

HODUSOFT PVT. LTD.

HoduSoft
Redefine Communication





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About Us

PeddleWeb is a group of digital marketing intellectuals who hold years of experience working in this field. With our digital marketing skills, experience and knowledge, we have successfully served numerous clients and have created a huge base of satisfied customers throughout the world.

We don't believe in selling fixed knowledge to clients. Our key aim is to understand the nature and requirements of our client's business and accordingly align the strategies with it.

With our focused approach towards our job, we can determine the right digital opportunity, which allows us to help our clients in solving their complex business problems.

Client's Introduction

HoduSoft Pvt Ltd is well-known & leading business VoIP solutions provider company. With a dedicated approach towards developing a world-class wide range of products, HoduSoft also ensures best returns on technological investments.

They offer VoIP products that are flexible, simple and affordable, thus making it a one-stop-solution for its users. They transform the way people communicate through innovative, user-friendly & value-centric platforms.

Situation

Hodusoft needed a way to increase their website viewers, website leads, social media presence, fan engagement, and overall brand reach. Since traditional marketing tactics are not enough in this Digital Era. Here comes the role of Digital Marketing to improve brand awareness and to boost value in the market via promoting the website and improving customer engagement.

Challenges

PeddleWeb researched for the competitor VoIP solution provider companies. We found it was tough to gain better ranking with only existing business keywords and website. Hodusoft's promotional activities were not regularly engaging their audience and there were limited quality leads.

**STRATEGIES
FOLLOWED**

- Enhance user experience through revamping the website
- Improving the brand awareness
- Drive traffic to the website
- Increase Social Media fan base
- Increase instant support through Social Media
- Get more Quality Leads

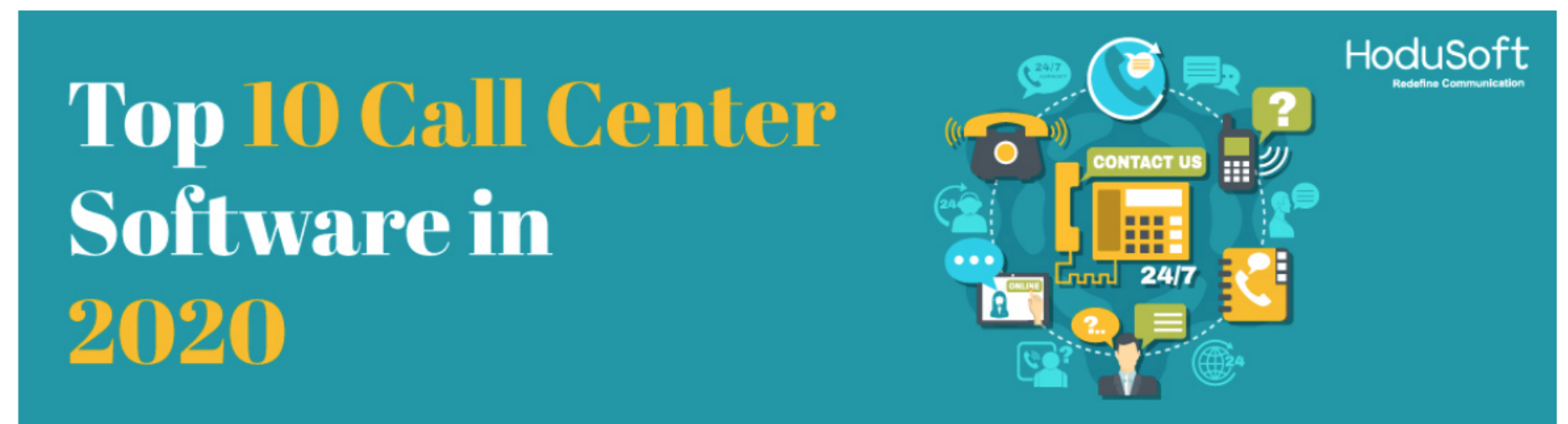
On-Site SEO

On-site SEO is the practice of optimizing elements on a website. On the back-end, Peddleweb has optimized the site considering sophisticated search engine guidelines.



Content Marketing

Peddleweb was involved in the creation and sharing of online content material such as blogs, press releases, and Guest Blogging to promote the brand, as well as stimulate interest in its products or services.



By admin | [Technical](#) | February 14, 2020

♥ 1

Call centers today have access to dozens of call center solutions. You have some of the best names like Avaya and Genesys at the top but then there are other providers like HoduSoft that match the top brands feature to feature at a substantially lower price. If you are starting a call center or wish to upgrade your contact center software then go through this list of top 10 call center software for 2020 and select one that suits your operations the best.

1. HoduCC – Call Center Software
2. Bitrix24
3. Avaya
4. Genesys
5. Ameyo
6. Zendesk
7. Five9
8. Dixa
9. Hubspot Help Desk
10. Salesforce Service Cloud

Social Media Marketing

Peddleweb manages major social media accounts of Hodusoft (such as Facebook, Twitter, Google Plus, Linked-in, etc). From content creation to online sharing and analyzing the reports, Ecosmob is involved in all.

Peddleweb also initiated Hodusoft's presence on micro blogging & social networking sites such as Tumblr.

HoduSoft
Published by Hootsuite [?] · 6 March at 09:45 · 🌐

#HoduSoft offers high-quality Contact Center Software, #IPPBX Software, Audio & Web Conferencing #Software, and Voice & SMS Broadcasting Software. For more details: <https://hodusoft.com/>

HoduCC
Contact Center Software

HoduPBX
IP PBX Software

HoduBS
Voice & SMS Broadcasting

HoduConf
Audio Conferencing

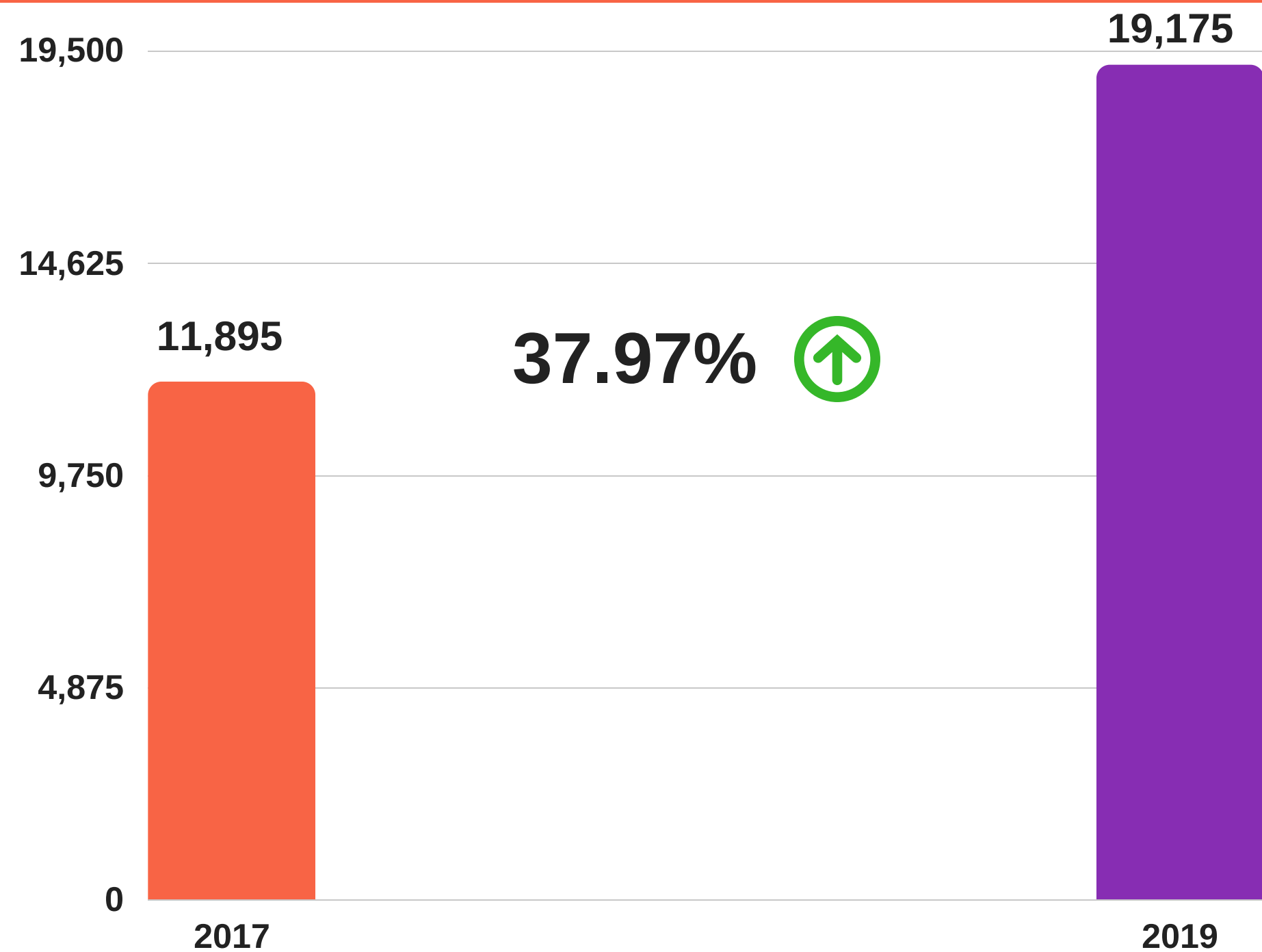
REDEFINE
COMMUNICATION

Video Marketing

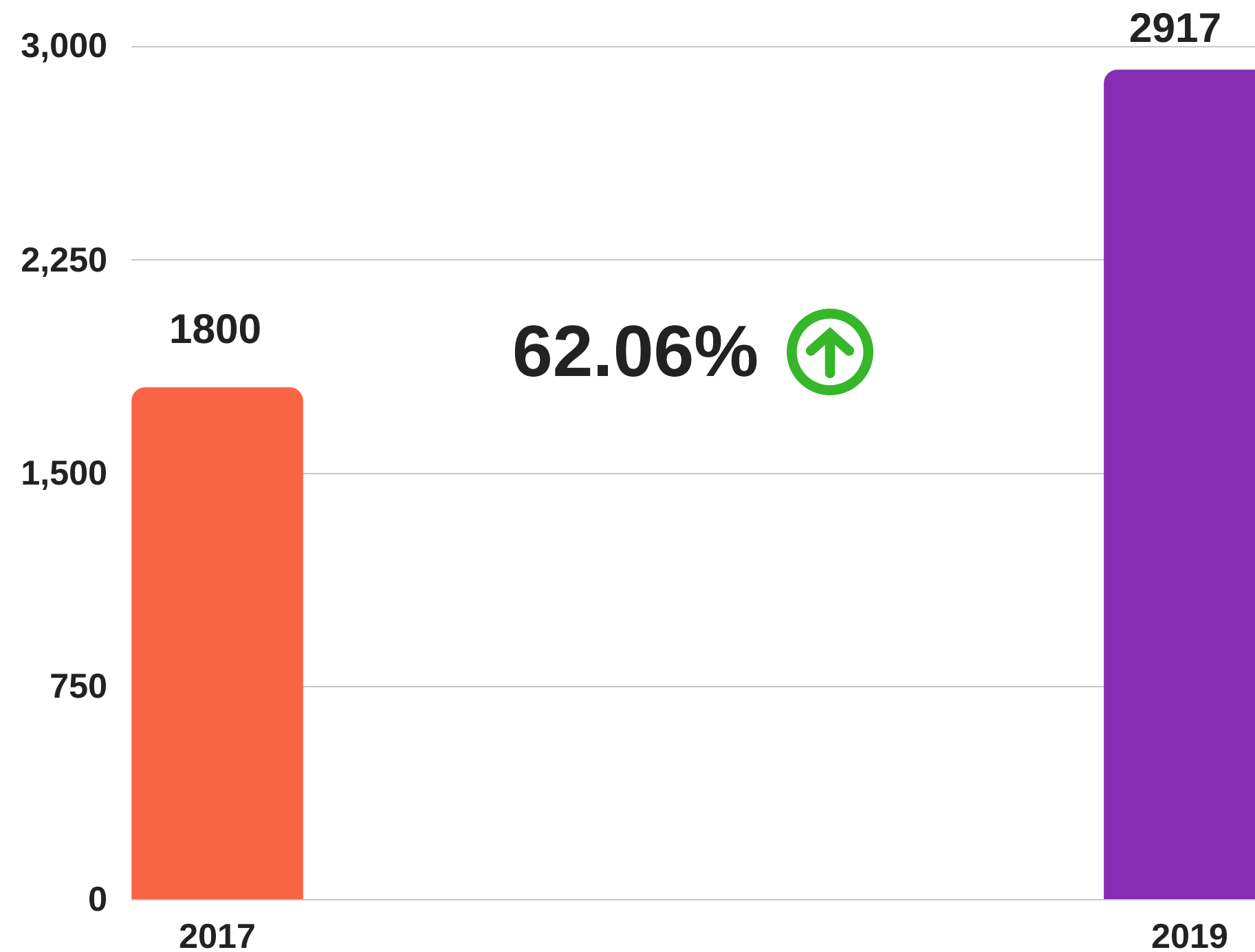
In the tenure, **Peddleweb** was involved in managing the Hodusoft's Youtube Channel, as well in developing & updating the video content.



Traffic at a glance: Traffic



Social Media : Facebook



Social Media

HoduSoft
Published by Hootsuite [?] · 6 March at 09:45 · 🌐

#HoduSoft offers high-quality Contact Center Software, #IPPBX Software, Audio & Web Conferencing #Software, and Voice & SMS Broadcasting Software. For more details: <https://hodusoft.com/>



The infographic features a central orange circle with the HoduSoft logo and the text 'REDEFINE COMMUNICATION'. Four arrows point from this central circle to four product logos: HoduCo (Contact Center Software), HoduPBX (IP PBX Software), HoduBS (Voice & SMS Broadcasting), and HoduConf (Audio Conferencing).



HoduSoft @hodusoft · Mar 5

Using Dashboard, you can track call queue, and agent status live. Enhance your team #productivity using a queue monitor that reduces the waiting time of your #customer. #HoduPBX


Check out more details: hodusoft.com/ip-pbx-software...



HoduSoft
5d

Talent wins games, but #teamwork and intelligence #win #championships, We are Experiencing a new way for the #bonding, but the vibe is still the same.

#HoduSoft #COVID19 #IndiaFightsCorona #StayHomeStaySafe #WorkFromHome #office



The graphic has a blue background with the text 'Your Office Is Where You Are!' at the top. Below the text is a grid of eight circular video feeds, each showing a different person working from home. At the bottom of the grid, there is a white banner with the text '#WorkfromHOME | Together we will win!'. The HoduSoft logo is in the top right corner.

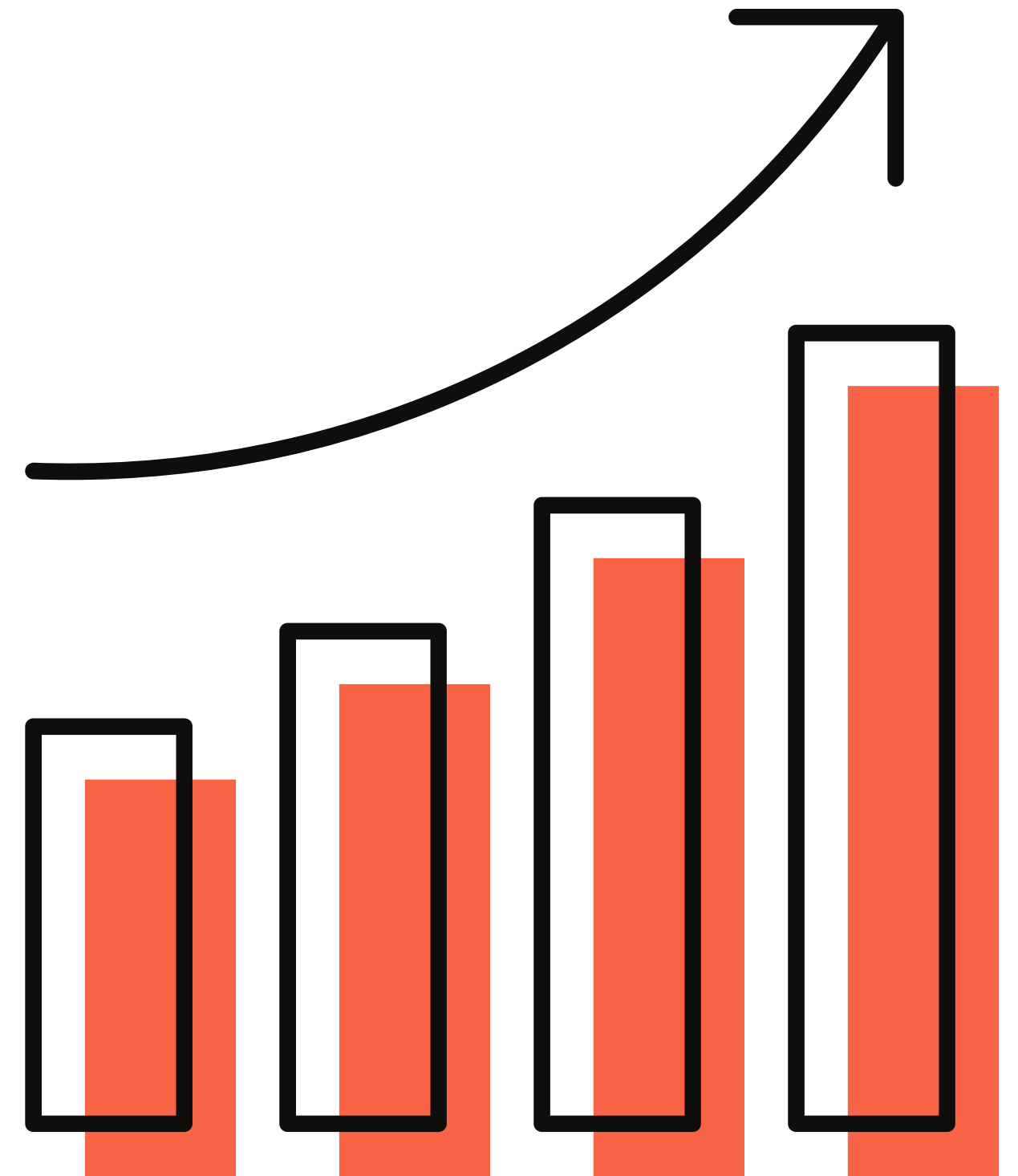
13 Likes

👍 Like 💬 Comment ➦ Share

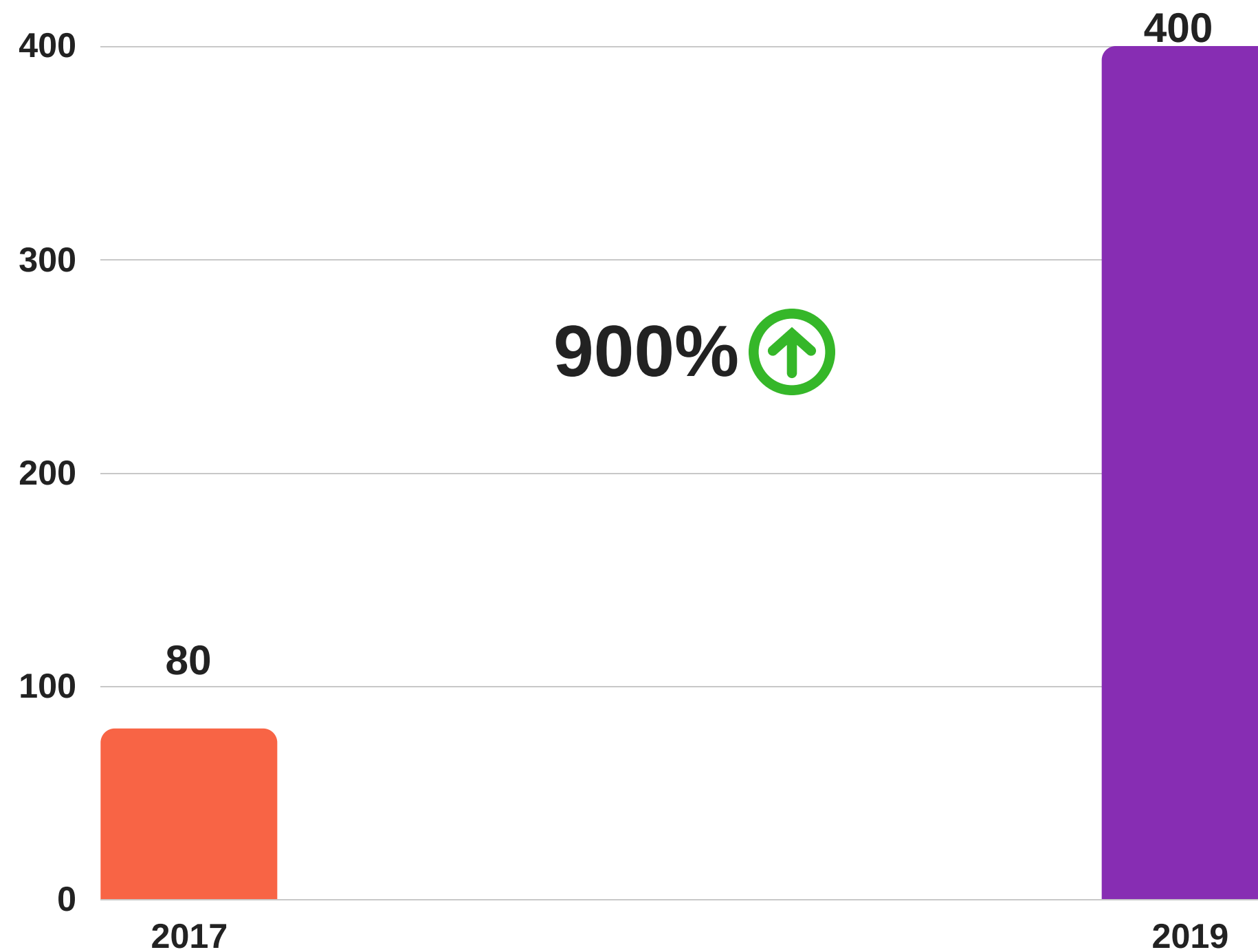


Top Ranking Keyword

- Hosted IPPBX Software
- Audio Conferencing Software
- Hosted PBX Software
- SMS Broadcasting Software
- Multi tenant IP PBX Software
- Voice Broadcasting Software
- IP PBX Software
- VoIP PBX Software
- Contact Center Software



Business Lead



THANK YOU



W W W . P E D D L E W E B . C O M



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