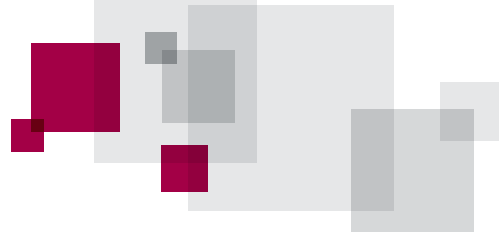


CASE STUDY

STRATUM CONSULTING

A HR SERVICES START-UP LOOKS TO ESTABLISH ITS CREDIBILITY AND BUILD A LONG-TERM BRAND IDENTITY WITH A .COM WEB PRESENCE

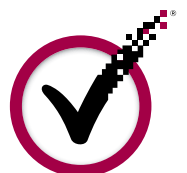




CASE STUDY

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- 1 A .COM WEB PRESENCE HELPS FACILITATE CLIENT ACQUISITION
- 2 .COM HELPS US CONNECT





CASE STUDY

A HR SERVICES START-UP LOOKS TO ESTABLISH ITS CREDIBILITY AND BUILD A LONG-TERM BRAND WITH A .COM WEB PRESENCE

Stratum Consulting—a HR consulting and outsourcing company—is a classic example of how good domain knowledge and social networking on the Internet can enable a company to secure clients and build differentiation in a crowded market.

Stratum Consulting offers an array of HR services which includes—assessing, acquiring and managing senior and mid level talent, staffing solutions for temporary positions and HR outsourcing solutions such as employee administration and payroll processing. It services companies across sectors and geographies.

Stratum Consulting started its business in mid-2008, with the economy in the midst of a recession and in an industry that was one of hardest hit. As a recent start up, it has done well despite all odds and boasts of clients that includes Fortune 100 companies to start ups, all within a span of a year. It has a network of four offices in the main Indian metros and a total of ten employees. Madhur Ramani, CEO of Stratum Consulting, links the success of his business to establishing and leveraging a .com Web presence.

A .COM WEB PRESENCE HELPS FACILITATE CLIENT ACQUISITION

Within minutes of launching the Stratum Consulting Web site www.stratumconsulting.com and posting its url on the popular networking site Facebook, the Company clinched its first customer. The link on Facebook resulted in its first customer visiting its Web site and then to sign on to its services.

Madhur states that the Company Web site is an extension of their brand image and central to all customer outreach communication they undertake. They are listed on LinkedIn and Facebook and are active on Twitter through their Web site address. On LinkedIn, Stratum connects with customers/prospects and participates in relevant networks to answer questions and get involved in discussions which help showcase their expertise in the field of HR. On Facebook and Twitter they post various articles on business from different industry segments to showcase their interest and understanding of their client's businesses. Through such engagements, Stratum connects with people and builds relationships on line which results in higher traffic to its Web site.

SOLUTION SUMMARY

A HR services Company wanted to book a meaningful domain name that helped it to connect with its customers and to inspire confidence in its services. A .com domain name provided an ideal platform.

INDUSTRY

Human Resources Consulting and Services

CHALLENGES

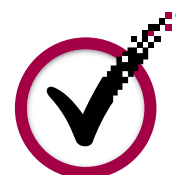
- Wanted a domain name that helps lend credibility
- Wanted a domain name that had impact
- Wanted to project itself as an established business to both a local and global audience
- Required an affordable registration solution
- Needed a reliable registry

SOLUTION

VeriSign .com and .net Domain Name Registry Services

RESULTS

- A .com domain name with high recall value
- A .com domain name that helped the Company stay connected with its customers
- A .com domain name that generated inquiries from prospective customers who specifically referenced the Company's Web presence
- Receives an average of 200 page views per day





CASE STUDY

Madhur explains the importance of the Company's Web site and domain name strategy: "As a start up, digital marketing has helped us increase traffic to our Web site and create the desired pull for our services. We have paid attention to the professional look and feel of our Web site which is a critical aspect. A professional looking Web site helps inspire confidence and helps to convert on line traffic to our Web site into customers. A .com domain name also works to our advantage. It is one of the most popular and recognizable domain name. We believe that a .com domain name helps give a customer confidence that he/she is dealing with a reputed and credible company."

Madhur registered the Company .com domain name with a leading and accredited ICAAN registrar in India. The registration process was simple to execute on his credit card and the fee attractive.

VeriSign .com and .net Domain Name Registry is the authoritative registry for .com and .net domain names. VeriSign manages relationships with more than 150 ICANN-accredited registrars who submit over 100 million domain name transactions daily.

.COM HELPS US CONNECT

Madhur reiterates that their business is all about people. As such their online strategy is all about connecting with its customers and making 'relationships matter.'

"Our prime objective was to have a domain name that would enable us to connect with our target customers. A .com domain name is easy to remember and search online. It has aided the Company in terms of improved marketability and enhanced customer interaction," he concluded.

To learn more about how a .com domain name can help grow your business, visit us at www.BeALeaderWith.com



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Madhur Ramani, CEO,
Stratum Consulting

