



AI-Powered Digital Marketing

We are an AI driven digital marketing agency empowering your business to innovate, optimize & grow in your market using AI fueled marketing strategies



Who are Appsynergies?

The Experts

Our team of experts has over 5 years of experience in the digital marketing industry. We are passionate about what we do and always stay ahead of the game.

One – Stop Shop

We offer you a complete range of digital marketing solutions that cover all aspects of your online presence.

Unmatched Customer Service

We pride ourselves on providing the highest level of customer service and support. Your success is our success.

Trusted Partner

We have an impressive track record of delivering results and building long-term partnerships with our clients.





Our Range of Services

Social Media
Management

Search Engine
Optimization

Appstore/Playstore
Optimization

Email
Marketing

Content Creation &
Marketing

Facebook
Marketing (Ads)

Google
Marketing (Ads)

Instagram
Marketing (Ads)

LinkedIn
Marketing (Ads)

AI
Marketing

Website
Designing

Customer
Analytics

Lead Generation
Services



Education

Healthcare

Travel

Media & Advertising

Manufacturing

Fashion & Lifestyle

Automobile

Recruitment

Legal

Fintech

Ed-Tech

Hospitality

Patent & Trade Marketing

S/W Solutions

Insurance

Cyber Security

Interior Design

Quality & Compliance

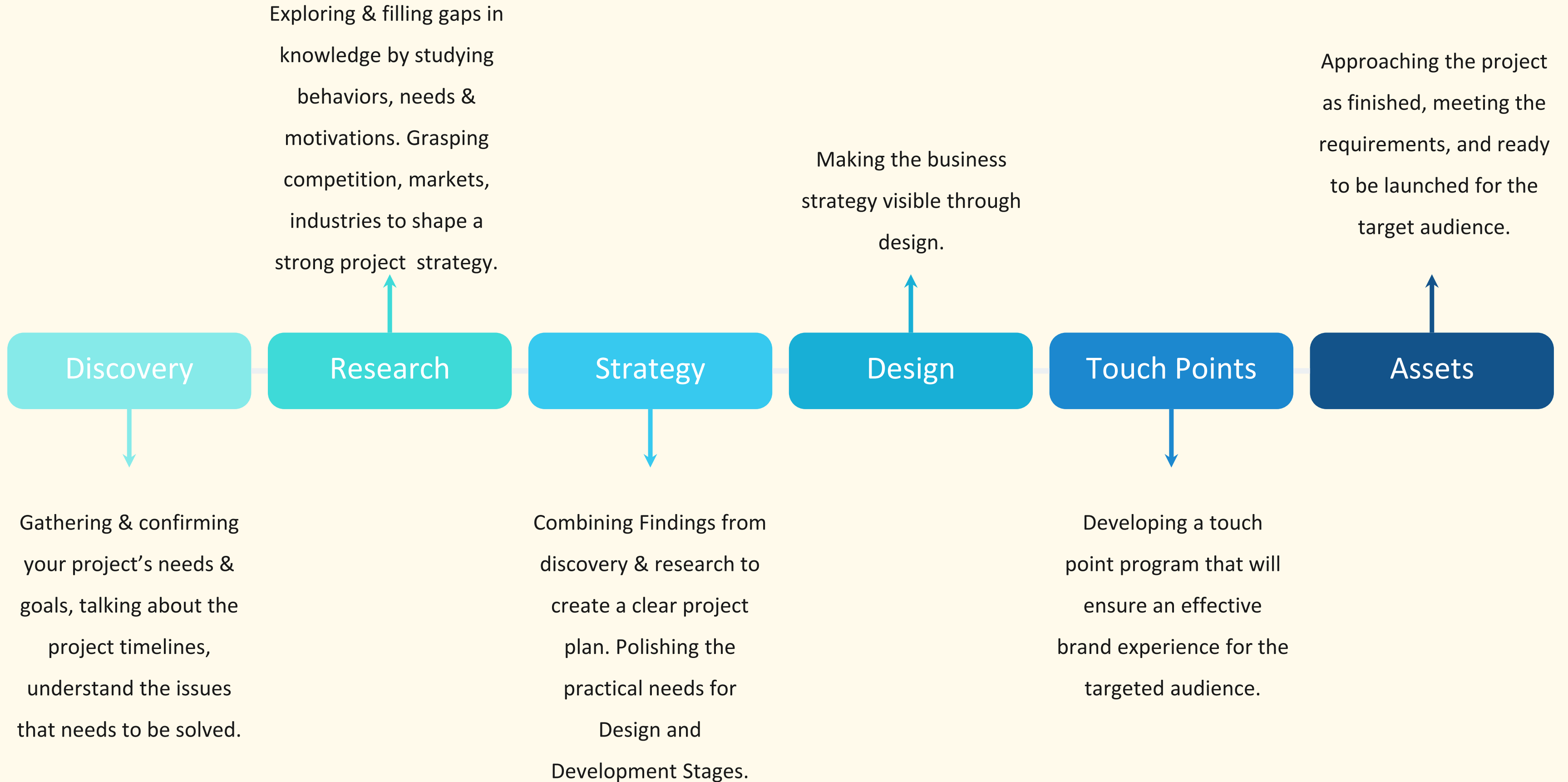
Home Appliances

F&B

Real Estate



OUR PROCESS





How AI Impacts Digital Marketing



Customer Service + Chatbots



Audience Segmentation



Content Creation



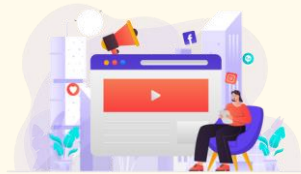
Reputation Management



Ad-Targeting



Data Analysis



Social Media Listening



Task Automation

Benefits of AI Marketing

1

Create Optimized Content that attracts customers

3

Deeper & Better Analysis of Customer Behavior

2

Ability to automate Digital Marketing Campaigns

4

Better Measure & understanding of customer engagement

5

Improved Customer Relationships due to real time info



AI-Powered DM Tools



Content Creation

Copywriting, Content at scale & for generating SEO Blog Posts

SEO Optimization

For Content Writing & Trend Analysis

Productivity

Streamlining Workflows

Email Marketing

Running Campaigns, Analytics, Reporting

Social Media Posts Scheduler

AI-Powered Social Media Post generator, Schedule posts, analytical insights, Boost Online Presence.

AI-Powered DM Strategy Development



Audience Research

AI to analyze customer data and predict behaviors



Customer Journey Mapping

Leveraging AI to create personalized pathways



Content Strategy

AI-generated content tailored to audience segments.



SEO & Content Distribution

AI tools for keyword research and content optimization



Performance Tracking

AI for real-time analytics and campaign adjustments

Organic Social Media Marketing



Facebook

- Profile Optimization
- Designing Creatives
- FB Timeline Posting
- Cover Image Creative & Upload

Outcomes

- Targeted Page/Post Likes
- Facebook Insights Monitoring

Instagram

- Profile Optimization
- Designing Creatives
- Instagram Image Sharing
- #hashtags Research

Outcomes

- Increase in Followers
- Analytics Monitoring

LinkedIn & Twitter

- Profile Optimization
- Designing Creatives
- Company Page Creations
- Tweets Posting

Outcomes

- Increase in Followers
- Analytics Monitoring



Paid Ads – Lead Generation Social Media Marketing



Reach

- Larger Audience
- Specific Demographics
- Interest based targeting
- Behavioural based targeting

Outcomes

- Optimize your Target Audience as much as you can

Speed

- Paid Ads can be set up quickly
- Business can get their message out quickly
- It is more effective

Outcomes

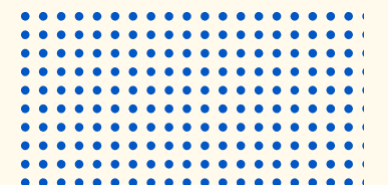
- Keep Yourself updated on the latest messaging & bidding strategies

Measurability & Control

- Detailed Analytics & Reporting
- Track the Performance of their Ads
- Control over the Budget, Targeting,
- Can be able to see the ROI

Outcomes

- Improve your Ad
- Relevance Metrics & ROI
- Generate more Leads





Some of our Esteemed Clients



Minglewise
Dating | Networking | Events



**PROPERTY
DICTIONARY**
Find Your Home



Baith al Biryani



Craft.n.Skill Studio



عيادة الدار للتأهيل الطبي
AL Dar Rehabilitation Clinic



**SUSTAINABILITY
LEDGER**



They've significantly boosted our follower count, engaging audiences authentically and building a loyal community. Highly recommended for organic growth in the travel industry



Stellar app promotion! Their strategies boosted our app installs and profiles, connecting us with more potential matches. Highly recommended for anyone looking to elevate their dating app presence



JCW

Exceptional inventory management platform! It streamlines operations seamlessly, enhancing efficiency and accuracy. Highly recommended for optimizing logistics processes



Kudos to Appsynergies, for their Instagram messaging ads! Their campaign drove remarkable engagement and conversions, making a real impact on our fitness brand



Thanks to Appsynergies, our lead generation soared! Their savvy digital strategies brought in quality leads consistently. Highly recommend for top-notch results!

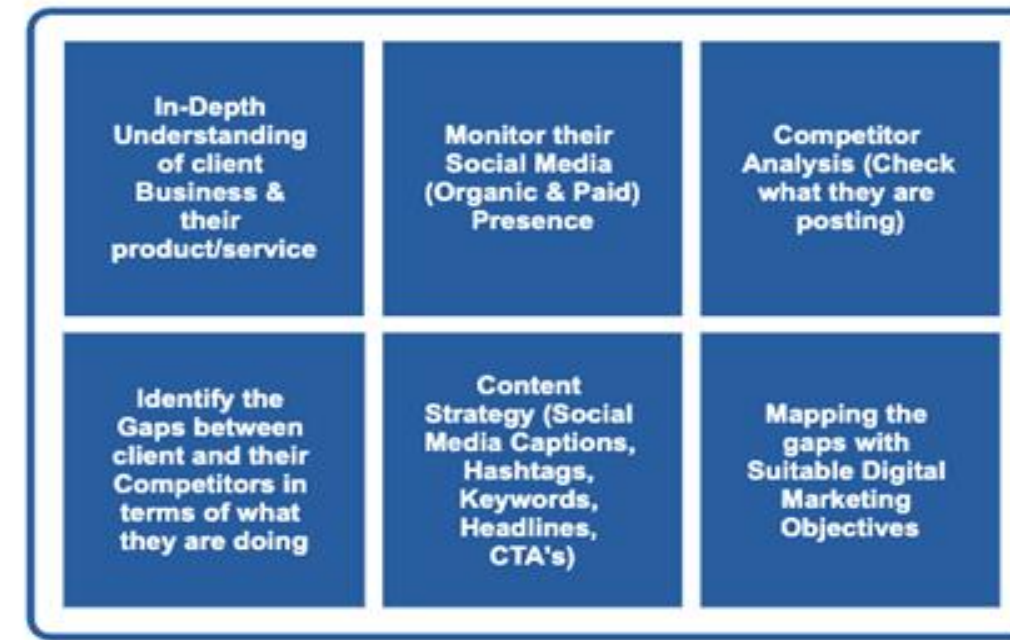


Hats off to Appsynergies, for their top-notch property listing platform! It's user-friendly and comprehensive, making property searches a breeze. Highly recommend for anyone in the market!





Know Your Customer



Market Research



Design Team

Digital Marketing Strategy

Review of all Assets



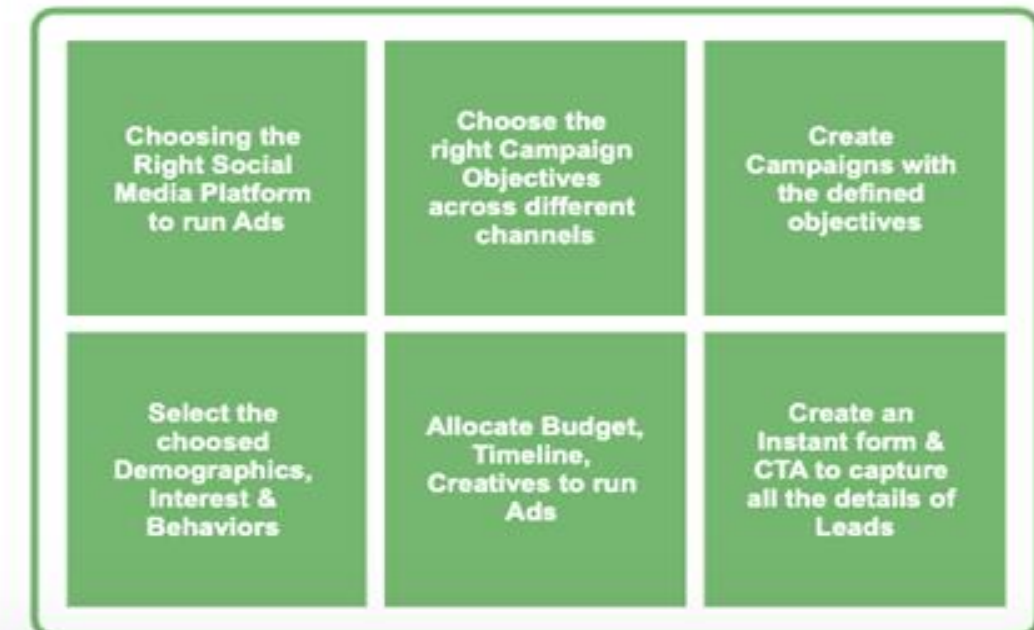
Organic Marketing

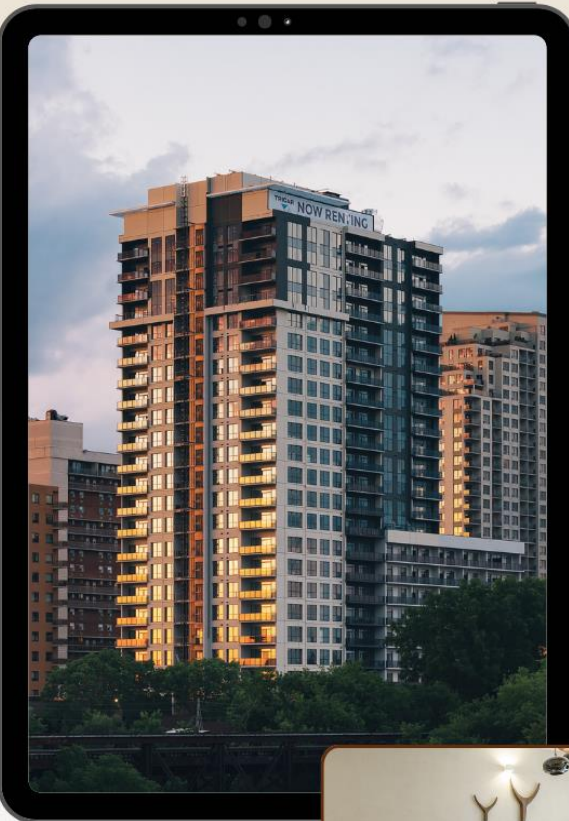


Reporting



Paid Marketing





WHERE ELEGANCE MEETS STYLE



3BHK MEASURING 1563 - 1682 SQ.FT



NEAR KR PURAM METRO STATION



NEW INVENTORY ADDED



RERA NO: PRM/KA/RERA/1251/310/PR/300622/005028

Starting From 1.40 Cr* Onwards

Book Now



A HOME Where Joy Blossoms

SPECIAL OFFER SAVE UPTO ₹5 LAKHS*



2 BHK
1245 SQ.FT. - 1460 SQ.FT.
STARTING FROM
₹ 69.9 LAKHS*



3 BHK
1575 SQ.FT. - 1830 SQ.FT.
STARTING FROM
₹ 89.9 LAKHS*

MS PALYA, JALAHALLI (YELAHANKA), BENGALURU

Learn more



LIVE URBAN LIVE Premium

Smart family choose smart apartment

2 BHK ₹ 89.82 L	3 BHK ₹ 1.1 CR.*
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at Panathur, Bangalore East

Project Highlights

- 50% Of Open Space
- 1.5 Acres Of Amenities

RERA: PRM/KA/RERA/1251/446/PR/160523/005939

Get Quote



Real Estate Client

1

About Client

They stands out in the real estate industry for creating exceptional living spaces. They seamlessly combine modern design with lasting value. Their focus on quality, innovation, and happy customers has positioned them as a leader.

2

Platforms for running Ads



3

Target Locations

India - Metro Cities

4

Over a Period of 6 Months

No of Site Visits - **230**

No of Flats Sold - **10**

Marketing Spend - **INR 1,50,000**

Revenue Generated - **Around 26 Lakhs**

Achieved 26X ROAS

Problem Statement

Despite of running too many campaigns on Meta, They were not seeing an increase in the no of leads every month.

Cost Per Lead was increasing drastically and the Quality of leads is not good

What We Did

Market Research & Strategy

Location Wise Targeting

Post (Single/Carousel) Wise Targeting

Messaging Ads (Messenger/WhatsApp)

Retargeting Campaigns

Trying with different AI driven Content Pieces

Implementing Different CTA's

Goals



Reduce Cost Per Lead



Increase in No of Leads & their Quality

Results

Reach - **45,237**


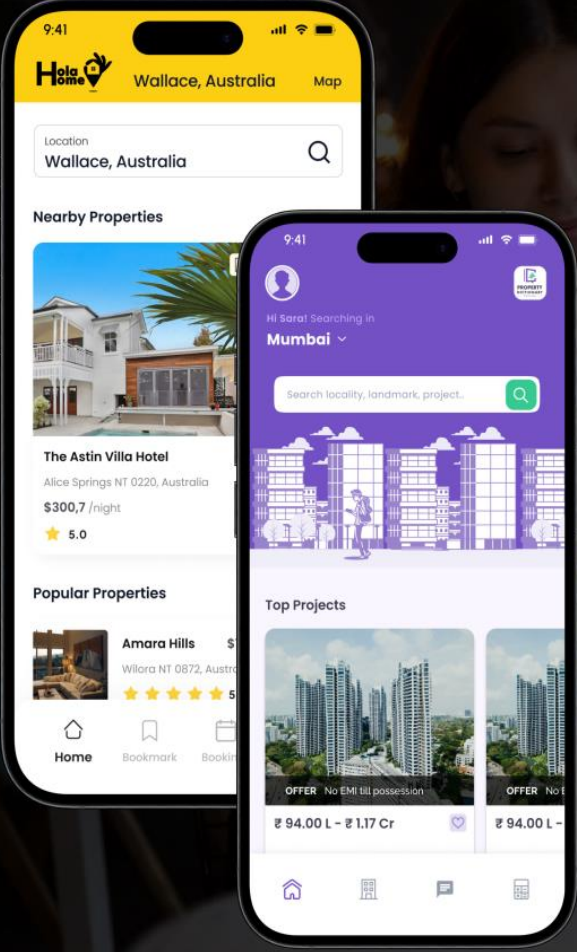
1,26,487 - Impressions

No of Clicks- **11,234**

INR - 90,000 - Amount on Ad Spent




No of Leads - **650**

INR 140 - Cost Per Lead


BUILD YOUR **PROPERTY LISTING** PLATFORM

Ditch the Listings, Own the Leads

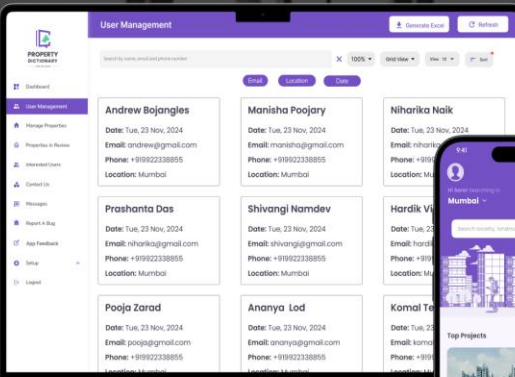
-  Captivate Buyers with Immersive Experiences
-  Make Lead Generation a Breeze
-  Brand Yourself, Stand Out





[Contact us](#)

[Book a quick call with us now](#)




YOUR DREAM HOME AWAITS EXPLORE THIS EXQUISITED PROPERTY LISTING TODAY!



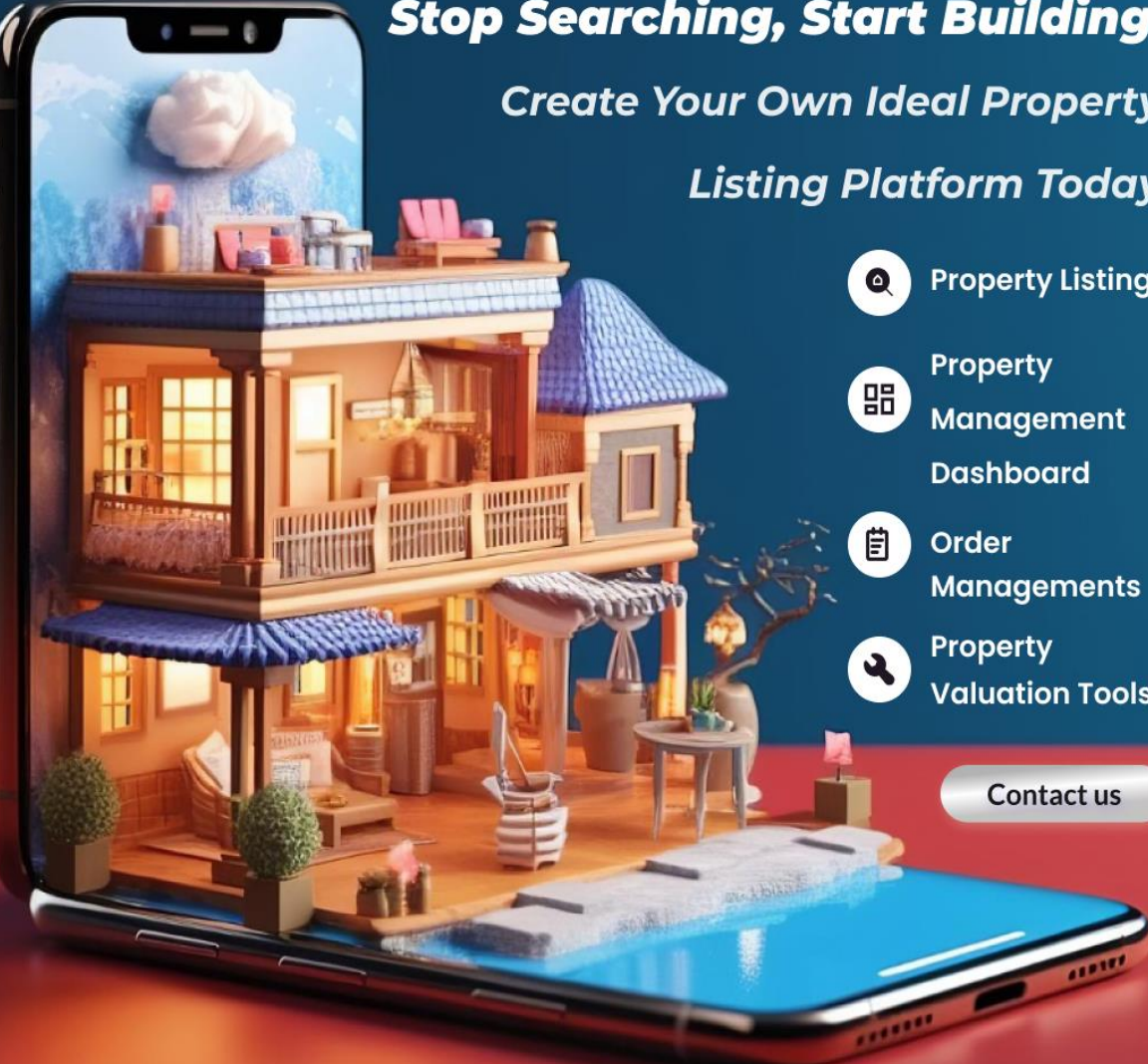
-  **Property Listings**
Explore a diverse range of properties with stunning visuals and comprehensive details.
-  **Property Management Dashboard**
Streamline property ownership tasks like listings and maintenance.
-  **Order Managements**
Streamlined system for efficiently handling customer orders, from creation to fulfillment.
-  **Property Valuation Tools**
Gauge property values for informed buying and selling decisions.





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[Book a quick call with us now](#)



Stop Searching, Start Building: Create Your Own Ideal Property Listing Platform Today



-  Property Listings
-  Property Management Dashboard
-  Order Managements
-  Property Valuation Tools

[Contact us](#)



Property Dictionary

1

About Sara Reality

Leading Real Estate Player in Mumbai.

2

Platforms for running Ads



3

Target Locations

Singapore, Australia, New Zeland,
Middle East, Europe, US, UK

3

Over a Period of 2 Months

No of App Installs - **15,000**

Marketing Spend - **90,000 INR**

Achieved 3X ROAS

Problem Statement

Already had a property listing app, but facing lot of tech glitches in terms of search, Limited no of properties etc..

Since App is very new, struggled a lot to get more App Installs.

Reach is very low, No Brand Awareness

Social Media Presence & Engagement is a bit challenging.

What We Did

Created Social Media Calendar for each month and drive more traffic, created brand awareness.

Setting up Targeted campaigns across Google Ads and Meta Ads to increase the no of Installs.

Tried to run a focussed campaigns & maintaining the Cost Per Install as low as possible

Goals



Build a Property Listing Platform on both Android & IOS



Increase the No of App Installs



Brand Awareness & build the social media presence

Results

Reach - **1.86 M**

5.45 M - Impressions

No of Clicks- **25,235**

INR 30,000 - AD Amount Spent

No of Installs - **7500**

INR 4 Rs/ - Cost Per Install



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DON'T STOP!**



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first month!

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MEMBERSHIP INCLUDES
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IN PERSON CLASSES - CROSSFIT & WEIGHTS

#STRONG&FIT



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Messenger >

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JOIN MEMBERSHIP NOW AND

GET 50% OFF

HURRY, GRAB THIS COLORFUL
DEAL BEFORE IT'S GONE!



Send Message

WhatsApp >



GYM

HOW FIT YOU ARE

25%
Off

- Personal Training
- Weight Control
- Cardio Training
- Group Fitness



Send Message

WhatsApp >



Fitness - Client

1

About Client

Client is a rising star in the fitness world. They illuminate people's fitness journey with a powerful combination of top-notch equipment, diverse workout options, and expert guidance.

2

Platforms for running Ads



3

Target Locations

India - Bangalore

4

Over a Period of 3 Months

No of Enquires Generated - **400**

Membership Booked - **30**

Marketing Spend - **INR 1,05,000**

Revenue Generated - **INR 1,50,000**

Achieved 3X ROAS

Problem Statement

Despite of running too many campaigns on Meta, Client was not seeing an increase in the no of memberships every month.

Cost Per Lead was increasing drastically and the Quality of leads is not good

What We Did

Market Research & Strategy

Area Wise Targeting

Post (Single/Carousel) Wise Targeting

Messaging Ads (Messenger/WhatsApp)

Retargeting Campaigns

Trying with different AI Content Pieces

Implementing Different CTA's

Goals



Reduce Cost Per Message



Increase in No of Memberships

Results

Reach - **48,234**

1,46,043 - Impressions

No of Clicks- **5,234**

INR 45,000 - Ad Amount Spent

No of Messages - **400**

Rs 188 - Cost Per Message




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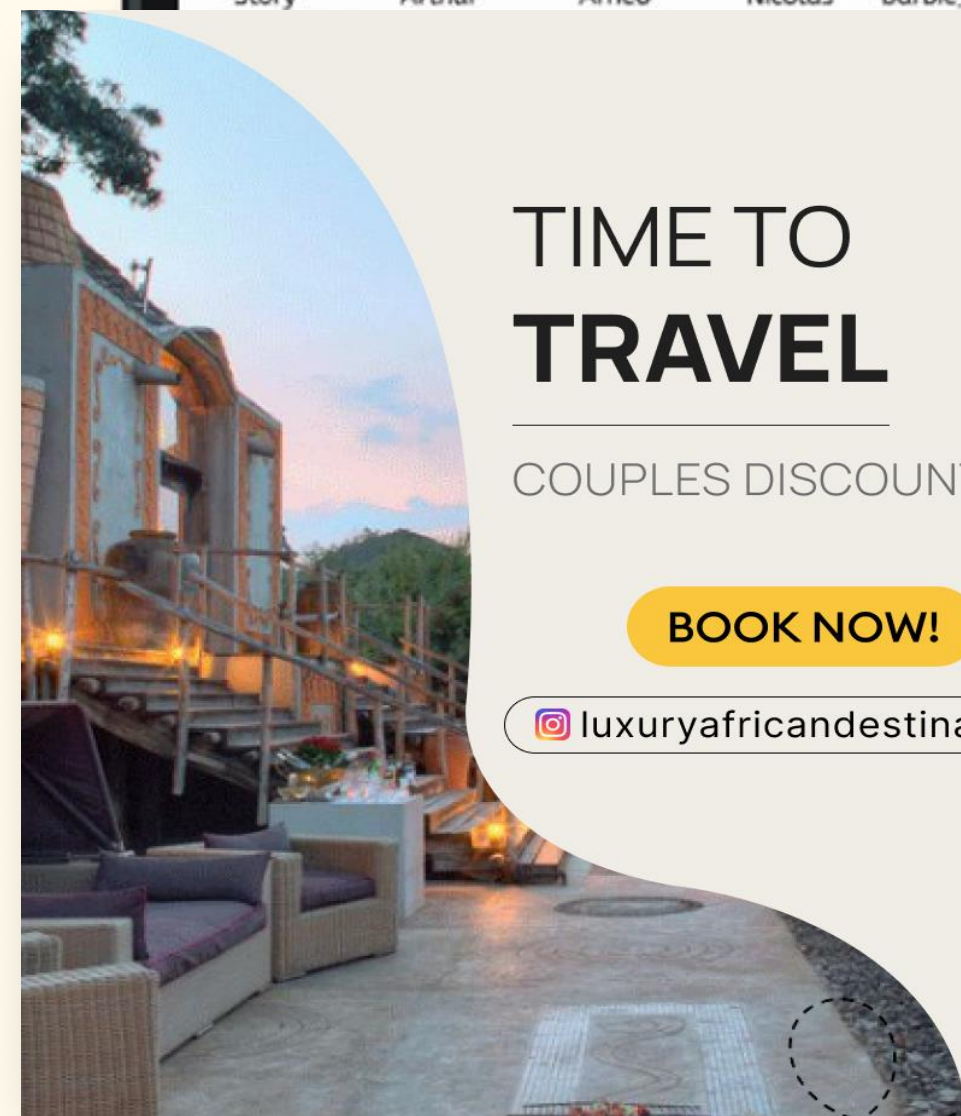
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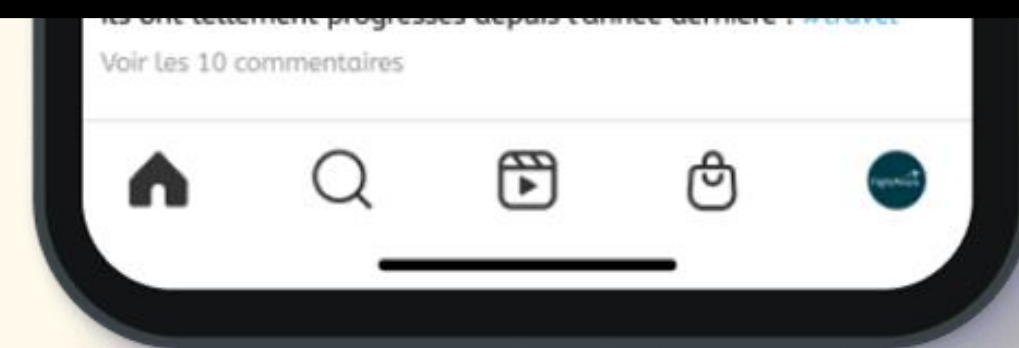
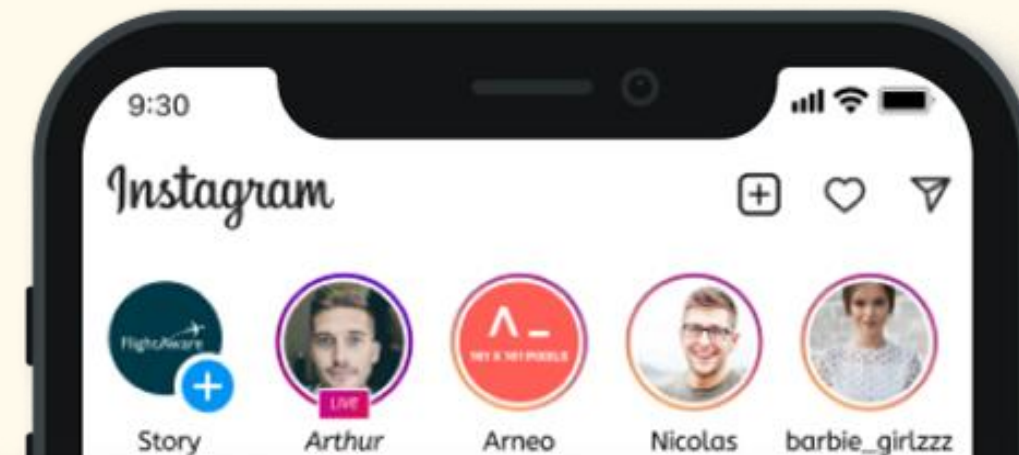
30% OFF

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Get Offer >



Travel - Client

1

About Luxury African Destinations

Luxury African Destinations is an emerging travel agency. They have an unparalleled blend of opulent experiences, exclusive destinations, and meticulous travel planning.

2

Platforms for running Ads



3

Target Locations

Africa - Kenya, Nigeria, South Africa

4

Over a Period of 2 Months

Initial Followers (Jan 2024) - **10,000**

Final Followers (Feb 2024) - **12,500**

Marketing Spend - **INR 90,000**

Increased their brand Visibility & Engagement Rate

Achieved 6X Enquiries

Problem Statement

Despite of posting too many creatives, #hashtags, they are not able to generate more engagement.

Followers are very less on their Instagram Account, which is why their brand is not visible

Not able to drive Traffic to their social media pages (Preferrably on Instagram)

What We Did

Audit Current Instagram Profile

Market Research & Competitor Analysis

Define Target Audience

AI driven Content Strategy Development

Consistent Posting Schedule

Engagement & Community Building

Paid Advertising Campaigns

Track & Analyze Performance

Goals



Attract More Followers on Instagram Account



Increase Brand Awareness

Results

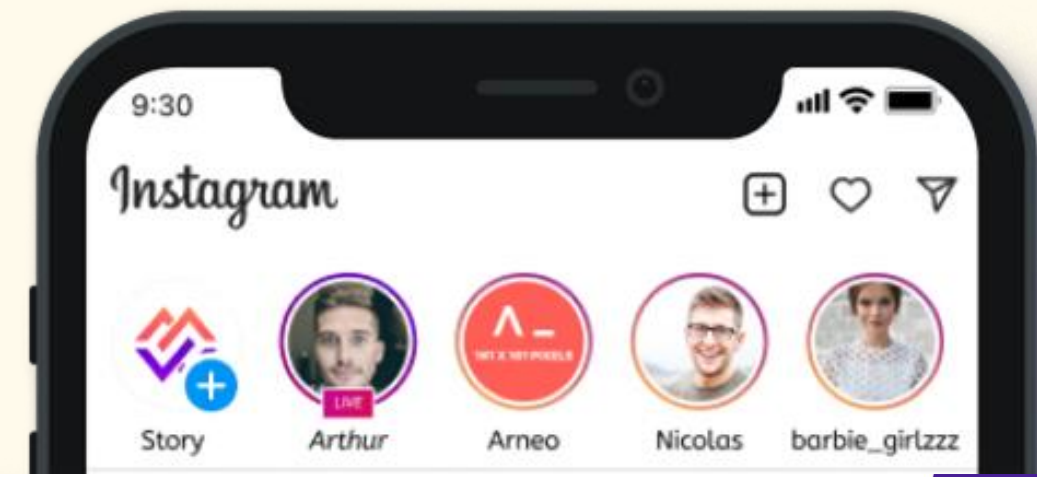
Reach - **10,095 Accounts**

1,00,234 - Impressions

Clicks - **5,632**

INR 30,000 - Ad Amount Spent

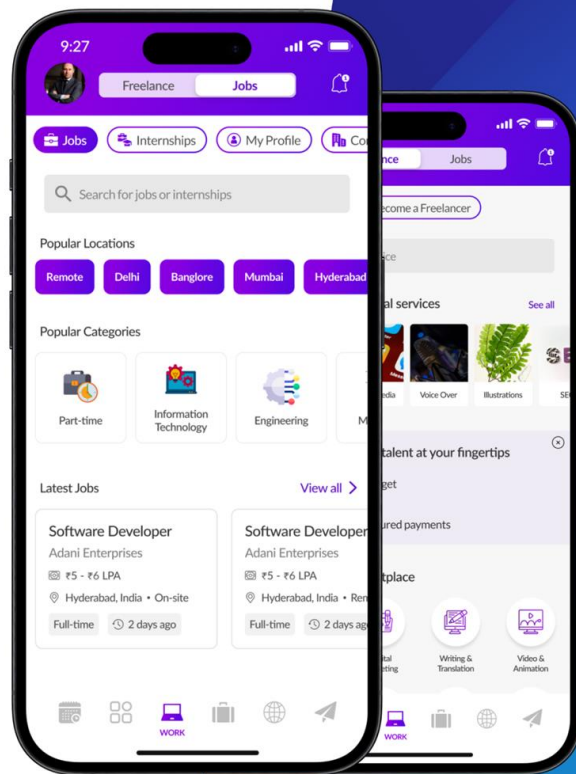
No of Followers Gained - **2,500 Followers**



MingleWise
Dating | Networking | Events

Calling all job seekers and aspiring interns!

Our platform offers a curated selection of opportunities that align with your interests and goals.



- Job & Internship Opportunities**
Easily Connect with individuals possessing the specific skills
- Personalized Matching**
Simplify your talent search on MingleWise Pro Skills
- Professional Network & Support**
Create a powerhouse of talent with MingleWise Pro Skills

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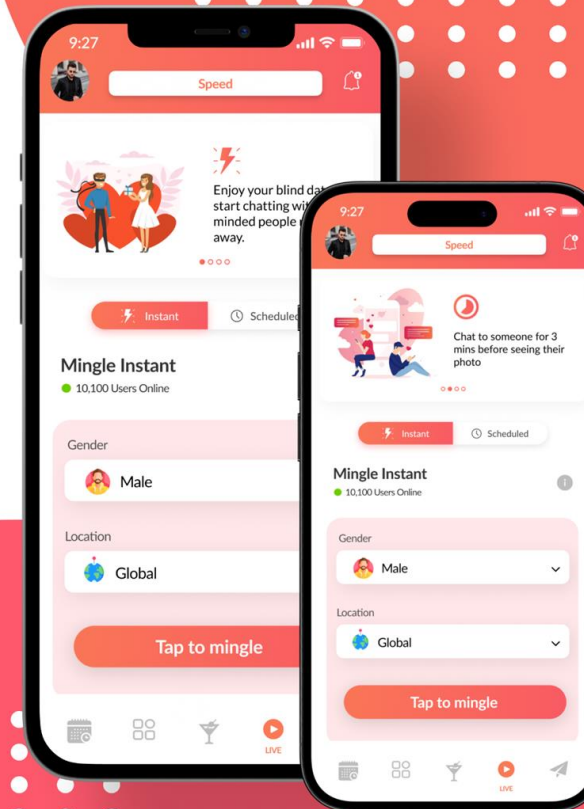
Sign Up



MingleWise
Dating | Networking | Events

Upgrade your dating game with MingleWise Speed Dating!

- Connect and explore compatibility in 3-minutes conversations
- Enjoy a fun-filled night of chatting with mutual interest
- Your profile stays private until you express interest



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MingleWise
Dating | Networking | Events

Unlock the power of talent with MingleWise Pro Skills

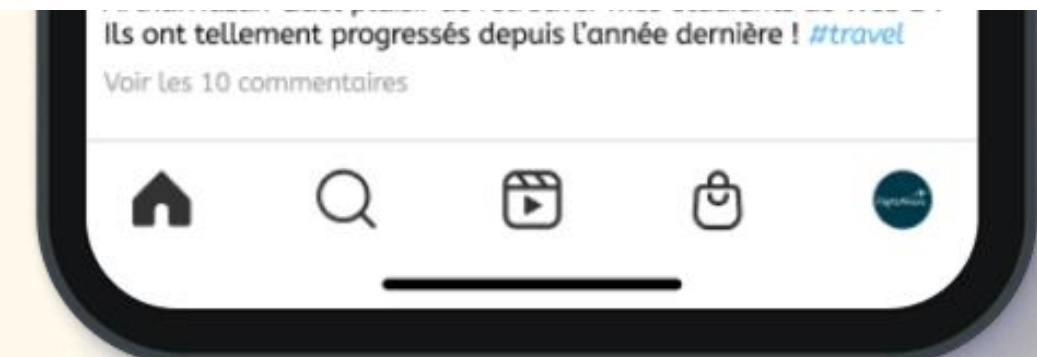
Discover individuals with the skills you need and make the perfect hire to drive your success

- Find the Perfect match**
Easily Connect with individuals possessing the specific skills
- Streamline hiring**
Simplify your talent search on MingleWise Pro Skills
- Build your dream team**
Create a powerhouse of talent with MingleWise Pro Skills

[Learn More](#)



Download



MingleWise

1

About MingleWise

World's first all-in-one AI driven app for dating, networking & events, where people find, meet and develop meaningful connections

2

Platforms for running Ads



3

Target Locations

India, USA, UK, Canada

4

Over a Period of 2 Years

No of App Installs - **2 Lakhs**

Marketing Spend - **8 Lakhs**

Achieved 1X ROAS

Problem Statement

Since App is very new, struggled a lot to get more App Installs.

Reach is very low, No Brand Awareness

Social Media Presence & Engagement is a bit challenging.

Female Profiles/Users are very low

What We Did

Created AI driven Social Media Calendar for each month and drive more traffic, created brand awareness.

Setting up Targeted campaigns across Google Ads and Meta Ads to increase the no of Installs.

Tried to run a focussed campaigns targeting female profiles across different locations.

Goals



Increase the No of App Installs (Mainly Female Profiles)



Brand Awareness & build the social media presence

Results

Reach - **5.35 M**

7.66 M - Impressions

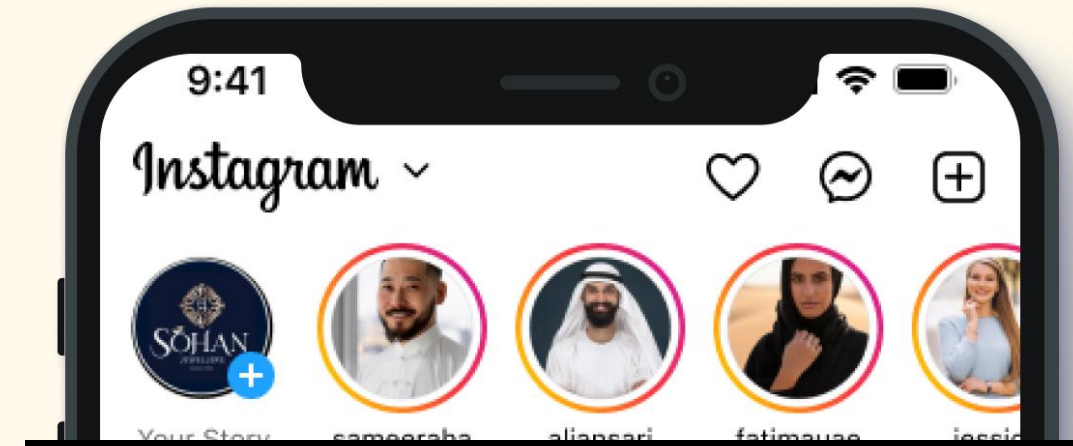
No of Clicks- **1.5 M**

8 Lakhs INR - Amount on AD

No of Installs - **2 Lakhs**

Spent

INR 4 Rs/ - Cost Per Install



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&
BAHRAINI
PEARLS

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sohan.jewel Indulge in elegance with our exclusive Natural Ruby and Bahraini Collection. ✨ Thank you for



Sohan Jewels

1

About Sohan Jewels

Sohan Jewelry crafts exquisite, handmade high-end jewelry pieces, blending tradition with contemporary elegance.

2

Platforms for running Ads



3

Target Locations

Bahrain, UAE

Problem Statement

- Limited Digital Presence: The client struggled to establish a strong online presence to connect with their target audience effectively.
- Low Customer Engagement: Despite efforts, the client faced challenges in retaining and engaging customers across digital platforms.
- Operational Bottlenecks: Inefficient tools or outdated processes hindered their ability to achieve desired outcomes.

Goals



Enhance customer acquisition, operational efficiency, and digital reach.



Build user friendly SEO optimized website and set up targeted campaigns.

What We Did

- Conducted in-depth research to identify challenges and opportunities.
- Implemented tailored strategies like SEO and design revamp.
- Enhanced user engagement through improved UI/UX design and intuitive navigation.
- Optimized website performance, leading to faster load times and reduced bounce rates.
- Conducted A/B testing and user feedback analysis to refine strategies and maximize conversions.
- Achieved specific results: increased traffic, higher ROI, or improved customer satisfaction.