

SOFTWARE®  
SUGGEST



**SoftwareSuggest**

SERVICES 2019

> [team@softwaresuggest.com](mailto:team@softwaresuggest.com)

Dear Partner,

Thank you for getting on-board with SoftwareSuggest.

**SoftwareSuggest** is one of the leading software discovery and recommendation platform.

Our software experts list, review, compare and offer a free consultation to help businesses find the right software solutions as per their requirement.

With our comprehensive platform, intuitive search, and software evaluation tools, we have helped 3,00,000+ businesses get the right software.

We'll be more than happy to see you climb the ladder of success, close more deals, generate high revenue, and strengthen your business' bottom-line. Count on us as an extension to your team.

Here's a glance at our services. Please take a few minutes to review them. In case you have any questions, we're always here to help.

Sincerely,

Ankit Dudhwewala,  
Founder & CEO  
SoftwareSuggest



## Our Clientele

HubSpot

ORACLE®

Tally  
POWER OF SIMPLICITY

salesforce

sage

ZOHO

BIGCOMMERCE

bambooHR™

RingCentral®

TCS iON

## Quick SoftwareSuggest Facts

100+

Team Members

4Lacs+

Visitors Per Month

800+

Software Categories

34K+

Listed Software

# SERVICES OFFERED

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# LEAD GENERATION

## Highly Qualified Leads

When it comes to marketing, Lead Generation refers to initiation of customer interest or inquiry into your business' products and services.

Highly Qualified Leads are buyers who are proactively researching solutions or products those as in your category and are ready to make a purchase.

At SoftwareSuggest, we take pride in helping software vendors connect with the correct buyers. To ensure you get the highly qualified leads, our software advisors confirm each lead's genuinity personally.

### **Buy Highly Qualified Lead Pack from SoftwareSuggest**

- *Get bulk leads at a pre-decided price*
- *Acquire the qualified leads that meet your criteria*

## Exclusive Lead Campaign

As opposed to shared leads, exclusive leads are those that are sold only to one advertiser or vendor. Exclusive lead campaign can be of great help if your public brand awareness is low.

We leverage our wide network to run the campaign for your service or product. What we do in this campaign is showing your product's advertisement to the buyers who are in search of the software mentioned in your categories.

We follow Cost Per Lead (CPL) pricing model, where we charge only for the leads that fill up the form provided on your website or landing page.

We started the exclusive lead campaign in January, 2019 and till now we've run the campaign for 25+ Companies successfully, which includes MyOperator, TCSION, KEKA, MARG etc.

## SUCCESS STORY



"We were able to leverage SoftwareSuggest's HQL Program to gain traction and grow our sales volume."

Rajith Jayaraman,  
CEO, Intigra Technolab



"Provides an excellent platform for tech companies to promote their products. Their suite of offerings ensures multiple platforms to connect with customers. Very satisfied with the services rendered by SoftwareSuggest."

Aditya Sarkar  
Marketing Manager, LimeTray



## Drip Email Marketing

Drip Email Marketing is one of the most effective communication strategies that sends a pre-written set of Emails over a specific period. It helps companies keep their prospects and customers engaged with their brand.

In our Drip Email Marketing, we shoot a **6 Parts Drip Email Campaign** targeting **our users** who are in search of services or products that you offer. In this campaign, we offer pieces of information over a series of email that stimulates them to take action.

### **What's in store for you at SoftwareSuggest's Drip Email Marketing Campaign?**

- 6-part drip emails/campaign
- Mobile-optimized email design
- On-demand reports with Open Rate, Click Through Rate & other statistics





## Remarketing Campaign

Remarketing refers to getting in touch with the people who previously interacted with your brand through website, mobile app, or any other medium. Remarketing campaign enables you to position your ads in front of these audiences either through Google or partner websites. It gives them an indirect reminder to make a purchase from you.

At SoftwareSuggest, we run Remarketing Campaign with the help of Google Advertisement Network. Here, we showcase your company's advertisements to visitors who have visited our category over a period of time. However, these visitors are those who visit other websites with similar context.



## SMS Campaign

A form of marketing where you can interact with your customers via text is called SMS campaigning. It serves as a great tool to enhance profitability and uplift business revenue.

Our bulk SMS marketing campaign aims at amplifying your sales and lead generation.

### **Perks of SoftwareSuggest SMS Campaign**

- *Connect directly with your prospects and existing customers*
- *Generate exclusive leads from our targeted customer base*
- *Direct customers to your landing page*

*The leads generated through SMS campaigning are Marketing Qualified Leads (MQLs), i.e., they aren't verified by SoftwareSuggest through telephonic conversation.*



## BANT Qualified Leads

BANT is a familiar methodology for qualifying sales leads. It demonstrates the **B**udget, **A**uthority, **N**eed, and **T**imeline. The basic idea behind BANT is that you will have a substantial sales opportunity if you can identify a lead that has:

- *The budget to buy the kind of product or service you offer*
- *The authority to make the buying decision*
- *The need that your company can address*
- *A defined timeline for purchasing your product*

Here, our team will further verify the data based on the BANT criteria. We will then share only the leads that gets qualified as per the BANT criteria shared from your end.

## PAY PER CLICK PROGRAM


Pay Per Click (PPC), also called Cost Per Click, is an online advertising model which helps you drive traffic to your website. Here, an advertiser pays a publisher whenever an ad gets clicked.

On SoftwareSuggest's directories, we have the highest exposure to PPC program, which guarantees to drive a highly relevant and motivated audience to your website.

*"Visitors who click to your website from SoftwareSuggest are four times more likely than the industry average to convert into a lead."*

### Here's what you can avail with SoftwareSuggest PPC Program

- **Preferential Placement** (above Basic & Premium Listing) on the Category Page
- Visit Website to boost traffic on your website's landing page



**Zoho Books** ✓  
Easy accounting software for small businesses to manage finances

Simple, easy-to-use business accounting system to help you manage your accounts online. You can download 14 days free trial of Zoho books. Zoho Books is an easy-to-use, online accounting software for small businesses to manage their finances and stay on top of their cash flow.

★★★★☆ 4.7 (30)

[VISIT WEBSITE](#) [FREE TRIAL](#) [FREE DEMO](#) [PROFILE](#) [COMPARE](#)

- Track the success of your PPC campaign with our free conversion tracking tool
- Connect with SoftwareSuggest Marketing Advisor, and get assistance throughout campaign optimization, landing page & website design, lead tracking & conversion, and more

## SUCCESS STORY



**keka**

"Keka has been able to increase its customer base by 200% in the past two years. The team size has also increased by 100%, and the software is now considered as one of the top HR software in the country."



**ZOHO**

"A great platform for search marketing. A fantastic team with real experts working on our PPC campaigns."





## SALES SUPPORT / LONG-TERM BRANDING

### Premium Listing

Premium Listing helps you increase exposure to the product or services you want to sell by adding them on our website.

***With SoftwareSuggest's Premium Listing Service, you can enjoy these benefits:***

- *Occupy a place above the products with basic listing on the first page of your software category*
- *Get immediate emails for the inquiries received via **"Request A Demo"** and **"Get Quote"***
- *Avail the advantages of **Advertisement-free Listing** i.e. no third-party advertisements will be shown on your Product Profile Page*
- *Get an exclusive **Banner Ad** on your Product Profile Page*

### Display Ad

Display Advertising refers to advertising products or services on websites, apps, or social media via banners and other ad formats like images, videos, texts, flash, and audio. The main aim behind display advertising is delivering your brand message to the site visitors.

At SoftwareSuggest, we receive 350,000 monthly visits. So, placing your banner ad on our website can help you gain more exposure and even thousands of potential buyers. We can be a great platform for you to increase your brand awareness and drive leads.

***Have a look at our myriad of Display Advertising!***

### Category Page Banner Ad

- *We'll display your banner on category pages in any of the four banner advertisement places.*
- *It will get displayed on the Product Profile Page with Basic Listing*
- *The banner will be in auto-rotation format with two other software vendors*

## Homepage Banner Ad

- Get a chance to showcase your brand on SoftwareSuggest's homepage
- Boost your software's visibility & reach targeted buyers
- Your banner will be displayed in auto-rotation with banners of 4 other software vendors

## Intermediate Banner Ad

- With this, you'll be able to get on the page that redirects to another website
- It will be done in auto-rotation with 2 other software vendors

## Blog Banner Ad

- Get a chance to display your banner on [SoftwareSuggest blog](#)

## Trending Business Ad

- We place your software banner on the homepage along with other small banners below the home page banner
- If you have opted for our PPC campaign, we offer you with 'Visit Website' button





## Get Reviewed

In this digital era, we know that

*“88% of buyers trust online reviews as much as personal suggestions and recommendations.”*

So, getting your products or services reviewed from software experts like those at SoftwareSuggest can help you grab the attention of potential buyers.

### **Here's what our Get Reviewed Activity includes:**

- Our Software Analyst reviews your product (through demo/available website content)
- Our Content Writer pens down an in-detailed review with screenshots, relevant images and videos
- We then publish the review on [SoftwareSuggest Blog](#)
- Then, we share it on our social media channels - Facebook, LinkedIn, Twitter
- We also run an email campaign of the review and send it to relevant buyers who approached us in the past few months
- You too can share this review with your prospects and increase conversion rate
- We add a **“Reviewed on SoftwareSuggest”** badge on your SoftwareSuggest Profile Page



- You can also add custom **“call to action”** button on the review i.e., redirect traffic to your website, software download, brochure, eBook, whitepaper, or wherever you want



## Blog Mentions

A blog mention is a medium by which a blog post refers or links to the user's website. It is done to draw the attention of other users.

We provide [5 Blog Mentions](#), which will help your product or company to gain exposure among thousands of potential readers and increase SEO rankings.

### **What do we do?**

- Mention your company on our existing blogs
- Share the blog on different social media platforms

## PREMIUM SERVICES

### Database Syndication

Database Syndication is one of the outbound methods for lead generation. It is a powerful tactic for demand marketers to scale up their top funnel sales. Here, we work on as per the filters provided by you to help you create a list of leads for cold emails and outbound calls – be it the industry, turnover, or something else.

To make Database Syndication a better experience for software companies, we have categorized it into three parts.

#### Pre-Verified Database

Being a leading software discovery and recommendation platform, SoftwareSuggest receives thousands of requirements from clients looking forward to purchasing different software. As soon as you share your targeted criteria with us, we dig out our data and the available data on the internet as per your requirement.

#### Verified Database

Once we accumulate the relevant data for you, our team verifies contact details for each via a telephonic conversation. This data can be used for cold calling, email campaigns and more.



## Content Writing

Content is a crucial part of any business. It helps building brand awareness, earn links from other websites, and build retention. Content Writing provides real value to the client's audience.

With a talented pool of professional content writers, we have delivered high-quality content writing services across 40+ countries.

At SoftwareSuggest, we ensure:

### Highest Quality Content

We see to it that you receive original content with engaging dialect and headlines that pop. We understand that small details and mentions make your business unique. So, we put our best efforts to make sure that you are satisfied.

### Qualified Writers

Our hand-picked team of content creators processes the art of developing content that connects to your consumers and convinces them that you are all they are looking for.

With SoftwareSuggest's Content Writing Services, you can leverage top quality content for -

- ✓ *Business Websites*
- ✓ *Products Descriptions*
- ✓ *Blogs & Articles*
- ✓ *Guest Posts*
- ✓ *Software Reviews*
- ✓ *Research Reports*
- ✓ *Case Studies*
- ✓ *Press Releases*
- ✓ *Newsletters*

## GET IN TOUCH

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