



MDS DIGITAL MEDIA PVT. LTD.
HIGH PERFORMANCE REWARD

ABOUT US

MDS Digital Media is a blooming digital agency that caters to several brands to develop effective strategies and intensify their business growth.

Our initiative in this field of Digital Marketing was in the year 2015. Started by commencing a business from Navi Mumbai we have come up with another branch in Kolkata and also have a vision of reaching worldwide.

Our mission is to often provide customers with the highest quality products and services. This has provided us with the best service and support in the industry. We establish mutually beneficial relationships with our customers to achieve success.

Our experts believe in maintaining the quality that is more goal-oriented.



OUR EXPERTISE

We pride ourselves on being unique in many ways that include, innovation, improvisation, professionalism and quality.

MDS Digital Media believes in driving customers through several turn key digital marketing options.

We are specialized in the following mentioned services.

-  SMS Marketing
-  Digital Marketing
-  IVR /Voice Marketing
-  Lead Generation (Cost Per Lead)
-  Affiliate Marketing



SMS MARKETING

Send Better, Smarter and Integrated messages for massive engagement.

When you are looking for massive engagement in minimum spending you can't afford to ignore Bulk SMS Marketing. MDS Digital Media is successfully catering to more than 100 companies for Bulk SMS Marketing that includes the health sector, real estate, BFSI, retailers and many more.

- Helps you to send valuable feedback or information to your customers.

- Cost-efficient service with experts help.



- 100% data security.

- Generate brand awareness among your customers.

- A higher standard of quality data.



TYPES OF SMS WE SERVE ...



User verification (OTP)

You can use this OTP (One Time Password) for single authentication within a short time frame.



Promotional SMS

A kind of SMS used to promote your business, products or services.



Transactional SMS

SMS that is not intended for marketing purposes and is usually used to send OTP's and informational SMS, or booking alerts.



Segment Retarget

The process of retargeting your existing customers through dedicated and personalised campaigns.



Information on demand

Allow customers to request real-time information about your business via text message.

TYPES OF SMS WE SERVE ...



- **Engagement and Loyalty programs**

This type of SMS is based on the contest, quizzes for engaging customers.

- **Customer satisfaction messaging**

SMS service that runs survey and feedback polls for the customers.

- **Internal team communication**

To engage with your internal team and send details regarding security updates and new accounts.

DATABASE SEGREGATION ...

- **Salaried Individuals:** Information of people falling under certain salary slabs e.g.: earning between 3 lakhs to 10lakhs per annum etc.
- **Credit Card Owners:** People owning a credit card.
- **HNI Customers:** High Net worth Individuals.
- **Investor Base:** Investor database (people having online De-mat account etc).
- **Mutual Fund Investors:** Investors who have invested in mutual funds.
- **Car Owners:** People owning four-wheelers.
- **Frequent Fliers:** limited but can be procured on demand.
- **Post Paid telecom base:** Have an HNI base of people with a post-paid connection.



DATABASE SEGREGATION

● **General Insurance Policy Holders.**

● **Life Insurance Policy Holders.**



● **Interest – Real Estate, first-time property seeker, recently married.**

IVR & Voice

Time to give your brand a better outlook.

Companies have adopted the services such as Interactive Voice Response (IVR) to respond to customer's queries around the clock.

83% of people prefer self-service rather than talking to an executive, IVR service can work at this time.

Use pre-recorded
IVR messages.



Prioritize calls based
on response.

Gather information
about your callers.



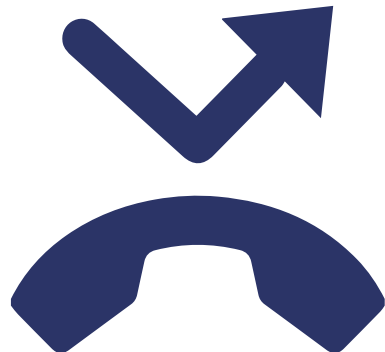
Grow your companies
revenue.

IVR & Voice

...

Hosted IVR Service

Hosted IVR is a business call management system that is specifically used to route customer calls to the concerned department automatically. Further, you can also use it to give a professional voice welcome greeting to your customers. It is the backbone that helps businesses in automating their call handling process. Interestingly this technology does not require any hardware set-up cost due to its cloud-based environment.



Missed Calls Service

At this technologically inclined times, marketing needs to be at its peak and thus has to be resourcefully handy at the same time. Mobile marketing suffices these requirements in the best ways for both long term as well as short term campaigns and hence proves to be of utmost importance in the marketing field.

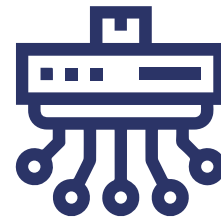
Digital Marketing

Digital Marketing will not only help your business to expand in new areas but also helps you to achieve tremendous accomplishment in your business.

Experts in MDS will serve you with professionalism and years of experience. With our team, you will



Drive more leads for your business.



Create a stronger online presence.



Engage target audience.



Set up expectations and deliver beyond.

Digital Marketing Services ...

Search Engine Marketing



Google Ads
Google Ads



Bing Ads

Social Media Marketing



Facebook



Instagram



LinkedIn



Twitter

How Digital Marketing Service help to grow your business?



Digital marketing is more cost-effective than traditional marketing.



Builds Brand reputation.



Provides better ROI for your business.



It not just deliver you leads but also increase your conversion rate.



Escalate revenue.



It ensures online business survival.

Lead Generation (Cost Per Lead)

Getting New and Quality leads is our priority.

Our ROI-centered Lead Generation approach helps brands to acquire Quality and high intent customers.

You pay only for genuine quality leads that match your goals and reduce your advertising spend.



- **Focused Targeting.**
- **Pay for validated leads.**
- **Optimize the campaign to ensure the right customers for you.**
- **Our team is seasoned with lead generation experts who will support you and assist you whenever required.**

Affiliate Marketing

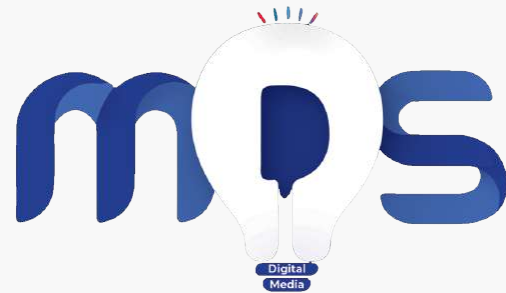
MDS Digital Media specializes in offering affiliate program solutions that grab the attention of your potential affiliates, which in turn increases lead generation and sales.

If you are planning to add an affiliate program to your website, our affiliate management service provides complete support towards building your affiliate program with selected networks.



Clientele





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THANK YOU