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Integrated Marketing Channels for B2B Brand Visibility and Client Engagement: A Practice-Based Study of an Indian Cloud ERP Provider for the Printing and Packaging Industry

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1. Abstract

Business-to-business (B2B) firms in niche industrial sectors must build brand visibility and client engagement with limited budgets and small marketing teams, yet practice-based evidence from Indian software SMEs remains scarce. This study examines how an integrated mix of LinkedIn content and community engagement, direct cold outreach, trade exhibition participation, and a tailored client presentation contributed to brand visibility and client engagement at Pezasys Pvt. Ltd., a Pune-based cloud ERP provider serving the labels, flexible packaging, mono carton and commercial printing industry. Using a qualitative, project-based case study design, data were gathered through participant observation during a structured on-the-job training placement, activity trackers and lead logs maintained by the researcher, and secondary sources on the sector and the firm. Findings indicate that LinkedIn posts combining informational substance with visual appeal drew stronger engagement than purely promotional or purely technical posts, and that distribution through relevant industry groups produced markedly higher engagement than company-page posting alone. Cold outreach extended awareness to a less digitally active segment of small and medium manufacturers. Approximately 350 face-to-face conversations were held across a three-day exhibition, with interested visitors routed for live demonstrations, and a costing-aware pitch to a large prospective client sustained a live engagement beyond the placement period. The channels played complementary rather than substitutable roles, consistent with relationship-marketing and integrated marketing communications theory. The study recommends formalising group-based LinkedIn distribution, structured outreach tracking, systematic post-exhibition follow-up and reusable pitch templates. Findings are observational, drawn from a single firm, and should be read as exploratory.

2. Introduction

India's packaging market was estimated at roughly USD 101 billion in 2025 and is projected to grow at around 10-11% annually through 2030 (Mordor Intelligence, 2025), while commercial printing alone was valued at about USD 37.5 billion in 2026 (IMARC Group, 2026). This large sector is served by a fragmented base of small and medium enterprises (SMEs), many of which still plan production on spreadsheets or generic accounting tools, which creates an addressable market for specialised cloud enterprise resource planning (ERP) vendors. Selling to such buyers is difficult: B2B decisions involve several stakeholders, long cycles and a strong emphasis on trust and technical credibility, so small vendors must build visibility and engagement through relationships rather than mass promotion (Ferro-Soto et al., 2023; Arthur et al., 2024). The literature suggests that social media works for B2B firms mainly as a relationship-building and community channel rather than a direct transactional one (Dwivedi et al., 2023), that the quality rather than the volume of social selling activity drives results (Dike et al., 2024; Terho et al., 2022), and that trade shows deliver most value when pre-show, at-show and post-show activity are treated as one engagement process (Kapoor & Joshi, 2024b; Vitali



et al., 2022). Yet integrated, practice-based accounts of how a small Indian software firm combines these channels are rare, and little is known about how digital, outbound, event-based and direct-selling activity jointly shape visibility and engagement in a relationship-driven industrial niche. This study addresses that gap through a first-hand case study of Pezasys Pvt. Ltd., a Pune-based cloud ERP provider for the labels, flexible packaging, mono carton and commercial printing industry, with three objectives: (1) to document the marketing strategies and practices Pezasys uses across digital, outreach, exhibition and client-presentation channels; (2) to analyse the role of social media and direct outreach in brand visibility and audience engagement; and (3) to evaluate exhibitions and client presentations as B2B marketing and relationship-building tools.

3. Literature Review

Twenty-four studies published between 2021 and 2026 were reviewed across five themes: B2B social selling and social media use, content marketing and integrated marketing communications, social media and digital adoption in SMEs, trade show marketing, and relationship marketing and ERP adoption. Table 1 summarises each study and its finding.

Table 1. Summary of reviewed literature

Study	Context and method	Key finding
Amoah & Jibril (2021)	Survey of SME owners and managers, financial sector, developing economy	Social media raised visibility, reach and awareness more than direct sales; structured use outperformed ad hoc use.
Bowen et al. (2021)	Conceptual framework on B2B salesperson social media use	Performance gains depend on organisational support and on converting platform information into customer knowledge, not on posting frequency.
Corsaro & Maggioni (2022)	Conceptual review of sales transformation	Transformation spans technology, process, skills and culture; it is ongoing capability building, not a one-off tool purchase.
Itani & Hollebeek (2022)	Survey of 378 mostly small technology and service firms	Information quality, interactivity and incentives raised B2B customer-brand engagement, most strongly in technology sectors.
Terho, Giovannetti & Cardinali (2022)	Scale development for social selling	Social selling comprises insight generation, connecting and engagement, separating passive presence from deliberate relationship-building.
Terho, Mero, Siutla & Jaakkola (2022)	Digital content marketing across the customer journey	Educational content works best at the awareness stage and product-specific content later; effectiveness is contingent on stage and context.
Vitali et al. (2022)	Literature review on trade show visitors and technology	Exhibitions retain unique face-to-face trust value, realised when pre-, at- and post-show phases are integrated.
Qalati et al. (2022)	TOE survey of 381 SMEs, developing economy	Relative advantage, cost-effectiveness, compatibility and customer pressure predicted adoption; adoption improved performance.
Rehman, Gulzar & Aslam (2022)	Review linking IMC theory and social media	Blending owned and community-generated content strengthened brand recall; consistent messaging across touchpoints compounds effect.
Sedalo, Boateng & Kosiba (2022)	SME relationship marketing and social media affordances	SMEs mostly use visibility and association affordances; outcomes depend on deliberate use of platform features.
Cheng et al. (2022)	B2B salespeople and influencer strategies	Education-first, consistent, niche-focused posting builds perceived expertise and trust at every funnel stage.
Amegbe, Zungu & Hanu (2023)	TOE study of 452 Ghanaian SMEs	Adoption improved financial and non-financial performance, with non-financial gains appearing first.
Dwivedi et al. (2023)	State-of-the-art review of social media in B2B	Core value lies in relationship-building, brand presence and community engagement rather than direct transactions.



Study	Context and method	Key finding
Franck & Damperat (2023)	Structural equation model, 196 French B2B salespeople	Social media use improved performance through social proximity and relationship quality; emotional management moderated the effect.
Ancillai, Bartoloni & Pascucci (2024)	Interviews with 26 B2B customers	Buyers distinguish useful from performative content; overtly promotional content backfires.
Arthur et al. (2024)	Survey of 356 distributor businesses	Commitment, trust and dependence build loyalty through satisfaction accumulated over repeated interactions.
Dike, Nwaizugbo & Ojiaku (2024)	Survey of Nigerian B2B salespeople	Insight-gathering and engagement improved performance; merely accumulating connections did not.
Hong et al. (2024a)	Practitioner interviews on cloud ERP, Malaysia	Adoption succeeds where internal resources, capabilities and culture are in place; readiness matters beyond technology.
Hong, Kim & Lee (2024b)	Resource-based study of cloud ERP in SMEs	Innovation-oriented firms with adequate resources implemented ERP more successfully than purely cost-driven adopters.
Kapoor & Joshi (2024a)	Survey of 349 exhibitors	Pre-show, at-show and post-show activities each contribute distinctly to exhibitor engagement.
Kapoor & Joshi (2024b)	Same dataset, engagement as mediator	Customer engagement mediates the link between three-phase activities and trade show performance.
Salonen et al. (2024)	Experiment on timing of B2B content	Timely delivery raised engagement more than mistimed identical content, and engagement carried through to sales outcomes.
Mangalambika (2026)	TOE survey of 97 respondents across six Indian states	Technological readiness, organisational backing and competitive pressure enable adoption; cost and expertise gaps hinder it.
Srivastava & Kumar (2026)	Survey of 276 B2B sales professionals	Job-related social media use improved in-role performance, which influenced sales outcomes only indirectly.

Three conclusions follow from this body of work. First, social media is valued in B2B settings for relationship, community and awareness outcomes, with sales effects that are delayed or indirect (Amegbe et al., 2023; Dwivedi et al., 2023; Srivastava & Kumar, 2026). Second, substantive, well-timed and genuinely useful content outperforms promotional posting (Ancillai et al., 2024; Salonen et al., 2024). Third, trade shows and ERP sales both depend on a continuous, readiness-aware engagement process rather than isolated events (Hong et al., 2024a; Kapoor & Joshi, 2024b). What remains missing is evidence on how these channels operate together inside one small Indian software firm selling to a traditional manufacturing audience, which this study provides.

4. Research Methodology

Research design. The study uses a qualitative, project-based single-case design with participant observation. The case is Pezasys Pvt. Ltd., a Pune-based cloud ERP provider incorporated in 2017, offering PezaLabel, PezaFlexi, PezaPack and PezaPrint for the labels, flexible packaging, mono carton and commercial printing segments. The research was conducted by the author during an on-the-job training placement as Social Media and Marketing Intern from 25 May to 29 August 2026, under the supervision of the company's Head of Marketing and an academic guide.

Unit of analysis and scope. The study covers four work streams in which the author took part: (a) LinkedIn content and community engagement on the company page and in relevant industry groups, posted about twice a week; (b) direct outreach to label and packaging manufacturers through emails followed by calls; (c) staffing the Pezasys stall at All in Print Asia 2026, HITEX Exhibition Centre, Hyderabad, 26-28 June 2026; and (d) support on the design and delivery of a sales pitch to a large prospective client in the paper industry. Product engineering and company finances were outside scope.



Data sources. Primary data came from participant observation and from working records created by the author: a LinkedIn content calendar noting topic, content type, distribution channel (company page or group) and observed engagement; an outreach tracker listing manufacturer, contact date and response status (interested, not interested, no response); an informal exhibition lead log recording visitor interest and demonstration referrals; and the pitch deck with supporting costing notes. Secondary data came from market reports on the Indian packaging and printing sectors, trade press, the company website and corporate-data platforms, and from the 24 academic studies reviewed above.

Procedure. Each stream followed a defined workflow. LinkedIn posts moved from topic research to drafting with a visual, review, publication on the company page, cross-posting to relevant groups, and tracking of likes, comments and shares. Outreach moved from identifying manufacturers online to emailing, follow-up calls, logging responses and passing warm leads to the sales team. At the exhibition, visitors were engaged, the ERP and its business case explained, interest gauged and interested visitors referred to the Head of Marketing for a live demonstration. The client pitch moved from internal briefing and deck design to a costing discussion with leadership, rehearsal, delivery to the client's leadership and follow-up.

Analysis. Because platform analytics and conversion data were only partly accessible, engagement was assessed qualitatively and comparatively (for example, moderate, high and significantly higher) across content types and distribution channels. Observations from each stream were then compared against the three objectives and interpreted in light of relationship marketing, customer engagement and integrated marketing communications theory.

Ethical considerations and limitations. Work was carried out within the placement's assigned tasks, and the analysis draws on information the author was authorised to use. The design rests on one researcher's observation, partial access to company-wide records, an exhibition visitor count that is the author's own estimate, and a client deal that remained open at the time of writing. The findings are therefore exploratory and not statistically generalisable.

5. Results

LinkedIn content and community engagement. Posts were published on a flexible twice-weekly schedule and were built around research into the ERP technology and topics relevant to label and packaging professionals. Posts that combined substantive informational content with an attractive visual format consistently drew more engagement than purely technical or purely promotional posts, which were rated moderate. The most pronounced pattern concerned distribution: the same informational and visual content cross-posted into relevant LinkedIn industry groups produced significantly higher engagement and reach than posting on the Pezasys company page alone. Posts promoting the exhibition, shared on both the company page and the groups, generated high engagement and built pre-show awareness.

Direct outreach. Continuous outreach through emails and follow-up calls introduced Pezasys to label and packaging manufacturers identified through online research. The activity served primarily an awareness function, reaching a wider and less digitally active segment of the SME-heavy target market that inbound and social channels were less likely to touch. Precise response and conversion figures were not available, so the results for this stream are descriptive.

Exhibition. Across the three days of All in Print Asia 2026, the author spoke with approximately 350 visitors face to face, explaining how the ERP works and why a manufacturer might need it. Visitors who showed genuine interest were referred to the Head of Marketing for a live demonstration, so the booth conversation itself acted as an initial qualification step. Visitors differed widely in digital familiarity: some needed the case for a cloud ERP explained from first principles, while others already accepted the idea.

Client presentation. The author helped build the pitch deck for a large prospective client, took part in internal leadership discussions on how costing and pricing were structured for an account of that scale, and supported delivery of the pitch to the client's leadership. The client's chief executive responded positively to the presentation, and the engagement remained active beyond the end of the placement, so the commercial outcome was still unresolved at the time of writing.

Recurring challenges. Two difficulties recurred across all streams: the steep early effort of learning both the technical product and the mechanics of B2B selling, and nervousness during cold calling. Mentorship, pre-contact research and the repetition provided by the exhibition progressively reduced both.



6. Discussion

Objective 1: marketing strategies and practices. Pezasys did not rely on a single channel. Its LinkedIn activity, direct outreach, exhibition presence and tailored pitching each addressed a different part of the buying journey, and the exhibition promotion posts explicitly linked the digital and physical channels. This resembles the integrated marketing communications logic described by Rehman et al. (2022), in which consistent messaging across touchpoints compounds the effect of each, and it matches the call for stage-aware content and deliberate process design in the sales-transformation and content-marketing literature (Corsaro & Maggioni, 2022; Terho et al., 2022). The practices were, however, run informally by a very small team without a documented playbook, which the literature suggests limits how reliably their benefits can be repeated (Bowen et al., 2021).

Objective 2: social media and direct outreach. The finding that informational and visually attractive posts outperformed purely promotional ones is consistent with evidence that buyers value useful content and reject performative posting (Ancillai et al., 2024), and that technical, interactive content raises B2B brand engagement (Itani & Hollebeek, 2022). The stronger performance of group-distributed content is the most practically important result. It supports the view that the value of social media in B2B markets lies in community and relationship building rather than broadcast (Dwivedi et al., 2023), and it illustrates the point by Sedalo et al. (2022) that SMEs gain more when they deliberately use platform features such as groups and associations, rather than simply maintaining a page. It also fits evidence that engagement quality matters more than raw connection counts (Dike et al., 2024). Cold outreach played a different and complementary role: it extended awareness to manufacturers less likely to be active on professional platforms, a segment whose uneven digital readiness reflects the adoption barriers reported in Indian SMEs (Mangalambika, 2026). Because response rates were not systematically recorded, the contribution of outreach to engagement can be described but not quantified, and the study's own record-keeping gap mirrors the structured-use advantage noted by Amoah and Jibril (2021).

Objective 3: exhibitions and client presentations. The volume of conversations at the exhibition, approximately 350 in three days, shows why trade shows remain a high-intent, high-density relationship channel that digital activity cannot replicate (Vitali et al., 2022). The practice of qualifying visitors and routing interested ones to a live demonstration used the face-to-face phase well. However, the research on trade show engagement indicates that value is created across pre-show, at-show and post-show phases (Kapoor & Joshi, 2024a, 2024b). Pezasys covered the first two phases through LinkedIn promotion and booth work, but no structured post-show follow-up existed, so a share of a very large volume of conversations may not have been converted into continued engagement. The client pitch showed a complementary strength. Pitching a large account required costing discussions and stakeholder-specific content, consistent with findings that ERP adoption is a question of organisational readiness and fit rather than a feature comparison (Hong et al., 2024a, 2024b). That the engagement remained active after the placement suggests the presentation built enough trust to sustain the relationship, in line with the relationship-marketing view that loyalty accumulates through repeated, satisfying interactions (Arthur et al., 2024; Ferro-Soto et al., 2023).

Impact and implications. Taken together, the channels were complementary: LinkedIn groups built low-cost awareness and credibility, outreach widened reach, the exhibition delivered concentrated high-intent contact, and the pitch deepened a single high-value relationship. The main managerial implication is that the greatest gains lie not in adding channels but in connecting them. Four actions follow: make group-based LinkedIn distribution a standing practice; record outreach contacts, responses and follow-up dates in a simple tracker or CRM; assign a named owner and fixed follow-up window to every exhibition lead; and convert the costing and deck process into a reusable template. Sales effects should also be expected to appear gradually, since non-financial outcomes tend to precede financial ones (Amegbe et al., 2023; Srivastava & Kumar, 2026). The study's limits, namely a single firm, one observer, qualitative engagement ratings, an estimated visitor count and an unresolved client deal, mean these conclusions are exploratory. Future work should track the pitched deal to closure, measure exhibition-lead-to-client conversion across several events, use platform analytics over a longer period, and add a client survey on brand perception.



7. Conclusion

This study examined how LinkedIn content and community engagement, direct outreach, exhibition participation and a tailored client presentation together shaped brand visibility and client engagement at a small Indian cloud ERP provider serving the printing and packaging industry. The evidence, though qualitative and drawn from a single placement, shows that each channel performed a distinct role: informative, visually appealing posts distributed through industry groups built the most engagement at low cost, cold outreach extended awareness to a less digitally active SME base, the exhibition generated about 350 high-intent conversations in three days, and a costing-aware pitch sustained a live engagement with a large prospect beyond the placement. The central lesson is that integration and follow-through matter more than the number of channels, so formalising group distribution, outreach tracking, post-exhibition follow-up and reusable pitch templates offers the clearest route to turning visibility into lasting B2B relationships. The findings should be tested with larger samples, platform analytics and conversion data in future research.

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