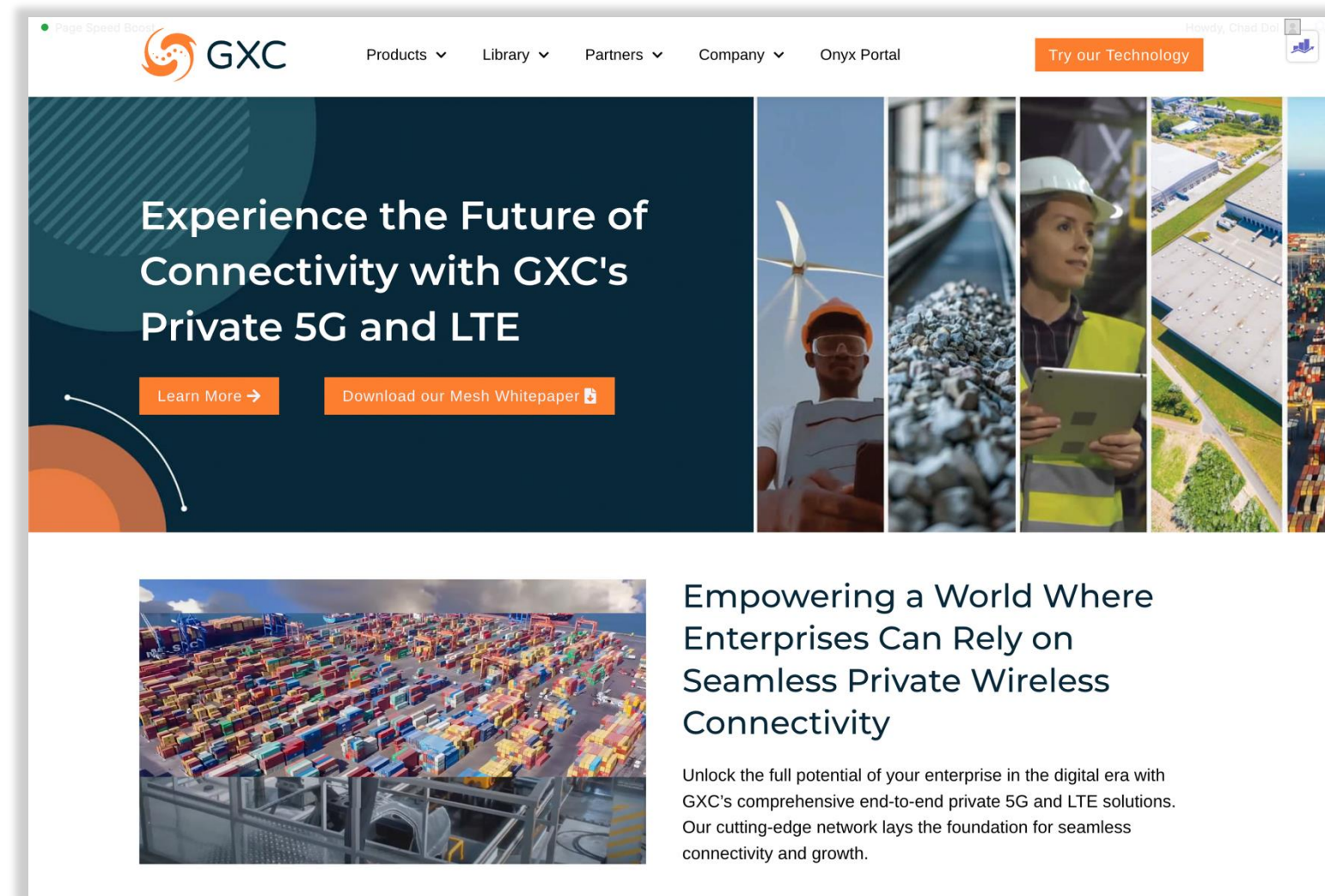
CASE STUDY

GXC

At GXC, as the Brand and Digital Marketing Manager, I led initiatives to enhance brand visibility, boost engagement, and optimize digital performance. This included developing email marketing campaigns, revamping SEO strategies, executing partner marketing efforts, and improving the company's website. I also established a cohesive brand identity and implemented social media strategies, all of which contributed to business growth and digital transformation.

Website Optimization for Better User Experience and SEO

CASE STUDY - GXC



CHALLENGE

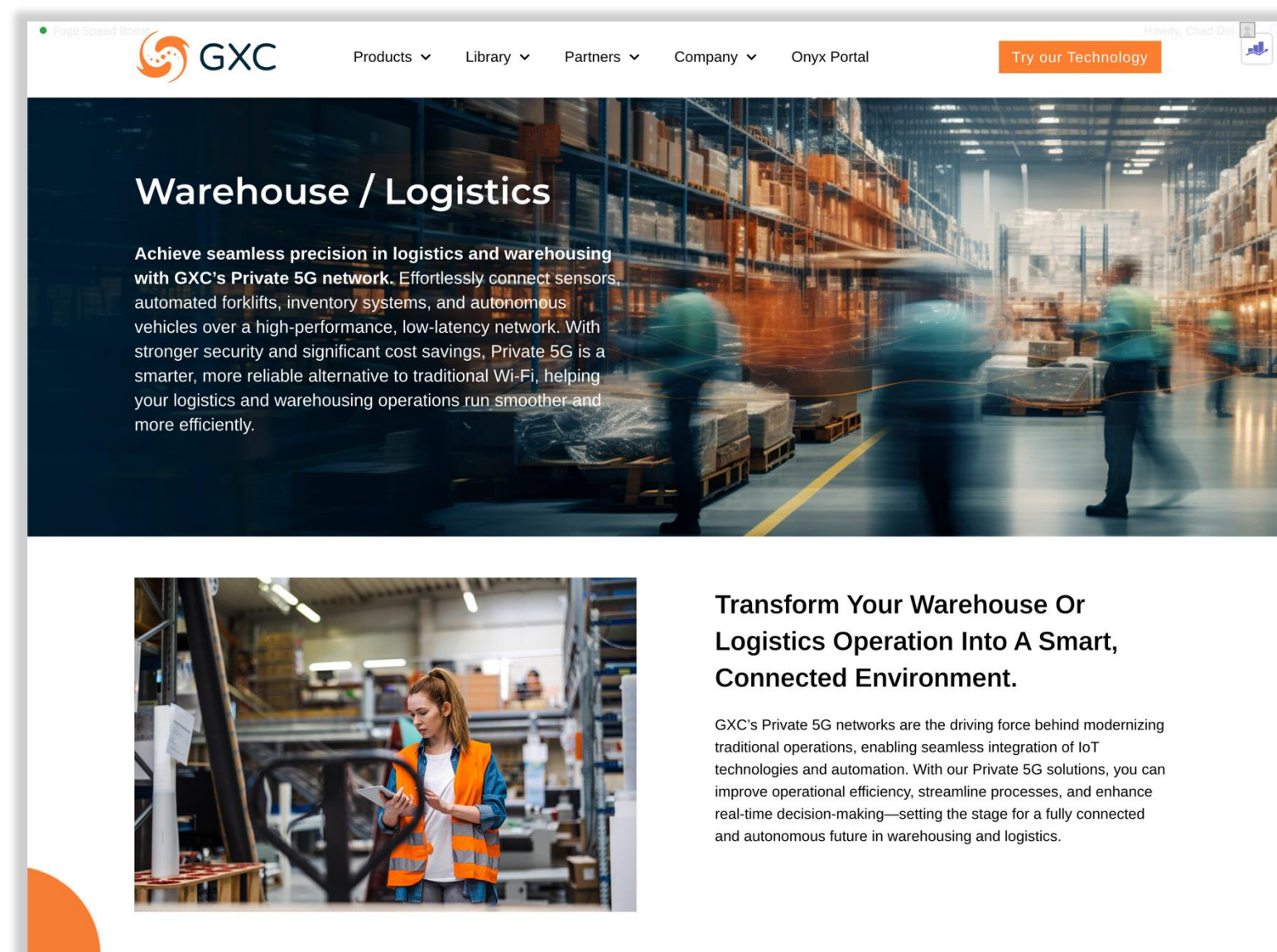
- The website had slow load times, impacting user experience and search engine rankings. It was also missing optimized content for important product offerings, affecting visibility.

SOLUTIONS

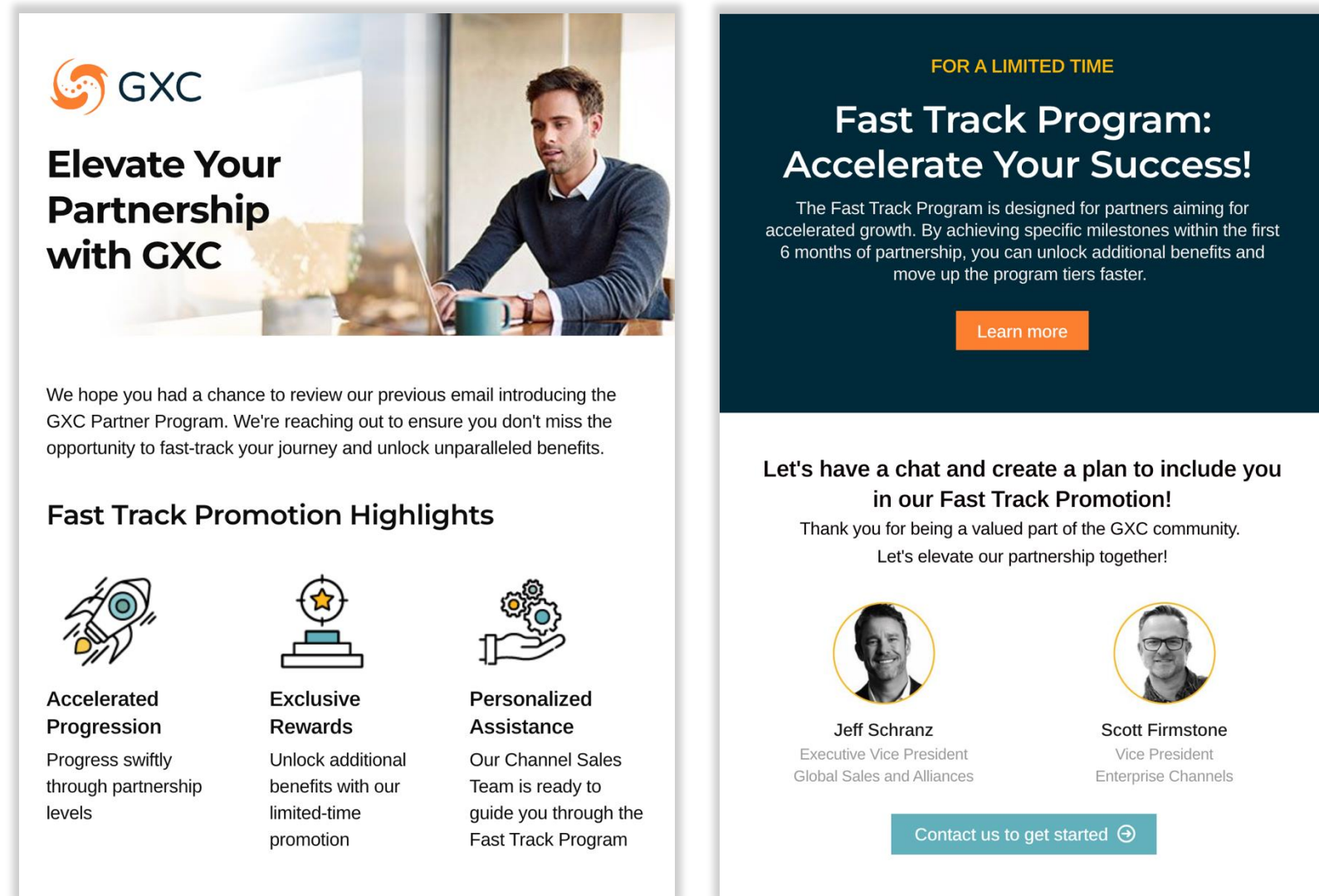
- Implemented **technical improvements** to improve **site speed** and mobile responsiveness.
- Developed **new pages** for products and solutions, optimized for **SEO** with keyword-rich content, better internal linking, and structured data for improved crawlability.
- Launched **backlink-building** efforts, including influencer outreach and partnerships with high-authority websites.

RESULTS

- Improved page load time by **40%**, reducing bounce rates by **10%**.
- Boosted search engine rankings, leading to an increase in organic traffic by **45%** over 6 months.
- Achieved **top 5 rankings** for important industry keywords like "Private Cellular Network" and "Private 5G".



Email Marketing Strategy for Increased Engagement



CHALLENGE

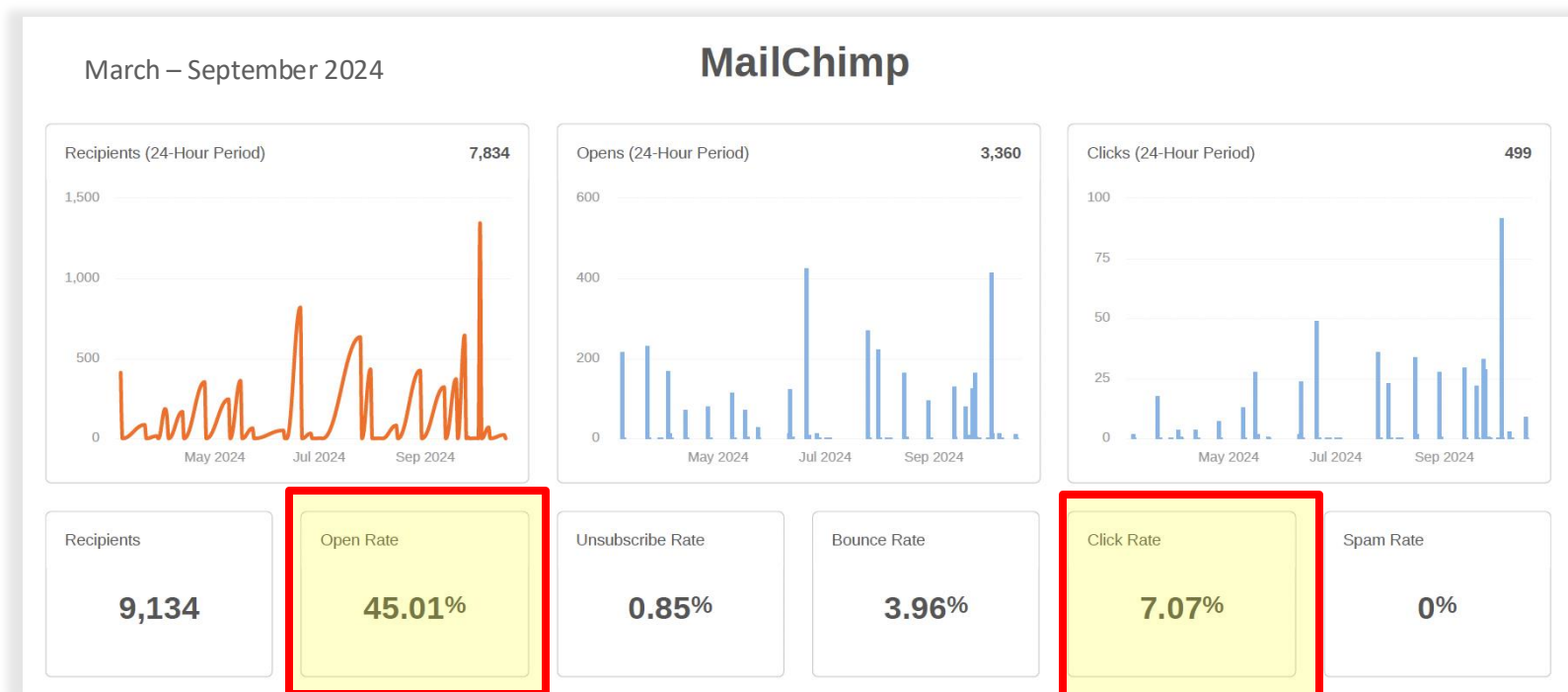
- The company had no prior email marketing infrastructure or strategy, resulting in missed opportunities for **customer engagement, lead nurturing, and direct communication** with prospects and partners.
- There was no system in place for segmenting contacts or measuring email campaign performance.

SOLUTIONS

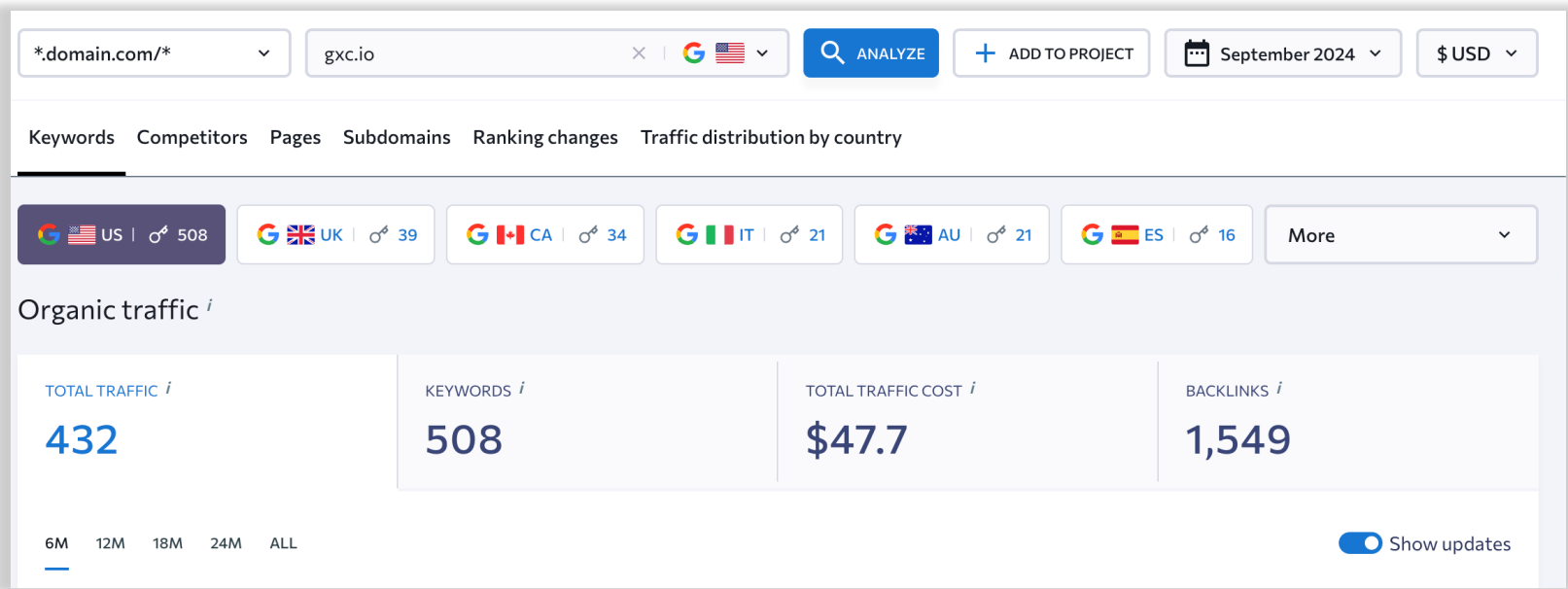
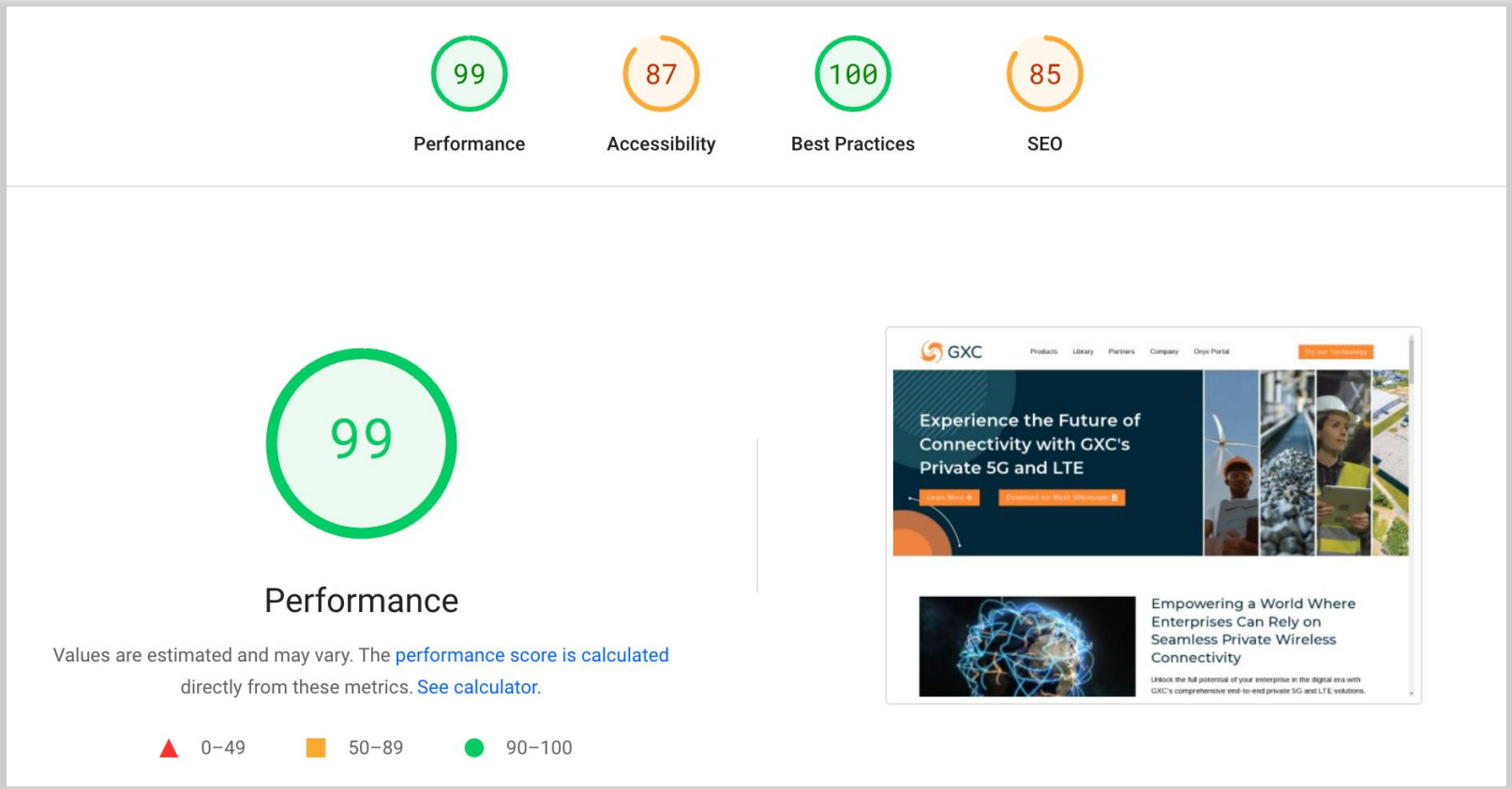
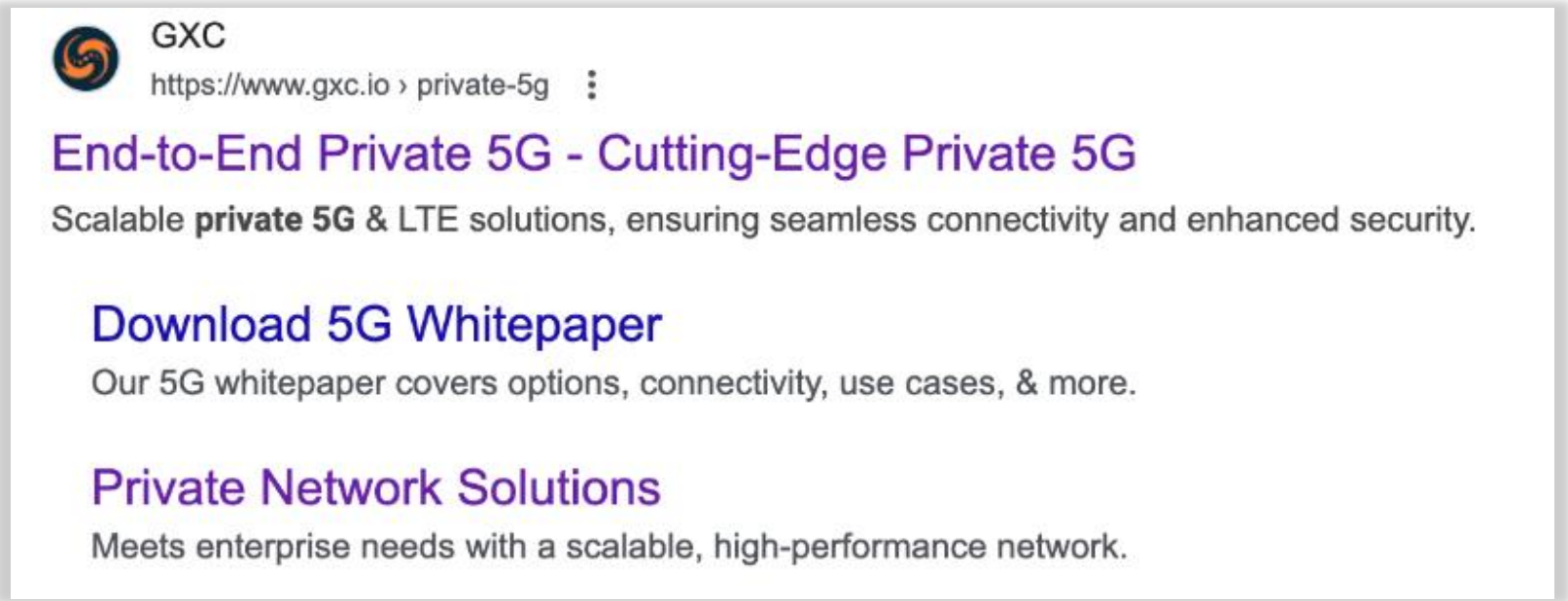
- Developed **the email marketing program from the ground up**, implementing **Mailchimp** to handle contact management, segmentation, and automated workflows.
- Created customized **email templates** tailored to different customer and partner groups to support product launches, promotions, and educational campaigns.
- Designed and launched **automated nurture campaigns** to maintain consistent communication with customers and partners, improving engagement and relationship-building over time.
- Introduced a **lead scoring system** to prioritize high-potential prospects for the sales team, enhancing targeting and follow-up efforts.

RESULTS

- Achieved a **45% open rate** and **7% CTR** within the first few months, well above industry benchmarks (average open rate: 20%, CTR: 2.5%).
- Increased **website traffic** and **brand awareness** through targeted email campaigns, leading to a **15% rise in conversions** from email-generated leads.
- Built a **scalable email marketing system**, enabling effective, cost-efficient communication with the company's expanding audience.



SEO Strategy Revamp for Brand Visibility



CHALLENGE

- The website was experiencing low organic traffic, with high bounce rates due to slow page load speeds and poor keyword optimization.
- Competitors were outranking on key industry terms, reducing visibility.

SOLUTIONS

- Conducted comprehensive **keyword research** to identify high-volume search terms.
- Implemented **technical SEO improvements**, including increasing page speed and optimizing mobile responsiveness.
- Launched a **backlink-building campaign** and collaborated with influencers to increase domain authority.
- Improved **on-page optimization**, including internal linking and content updates.

RESULTS

- **45% increase** in organic traffic within 4 months.
- **40% improvement** in page load speed, reducing bounce rates by 10%.
- Achieved **Top 5 rankings** for 10 key industry search terms, driving more qualified leads.

New Branding and Digital Assets for Consistent Identity

Primary			
Navy (PMS 303) CMYK 97 73 52 56 RGB 0 42 58 HEX #002a3a		Orange (PMS 1575) CMYK 0 63 91 0 RGB 252 126 47 HEX #fc7e2f	
Secondary			
Turquoise (PMS 7709) CMYK 61 13 25 0 RGB 97 176 186 HEX #62b1bd	Green (PMS 625) CMYK 75 30 53 7 RGB 67 134 125 HEX #4e7f71	Yellow (PMS 1235) CMYK 0 31 98 0 RGB 255 183 27 HEX #ffb81d	Cool Grey (PMS CG6) CMYK 36 28 27 0 RGB 167 169 172 HEX #a8a8aa
75% HEX #8fc9d1	75% HEX #73a39e	75% HEX #f7cc4f	75% HEX #bcbfc2
50% HEX #b3dbe0	50% HEX #a1c2bf	50% HEX #fadb8a	50% HEX #d4d4d6
25% HEX #d9edf0	25% HEX #d0e1de	25% HEX #fcedc4	25% HEX #e8e8eb

CHALLENGE

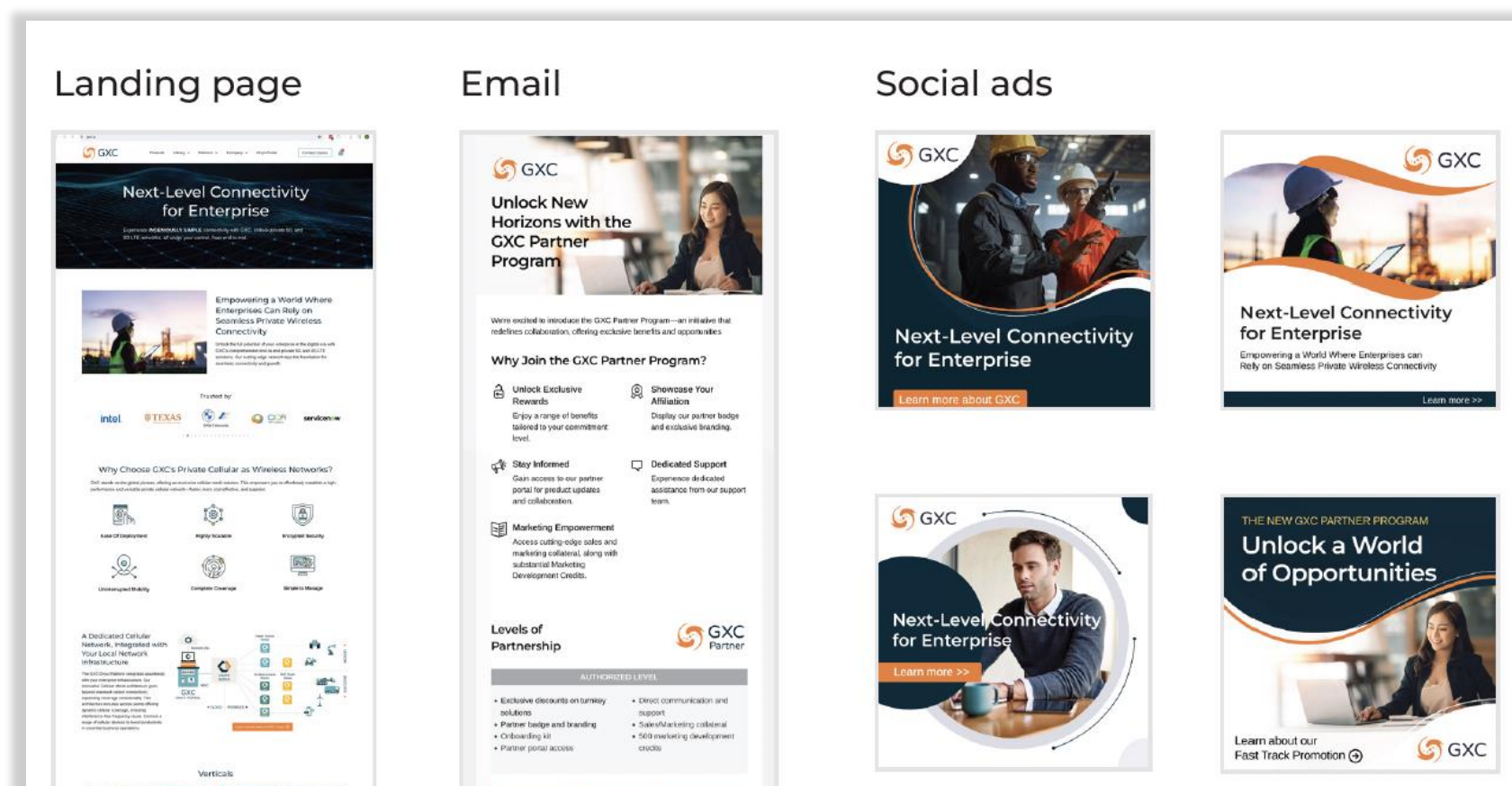
- The company's brand identity was outdated, lacking consistency across marketing materials, digital platforms, and event collateral.
- No formal brand guidelines existed, leading to inconsistent use of logos, colors, and messaging across various departments and channels.

SOLUTIONS

- Created a **comprehensive brand hub** that included updated brand guidelines for logos, colors, icons, typography, and messaging.
- Designed **new templates** for email marketing, presentations, event materials, and marketing collateral to ensure brand consistency across all platforms.
- Developed **marketing swag and materials** for events to align with the new brand identity (e.g., banners, promotional items, booth design).
- Built out a marketing library to make it easy for teams to access the latest resources.

RESULTS

- Successfully rolled out the new brand identity across all company touchpoints, ensuring **consistent and professional representation**.
- Increased brand recognition and cohesiveness in external communications, leading to **better customer and partner engagement**.
- Enhanced the company's online presence by **updating the website**, ensuring it reflected the new branding and streamlined user experience.



Partner Marketing Joint Campaigns for Pipeline Growth

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Advanced Perimeter Security: Private Cellular, Native Edge & AI
 September 24, 9 a.m. PT

Presenter: Vijay Kesavan, Sr. Solution Architect, Intel
Presenter: Lax Mandal, Edge-AI Product Lead, Dell
Presenter: Allen Proithis, CEO, GXC
Presenter: Daniel Quant, VP & GM for Gateways, Routers, and Modems, MultiTech
Presenter: Kunal Shukla, CTO, Digital Barriers

TECKNEXUS WEBINAR 02 MAY, 2024
 10:00- 11:00 AM CST

PRIVATE NETWORK
SCALABLE CONNECTIVITY STRATEGIES

HITESH SOLANKI, HEAD OF PRODUCT,
MANAV BHALLA, SALES DIRECTOR,
GREG BURRILL, FED 5G ALLIANCE MANAGER,
KEVIN FERNANDES, CHIEF REVENUE OFFICER,
HEMA KADIA, FOUNDER AND CEO,

Mesh Delivers Connectivity Anywhere
 GXC offers the world's only patented mesh-based private cellular network, providing the industry's most versatile deployments. Experience the advantages of GXC's innovative approach:

- Rapid, cost-effective network deployment
- Easily move, relocate, or repurpose your network
- Rural internet access without LAN/fiber installed (GXC Mesh)

Powered by Intel Technology
 The GXC Onyx Private 5G solution stands out due to its strategic partnership with Intel, a leader in computing and connectivity. This alliance enhances the platform's reliability and performance by incorporating Intel's advanced technologies. This not only boosts Onyx's technical capabilities but also places it at the forefront of industry advancements, offering a revolutionary approach to private cellular networks.

www.gxc.io

CHALLENGE

- Needed to increase partner engagement and generate joint opportunities to fuel the sales pipeline, but existing collaboration with partners was inconsistent.

SOLUTIONS

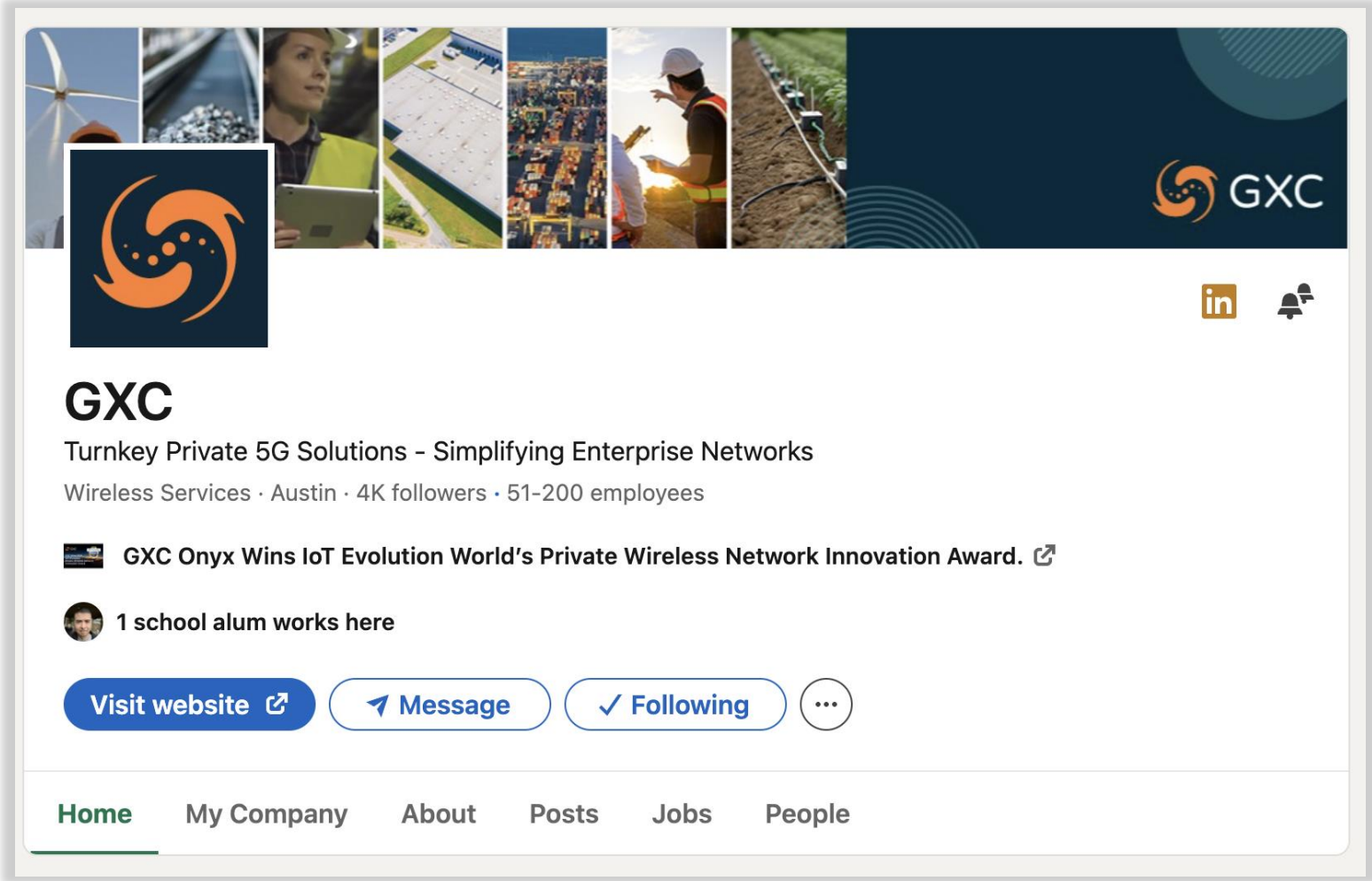
- Established **joint campaigns** with partners, including **webinars, content collaborations, and special promotions.**
- Created co-branded **marketing materials** and hosted **bi-weekly calls** to ensure alignment on campaigns.
- Implemented a strategy for **content and webinar collaboration**, focusing on educating partner audiences about product benefits.

RESULTS

- Generated **300+ leads** from a single webinar in collaboration with Tecknexus.
- Increased partner revenue by **\$9.5 million** and added over **\$9 million** to the sales pipeline from joint campaigns.
- Significantly **improved partner engagement** with bi-weekly collaboration meetings and tailored support.

Social Media Strategy for Enhanced Brand Visibility

CASE STUDY - GXC



CHALLENGE

- The company had low engagement on social media channels, with inconsistent posting and no formalized strategy to drive traffic or build community.

SOLUTIONS

- Developed a **social media content calendar** and strategy, focusing on consistent posting, audience engagement, and leveraging trending topics.
- Designed **ads and carousel posts** to promote the company's products and special offers.

RESULTS

- Increased overall social media engagement by **30%** within 4 months.
- Grew followers on Twitter and LinkedIn by **20%**, translating to an increase in **website traffic**.
- Boosted brand awareness and online visibility, leading to improved lead generation and content sharing.

