



Cylsys Software Solution Pvt Ltd

We Shape Your Business

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WE CRAFT DIGITAL SUCCESS STORIES

Founded in 2010, Cylsys is an IT organization committed to catalyzing the competence and competitiveness of its clients by helping in Social media marketing, Digital Media , We have always engaged to present pioneering solutions through social media & supporting tools. We have helped many brands to bring their users together in a community using the power of social media marketing.





We turn *technology* into assets for your business.

We put people and technology at the forefront of our business. It helps our team in transforming ideas into highly successful and powerful digital marketing solutions.



100% Success Rate in all project.



10+ years industry experience.



100 + Happy Clients.

TRANSPARENCY

We believe in total transparency as ambiguities cause distrust.

QUALITY

We believe in engaging right people with the right practice.

INTEGRITY

We believe integrity is at the heart of our individual and corporate actions

CLIENT SATISFACTION

We consider the client at the core of company's business

COMMITMENT

We believe in long-term relationship with our employees, customers and suppliers

HONESTY

We trust that honesty is an integral part of our working affiliation

MORE & BETTER

We understand that nearly every company wants MORE.

MORE
WEBSITE
TRAFFIC

MORE
SOCIAL MEDIA
FOLLOWERS

MORE
LEADS

MORE
SALES

OUR APPROACH

TO YOUR SUCCESS

*The first 3 tasks can be accomplished by any quality marketing agency. Although, we believe that we can outperform most companies in these areas. **Converting more leads into more sales** is where the problem usually occurs.*

*This is because most marketing companies don't understand how to **bridge the gap** between marketing and sales. Our approach to every project is to design for the maximum **alignment of sales and marketing** initiatives from the beginning. This ensures that you will achieve the greatest possible results. In our approach for most companies, the sales + marketing process is so effective that sales associates become order-takers. By the time you hear from a prospect, they are often simply looking to place an order.*

DIGITAL MARKETING STRATEGIST

wonderful results start with wonderful strategies. We've worked with the top organizations in the world. Many of them used us specifically for strategy!

TALENTED GRAPHIC ARTISTS

Great looking things are a must! From web pages to email blasts to social media posts, everything must look great!

SOCIAL MEDIA EXPERTS

Growing your social footprint and creating engaged followers is an art and a science. You need a talented team leading the charge.

SKILLED CONTENT WRITERS

Great content is the engine that makes everything run. Your website, sales material, email blasts, social media posts, etc. – all need great content writing.

SEO EXPERTS

Ranking at the top of GOOGLE requires skill and persistence.

PERFORMANCE MARKETING

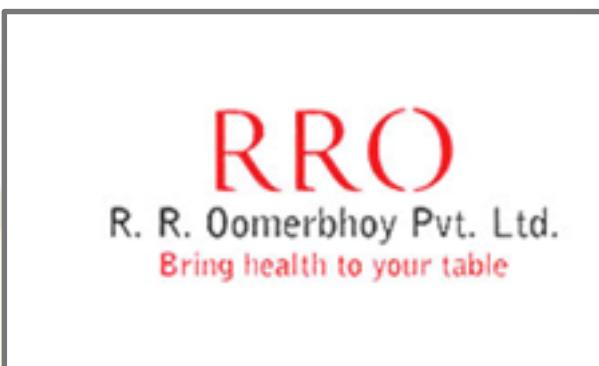
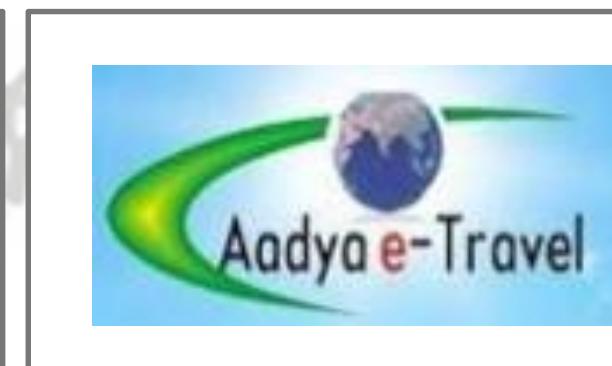
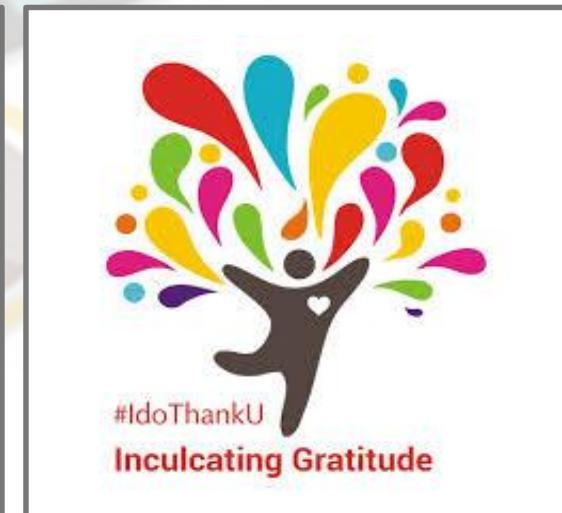
Lead driven and result oriented approach always works best for customers, and we mainly emphasize on performance driven marketing.

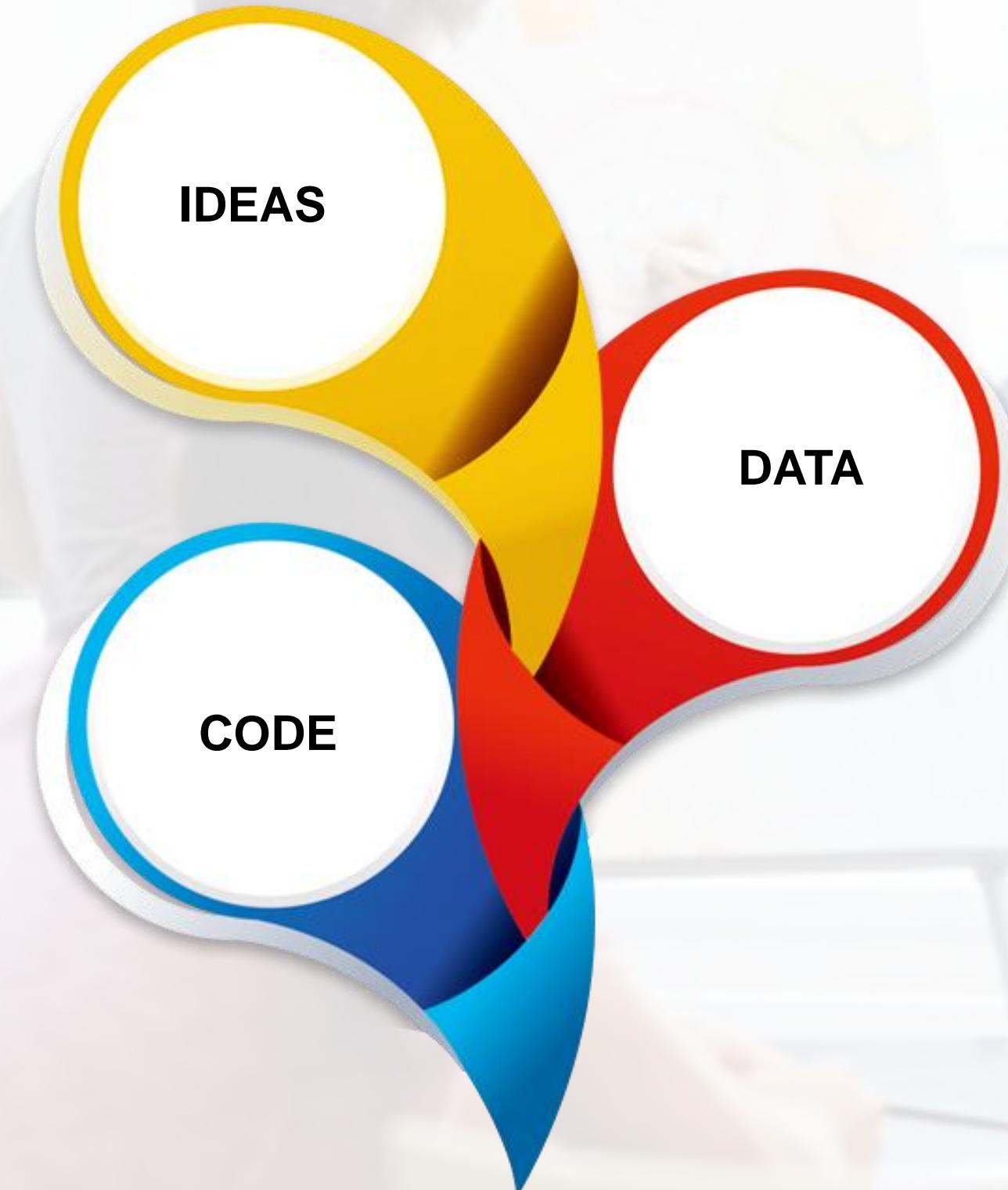
SOLUTIONS

With great industry experience comes the great problem solving skills! Having a vast industry experience makes us the perfect Solution for all your needs .

HIRE DIGITAL MARKETING EXPERT

You name it, we have it! Need an expert advice for your existing digital marketing process , we provide Expert Consultants. Experts know it all, they help in improving the lead quality and hit the right customer.





GET IT RIGHT WITH A SOLID STRATEGY.

Our strategy has a flexible framework which adapt, develops and responds to your needs. It is the modernized outcome of more than a decade of social media marketing, SEO, digital marketing, content marketing for hundreds of clients.

DIGITAL MARKETING

CYLSYS pens down stories for brands to build a trust with customers. Our Digital Marketing Services bring up your business presence on every possible online channel. Cylysys experts are certified marketers and they comprehend the customer's journey from awareness to consideration and purchase. From organic to Paid marketing campaigns we do everything to boost up the value of a brand.

- BRAND DEVELOPMENT
- GREATER EXPOSURE
- USER ENGAGEMENT
- ORGANIC & PAID PROMOTIONS
- INCREASED SALES
- COST EFFECTIVE AND HIGHER ROI

SEARCH ENGINE MARKETING

CYLSYS knows how to rank on top keywords and create targeted traffic from search engines. With the implementation of short and long term strategies we generate good quality leads for our valued clients.

- COMPETITOR AND KEYWORD ANALYSIS
- ON PAGE & OFF PAGE OPTIMISATION
- GOOGLE PAGE RANKING
- INCREASE TRAFFIC & CONVERSIONS
- MOBILE FRIENDLY STRUCTURE
- CHANNEL STRATEGIES



CYLSYS Social media is the one strong platform where Increase brand awareness & leadership throughout your industry Cylsys 's Social Media Marketing services are fully focused on placing our client brands and products on top in the competition. We open two-way conversation channels for visitors and help them to understand the brand value. With audience winning strategies, we bring-in quality leads.

SOCIAL MEDIA MARKETING

- BRAND AWARENESS
- BUILD TRUST AND LOYALTY
- DRIVE TRAFFIC AND LEADS
- VIRAL CONTENT MARKETING
- HIGH SEARCH ENGINES RANKING

PLUG INS – SOCIAL MEDIA

Social Media Connectors are an important aspect when trying to generate leads as it allows your audience to understand your business better via checking your social presence and knowing more about the services you offer. Facebook & Instagram are merely connected and having a plugin that allows the audience to understand the brand in a better manner with the help of the personalised pages.

Likewise, LinkedIn helps in authenticating the brand as a whole. It is a must to have these basic connectors to ensure that your digital presence is showcased to the visitors



Platforms	1. Facebook 2. LinkedIn 3. Instagram
Connectivity	> 5 min
Daily Leads	5000 +
Cost	One time setup

SCORING

Lead scoring is a shared sales and marketing methodology for ranking leads in order to determine their sales readiness. You score leads based on the interest they show in your business, their current in the buying cycle, and their fit in regards to your business.

Lead scoring helps companies know whether prospects need to be fast-tracked to sales or developed with lead nurturing. Lead scoring is essential to strengthening your revenue cycle, effectively drive more ROI, and align sales and marketing.



TARGET STRATEGY

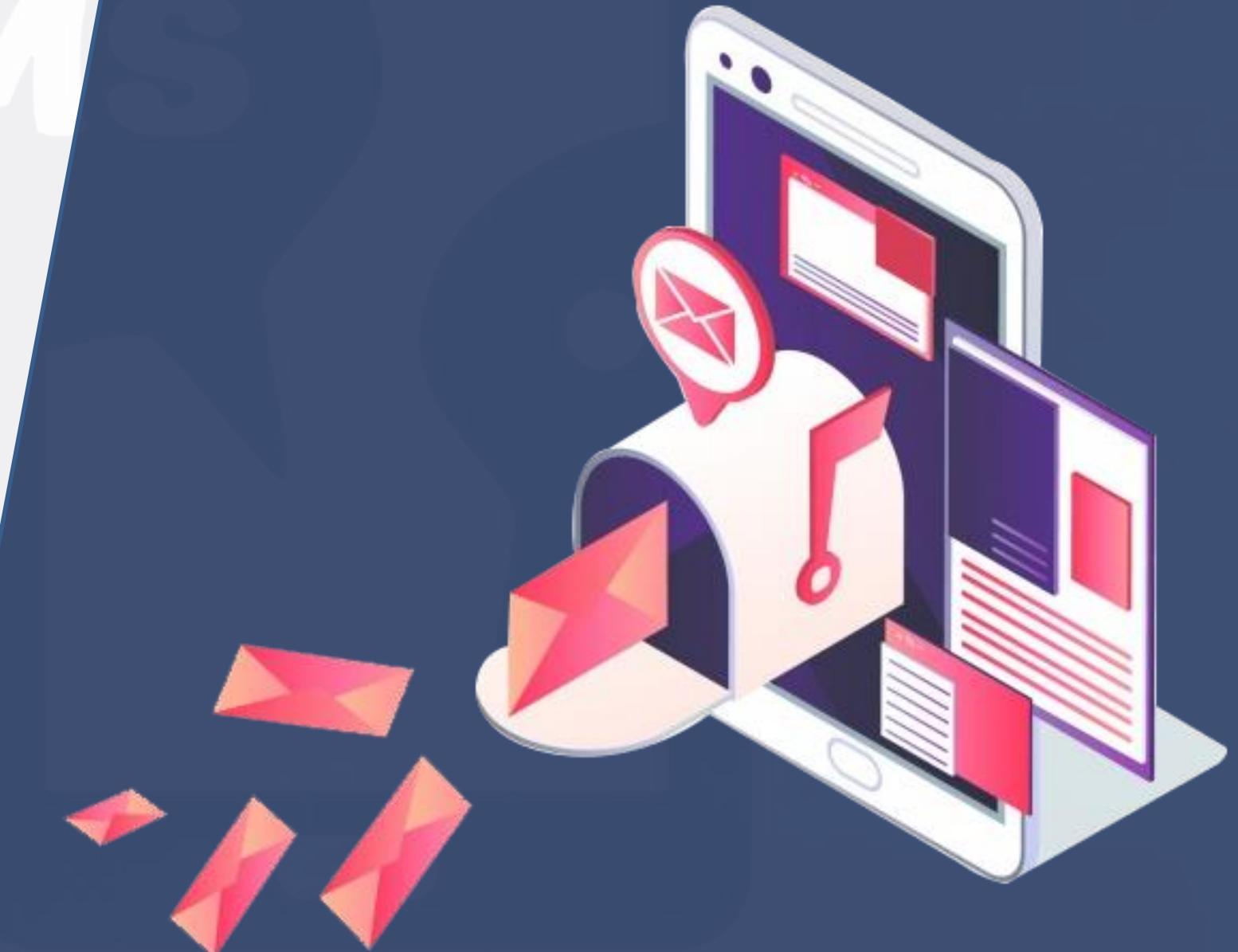
Every Social Media interaction medium has its own perks and cons. It is essential to understand the audience and the policies to ensure that the correct medium has been captured for the brand reach.

Thus strategy comes in the picture, playing a vital role in terms of achieving the numbers required. Having a static plan helps in maintaining the cost as well as the time to build the brand in minimal time and have a quality reach over the web.

Platforms	1. Facebook 2. LinkedIn 3. Instagram
Strategy	Based on 30 days

EMAIL/SMS AUTOMATION

With the help of this activity, we reach out to the new as well as the existing customers to ensure an engagement between them and your company. We strategize to cater group of people with content and images that entices them and talk about the updates of the company, new offers, services and discounts. This helps in keeping them connected to the company's activities and at the same time it gets easier for them to reach out for any further services.



Daily Emails	1000000+
Language Support	Hindi/Marathi/English
Daily SMS	25000+
Impact	1-2% lead conversion rate

Voice Solution-MFB

MyFundBucket is an Online aggregation platform for credit cards ,saving accounts, secured and unsecured loans

Voice powers their lead qualification process, delivering hourly reports with detailed

Analysis with below facilities.

- Call Recordings
- Dialers
- PRI Line
- Seats per hour available



TAT	1 hour
Language Support	Hindi/Marathi/English
Daily Calls	8000+
Impact	22.4% lead conversion rate

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