

### PRIDE OF **SALEM**

## **Empowering Businesses in Tier 2 Cities through Technological Integration:**

Mr.Logesh Tamilselvan, Strobilantech

In the fast-paced world of business, adaptation is key to success. Meet Logesh Tamilselvan. D, a young and visionary MBA graduate who, through his technology start-up called Strobilantech, is quietly revolutionizing the way businesses in Tier 2 Cities navigate the digital transition. Their expertise in web development and digital marketing in lead generation, brand exposure, and brand building has transformed small and medium local businesses across sectors.

#### Logesh's Journey:

Originally from Salem, Logesh Tamilselvan embarked on his entrepreneurial journey starting with e-publishing, after completing his MBA in IIPM Chennai. Recognizing the untapped potential of local enterprises in Tier 2 cities, Logesh made a bold decision to shift his base back to his hometown. This led to the launch of Strobilantech two and a half years ago, a company dedicated to bridging the gap between Tier 2 cities and the digital world.

#### **Unlocking Digital Potential:**

Strobilantech empowers local businesses by building a strong online presence and targeting specific customer segments.

"We employ best SEO practices and social media platform tools that help to increase

targeted local customer reach organically. With strategic guidance, businesses are able to effectively compete with their counterparts in larger cities. Leveraging web site, email marketing, targeted advertising and engaging content on social media, Strobilantech amplifies the voices of local enterprises, expanding their reach and attracting a wider audience" says Logesh Tamilselvan.

#### **Client Success Story**

One of Strobilantech's success stories involves a local jewelry retailer who sought their assistance in selling jewels online." Initially, this seemed challenging due to the preference for a touch-and-feel experience. However, through an integrated digital marketing online sales of jewels saw a significant increase, informs Logesh. This success story showcases Strobilantech's ability to tailor strategies and unlock new avenues for growth and success. Local politicians, political parties and film actors too have taken benefited from the services of Strobilantech for building their image to multiplying their following. The restaurant and retail sector take advantage of the short video stories on Reels, Tick-Tok Instagram and You Tube channels.

Strobilantech's customer base extends



#### Mr. D.Logesh Tamilselvan, M.D

beyond Salem, serving clients across states. Strobilantech boast of a diverse clientele from IT, Fashion, E-commerce, Banking, Education, Healthcare, FMCG, Food & Beverages. Also voice based service is undertaken besides digital marketing and web development.

#### Taking Advantage of Digital Technologies :

With over 50 skilled individuals specializing in web development, social media, content writing, and design, Strobilantech boasts a talented team capable of delivering excellent service.

"Thanks to advanced technology infrastructure available at Salem. Being an educational hub, Salem ensures adequate availability qualified and skilled workforce besides robust connectivity. Clients receive industry-best service at a significantly reduced cost compared to major IT hubs. Depending on the complexity of the project, skills are also outsourced," he informs. Logesh's decision to shift his focus to Tier 2 cities and help local businesses embrace digital marketing has paid off tremendously. Through Strobilantech, he has transformed numerous enterprises, enabling them to tap into the vast opportunities offered by the digital world. His success story serves as an inspiration, highlighting the importance of digital empowerment for local businesses in Tier 2 cities. Further requirements pls contact: 63695 81757 or visit www.strobilantech.com

#### "Pride of Salem: Exploring the Gems of a Smart City

Salem one of the Smart Cities in India. It is not just its smart initiatives that make Salem special; the city is a treasure trove of natural beauty, cultural heritage, and economic prosperity.

The Shevaroyan range of hills, with their lush greenery, coffee plantations and captivating views, provide a serene retreat for nature lovers and adventure enthusiasts. Nowhere in South India one can reach a hills station within 45 minutes drive from the city. The city is also blessed with surrounding landscapes through which run pristine waters of the Cauvery, Sarabanga, Thirumanimuthar and Vasita rivers, which not only enhance the scenic beauty but also serve as a lifeline for the local communities.

Salem is also renowned for its agricultural prowess. The region is famous for its delectable mangoes, which are celebrated for their succulent taste and distinct flavor. The cultivation of tapioca and the thriving sago industry further contribute to the agricultural prosperity of the region. In addition, Salem's mineral mining sector, particularly magnesite mining, plays a vital role in the economic development of the city.

Historically, Salem has been a traditional trading hub, connecting various regions and facilitating commerce. The city's strategic location on major National Highway transportation routes has enabled it to flourish as a center of trade and commerce. The bustling Shevaipet markets and vibrant bazaars around the old and new bus stands are a testament to Salem's rich mercantile history. The Leigh Bazaar whole sale market is one of its kind aggregation centre of agricultural commodities.

Salem has also made significant contributions to the textile industry, with a focus on traditional craftsmanship. The city is renowned for its exclusive manufacture of silver anklets, white silk handloom dhotis (which have got the Geographical Indication Tag), silk saris, cotton handloom products, and power loom units. These textile industries have not only preserved the region's rich cultural heritage but have also provided employment opportunities to numerous artisans and weavers.

In recent decades, Salem has emerged as an educational and IT hub, attracting students and professionals from across the country for the access to top facilities at a cost cheaper than in metros. The city is home to esteemed educational institutions and has witnessed significant growth in the IT sector with an emergence of a IT park.

The city's success story is the success of its people who serve as an inspiration and a reminder that a harmonious blend of nature, culture, and modernity can truly elevate a place. In this special supplement we showcase a few gems across sectors that truly represent the pride of Salem.







Small world?! The world is in their palm's!

**CHOOSE THE RIGHT** 

# DIGITAL MARKETING

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