



Empowering Your Brand To Reach New Heights

COMPANY PROFILE

About us

At Kesiya Consulting (Pvt) Ltd, we redefine the way businesses interact with customers. Specializing in Comprehensive Marketing and Customer Experience (CX) Solutions, we transform every interaction into an unforgettable experience. Our expert team will work with you from strategy to seamless implementation, from captivation to conversion. Whether it is crafting a powerful marketing campaign,

optimizing your customer journey or delivering cutting edge omnichannel solutions, we are your partner in driving growth and exceeding customer expectations.

With Kesiya Consulting (Pvt) Ltd, you are not just creating a brand, you are creating a legacy. Let us turn your vision into reality and **Empower your Brand to Reach new Heights!**



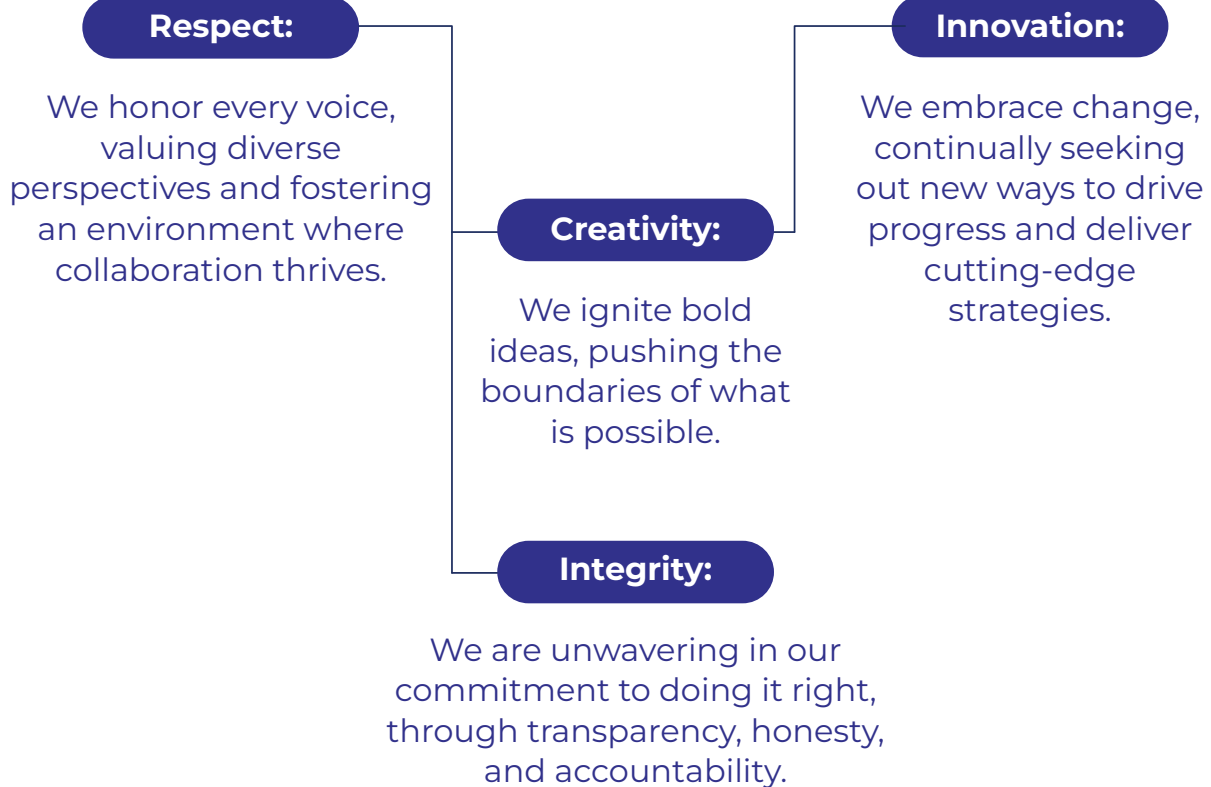
Mission

To transform brands into enduring legacies.

Vision

To be the leading regional consultant in strategic marketing and customer experience, setting the standard for excellence, helping businesses across the region build strong, customer-centric brands that stand the test of time.

Values



Our Solutions

Marketing Strategy and Execution

Head of Marketing as a Service (HMAS)

- Providing you with on-demand access to senior marketing executives. Our experienced marketing professionals serve as an extension of your team, directing strategy, coaching internal teams, and driving marketing projects without the commitment of a full-time staff.

Brand Strategy:

- We help define your brand identity, positioning and messaging to resonate with your target market.

Market Research & Analysis:

- Gain insights into market trends, customer behaviour, and competitive landscapes to inform strategic decisions.

Campaign Development:

- We craft data-driven marketing campaigns that align with your business goals and drive measurable results.

Our Solutions

Digital Marketing Solutions

Web Development:

- Build or revamp your online presence with our custom web development solutions. We create responsive, user-friendly websites optimized for both performance and conversion, ensuring your brand stands out in the digital landscape.

Search Engine Optimization (SEO):

- Enhance your online visibility and attract organic traffic through our expert SEO strategies.

Social Media Marketing:

- Engage your audience on platforms where they spend the most time, with targeted content and advertising.

Content Marketing:

- We develop and distribute valuable, relevant content to attract and retain a clearly defined audience.

Email Marketing:

- Design and execute personalized email campaigns that foster customer engagement and drive conversions.

Pay-Per-Click (PPC) Advertising:

- Maximize ROI with our meticulously managed PPC campaigns across Google, Bing, and social media platforms.

Customer Experience (CX) Solutions

CX Strategy Development:

- We help you develop comprehensive strategies that align with your brand values and customer expectations

Customer Journey Optimisation:

- Optimizing every touchpoint to ensure a seamless and engaging journey that not only meets but exceeds customer expectations by shortening your turnaround time.

Voice of the Customer (VoC) Programs:

- Capture and analyze customer feedback to continuously improve your services and products.

Loyalty Program Design & Management:

- Develop loyalty initiatives that reward and retain your best customers.



Omni-Channel Solutions

Integrated Marketing Solutions:

- We synchronize your marketing efforts across all channels to ensure a cohesive brand experience.

Multi-Channel Campaign Management:

- Seamlessly manage campaigns across digital, social, email, mobile, and offline channels.

Personalization & Automation:

- Implement cutting-edge technologies to deliver personalized experiences at scale, across all customer touchpoints.

E-commerce Solutions:

- Optimize your online store with strategies designed to enhance the shopping experience and increase conversions.



Implementation & Technology Integration

CRM Implementation & Optimization:

- We help you select, implement, and optimize CRM systems that enhance customer relationships and business efficiency.

Marketing Technology Stack Integration:

- Seamlessly integrate tools like automation platforms, analytics, and CRM into a cohesive marketing ecosystem.

Analytics & Reporting:

- Our advanced analytics solutions provide insights that drive continuous improvement in your marketing and CX efforts.

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We are committed to driving growth and success for your business. Our holistic approach ensures that every aspect of your marketing and customer experience is optimized to deliver results, helping you to stay ahead.

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Training Solutions for Sales Excellence

Our flexible and customizable training programs are tailored to your industry's needs, empowering your team and driving exceptional performance with maximum impact and relevance.

Sales Targeting Mastery

- Unlocking the potential of your sales team by mastering techniques for identifying, targeting, and pursuing high-value prospects.

Customer Experience Excellence

- The course equips your team with the skills to enhance customer satisfaction, build loyalty, and create memorable experiences.

Lead Management Optimization

- Covering best practices for managing leads, improving lead

nurturing, and optimizing conversion strategies.

Advanced Negotiation Skills

- Focusing on strategic negotiation tactics, persuasive communication, and closing skills to achieve mutually beneficial outcomes.

Cross-Selling and Upselling

- Training your team in effective cross-selling and upselling strategies.

Salesforce/CRM Training

- Covering the fundamentals of Salesforce/CRM management, advanced features, and best practices to ensure your team can effectively utilize the system to track leads, manage customer interactions, and drive sales performance.

Partners

MINDSET COMMUNICATIONS

• ICT Hardware • ICT Software • Networking Solutions

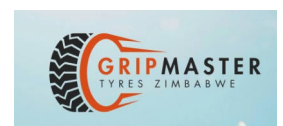
Myzimhost

domain registration • email hosting • web design • bulk sms



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CAPITAL
all things business...

Customers





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