



**CLTECH GROUP**

INNOVATION NEVER DESTROYED

Presented to

**BUSINESS PROPOSAL**



# CL TECH SOLUTIONS

Since 2007

Messaging / Voice / IVR / HLR Lookup / SMSC / Digital Marketing / CRM / Web Development

# Introduction

**CLTECH Solution** is one of the leading Digital Marketing Company In Chennai. Founded in **2007**, CL Tech provides its customers one-stop-shop for all Mobile marketing solutions including **Bulk SMS, Voice SMS, IVR, CRM, Digital Marketing**.

## SMS Solutions

Bulk SMS

International SMS

Short/Long Code

OTP SMS

API SMS

## Voice Solutions

Voice SMS

Toll Free Number

Virtual Receptionist

Missed Call Service

## Web Development

Web Development

Search Engine Optimization

Web Application

CRM – Lead Management

## Digital Marketing

Email Marketing

Social Media Marketing

Google Analytics

Pay Per Click

Lead Generation



### SMS Solutions

- Get your access to the Auto Mass SMS portal and send out mass SMS for your business with effective delivery guaranteed.

### Voice Solutions

- We make your brand audible. Our strategy is to form informative calls that gains you market share in a short span.

### Digital Marketing

- From market research to search marketing to media, we offer cross- channel digital marketing services that build connected brands.

# BULK SMS

Boost Up Your Market Presence & Increase Sales

**Promotional Bulk SMS** (Branding, Promotion, Awareness)

**Transactional Bulk SMS** (OTP, Confirmations, Transactions)



Send SMS from SMS panel to your predefined group.

Personalize outgoing messages.

Scheduled messages to be sent at later date.

Upload existing lists from tab delimited files.

View message delivery reports.

View history of messages sent.

## Ways To Send Bulk SMS

HTTP

API

SMPP

# Voice SMS

Let The World Hear Your Idea

Bulk voice calls has the advantage of most penetrative reach and personalized messages.

Bulk voice call Platform allows you to send the Voice Ads/Pre recorded voice message in known language to any mobile or landline networks.

Bulk Voice Calls is a powerful tool for publicity of the products/pass the message.

Bulk voice call provides access to many targeted people in relatively short period of time.

**Answered Calls**



**Attempted Calls**



Record your Message



Create recipients and send



Voice message received instantly

# Interactive Virtual Receptionist

## Your 24x7 Auto Attendant

It can be done with the help of a **Virtual Mobile Number(VMN)** or a **Toll Free Number**.

○ Welcome Message

○ Web Interface

○ Call Routing

○ Multilevel IVR

○ SMS & Voice Alerts

○ Caller location based routing

○ Sequential Call Forwarding



○ Call Recordings

○ Voice Mail

○ HOOK API

○ Default Call Flow

○ Programmable Extensions

○ Round Robin Call Forwarding

○ Customization

**Interactive Virtual Receptionist (IVR)** also termed as Virtual Receptionist is an automated telephony system that interacts with callers, gathers information and routes calls to the appropriate recipient.

# Miss Call Service

## Lead Generation & Database Collection

Missed call alert and missed call service are your helping hands when you want to manage your business inquiries. These services allow your prospect customer to simply dial a virtual number that is dedicated to you.



### **Digitally Competitive**

As Missed call service provider we provide you the facilities that are inevitable in digitally competitive market. We help you coming at par on the digital front.

### **Integrated Services**

You can integrate our services of missed call alert with leading servers and service providers. We have a comprehensive system to manage it all.

# Search Engine Optimization

Visible & Effective Search Presence

## Research & Analysis

The best strategy for all your link building activities to increase your search engine ranking and organic traffic.

## Keyword Strategy

Keyword Strategies are essential to developing winning search engine marketing campaigns.

## Activity Reports

We provide a detailed report of your website SEO performance evaluation as well as data about your traffic

42%

Bounce Rate  
Decrease



83%

Organic Traffic  
Increase



33%

Pages Per Session  
Increase



### Organic Search

Development and targeted promotion of remarkable content

### On Page Seo

Our team is ready to implement solutions to boost your rankings.

### Off Page Seo

Improve the position of a web site in the search engine results page

### Directory Listing

Brand management & listing in online business directory

### Backlinks

Discover links to your site and crawl your site effectively

### Link Building

Build s i t e r a t i o n l i n k profile to add significance to your page keywords

# Pay Per Click Management

**Give Your Brand A Much Larger Reach**

Pay Per Click is a business model for digital marketing. New or old, just launched or well established whatever be your business model, PPC marketing is appropriate for you. CL Tech campaign strategies are designed to meet the needs of our clients and their market condition.

## PPC Remarketing

Turn your valuable potential  
Customers to loyal Customers

### Social Advertising

Develop a social advertising strategy aimed to meet KPIs and your targets.

### Paid Search Advertising

Earn a positive ROI through our  
PPC search advertising.

### Display Advertising

Manage both direct response  
campaigns and brand awareness  
campaigns.

### Video Advertising

Get the competitive  
advantage by creating  
video adverts.



# Social Media Marketing

## Engage Your Audience

Our social media marketing experts can help you establish your business objectives, identify your target audience, create engaging and share-worthy content and finally integrate your social media with all other aspects of your online presence. Social media can be a useful source of market information and customer's voice.

### Brand Monitoring

Improve and track the reputation of your business and find out how people perceive your brand.

### Setup & Custom Profile Design

Determine the most suitable type of content and platform for your brand

### Social Media Contests

Determine the most suitable type of content and platform for your brand



# Web Development

Increase Your Online Presence

Develop your website with CL Tech and go online with your business. We get your web developed, focusing on each important aspect of your business.



E-commerce  
Solutions



CMS, Wordpress  
Drupal



Magento  
Joomla



HTML5, CSS3  
PHP, JAVASCRIPT

Cross-platform and responsive web development

Secured testing environment for your web project

End to end services on web hosting

Planning

Design

Development

Launch & Maintenance

# Major Segment We Serve



Media



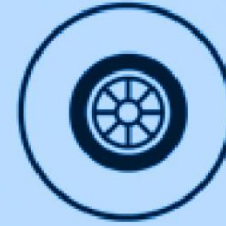
Education



FMCG



Aviation



Automobile



Hospitality



Government



Telecom



BFSI



Health Care



Real Estate



Logistics

# Our Clients



# Our Business Partners



# CL TECH SOLUTIONS

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# THANK YOU