



# Content Marketing & SMM for IT Services Company

## PROJECT DETAILS

 Content Marketing, Social Media Marketing

 Apr. 2025 - Ongoing

 Less than \$10,000

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*"The visuals and videos they've created are impressive."*

## PROJECT SUMMARY

An IT services company has hired ShootOrder to promote their EHR platform on social media. The team creates static posts, carousels, and videos to market the platform on Facebook, Instagram, and LinkedIn.

## PROJECT FEEDBACK

The client is impressed with the visuals and videos created by ShootOrder. The team communicates well via WhatsApp and Google Meet. The client has noted that the team has had improved after the first month. However, they expected the team to understand their needs better during the initial meeting.



## The Client

Introduce your business and what you do there.

I'm the managing director and CEO of Orchasp Limited, an IT services company.

## The Challenge

What challenge were you trying to address with ShootOrder?

We built an electronic health record platform and wanted to market it on social media.



**Chandra Sekhar  
Pattapurathi**

Managing Director & CEO,  
Orchasp Limited



IT Services



Hyderabad, India

### CLIENT RATING

**4.0**

Overall Score

Quality: 3.5

Schedule: 3.0

Cost: 3.0

Would Refer: 4.0



## The Approach

### What was the scope of their involvement?

We've created social media accounts on Facebook, Instagram, and LinkedIn. We've also educated ShootOrder about our platform and asked them to post about it online. They've created three different versions of the content: a static post, a carousel, and a video. The video educates prospective customers about our platform. ShootOrder has posted the content online in a scheduled manner.

### What is the team composition?

Initially, I contacted a marketing person. Once we closed the commercial and scope of services, we started interacting with two people. We've also had one escalation point with their boss.

### How did you come to work with ShootOrder?

We found them on Google and contacted them.

### How much have you invested with them?

We've spent around 30,000 Indian rupees per month.

### What is the status of this engagement?

We started working together in April 2025, and the engagement is ongoing.

## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

Website traffic has increased, but conversions haven't begun yet. The offering we made, which ShootOrder posted on social media, is complimentary for three months to people who register for our services. Revenue-wise, it's not measurable.



On the content they created, ShootOrder has done a good job on the visuals and creative work.

## How did ShootOrder perform from a project management standpoint?

In the first month, they slipped the deadline. They were supposed to make about 15 posts but fell short by 5–6. They covered it up, and that's how it got delayed.

They send us the content through WhatsApp, and we give our corrections and amendments. We approve the content through WhatsApp. We also use Google Meet, phone calls, and WhatsApp to communicate.

## What did you find most impressive about them?

ShootOrder has done a good job. The visuals and videos they've created are impressive.

## Are there any areas they could improve?

Initially, I expected them to meet us and get clarity. They only tried on Google Meet and wanted to take some notes. It would have worked better if they had sat with me and understood what I wanted to express in the visuals. That didn't happen in the first month, but there was a marked improvement after the first month.

Strategically, they need to position themselves better. In a campaign, you should have a target audience, and your target should be planned. After I gave them the target audience and persona, I'm not sure how they're doing it with others. They're just creating content and pushing it online, and it doesn't work that way.





## Do you have any advice for potential customers?

In your first meeting, set the expectation of what you're looking for. Communicate your target; otherwise, it will go haywire.

