

Integration with Social Media & Lead Automation in dRyZe CRM

Enhance Lead Generation and Engagement through Seamless Connectivity and Automated Workflows

About Calsoft

- 30 years of software innovation
- 20,000+ shareholders
- Listed on NSE & BSE
- Global SaaS solutions for 5,000+ clients

Why Social Media & Lead Automation?



Digital shift
driving higher
lead volumes



Need for rapid,
personalized
engagement



Reducing
manual
workload with
automation



Capturing
prospects at the
point of interest

Key Benefits

- Increased lead capture rates
- Faster first-response times
- Improved conversion rates
- Scalable multi-channel outreach

Integration Architecture

- API & webhook connectors
- Unified data flow
- Real-time sync
- Centralized customer view

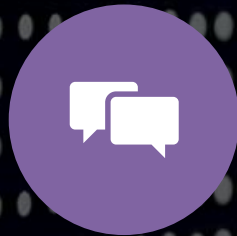
Supported Channels



FACEBOOK
LEAD ADS



LINKEDIN
LEAD GEN
FORMS



INSTAGRAM
DIRECT
MESSAGES



WHATSAPP
BUSINESS API



TWITTER ADS

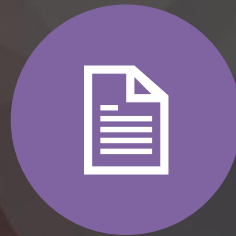
Automated Workflows



TRIGGER-
BASED
ACTIONS



MULTI-STEP
SEQUENCES



CONDITIONAL
LOGIC



TEMPLATE
LIBRARY



PERFORMANC
E ANALYTICS

Implementation Steps



AUTHORIZE &
CONNECT
CHANNELS



MAP FIELDS &
ATTRIBUTES



DESIGN
WORKFLOWS



TEST & QA



GO-LIVE &
MONITOR

Implementation Steps



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GO-LIVE &
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Performance Metrics & ROI



Lead capture
volume



Response
time
reduction



Conversion
uplift



Cost per lead



Return on
investment

Conclusion & Next Steps

- Recap benefits
- Access sandbox environment
- Join training workshop
- Leverage asset library
- Q&A session