

**SOFTWARE<sup>®</sup>  
SUGGEST**



# **DISCOVER TOP BUSINESS SOFTWARE & SERVICE PARTNERS**

Contact us:

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# About SoftwareSuggest

SoftwareSuggest helps discover top business software and service partners.



## Suggest the Right Match :

We suggest the best software for business functionalities starting from accounting to warehouse management.



## Review :

We provide reviews of the best software & services, fine-tuned with in-house research, on our blog.

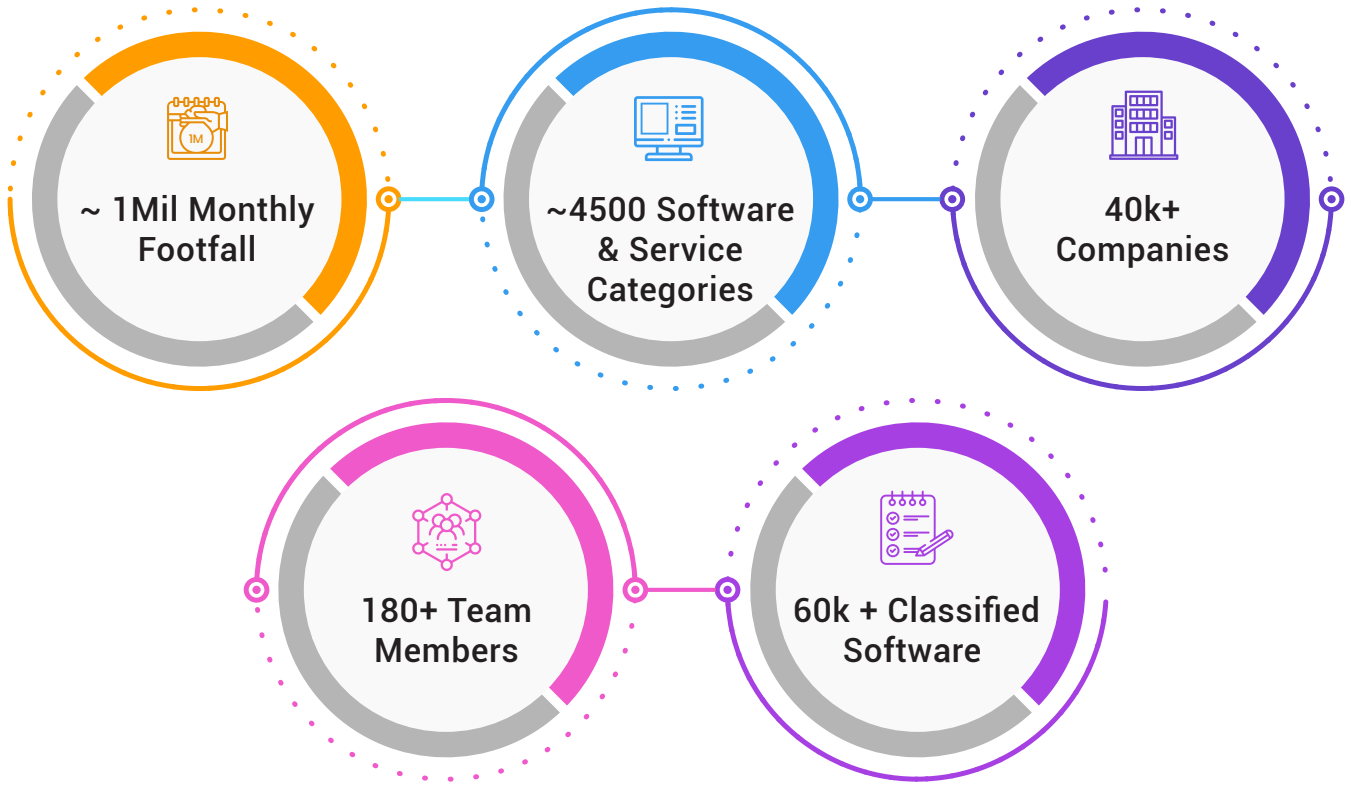


## Compare :

We prepare in-depth comparison reports of the top software made for businesses and services partners, in various business functions.

SoftwareSuggest has helped many customers select the right software and services solution for their organizations while providing the ideal online channel for thousands of software vendors to reach active buyers.





## Client List



# Testimonials



"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."



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



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



"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."

# Our Products

SoftwareSuggest provides appropriate software and service options for various business functions, starting from Accounting to Visitor Management software & services for various industries starting from Agriculture to Textile.

Consultation of business software and service solutions guaranteed to find the best match for your business.

- Lead and Demand Generation
- Pay Per Click Program
- Branding
- Premium Services
- SDRs on Demand/as a service
- Paid Marketing Service



## Lead and demand generation

Connect with the right buyers with SoftwareSuggest's lead and demand generation service.

What's in store for you at SoftwareSuggest's Lead & Demand generation:

### Highly Qualified Leads

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

### Exclusive Lead Campaign

- Increase your public brand awareness
- Cost Per Lead (CPL) pricing model, charged only for the leads that fill-up the form provided on your website or landing page.

### Drip Email Campaign

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

## Pay Per Click Program

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

- Recommended placement on the category page
- Website visitors to boost traffic on your website's landing page
- 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, lead tracking & conversion, and more

## Long-term Branding

What's in store for you at SoftwareSuggest's Long-term Branding:

- Premium listing
- Display Ad
- Category Page Banner Ad
- Homepage Banner Ad
- Intermediate Banner Ad
- Blog Banner Ad
- Trending Business Ad
- Get Reviewed
- Blog Mentions



## Premium Services

### Content Writing

Content is a crucial part of any business. It helps to build brand awareness, earn links from other websites, and build retention.

### Exclusive Lead Campaign

- Highest quality content
- Qualified writers

## SDRs on Demand

We enhance your in-house sales team with top Sales Development Executives on demand, catering lead generation and sales services across verticals.

We start with highly accurate research (95% or above), then provide lead generation and outbound sales processes to produce qualified appointments with our client's ideal customers--with predictable results.

Here's what you can avail yourself with SoftwareSuggest

SDR seat service:

- Pre-vetted professionals
- Reduced hiring costs
- Simplified training process
- Build pipeline
- Research leads
- Cold calling



# Paid Marketing Services

## 1. Performance marketing

A good paid search strategy will maximize your visibility in the search engines and provide an excellent return on investment.

Here is the paid campaigns at SoftwareSuggest can handle for you:

- Google AdWords
- Bing ads
- Facebook ads
- Twitter ads
- Other real-time buying platforms
- Direct media buys and many more

## 2. Paid social media marketing

Build a strong bond with your clients with SoftwareSuggest's social media marketing services:

- Creative and innovative SMM tactics to strengthen the presence of your business on social media.
- Brand value creation and development across popular platforms.
- Domain-specific and targeted SMM services for start-ups and established business enterprises.



### 3. Display Marketing

Our Display marketing experts leverage numerous platforms to build awareness for your brand and to drive more traffic and conversions to your website and landing pages.

Some of the display marketing platforms we leverage include:

- Google Display Network
- Google Display Remarketing
- Programmatic Providers

### 4. Influencer marketing

B2B and B2C marketers can work with influencers people with large social followings to strategically promote their offerings in a more personal manner.

## Get in touch



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