

digicliff[^]

Your Right Digital Partner

Our mission is to deliver disruptive innovations in marketing technology to help our clients successfully navigate the ever-changing digital landscape and grow their business.



We Create Digital Success Stories !!!

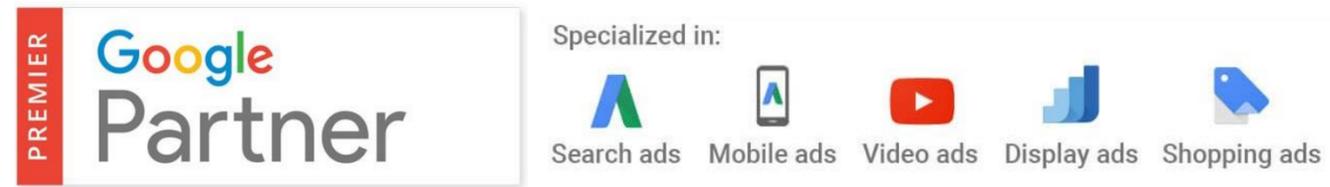
We are an innovative, scalable and interactive portfolio of **Digital Marketing Solutions and Services** that help you achieve measurable results for your target audience.

9+
Years of
Excellence

100+
Happy Clients

60+
Team Size

5
Offices &
Counting

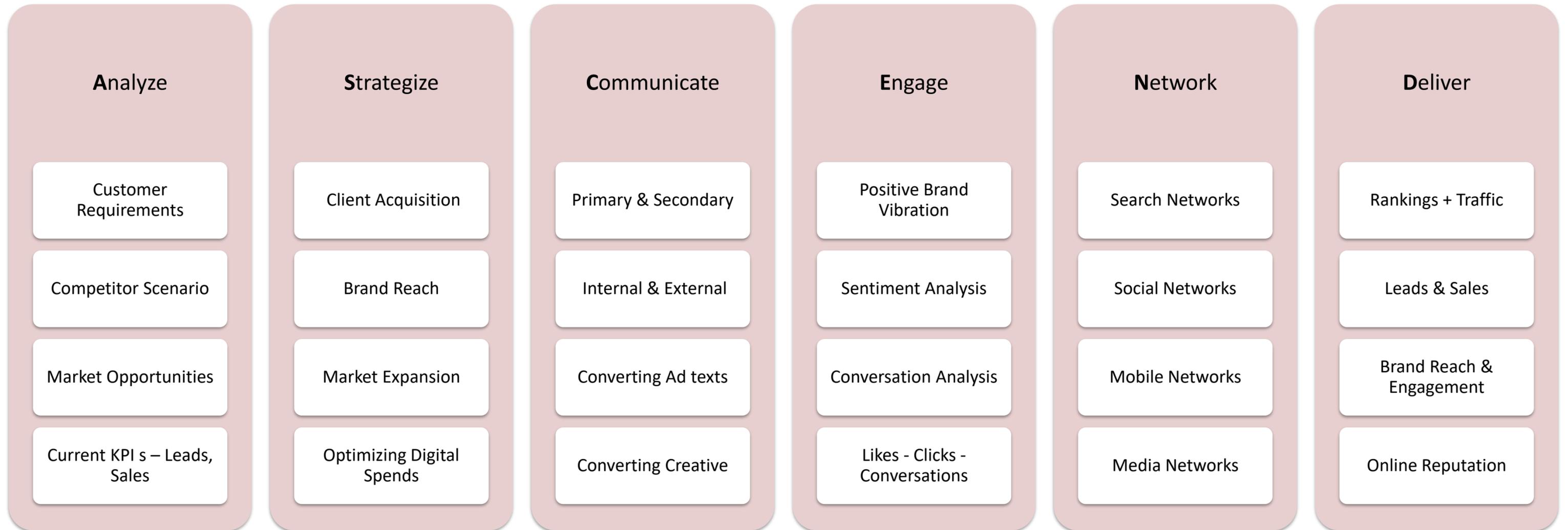


DIGICLIFF

Awards & Certifications

- Recognized as **#2** in the Annual listing of **Top Companies providing Digital Technology Solutions** for Enterprises in **2017**
- Ranked **#26** in **Top 30 Digital Marketing Agencies in India** by Digital Vidya
- Ranked **#48** in **Top 100 Digital Marketing Companies in India in 2016**, and **#14** in **Top 100 Digital Marketing Companies in India in 2017** by Digital Monster
- Received **Premier Google Partner** from at Google Head Quarters, Mountain View, CA, US in Nov 2016

Core Competency - ASCEND



Our Solutions

What's
your
objective?



Know Your Customers



Customer Acquisition



Creating Content



Brand Building



Optimizing Digital Spend

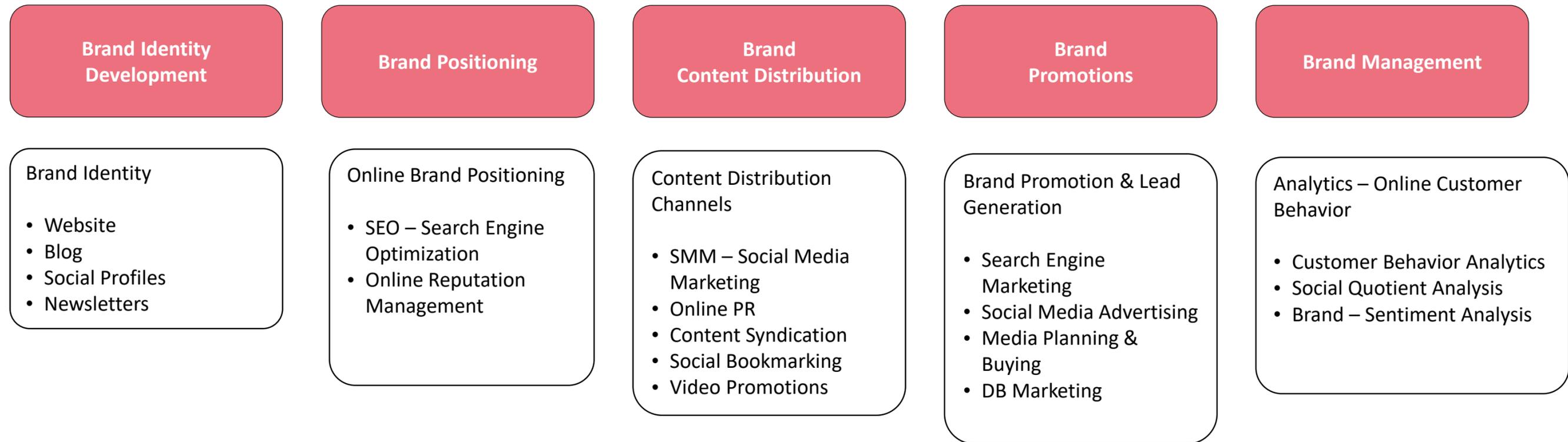


Expanding Market Reach



Enabling Technology

Our Services



Core Competencies

digicliff[^]

Online Branding Solutions

- Web Solutions
- Mobile Applications
- Blogs & Microsites

Performance Led Digital Campaigns

- Brand Reach Campaigns
- Digital Spends Optimization
- Geo / CPL based Programmatic Lead Gen Campaigns



Inbound Marketing

Inbound marketing is a cost-effective method, for bringing in the most targeted traffic and this profitable investment promises good ROI (Return on Investment) if implemented correctly. Digicliff knows how to rank for top keywords and drive targeted traffic from search engines and referral sources. With the implementation of short and long-term strategies we generate quality leads for our valued clients.

- ❑ Search Engine Optimization
- ❑ Blog & Microsite Management
- ❑ Social Brand Management
- ❑ Social Listening
- ❑ Online Reputation Management
- ❑ Content Creation & Promotion
- ❑ Online PR
- ❑ Emailers & Newsletter



Online Brand Marketing

Social media is a potential platform where you can market any business – be it B2B or B2C. Digicliff Social Media Marketing services are fully focused on placing our client brands and products on top among the competition. We open two-way conversation channels for visitors and help them understand the brand value. With audience-winning strategies, we bring in quality leads.

- Brand Positioning
- Brand Promotions
- Community Building
- Influencer Marketing
- Viral Content Marketing
- Online PR
- Gamification

Media Advertising

Digicliff writes stories for brands to build credibility among customers. Our Digital Advertising Services empower your brand awareness on every possible online channel. Digicliff experts are certified marketers and they understand the customer's journey from awareness to consideration to purchase. In Paid marketing campaigns we do everything to uplift the value of a brand.

- Search Advertising
- Social Advertising
- Programmatic Advertising
- Advanced Targeting – Retargeting, Custom Targeting
- Rich Media Ads
- Mobile Advertising
- Media buying



Digital Transformation

Digicliff's in-house team of brilliant web/app developers and designers know that usability, functionality and visualization are the three most important factors for any website & mobile application. We can deliver ready-to-use and innovative customized development solutions for your brand needs. Our designers and developers make sure that we use the best technology for the website to create an awesome user experience.

- ❑ Personalized websites
- ❑ E-Commerce applications
- ❑ Database Solutions
- ❑ Microsites
- ❑ Content Management System Solutions
- ❑ Android & iOS mobile apps
- ❑ Cloud platforms
- ❑ Social Applications



CLIENTELE

Some of Our Best Clients





DIGICLIFF

Case Studies



Category - Higher Education,
Distance Education

INBOUND MARKETING & DIGITAL
ADVERTISING

About SMUDE:

Sikkim Manipal University is one of the largest Distance Education provider in India with focus on UG & PG courses like Distance MBA, MCA, BBA, BCA, BSC IT, BAJM, MAJM etc., Being the market leader in Distance Education space, SMUDE aimed at increasing their Digital presence to achieve digital dominance.

Challenges:

- **Scaling Digital Campaigns** to create Digital Dominance in the Distance Education space.
- **Increase the Lead Rate** on a daily basis from Digital campaigns without increasing the CPL
- Consistently increase **Lead-to-Admission Ratio**

Digicliff Approach:

- Focus on **Organic Growth** by implementing effective SEO & Social Engagement Strategy
- **Restructure the Search Marketing** to focus on theme-based campaigns to increase the CTR & reduce the CPL.
- Introduce **Dynamic Landing Pages** in the theme-based campaigns to increase clicks & leads
- Use **GDN** to identify the **best-performing Online Categories** and effectively formulate a media plan to increase quality leads

Results::

250%

Increase in
Organic Visits

800%

Increase in
Leads flow

3.8%

Increase in
Lead to Admission ratio



Category - Specialized Healthcare,
Stemcell Banking

INBOUND MARKETING & DIGITAL
ADVERTISING

About Lifecell:

LifeCell is India's first and largest stem cell bank, enjoying the trust of over 3,00,000 parents who have banked their children's stem cells with the company. They are the most accredited stem cell bank with certifications from national and international organizations for standards.

Challenges:

- Targeting expecting couples + **targeting them on their third trimester**
- Scale digital campaigns with **ROI targeting**
- Increase **Brand Awareness + Category Awareness**

Digicliff Approach:

- Target expecting couples with **niche website and keyword targeting**
- Focus on increasing organic visitors to the website and retarget them on social channels for conversion
- Identify the **right time** to target the users as the decision making involves both the partners

Results:

120%

Increase in
Organic Visits

300%

Increase in
Leads flow

4.5%

Increase in
Lead to Presentation

Specialized Healthcare, Infertility

COMPLETE DIGITAL SOLUTIONS



About Nova IVI:

Nova IVI Fertility (NIF) are among the largest service providers in Fertility Space. NIF aims to bring advanced Assisted Reproductive Technology (ART) to India in partnership with IVI of Spain.

Challenges:

- Fertility being a very **sensitive category** needs lot of intelligence in targeting the right people with right communication
- Increase brand awareness of Nova IVI in **right target markets**
- IVF is a long process close to 3 months, **clinic location** plays a very vital role in the success of the campaign

Digicliff Approach:

- Focus on **Second Opinion campaigns** for Patients with repeated IVF failures. Nova being market leaders, communication is widely accepted and created strong brand positioning
- Focus on **Tier 2 Cities with regional language ads**
- Focus on **Customer Engagement** as the decision-making takes more than 6 months

Results:

400%

Increase in Organic Leads

50%

Decrease in CPVL

2.8%

Increase in Lead to walk-in

About ADP:

ADP is one of the Fortune 500 companies which specialize in Payroll & Compliance Management from big corporates to SME's. ADP is one of the pioneers in Payroll & Compliance Management with branches across the globe.

Objective:

- To create a **strong brand presence in India** by leveraging Online Channels to reach out to the potential audience of ADP in India.
- To increase the **Online Reach and Social Engagement** for ADP with their prospective clients and to sustain their relationship with their existing customers more fruitfully.

Online Strategy:

- **Full Functional Responsive Website** adhering to ADP's Global Brand Value.
- Establish strong Online Brand Value for ADP in India through **content syndication** – Effective **distribution of collaterals through online channels**.
- Drive targeted audience from Search & Social to website & landing pages and make them engage through **Newsletters, Whitepapers, Case Studies & Webinars**

Results:

200%

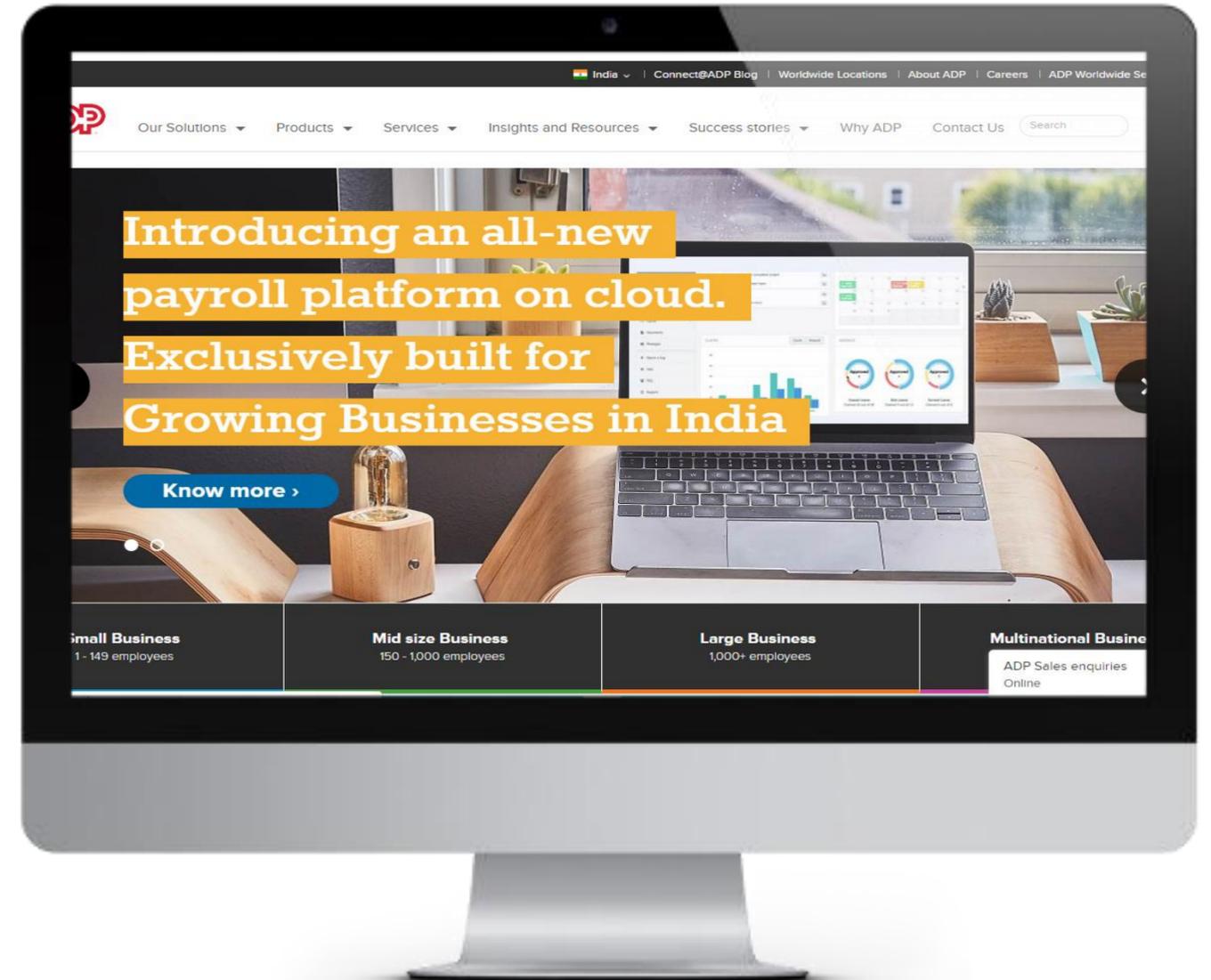
Increase in Organic Visits

300%

Increase in Leads flow

8%

Decrease in Cost per acquisition



B2B Category – ADP India

Content Promotion, Digital Advertising



Real Estate, Luxury Villa

INBOUND MARKETING & DIGITAL ADVERTISING

About Raffles Park:

Raffles Residency is a premium residential developer with a commitment to creating bespoke lifestyle homes. Raffles Residency with its expertise, commitment to superior quality and an eye for detail, partner with the finest architects and interior designers in its aim to set new benchmarks for real estate in India.

Objectives:

- To create a **strong brand presence** in India by leveraging online channels to reach out to potential audience of Raffles Park.
- To create a **brand identity** for Raffles Park online through a vibrant reputation management campaign.
- To increase the **Online Reach and Social Engagement** for Raffles Park with their prospective clients and to sustain their relationship with their existing customers more fruitfully.

Digicliff Approach:

- Understand & Identify what target group **online behaviour** is
- **Engage the audience** through a series of communications and create brand affinity
- Provide **Thought Leadership** for the identified Target Group through various content channels like **Infographs, Videos, Articles** etc.,

Results:

300%

Increase in
Organic Traffic

380%

Increase in
Leads flow

20%

Increase in
Site Visits



DIGICLIFF

Portfolio

Landing Pages

digicliff^



Sikkim Manipal University
Directorate of Distance Education

1800-266-7979
helpdesk@smude.edu.in



LOOKING FOR DISTANCE EDUCATION IN BANGLORE

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Course Interested in:

Name:

Email:

Mobile No:

I accept that an SMU-DE representative will contact me.

CLICK HERE >>

1 2 3

Why SMU-DE ?

- Recognised by DEC, UGC and the Ministry of HRD
- EduNxt** - 24x7 access to online courses and classes
- Scholarships by the University to encourage top performers
- No.1 in Results & Efficiency
- On-time course work delivery
- On time exams, results & delivery of degree
- Exam preparation classes at learning centres
- Easy accesability to University through learning centres

Eligibility | How to apply? | Admission & Fees | Application form | EduNxt Advantages | Scholarship & Loan

Please select the course you are interested in, from the form above, to get the corresponding details.

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Designation

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Official Email*

Vertical

Country

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Product Tour of Ramco ERP on cloud **TAKE A TOUR**

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Deluxe Group finds its bearings with Ramco ERP on Cloud **CASE STUDY**

Why ERP from Ramco?

- Leading the cloud revolution
- Next-GEN solutions to Automate your Business, End-to-End.
- Anytime, Anywhere Access through mobile phones and tablet PCs.
- Many Benefits, One product.

Industries We Serve

- Aviation
- Banking and Financial Service Institutions
- Energy Utilities
- Equipment Rentals & Services
- Facility Management

Client Testimonials

"Ramco ERP Suite has eliminated the operational data redundancies, enhanced the flow of information, and has thus significantly improved productivity and profitability."

Mahesh Mathur, VP – Systems
DLF, India.

Landing Pages

digicliff[^]

KARLE TOWN CENTRE

ZENITH RESIDENCES

OCCUPANCY CERTIFICATE RECEIVED

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ULTRA LUXURY RESIDENTIAL PROJECT OF THE YEAR BENGALURU 2018

*Asia Real estate Excellence Awards

PREMIUM LIVING DELIVERED

3 & 4 BHK ULTRA-LUXURY APARTMENTS IN HEBBAL, NEXT TO MANYATA TECH PARK

₹2.17 CR. ONWARDS*	READY TO MOVE-IN
FULLY FURNISHED*	AIR CONDITIONED

REQUEST A QUOTE

Please share your basic details & get detailed pricing/other info.

Full Name

Email ID

+91 Mobile No.

Preferred Budget

I would like to receive calls, SMS & emails from Karle Infra.

SUBMIT

OVERVIEW GALLERY FLOOR PLANS AMENITIES SPECIFICATIONS KARLE TOWN CENTRE LOCATION ADVANTAGE

CMR UNIVERSITY Bangalore



Need help with Admissions?

Give your details now & Get our call shortly

Name

Email

Phone Number

Select Campus

select course

I agree to receive information regarding my submission

SUBMIT

ENGINEERING ADMISSIONS OPEN - 2017

Why Engineering at

- Icon 1
- Icon 2
- Icon 3
- Icon 4
- Icon 5
- Icon 6

About Us Highlights Campus Location

GREENWOOD HIGH BANNERGHATTA



BANGALORE PARENT'S MOST PREFERRED SCHOOL!

ICSE FOR GRADE I - IX

Give us your details! We will contact you soon.

Your full name

Email ID

+91 Contact Number

Select Grade

I agree to receive information regarding my submission.

SUBMIT

- International Mindedness
- Cultural Sensitivity
- Holistic Education
- Intelligently Demarcated into Educational
- Sporting and Recreational Zone.

OVERVIEW VILLAS PHOTO GALLERY SPECIFICATIONS CUSTOMER EXPERIENCE AMENITIES LOCATION

RAFFLES PARK



Luxury is in the Details

5 BHK Luxury Villas in Whitefield, Bangalore

₹6.89 CR ONWARDS

REQUEST A QUOTE

Full Name

Email ID

+91

Preferred Budget

I would like to receive information regarding my submission.

SUBMIT

Welcome To HelpDesk. Angel is Online to assist you.

Good Evening, Welcome to Raffles Park.

I am Angel, How may I help you?

Please type your question and hit enter...

Please type your question here...

OVERVIEW

Banners

digicliff^

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ZENITH RESIDENCES

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2018

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NOVA IVI FERTILITY

TAKE A SECOND OPINION ON IVF FAILURE

from Dr. Manish Banker, Infertility Specialist
Director - Nova IVI Fertility

Repeated IVF Failures?

LIVE
3rd August
3PM - 4 PM

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Hennur-Bagalur Road, Bangalore

Mailers

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KARLE TOWN CENTRE ZENITH RESIDENCES
HEBBAL, NORTH BANGALORE

WE ARE GLAD
— THAT YOU HAVE —
ENQUIRED FOR
ZENITH RESIDENCES

ULTRA LUXURY RESIDENTIAL PROJECT OF THE YEAR
— BENGALURU-2018 —
ASIA REAL ESTATE EXCELLENCE AWARDS

MOST PROMISING DEVELOPER LUXURY RESIDENTIAL
— BENGALURU-2018 —
REALTY LEADERS SUMMIT & AWARDS

READY TO MOVE-IN / OC RECEIVED STARTS AT / ₹ 2.15 Cr ONWARDS*

Dear Mr. Ameljith,

Thank you for enquiring into Zenith Residences. You are now one step closer to finding your dream home. Book a site-visit now to experience a lifestyle of exclusive luxury at Zenith Residences.

An oasis in the heart of the Karle Town Centre, Zenith Residences offers a wide range of centrally air-conditioned premium 3 and 4 BHK apartments and penthouses, all ready for immediate possession.

LIFE AT ZENITH RESIDENCES

Here, spaces have been created for entertaining, relaxing, the enjoyment of natural beauty, play and privacy with extra attention paid to aesthetics and ambiance.



- High Rise lifestyle - 3 Towers, 34 Floors & 396 Ultra-luxury Apartments
- Part of Karle Town Centre - A 72 acre high density, mixed-use township.
- 75% Open Green Space - Beautifully landscaped for free of noise, pollution and danger of vehicles.
- Next to Nagavara Lake - A 100 acre lake at your doorstep, now that's exclusivity



Dear Greenwood High Fraternity,

2017 has been a wonderful year for Greenwood High, in terms of academics, co-curricular and extra-curricular activities. We are so glad to have had your support and involvement for the betterment of each and every student.

Let this new year bring more opportunities to our students, to excel in the fields of their interest. This new year, we pledge to continue providing quality education, emphasizing on the all round development of our students.

Welcome this new year with new hopes, new dreams and new opportunities.

Greenwood High wishes you a Happy New Year!



Mailers



ADP
IN THE BUSINESS OF YOUR SUCCESS™

IMAGINE... A payday without any worries of payroll processing & statutory compliance...

EXPERIENCE it for real. Outsource a completely hassle-free solution!

Automatic Data Processing (ADP) has been created with your growing needs in mind. ADP packs 60 years of learning and high-end domain experience into every single service offering and that is the reason why...

...over **570,000 clients** around the world count on our services

...ADP is featured as the **leader in payroll outsourcing business** in Gartner's Magic Quadrant

At ADP we place your interests at the center of our efforts. It is at the core of our service culture and will always be the heart of our relationship with our clients.

<p>Managed payroll processing</p> <ul style="list-style-type: none"> • Payroll processing • Client Self Service • Employee Self Service • Reports & Analytics • Tax proof Management • Expense Management • Flexi Benefits • Query Management • Onsite Resources 	<p>Statutory Compliance Outsourcing</p> <ul style="list-style-type: none"> • PF, PT, LWF, ESI Compliance • S&E Compliance • Factory Compliance • CLRA Management • Trust Management • Money Management Services
--	--

For more details about ADP India Services call **1-800-4190-237** (Toll-free) or mail to contactadp@adp.com



Hello New Jersey & Santa Clara!

Prepare to meet Nambiar Builders at The Great Indian Property Investment Expo. Get acquainted with Rajesh Nambiar and S.P. Poovanna to find out how they have been changing the residential landscape of Bengaluru, India for the last few years. See you soon at

<p>Stall No. 27, APA Hotel Woodbridge (Edison) East Coast on 11 & 12 November, 2017</p>	<p>Stall No. 16, Santa Clara Convention Centre, West Coast on 18 & 19 November, 2017</p>
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To confirm the time and date of your visit, please call or message **S. P. Poovanna at 9880040651**

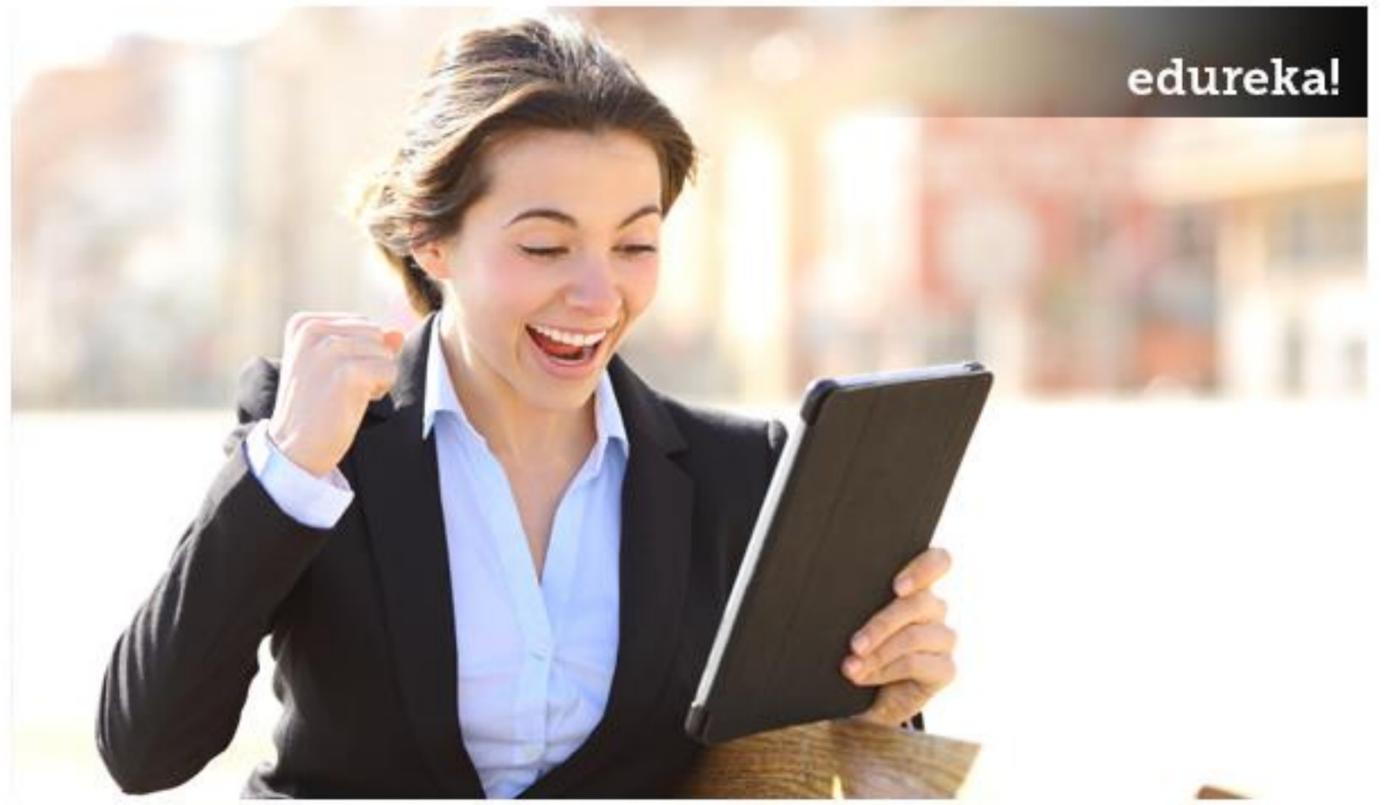
Visit www.nambiarbuilders.com or mail us at sales@nambiarbuilders.com

Content Marketing & Promotions

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DevOps Engineer Career Path: Your Guide To Bagging Top DevOps Jobs

MARCH 7, 2016 | DEVOPS



Top Node.js Interview Questions You Must Prepare For In 2016

0

MARCH 17, 2016 | INTERVIEW QUESTIONS, NODE JS



Info-graphs



Video & Live Sessions

digicliff^

 **Koshys Hospital**
August 25 · 🌐

It is the right time to show our spirit of togetherness! Let's stand with them, Let's be with them, Let's celebrate with them!
A special Onam for everyone of us!
#StandWithKerala #KoshysWish



KOSHYS HOSPITAL

Their assets are ruined,
but their **SPiRiT** is not!



LET'S MAKE **INDIA** FASTER

Nova IVI Fertility - India's leading fer... 🕒 ↗



Visit us, we brew good coffee - along with great ideas 😊

👤 Mr. Balaji Ramanathan, Director - Digital Business

✉ balaji@digicliff.com

☎ Let's talk (+91) 91084 72787

📍 1098/1, 4th Floor, Shamanna Complex 1st A Cross,
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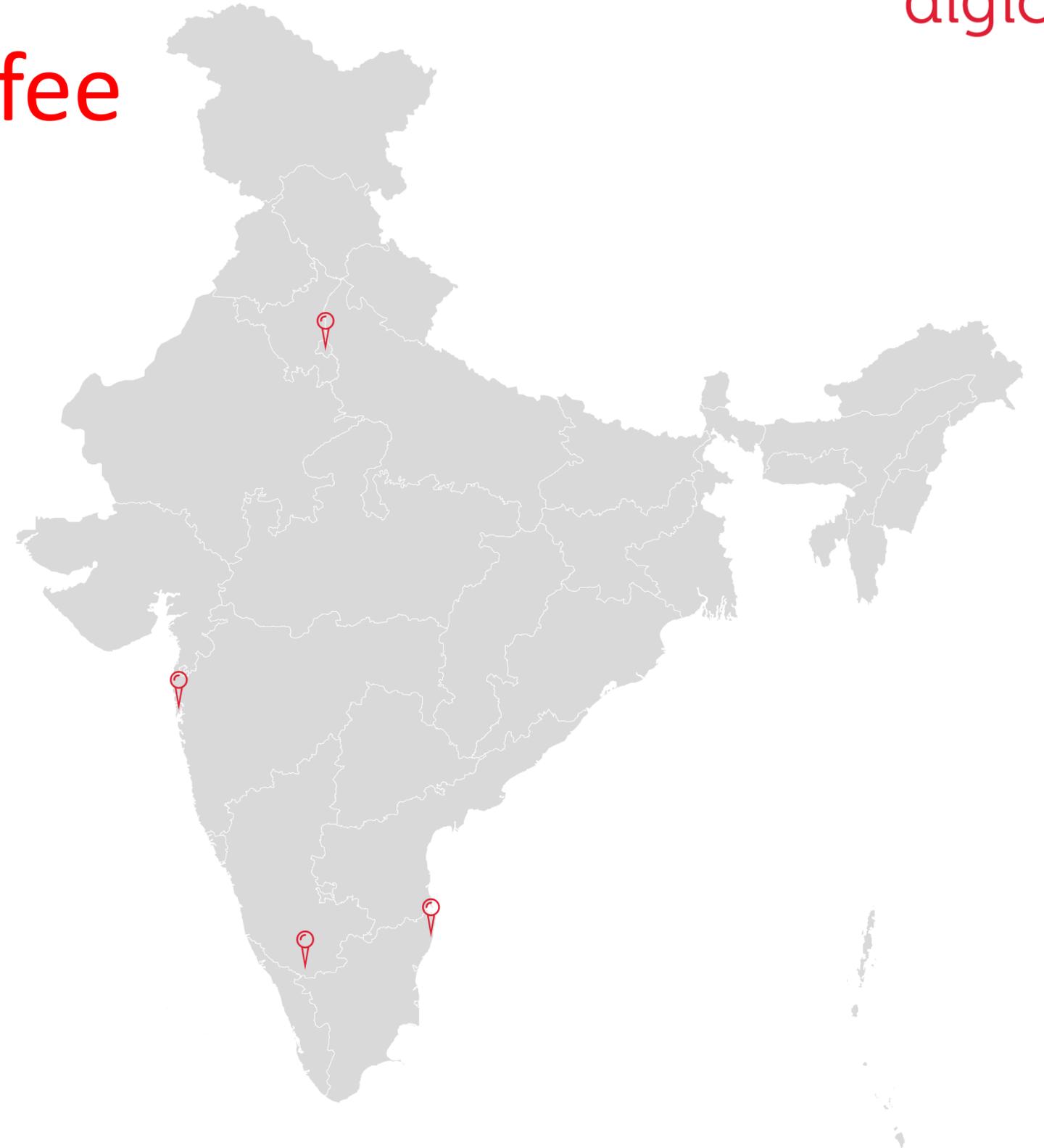
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THANK YOU
FOR YOUR
CONSIDERATION !!!