

A black and white photograph of a young woman with long, dark hair, wearing glasses and smiling. She is looking slightly to the right of the camera. The background is dark and out of focus, suggesting an office or indoor setting.

DIGITAL MARKETING SOLUTIONS

Grow More Leads, Close More Deals, Delight Customers

www.esanosys.com



Implementation Services

From helping you choose the right marketing automation system to implementing it and making it work for you, we partner with you and hand hold you at every stage of your marketing automation journey.



Integration Services

Integrate marketing automation software with your CRM and other apps for seamless data flow. Also check custom integrations for regulated industries like banking and finance, government, pharma and more.



Creative Services

Brands can humanize marketing automation and make content appealing to the readers with beautifully designed and personalised landing pages, forms, gated content and more, keeping brand guidelines in mind.



Content Services

We will ensure that you will never run out of blogs, articles, drip emails, website content ever and are able to engage with prospects who love your content and you and look forward to do business with you.



Why Esanosys ?

We are world's only vendor neutral marketing automation solutions company and we work on many major marketing automation platforms Hubspot, Marketo, Pardot, SALESmana-go, ACT- On, Eloqua and many more.

Some of our Esteemed Customers





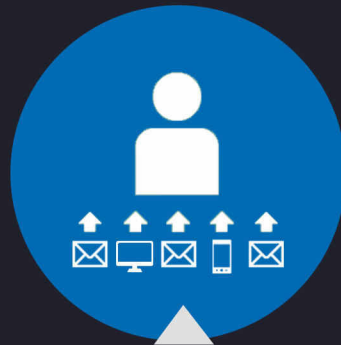
MARKETING AUTOMATION SIMPLIFIED

BENEFITS



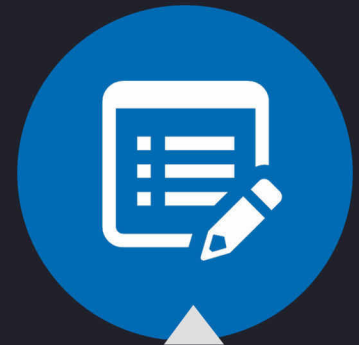
DEMAND GENERATION

Use Marketing Automation to improve demand, engage with existing customers and generate higher revenue. Nurture leads and prospects with innovative personalised marketing, keep your pipeline filled with a steady flow of leads. Generate more website traffic, improve conversion rates to generate more leads and nurture unqualified leads to become sales-ready. Do more, with less.



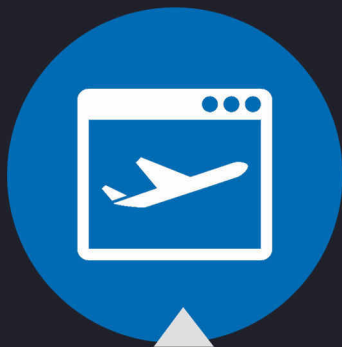
NURTURE LEADS

Intelligent lead nurturing workflows with smart lead segmentation and CRM integration to help you identify and nurture leads. Send personalised drip emails messages and notifications to leads based on their actions and intent. Easily track known and anonymous leads, follow their activities and choose from a wide array of marketing automation tools to nurture them.



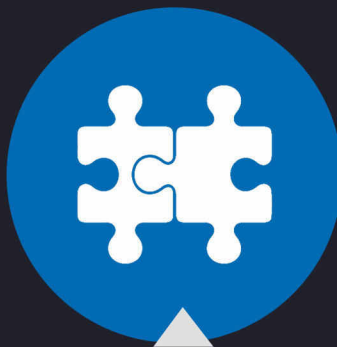
CONTENT MANAGEMENT

Create and market crisp content that will not only generate traffic but also convert them into viable leads. Use CTAs to convert anonymous visitors to leads via your blogs, landing pages, website. Use built-in SEO tools and social plug-ins to get the most out of your content so that your content get noticed more. Organize, schedule and publish content from one single dashboard.



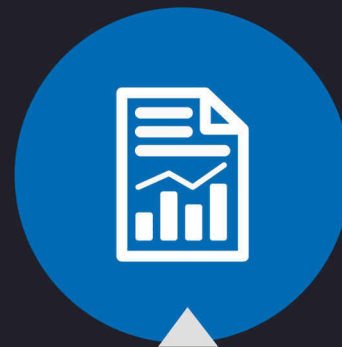
LANDING PAGES

Without any coding skills, build landing pages in a matter of seconds. Optimize the structure and design of landing pages depending on your needs. Customize your content, forms and CTAs based on visitor location, source, their stage in the sales cycle and device preferences. A/B test your landing pages and preview different versions to choose the one that suits you and your customers the best.



INTEGRATIONS

Integrate your marketing automation system with your existing CRM or lead management system (LMS) to pass the marketing intelligence to your sales team, real-time. Not only the CRM but also integrate your marketing automation system with existing email, social media, billing, analytics, CMS, messaging and other apps to enjoy the benefits of an integrated marketing system.



REPORTS

Every time you run a marketing campaign, learn from your data and improve your next campaign. With the data gathered from previous campaign, you can use the reports to build the next successful marketing campaign. By identifying your strengths, you can build upon them and increase your efforts. Detailed feedback of campaign reports will help you improve as well as perfect your marketing efforts.

 A black and white photograph of a man with glasses sitting on a dark couch, looking at a laptop. The image is partially obscured by a dark blue banner at the bottom containing the main headline.

MARKETING AUTOMATION FOR THE SMART MARKETER

Sales Automation

Simplified

Sell Smarter, Faster & Close More Deals



Close More Deals

Track your customer's intent and interactions within your website/app in real time on a single platform. Provide valuable marketing intelligence to Sales and help them close more deals. Identify trends, increase sales and move deals along the sales funnel faster.



Prioritize Leads

Prioritize leads with robust lead scoring models from within your CRM or integrated marketing automation systems. Identify which prospects are most likely to buy from you, prioritize them and follow up with hot prospects with the right offer at the right time.



Improve Productivity

Increase the productivity of your Sales team. Automate complex processes like timely follow-ups with prospects and improve productivity. Make your CRM or LMS a dynamic sales machine which works to improve Sales processes and outcomes.



CRM Integration

Integrate all your web forms with your CRM or LMS to prevent lead leakage by integrating your website with the CRM. Choose among 100s of available integrations for marketing automation, email, social media, billing, project management and many more.

INBOUND MARKETING SIMPLIFIED

For inbound marketing to be truly effective you have to know who you are talking to. We'll take what you already know and bring some new insights, then combine them into several buyer personas. We will then create content for your website/app and other online channels and create a well-oiled inbound machinery which will churn high quality leads for you, regularly.



ATTRACT STRANGERS

Attract visitors to your website with the help of content, SEO, social media and other inbound channels.



CONVERT VISITORS

Convert anonymous visitors to known leads on specifically designed landing pages, forms and CTAs.



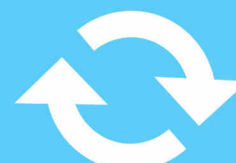
CLOSE DEALS

Nurture leads with intelligent workflows, derive intelligence to close deals at the right moment.



DELIGHT CUSTOMERS

Delight customers with personalised content, engagement, giveaways and excellent services.



ENGAGE EVANGELISTS

Find happy customers and turn them into brand evangelists, so that they get more referral customers.

CONTENT MARKETING SIMPLIFIED



Top of the Funnel Content

Compelling content to attract visitors to your website, build credibility and trust. For contacts who aren't ready to buy yet.

We will help you design and create content for your customer's journey across the sales and marketing funnel.

eBooks



Convert anonymous website visitors to soft leads which can be nurtured over time to become sales-ready, with the help of interesting ebooks which can be used as gated content.



Middle of the Funnel Content

Informational content which will help you be on the minds of prospects who are now evaluating options before making a purchase.

White Papers



High-quality white papers establish your thought leadership in your domain and industry. We will work with you to write, design and promote industry relevant white-papers.



Bottom of the Funnel Content

Nail the deal with content which puts you leagues ahead of your competition. You surely will thank us for this!

Web Content



Good content will boost your website's SEO rankings, increase reputation and boost your social media presence. We write compelling content which is SEO friendly, completely white-hat and highly engaging.

Blogs



Companies who blog regularly, see a huge boost in traffic. Allow us to take over your editorial calendar and publish high quality blogs so that you reap the benefits of regular blogging without the hassles.

SEARCH ENGINE OPTIMISATION (SEO)

The internet is probably the first place where clients search for your product or services. Organic traffic is highly relevant and intent based. Our accomplished SEO team will work with you to optimise your website or app to rank organically in major search engines with proven white-hat SEO techniques so that you reap the benefits for a long time.

Get Found Online Grow your Business

Being **Found** is the most valuable online currency. Our long term SEO strategy will drive traffic to your website/app and will help you grow your business.

GET IN TOUCH

Choose a plan based on your business needs. Speak to our SEO experts and avail a free website audit today!

Email us at info@esanosys.com or subscribe here www.esanosys.com



On Page Optimisation



URL canonicalization, meta data, content & image optimization, navigational analysis XML sitemap, analytics dashboard creation, crawl error, Robot.txt optimisation

Off Page Optimisation



We understand traffic is useless if it isn't engaging and that's why we create and submit long and short form content for people, not search engines

Industry Specific SEO



Our clients from Mobile, Finance, IT and ITes , Hospitality, HR, eCommerce have helped us understand the intricacies of SEO for different industries

SEO Conversion Reporting



Get regular traffic, keyword position and accomplishment reports. Schedule weekly meetings with your account manager to monitor progress

OPTIONS

Serve a wide range of text, display and video ads on social media, search engines and other websites to attract more visitors to your website, get app installs, boost engagement, grow online sales and do more.



Google AdWords

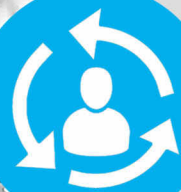
Google Adwords

Our Google Adwords certified experts ensure that you reach the right customers in least possible time and also help you demonstrate positive ROI for your ad spends.



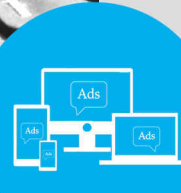
Facebook Ads

Use Facebook ads to boost your content, get more app installs, drive traffic and generate interest for your products and services.



Remarketing

Remarketing helps your bring visitors who didn't make a purchase, back to your site. Our remarketing experts will work with you carefully craft a remarketing campaign for your website.



Display Advertising

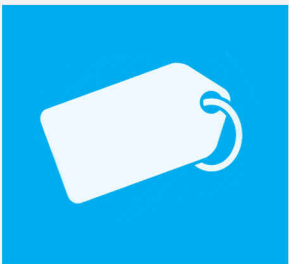
Place beautifully crafted and intelligently placed display ads on a variety of websites to reach prospects and customers.

SEARCH ENGINE MARKETING SIMPLIFIED

SOCIAL MEDIA MARKETING

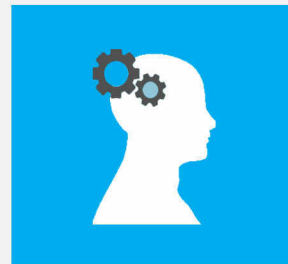
Grow more Leads, Close more Deals
Delight Customers

Benefits



BRANDING

Consistent branding across your social media accounts display positivity. Allow us to redefine your social media assets' branding and bring in consistency across channels.



THOUGHT LEADERSHIP

Display thought leadership in your industry by sharing your knowledge, exclusive content and actively engaging with influencers, leads, customers, investors and employees.



ENGAGEMENT

Engage with hot prospects, customers, leads, influencers, investors and employees on social media platforms in real time to boost your brand's engagement and brand recall.



MONITORING

Monitor all your brand mentions, competition and influencers on social media, know what people think of your company and what they are talking about you.



LEAD GENERATION

Use social media to find hot leads looking forward to buy from you. Engage and nurture leads so that they are sales ready and buy only from you.



BETTER SEO RANKINGS

Social media not only boosts your online presence but also tells search engines about your legitimacy, authority and trustworthiness.

EMAIL MARKETING SIMPLIFIED

Email marketing is one of the best online marketing channels, provided you have consistently built a high quality opt-in database. Esanosys's Email Marketing solutions helps marketers grow more leads, close more deals and delight customers with innovative email campaigns.



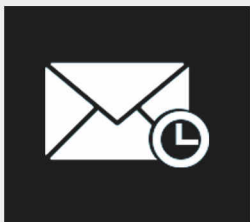
Email Marketing

You will appreciate the beautiful emails we create and send on your behalf to your contacts followed by detailed reports outlining major metrics like open rates, click rates and most importantly conversions.



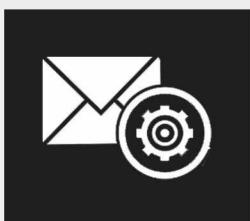
Newsletters

Newsletters help engage with contacts on a regular basis. We design templates, set up opt-in forms and send captivating newsletters. Work with our email marketing team to create beautiful optimized newsletters.



Drip Mailers

Drip mailers help nurture leads, trial signups and customers. . Our content writers create crisp drip mailer content to nurture your prospects. We also help you automate your drip mailers/campaigns on your email/marketing automation tool.



Transactional Mailers

We create and manage automatic transactional emails for new signups and customers on popular transactional email servers (Amazon SES or SendGrid) ensuring the highest delivery rates for your transactional messages.

Technology Partners



GET IN TOUCH



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