

REGISTERED UNDER MSME, GOVT. OF INDIA UAN - KL12D0005156
TRIVANDRUM | KOCHI | KERALA



COMPANY PROFILE

2016
SINCE

SEO | SOCIAL MEDIA MARKETING | GOOGLE ADS | WEBSITE DESIGN &
DEVELOPMENT | CUSTOMIZED SOFTWARES | BRANDING | LOGO DESIGN |
DIGITAL PRODUCTS

STRATEGIES REDEFINED FOR MAXIMUM ROI



**GROW YOUR BUSSINESS
ONLINE WITH US**

Who We Are

WE ARE A DIGITAL MARKETING TRAINING & CONSULTANCY SERVICE PROVIDER



CGITTS, incorporated since **2016** at Trivandrum, Kerala as a technology based training and consultancy service provider initiated and approved by **CHRD**(since 2007) and is registered under **MSME**, Govt. of India **UAN-KL12D0005156**-.CGITTS is governed and guided by a panel of core dedicated professionals with rich expertise in the training and consultancy sector. We are a team of dedicated and passionate **SEO experts**, Social Media Add Experts, **Google & Hubspot Certified Experts, Designers, Programmers and Developers**. Though our core team is focusing on Digital Marketing Projects, we design and develop websites, apps and customized softwares based on client requirements.

As a commitment towards contributing to the socio - economic development of the Nation we believe that it can be achieved only by nurturing exact industry skills to the young aspirants to learn, grow and get employed. We are in the process of moulding and guiding young aspirants by designing industry based customized and tailor made **programmes** with needful **training, internship and placement** support. to the Drop Outs, College Leavers, Job Seekers & House wives.

Our's is a **Web Centric Digital Marketing** strategy combined with customer centric buyer Persona to maximize **ROI!**

WHY CHOOSE US ?

Transparency:

We believe in open and honest relationships with all our clients.

Unlimited Support:

Give people another reason to choose.

Affordable:

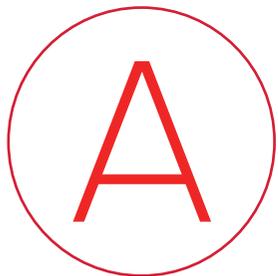
Our experts are able to increase your money work hard for you, preventing unnecessary ad expenses and advising on the most effective strate



OUR WAY & APPROACH



As a digital marketing company in Kerala that believes in the power of creatively harnessing information, we present your brand with a bespoke, digital marketing strategy that is the road map to success. Maximum ROI. If you are looking to integrate multiple services to be found in all areas of the online world, or just want an expert to put together a future-proof and innovative campaign blueprint, We are here for that !



- We understand small businesses come in all different shapes and sizes, made up of people from a range of backgrounds but all working towards one vision in mind.
- We may be a digital marketing agency in Kerala, but we're also a team of dynamic individuals, all with unique passions and a fondness for dogs. We strive to be different but what brings us together is we all share one thing: we love helping small businesses create a real impact with their marketing whilst driving value for money.
- The Good Marketer is the team that shows up with the right attitude as well as all the right knowledge. We're always thinking 'what is the data showing us?', 'what's next?' and we never become complacent.
- Although we've got a formula that is rooted in our experience, our aim is to work with your business to develop a bespoke approach to your campaigns.

TECHNOLOGIES, TOOLS & PLATFORMS WE DEAL WITH



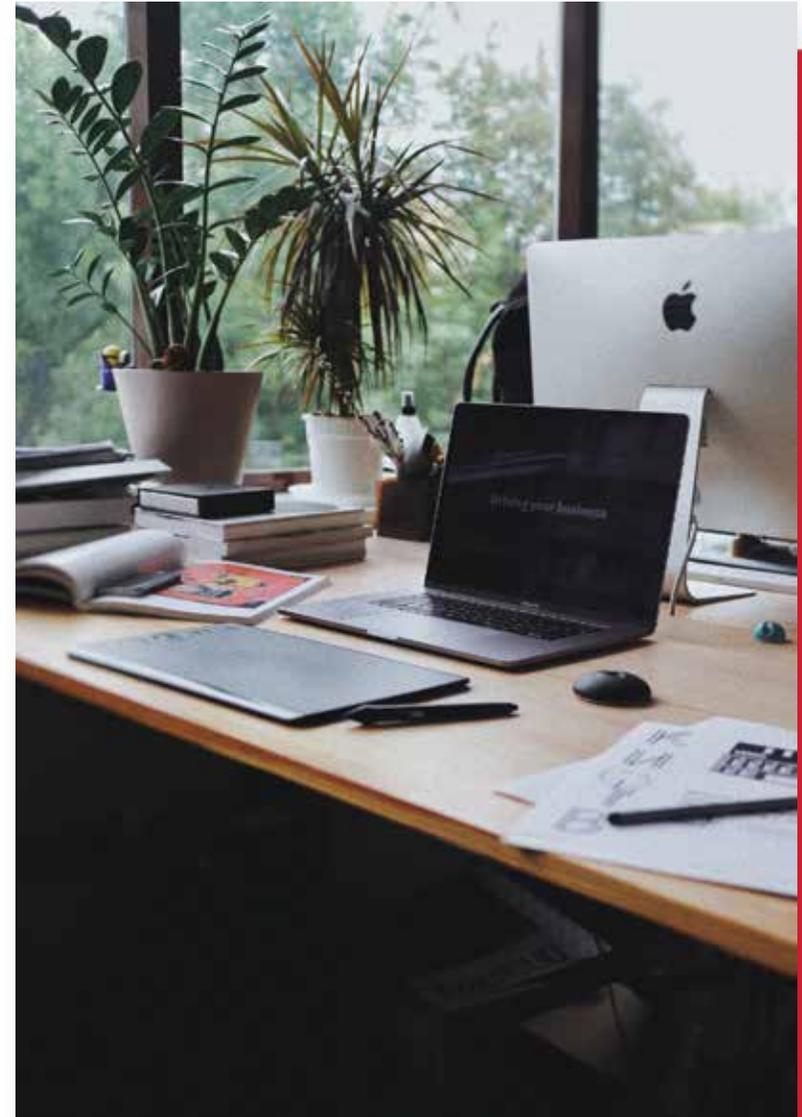
WEB DESIGN & DEVELOPMENT

We assure our clients that all our design and development projects are completed with wider digital performance considerations in mind.

Creating an aesthetically attractive website for an enterprise is the major move in online marketing. Websites are no child-play. Create a website for reaching out the masses, and here's how we help you! A visually appealing design is prepared and coded to improve the aesthetics of the website and provide a smooth user experience.

Finally A well-tested website is deployed on a suitable platform using an FTP after the files are installed correctly

Our Approach We understand the vision and mission of the product to design a clear goal for building the architecture of the website



SEARCH ENGINE OPTIMIZATION **SEO**

Never underestimate the power of SEO !

It's an essential addition to your marketing toolbox. We can carefully integrate organic search to support Ads, Social Marketing and more.

Advantage!!!

You'll get found by 95% of users who don't pass the first page when searching for a product or service.

- Boosting your website up the ranking ladder can have a significant impact on the amount of traffic your website receives and, in turn, the success of your business.
- By improving the health of your site, its functionality and working on CRO, you create seamless user experiences which position you as a brand people want to buy from
- Building your On-Page SEO improves your customer's experience, focusing on UX to remove those barriers to conversion. It transforms top of the funnel users to long-term customers.



GOOGLE ADVERTISING

Google Ads is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos

Our Experts will take care of everything for you because we appreciate that you have a business to run and don't have the time or expertise and hence you can reduce the wastage of money and time which matters a lot.

GoogleAds We offer Pay Per Click (PPC) services for both local and global clients. We work together to ramp up a business's online presence in line with their business objectives. Logo And Branding



FACEBOOK MARKETING

Getting your product or service in front of the right people, at the right time goes 'hand in hand' with success. Our Facebook Marketing Experts will get you the best fit quality engagement and leads through laser targeting & Split Test.

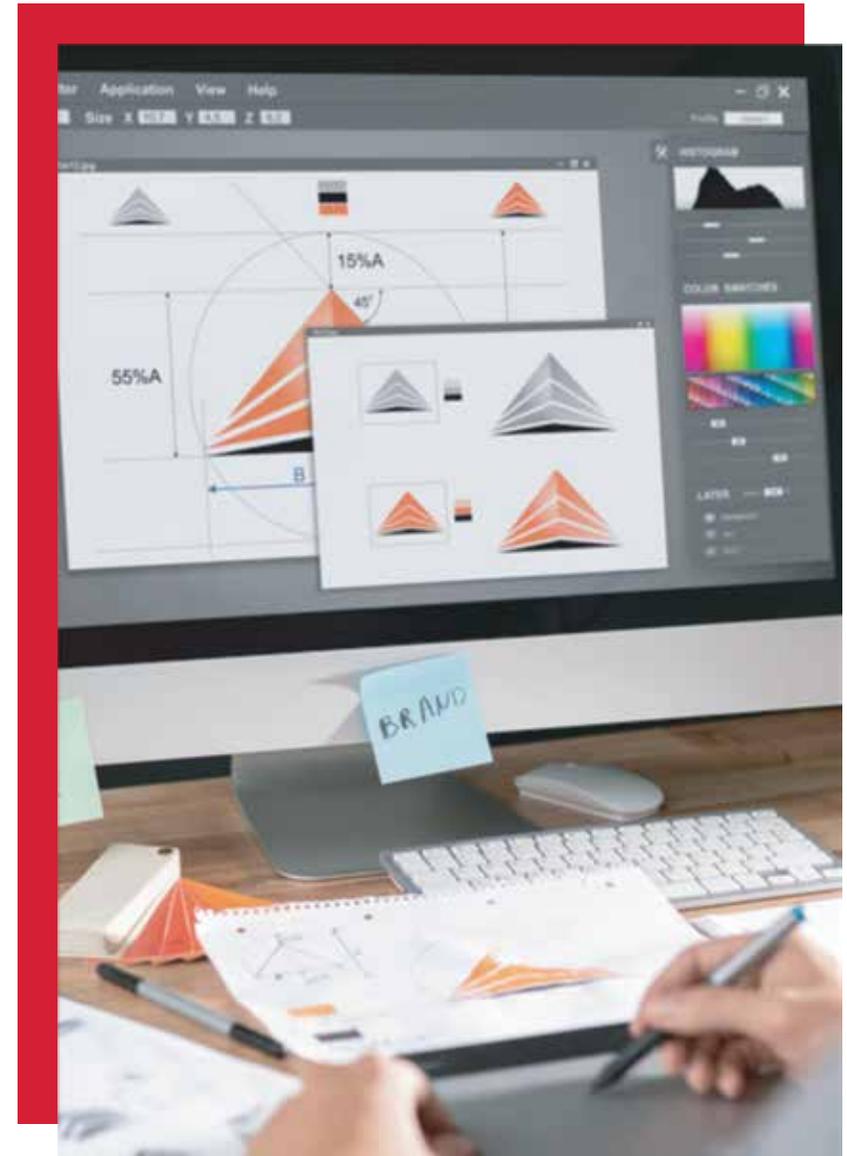
Facebook give business owners a golden chance to directly connect with their customers who are keen on acquiring the promoted products or services.



LOGO & BRANDING

The logo for any business is its face. Top digital marketing specialists recommend a concise yet memorable logo that connects with the brand. However easy it is to explain the importance of logo and branding, it is even more arduous to achieve the right one for branding.

With us you can achieve a logo that speaks your brand. Our creations are visual representations of your brand and shall stand tall to showcase you uniquely on any platform.

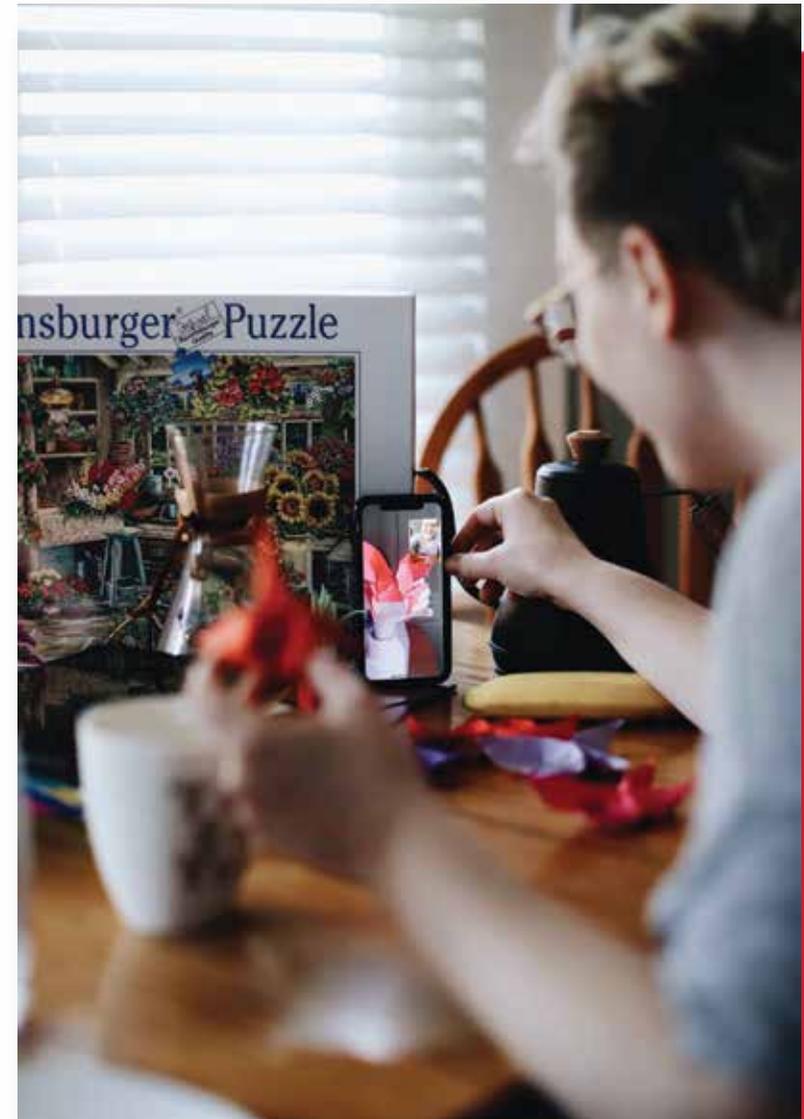


ORM—ONLINE REPUTATION MANAGEMENT

Are you searching for a playbook that gives you the apparatuses to explore meeting powers of progress to buyers, financial backers, workers, accomplices, providers, and people in general overall? Look no further.

We help in Building Trust Through the 4Rs centres around corporate obligation, brand notoriety, worker enrollment and crowd reach. This report highlights four contextual investigations featuring a portion of the world's most yearning brands.

If you have various negative pages, including negative news stories, we can eliminate those as a feature of a three, six or nine-year crusade that incorporates positive substance advancement. This gives you long haul control of the top pages of Google for your name. Unadulterated Reputation has a specially assembled Removal Management Suite that permits you to sign in and track the negative substance evacuation as it occurs, so when the page descends, you are.



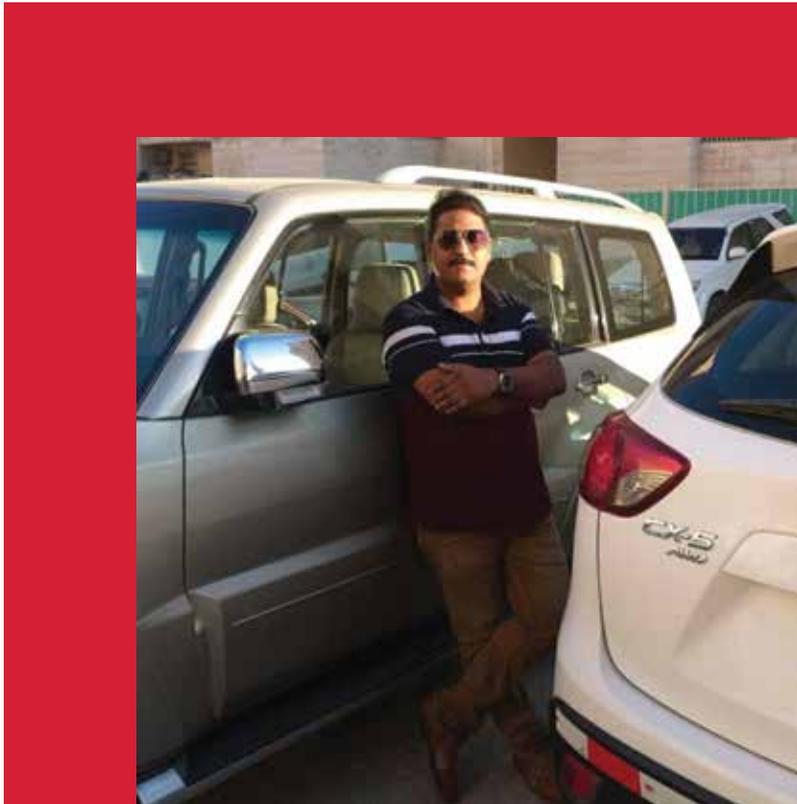
VIDEO ADS & **GRAPHIC DESIGNING**

Video advertisements are blasting the business sectors with a crowd of people developing by millions every day. Target better and acquire worldwide acknowledgement for your business through powerful Video Ad Management.

Is it true that you are available to another methodology? To another class of video content methodology and improvement? It begins with specific enormous, and intense inquiries.

- **Does your video content truly stand out?**
- **Does it convey significant results?**
- **What's the degree of commitment?**
- **Are you delighted about it?**
- **Are you adequately intense to be bold?**
- **Who's triumphant every one of your honours?**





LIJU K THOMAS

B.COM | MBA | SAP | IATA | DHRM | DSM

Man behind CGITTS.

I took up various business development roles in **India** and the **Middle East**. For more than a decade of working in diversified roles of business development for various organizations of repute in India and the Middle East.

I am now equipped with expertise that can potentially be best utilized for lead generation, business development and growth of esteemed organizations. About my experience, a few of the companies which I got to work with is **LAPT Education UK** (Dubai Office) 2006, **Maxworth Information Technology Centre**, Sharjah, U.A.E 2008, **SISCO** at Ajman Freezone U.A.E. 2013 and **CGITTS Trivandrum Kerala** since 2016. I turned as a digital marketer and growth hacker by passion in 2016 by joining PGDMBA (Post Graduate in **Digital Marketing & Big Data Analytics**) from **KELTRON** Knowledge Services Group - a subsidiary of Kerala State Government Undertaking. I am certified by **Google Adwords | Google Analytics | Hub Spot** in the year **2016**. Since then I am providing outstanding result oriented online lead generation solutions for clients pan India and abroad. I am effectively utilizing the inbound marketing strategies by identifying the KPI and integrating with get found tactics, defining buyers persona and taking through a number of processes like **Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMMM), Online Reputation Management(ORM)** so as to ensure maximum ROI My clients need black and white, straight away un paralleled inbound marketing support, and that's what Exactly we provide to emerge and continue as the best digital marketing consultancy in Kerala and globally.

Meet the Team.

We are:

- A team of qualified and experienced technical experts.
- Working as the top digital marketing company in Trivandrum.
- Performing web designing and web development.
- App development.
- Customized software design.

We are a Team of dedicated and passionate mindsets including SEO Experts, Programmers, Developers, Graphic Designers, Video Ad Creators, Google & Hub-spot Certified Digital Marketing Experts with wide array of knowledge and experience in successfully executing and implementing projects to perfection and satisfaction.

Portfolio





Making Clients Smile.
EVERY DAY !



STAY IN TOUCH
WITH US!

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