Enterprise Automation
BRING ON THE SCREEN

360° DIGITAL Marketing





With Marketing Automation



Track visitors and remarket WITH STRATEGY



Optimize Your Multichannel Marketing



360° Digital Marketing means managing your brand across all digital platforms with one clear strategy. We combine creativity, technology, and analytics to deliver end-to-end marketing solutions that build awareness, generate leads, and grow your business online.

www.enterpriseautomation.in

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About Our Company

90% Satisfied Customers	**21 +** Work For You
8 + Years Experience	**23** Premium Tools We Use

Enterprise Automation is a **Kolkata-based (India) digital solutions and automation company**, delivering innovative business growth solutions **since 2016**, serving clients **across India and overseas**.

We help businesses streamline operations, enhance customer engagement, and scale faster through intelligent automation and performance-driven marketing strategies. By combining **technology, data, and strategic insight**, we build smart systems that simplify complex processes and deliver measurable results.

Our services include marketing automation, CRM-driven workflows, remarketing strategies, lead management, and business process optimization each designed to improve efficiency and maximize ROI. We believe automation should empower people, not replace them, enabling teams to work smarter and make better decisions.

From startups to established enterprises, we partner with brands to turn challenges into opportunities and ideas into sustainable growth.

Enterprise Automation
Simplifying processes. Amplifying growth.

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Founder's Message

Digital marketing today must operate as a strategic business function, not merely as a promotional activity. True impact is achieved through an integrated approach that combines SEO, performance marketing, organic and paid media strategies, and most importantly; structured remarketing with disciplined execution.

Over the years, we have worked closely with B2B organizations across sectors and consistently observed that sustainable growth depends on effective lead flow management, precise audience targeting, timely and relevant content, and the strategic use of platforms such as LinkedIn for B2B positioning and demand generation.

With this understanding, we have built our **360-Degree Digital Marketing Services** to deliver predictable, scalable, and measurable outcomes. Our approach goes beyond campaign execution. We focus on **building data-driven marketing ecosystems** supported by automation, analytics, and advanced remarketing capabilities, including the **WhatsApp Meta API** particularly effective for engagement and lead nurturing in the Indian enterprise market.

Our delivery model is powered by four specialized verticals: **Digital Marketing & Performance**, **Creative & Brand Communications**, **Technology & Automation**, and **CRM Team**. Together, they ensure alignment, accountability, and consistent business impact.

Soumen Mandal

Founder

Enterprise Automation



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How we work?

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Our Digital Growth Execution Framework

- Digital Presence & Lead Flow Assessment
- Joint Strategy & Digital Roadmap Finalization
- Digital & Content Planning
- Campaign Execution & Performance Optimization
- Lead Automation & Flow Management
- SEO & Organic Growth Enablement
- Backend Lead Verification
- Data-Driven Remarketing & Revenue Acceleration
- Dedicated Service manager
- Monthly Strategy Meeting with Month-End Report



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How we work?

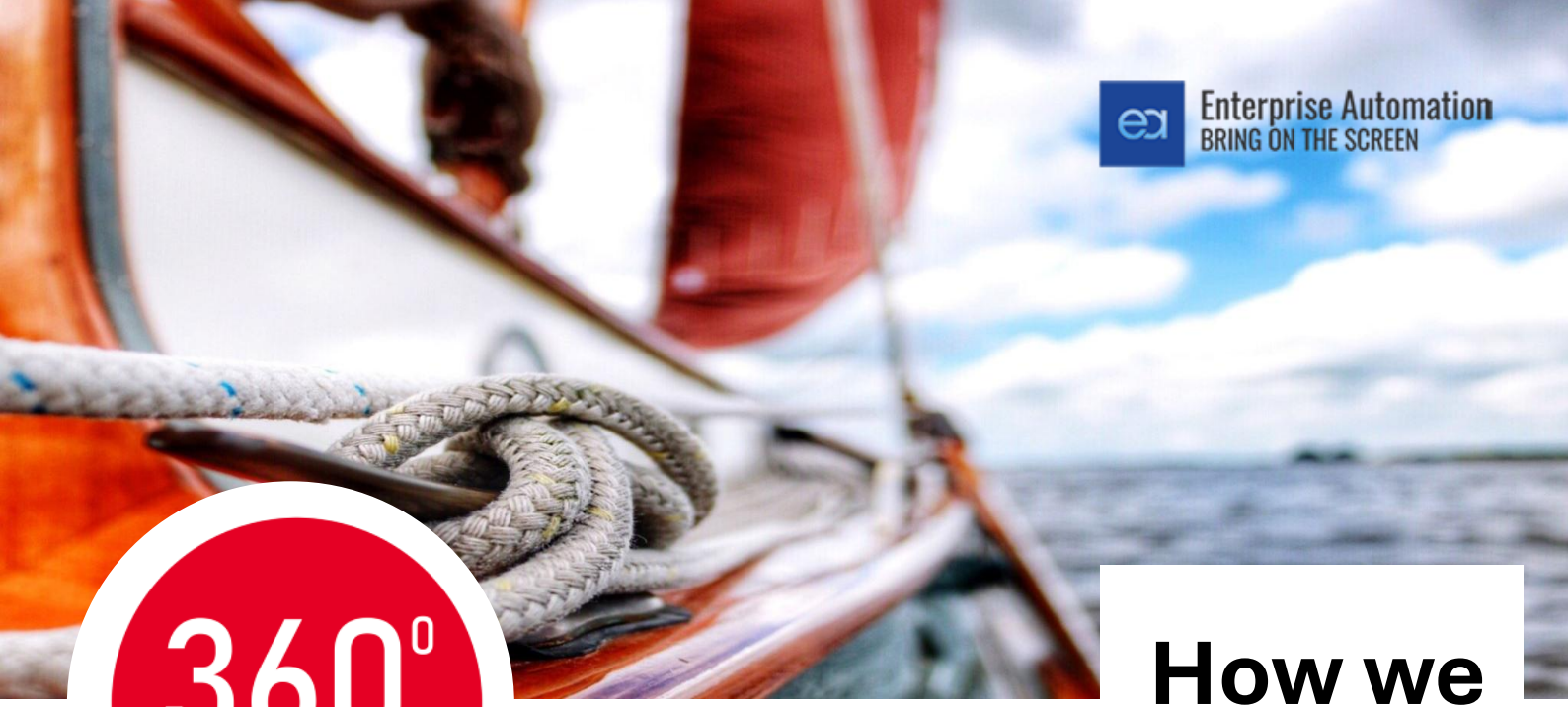
Step 1



In digital marketing, the first step we take is a comprehensive review of your current online presence and lead flow mechanism.

We evaluate all **existing digital assets**; such as your website, search visibility, social media platforms, and advertising activities to understand where your **brand stands today**. At the same time, we closely analyze **how leads** are currently generated, captured, tracked, and managed across platforms.

This initial assessment helps us **identify gaps**, inefficiencies, and **growth opportunities**, ensuring that every future marketing effort is aligned with clear business objectives and **measurable outcomes**.



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How we work?

Step 2

Post assessment, we conduct a joint strategy session to define a clear digital roadmap.

This includes **finalizing core USPs**, **target markets** and **audiences**, **lead flow design**, **platform selection**, and an **aligned content strategy**; ensuring every digital initiative is directly tied to measurable business outcomes.

Step 3

After finalizing the roadmap, we develop a detailed digital and content planner.

Tasks, **timelines**, and interdependencies are clearly defined so each team member **executes seamlessly**. Creatives and copy are **aligned per strategy**, campaigns run across **paid and organic channels**, **with A/B testing** and daily monitoring ensuring measurable impact and continuous optimization.



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How we work?

Step 4

YouTube

Click to watch and gain a better understanding.
You'll be redirected to YouTube.

YouTube

Click to watch "**What is WhatsApp API?**"
You'll be redirected to YouTube.

Aligned with the lead flow strategy, we integrate platforms such as WhatsApp API and Google Sheets to ensure automated lead capture, filtering, and tracking across both paid campaigns and organic channels.

Spam and low-intent leads are filtered through intelligent WhatsApp API based auto chat flows, while qualified leads are automatically logged into structured Google Sheets. This enables real-time lead visibility, efficient follow-ups, and a streamlined handover between marketing and sales teams.



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Marketing

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YouTube

Click to watch and gain a better understanding. You'll be redirected to YouTube.

How we work?

Step 5

In parallel, SEO activities are executed across on-page and off-page optimization, including quality backlinking, long-tail keyword research, and strategic submissions.

Website and Google Business Profile rankings are optimized with planned CTAs and lead-focused landing pages. Each website page is keyword-optimized with a strong local SEO focus, rankings are reviewed bi-weekly, and website/content updates are executed as required.

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How we work?

Step 6



All enquiries and leads are verified through a structured backend validation process, including phone-based confirmation to ensure lead authenticity and intent.

Verified data is updated in real time, enabling **your sales team** to focus on **qualified prospects** and drive **higher conversion** efficiency.

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How we work?

Step 7

YouTube

Click to watch "**What is WhatsApp API?**"
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We execute data-driven remarketing using modern WhatsApp Meta API technology, aligned with prospect behavior and lead status.

From WhatsApp template creation to campaign execution and performance monitoring, relevant content is delivered at the right stage of the funnel. Continuous data analysis ensures timely optimization, enabling more effective lead utilization and higher closure rates.

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Click to watch "**Your Vision. Our Promise**"
You'll be redirected to YouTube.

thank you

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