

The background of the image is a dark blue field filled with a complex network of white lines and various icons. The icons include a smartphone, a Wi-Fi symbol, a cloud, a mail envelope, a padlock, a lightbulb, a person silhouette, a gear, and a dollar sign. These elements are interconnected, suggesting a global communication or data network. In the lower half, a glowing blue wireframe globe is visible, with the network lines appearing to flow over its surface. A bright light source is positioned behind the central text, creating a lens flare effect.

COMMUNICATION | AUTOMATION | NAVIGATION

A horizontal bar with a blue segment on the left, a red segment in the middle, and a blue segment on the right.

Evolution

Evolution is the result of an act
that derives from the absence
of a catalyst to become a
Super Power

We saw the absence
We identified the need
We are the catalyst

A horizontal bar with a blue segment on the left, a red segment in the middle, and a blue segment on the right.

Journey

Over 15 years of experience
creating incredible value to
brands in India and across the
globe **through right people,**
technology and intelligence

A horizontal bar with a blue segment on the left, a red segment in the middle, and a blue segment on the right.

Delivery

We create **Brands**
We lead **Digital**
We serve **Technologies**
We enable **Businesses**

EXPERTISE



Brand Services

- Strategy
- Communication
- Design
- Production
- Experiential Marketing



Digital Services

- Digital Marketing
- Web identity and information
- E-commerce
- Data Reporting
- SMM / SEO Services



IT Services

- Chat Bots
- CRM & CMS
- Data Analytics
- ORM
- GMB Services

THE TEAM



Nicky

Co-Founder, CEO

Sales and business development specialist with over 15 years of experience working with global markets and international brands.



Seshu

COO

Deep understanding of brand marketing, tech architecture, and business growth cycle with 15 years of experience.



Rishi

CDO

Eye for winning process flow from unit to shelf. Engaged in different brand journeys over 15 years in analysing business data.

CREATING YOUR GROWTH PLAN



Build Brand

Communicate your vision

- Product Stories
- Brand Stories
- Culture Stories



Build Brand Community

Engage with interactions

- Nurture your inner-Circle to vouch
- Videos on thought leadership
- Community driven programs



Build Business

Drive ROI with Digital Marketing

- Customer Awareness
- Customer Acquisition
- Customer Retention & Advocacy

FEATURED IN

STANFORD
BUSINESS
GRADUATE
SCHOOL OF

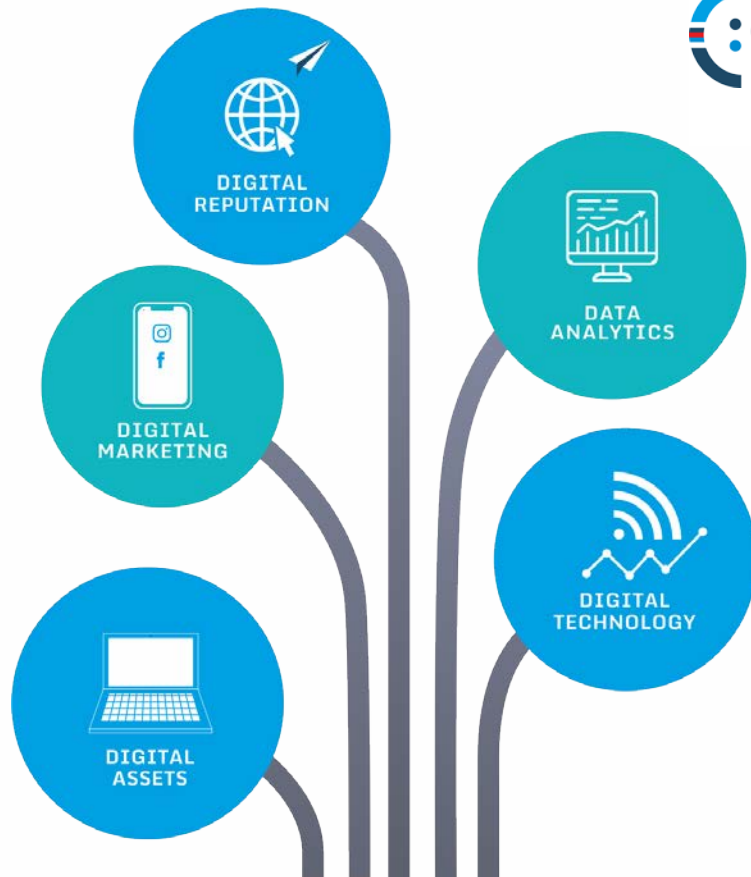


PNGROWTH
AN ISPIRT INITIATIVE

HOW WE BUILD GREAT BRANDS

Digital Growth Acceleration

We accelerate digital growth for brands using a 5-Point focus that ensures an end-to-end digital strategy and coverage



1. Digital Assets

Online Collaterals

- Website
- Search Engine Optimisation
- Marketing collaterals like ebooks & blogs

Business Collaterals

- Brochures
- Product catalogs
- Newsletters
- White pages
- Digital reports

Social Collaterals

- Email Automation Setup
- Social Media Handles

The background of the right side of the slide is a dark blue digital-themed graphic. It features a large, glowing blue hand reaching out from the right, with its index finger pointing towards a bright blue light source that resembles a gear or a lens. The background is filled with various geometric shapes like squares, circles, and triangles, some of which are glowing. There are also faint, glowing lines and patterns that suggest a network or data flow.

WE ARE CREATING
DIGITAL ASSETS
FOR TRANSFORMATION OF BUSINESSES

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Digital Assets

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COSMETIC & KIDS DENTISTRY

We are here to see you smile 😊

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Blog



UNCATEGORIZED

Top 10 Alternative Career Options

Introduction The youngsters of today are more or less confused about choosing careers and they definitely want to do what they like. The unconventional is the trend today and we're going to look into the top 10 alternate careers that Read more...

By **admin**, 7 months ago



BLOG

Importance Of Flooring In Interior Design

Introduction One of the most significant elements of interior Designing is Flooring. The importance is such that it can make or

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- [5 Interior Designing Myths to Brush Off](#)

Archives

Select Month

Digital Assets

Social Media



Tata Consumer Products



SAIL – Steel Authority of India Ltd.



2. Digital Marketing

Plan

- Audit brand's social media presence
- Research relevant social media networks
- Brainstorm new tactics
- Develop content strategy and calendar

Act

- Devise campaigns
- Compelling content
- Interactive stories
- Brand user activations
- Influencer outreach
- Digital PR activities

Convert

- Make use of the relatable trends
- Digital advertising
- Lead generation campaigns
- Re-targeting advertising

WE ARE MANAGING
DIGITAL MARKETING
FOR REACH ACROSS THE GLOBE

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Campaign Activities

Drive Awareness

We execute strategic digital branding on various digital platforms

- Social media Activity (SMO)
- Digital PR
- Content Creation
- Influencer Marketing

Drive Acquisition

We execute digital engagement and outreach programs

- SEO on Google Network
- Google My Business Listing
- Digital Advertisements
- Social Listening

Drive Retention

We ensure that your reputation online is managed using precise data and analytics

- Response Management
- Analytics Driven Decisions
- Technology Advances
- Automation & Workflows

A small horizontal bar with red, white, and blue segments.

Case Study

JCS Jewellers

Objective

The jewellery market in India is a buzz with new trends tirelessly changing its course in the blink of an eye. In such a competitive market, JCS Jewellers needed to strongly advocate its blend of traditional and modern designs with superior craftsmanship. The brand wanted to increase their reach, social presence and prowess of their unique designs in jewellery.

Solution

Devised social media campaigns in the following buckets.

Product Story – We spoke about the various type of jewels, quality, craftsmanship and exclusivity.

Brand Story – We had driven conversations on their brand values, history, associations, accolades and press.

People Story – We shared the experience of customers, founders and the employees of Brand JCS.

3. ORM

The scope of **Online Reputation Management** (ORM) is divided in the following areas.

- Brand listening & ORM
- Competition Listening
- Fake account management
- Publishing via ORM tool
- Keyword Listening
- Campaign Management
- Data Analytics for sentiment analysis

WE ARE ENGAGING
DIGITAL REPUTATION

HOW BRANDS CAN DO BETTER WITH
FEEDBACK MECHANISM

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Social Listening

DMI Finance - Case Study

Issue

Excessive negative chatter, poor google ratings, delayed customer care response

Objective

- Protect the reputation, find marketing insights, improve customer service and enrich content with data.

Solution

- Internet monitoring tool combined with advanced sentiment analysis working together to protect the brand, analysing audience opinions, and connect with potential customers.
- Prioritize neutralizing the panic state of the customer by bringing the negative sentiment to a neutral state. Effective reassuring first responses were drafted suited to different issues. Quick response sent out to followers within 10 min.





4. Data Analytics

Measure, track, and analyze all your website and social-media data to maximize online return-on-investment (ROI).

1. Track **Key Performance Indicators** – Users, Bounce Rate, Time on Page, Event Clicks, User Movement, Popular Product Pages, etc.
2. Track and Measure **User Behavior** and Movement to Optimize your Website and Campaigns.
3. Optimizing and Tracking of **Marketing Campaigns** – Find the right target audience and capitalize on it.
4. Track **Conversion Ratios** – Newsletter signups, registrations, logins, video-views, web clicks, time spent on website, etc.



WE ARE ANALYSING
DATA ANALYTICS
FOR BUSINESSES TO THRIVE
ON THE RIGHT NUMBERS

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How Data Projects Work?

Data Sources

- Financial data
- Digital data
- Sales data
- Operations data
- HR data
- Customer data
- Survey results
- Market research
- Others

*Data
Cleaning
Process*



Visualize data to
comprehend large
data sets.



Build strategy
dashboards



*Ideating
Strategy*



This results in
enormous amounts of
data that are hard to
translate into insights to
help organizations get
insight from this
growing amount of data
and to use analytics for
competitive advantage.



5. Technology

The application of **Digital Technology** in the scope of marketing can be in the following ways.

- CRM Integration
- Omni-channel Chatbots
- Email Automation
- Feedback Systems



WE ARE AUTOMATING DIGITAL TECHNOLOGY

PREPARING BUSINESSES FOR OPERATIONS
BEYOND STANDARD TIMES

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CRM Integration

Customer Relationship Management

- Who is my potential customer?
- Who has stopped purchasing recently?
- How should I communicate about my products in most effectively?
- How is my sales looking these months?
- And what should I do for improving it?
- Answers to all this questions in a focused customer relationship management (CRM) solution.



Case Study

Chat BOT

One of the world's largest Insurance brand catering to over 15 million customers spread across 167 cities with over 99K agents. It's one of the fastest growing insurance companies that has covered over 30 Million lives as of September 2020.

Challenge

Due to the pandemic, our client experienced drop in policy verification and collection.

Solution

A multilingual BOT was built to help users verify policy details, check policy due date, payment mode, update customer information and more. The bot was integrated with client systems. It has superior context based identification to help understand queries better.



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