



For reasons of confidentiality, we as a supplier wish not to disclose the customer in this press release. The industrial giant has had factories in India for 60 years, now they are looking to increase growth in their region through digital marketing.

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Fortune 500 Industrial Giant Seeks Digital Growth In India By Partnering With International Digital Marketing Agency GO MO Group

Sweden's largest industrial company established its presence in India back in 1960, and production in the country has been an important cornerstone of the company's global supply chain since then. The Swedish industrial giant, which is by revenue the eighth largest company in Sweden, now seeks to increase its growth in the region through developing a new digital marketing

strategy tailored to the Indian B2B market. To achieve this, they partner up with a Swedish digital marketing agency with local offices in Pune, India, and deep knowledge in B2B marketing for international organizations.

The company identified that the importance of digital marketing for traditional B2B companies continues to grow and that there is a huge business risk not to adapt to the change in customer buying processes. Rather than focusing on selling, they instead seek to help digital clients buy. In order to meet existing demand, the customer's BA in India is carrying out a major digital readjustment of its marketing and sales processes.

“My vision is that GO MO Group becomes highly relevant once we “move the needle” for global B2B giants, and my hypothesis is that this is achieved by solving key issues for the C-level management. Therefore, we are proudly humble and very happy when an industrial giant hires us to get them through the paradigm shift in communication. This assignment from one of Sweden’s largest companies is a receipt for all the hard work that paved the way for this great opportunity to carry out a change management project that will hopefully lay the foundation for a completely new customer-first digital sales process adapted to the “new” buyer. At the same time, this assignment is a huge challenge that we accept with full dedication and a great deal of humility.”—Gabriel Ghavami.

When choosing a digital marketing agency, the industrial giant's Swedish roots made themselves known, despite their 60-year presence in India. The assignment went to a [Swedish agency](#) with local offices in India, and with a competence profile that matches the requirements of global organizations in heavy industry.

Currently, hundreds of thousands of annual searches are made on Google India for the customer's product-related searches, which implies hundreds of thousands of business opportunities to reach potential existing demand through SEO (Search Engine Optimization) alone.

Du är övertygad om att pull-marketing, datadrivet och digital marknadsföring är framtiden - då blir vi den optimala partnern

Marknadsavdelningens roll och möjligheter har förändrats blixtnabbt de

senaste åren.

Sverige står inför enorma utmaningar och många i näringslivet har halkat efter den digitala evolutionen. Konsumenten är idag helt drivande och vi företagare måste haka på, kosta vad det kosta vill! GO MO bygger proaktiva och målmedvetna team som med fullt fokus jobbar ihop för att i alla lägen kunna erbjuda [marknadens mest kompletta sökmotoroptimeringstjänst \(SEO-tjänst\)](#).

FÖRTROENDEUPPDRAG OCH REKORDSTART

Även 2021 började på topp då vi fick in nya prestigeuppdrag ifrån bl.a. två Fortune500 bolag inom B2B. Där ingår även internationella uppdrag som att hantera [Content Marketing och SEO](#) på flera internationella marknader.

GO MO GROUP I SIFFROR

Bollen har precis satts i rullning och det roliga ligger framför oss. Ambitionen är att växla upp ytterligare och målet är att växa med ytterligare. Gruppen omsätter ca 45 msek (12/2020 siffror).

Stor del av framgången beror på hårt arbete och ett enormt fokus, men det faktum att vi lyckats kapitalisera på paradigmskiftet inom den digitala världen, och att Google ändrat spelreglerna för den organiska rankningen är också bidragande.

För mer info: www.gomogroup.com

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