

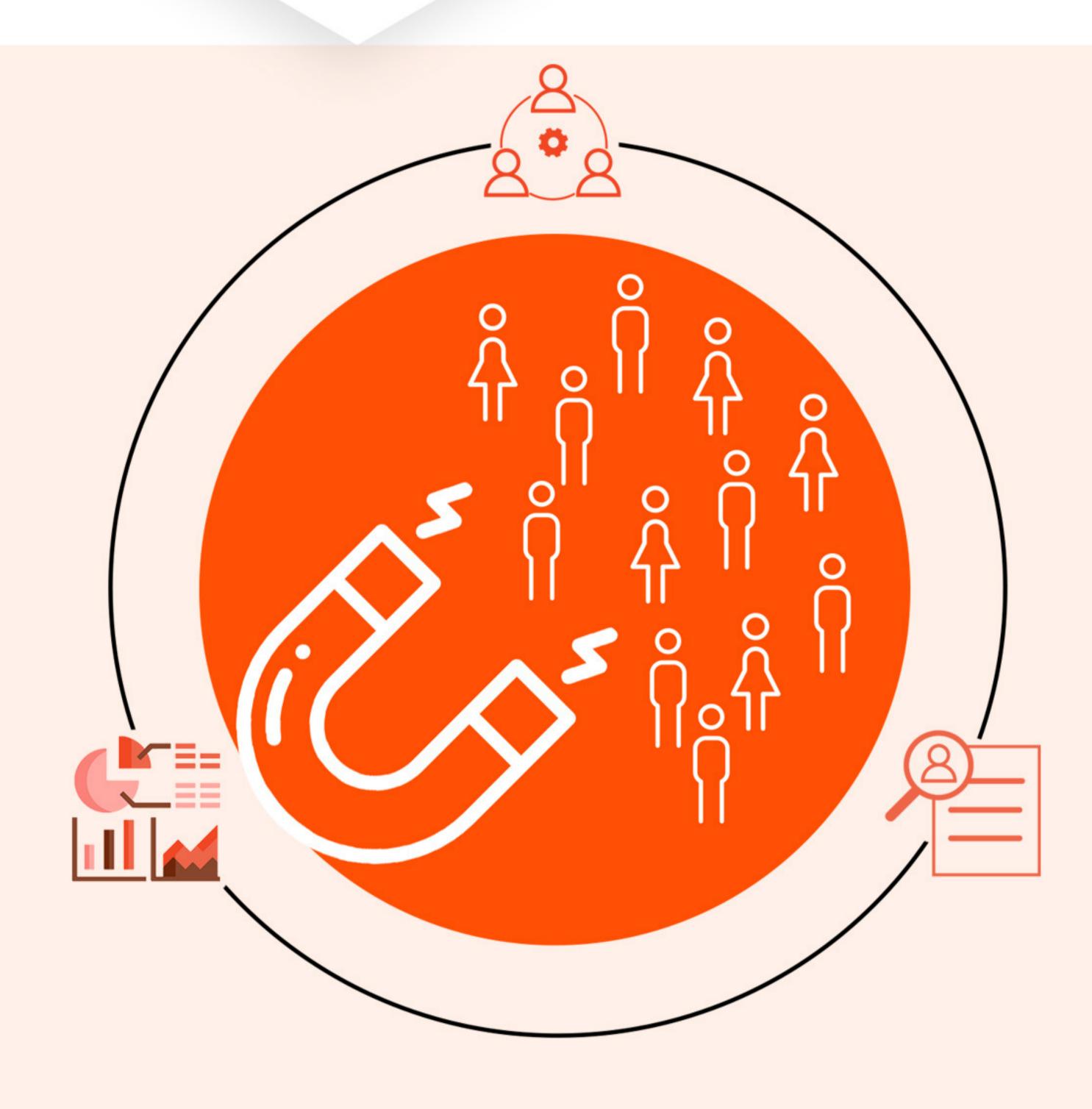
With our lead generation expertise, you are assured of achieving the goal of increasing sales and revenues. Our team ensures that only highly targeted traffic is attracted so getting a boost to leads is easy and surety. We offer a unique blend of lead generation in digital marketing that is compatible with multi-channel and multi-platform environments. You can thus not only witness a boost to sales but also to overall branding as well.

Contact Information

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As a top lead generation agency, the focus is always on attracting targeted niche audiences so that they can be converted into customers.



LEAD GENERATION SERVICES

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About Clicks and Sales Pvt Ltd

Clicks and Sales Pvt Ltd (C&S) relies on its proven multi-touch, multi-channel marketing approach to generate results at scale. Multi-channel implies that we engage your target decision makers by combining phone, email, social, and online marketing work, while multi-touch ensures that we leverage every contact point to convert a prospect into an opportunity.



Our Core Values



Client Focus

We ensure that our digital marketing and demand generation efforts are client centric and not built on a pre-decided process.



Performance Driven

At C&S, we ensure that our activities are performance oriented and every stakeholder works in sync to achieve the desired outcome. Our CIFA panel ensures collaboration.



Built on Experience

C&S has technocrats who have immense experience in digital marketing, cold outreach, inside sales and pre-sales.



Technology at Play

Our developers, software architects and cloud server team continuously develop new technologies and algorithms for web scraping, signal capturing and automated outreach methods.



Human Touch

At C&S, our most valuable assets are our team members and we all work with a common passion of achieving growth for small, medium and large corporations.

Lead generation is a unique and specialized advertising concept focused on identifying customers contextually when they are showing interest to buy products or avail services. It's also about connecting with and converting leads and reaching out to the right customers at the right time.

Acquire, Nurture, and Engage: Qualified Leads

We help clients not just with lead and demand generation but also help them to improve their lead conversion rate and sales-qualified lead conversion rate.



Retention strategy



Building effective campaigns to improve customer acquisition and retention



Content and engagement

Account Based Marketing and Inbound marketing

to attract and convert qualified leads



strategy

Educate, inspire, and build interest after lead generation for improving conversion

Marketing goals



Marketing automation software

I gathers data from user and

customer activity across the

entire funnel

Set monthly goals around website traffic, prospects, leads and customer acquisition



Full-funnel analytics Behavior-based email marketing

Send appropriate communications based on behavior, activities and interests.

- Manage leads. Monitor campaigns. Nurture relationships.
- Get your marketing and sales running on fast gears
- By combining the power of our in-house lead management platform(CIFA), Callbox Pipeline, we create a more seamless, end-to-end customer acquisition process to drive your sales and grow your revenue.

Demand Generation Campaigns Based on Business Type

As C&S, we understand your business and adjust our marketing and sales campaigns accordingly. What is relevant for your business and what drives results will be done at C&S.



Leads for B2C businesses

For a B2C business model, the campaigns are structured for reaching out to a wide variety of audiences and engaging them. Once engagement and discussion around the product or service offering starts, discounts, deals and offers are spread out to generate a list of prospects.

Leads for B2B businesses

For a B2B business, the challenges to educate the client about the product or service, make the prospect understand the value offering and educate the audience is of prime importance. Also, for a B2B campaign, the key to success lies in deciding what is not the relevant audience.



Exclusive, Unshared Leads

At C&S, we guarantee that the leads which we generate for our clients are never shared with any other client. All our lead generation, demand generation and appointment fixing services come with a guarantee of offering exclusive unshared leads with our clients.

Leads Delivery Mechanism

Over the years, at C&S, we realised that the most important parameter for improving conversion rates is how quickly a lead is contacted and how well versed the person contacting the prospect. We have spent immense man hours in discussing this and have built our CIFA panel which ensures collaboration, quick lead information flow and feedback with our clients.

"CIFA Panel" - Client information & financial attributes Panel

Our CIFA Panel is the gold standard lead tracking, allocation crm built with lead generation service in mind. Most other CRM's and softwares are built for project management and as an extension are used for lead management. Opt for a demo of our CIFA panel and you will realise how this is the game changer for lead generation industry.

Our Clients











