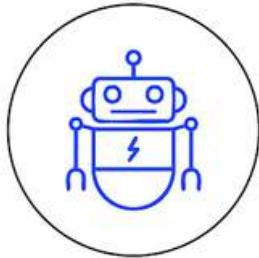# SSLASH

Your Digital Hassles, Slashed!

Let's talk – no fluffy pitches, promise!

A Perfect Digital Experience Doesn't Exis..

Unless We Build It.

Your one-stop provider for seamless website & mobile app development, custom software development, marketing automation, SEO Services, business consultancy services, and more.

100%

Savings on Website Chatbot Apps, Mobile push notifications, and more.

Digital Development Service Providers Reduce

80%

Workforce with AI Automation Services

Upto 60%

More Affordable than Standard Digital Development Service

Our Story

48%
Projects Globally
Starting from 2019

35+
Brands helped to
launch and get
streamlined

15yrs
Industry
Experience

40%
Marketing cost reduced of
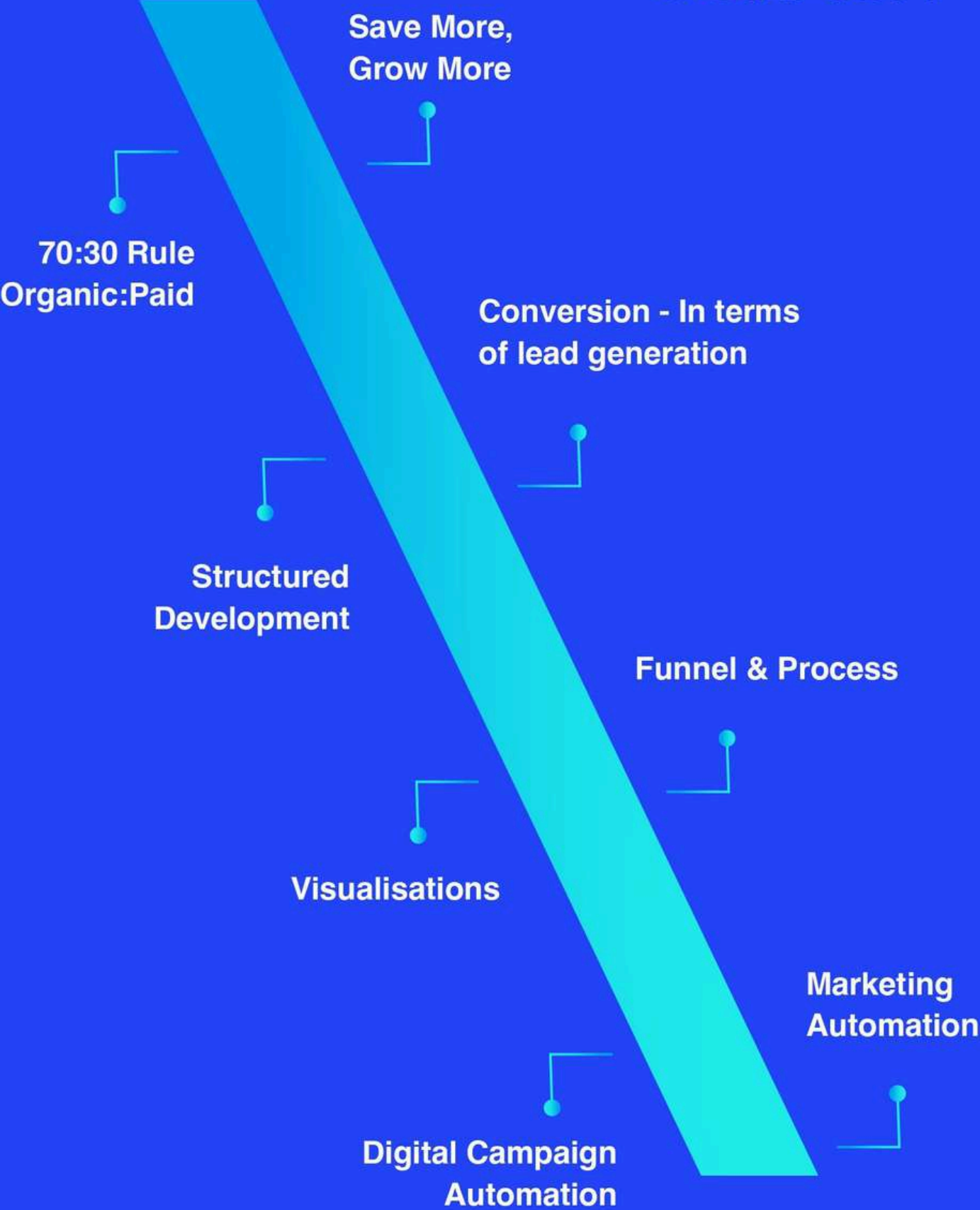startups & helped them
grow voa bootstraped

Training & Leading
a team of 30
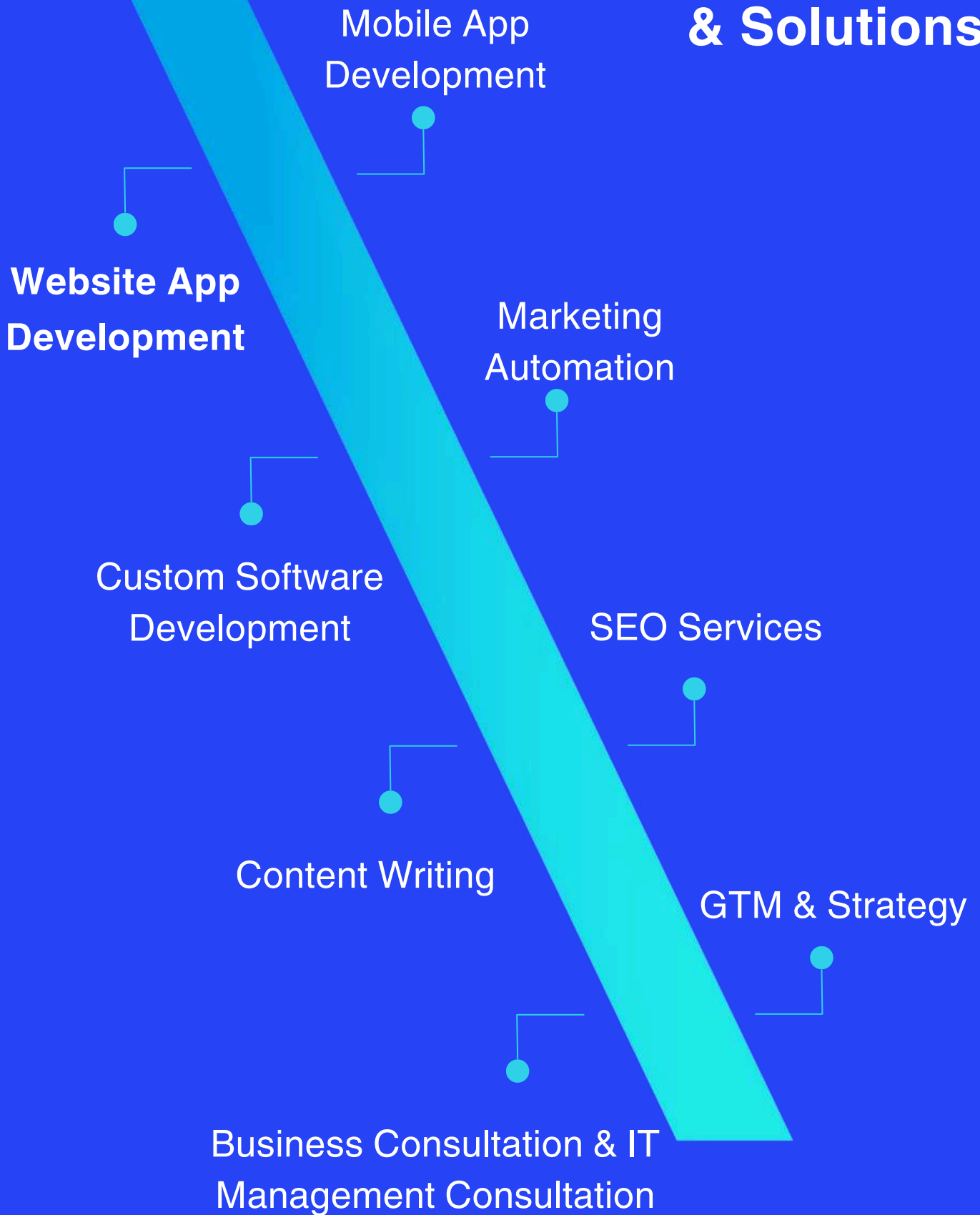people from India
& Bangladesh
since 2021

Industry Covered - Education/ Ed Tech
Industry, IT & IT Consulting, Saas,
Healthcare, E-commerce, Manufacturing
(Import & Export), Real estate & construction,
Media & Lifestyle and Others.

Chat With Us On:

Mobile App
Development

Website App
Development

Marketing
Automation

Custom Software
Development

SEO Services

Content Writing

GTM & Strategy

Business Consultation & IT
Management Consultation

Our Portfolio: Industry Breakdown & Client Coverage

75%
IT & IT Consulting

38%
Education/ Ed Tech Industry

42%
Healthcare

69%
SaaS

29%
E-commerce

33%
Manufacturing

51%
Real Estate & Construction

20-40%
Others
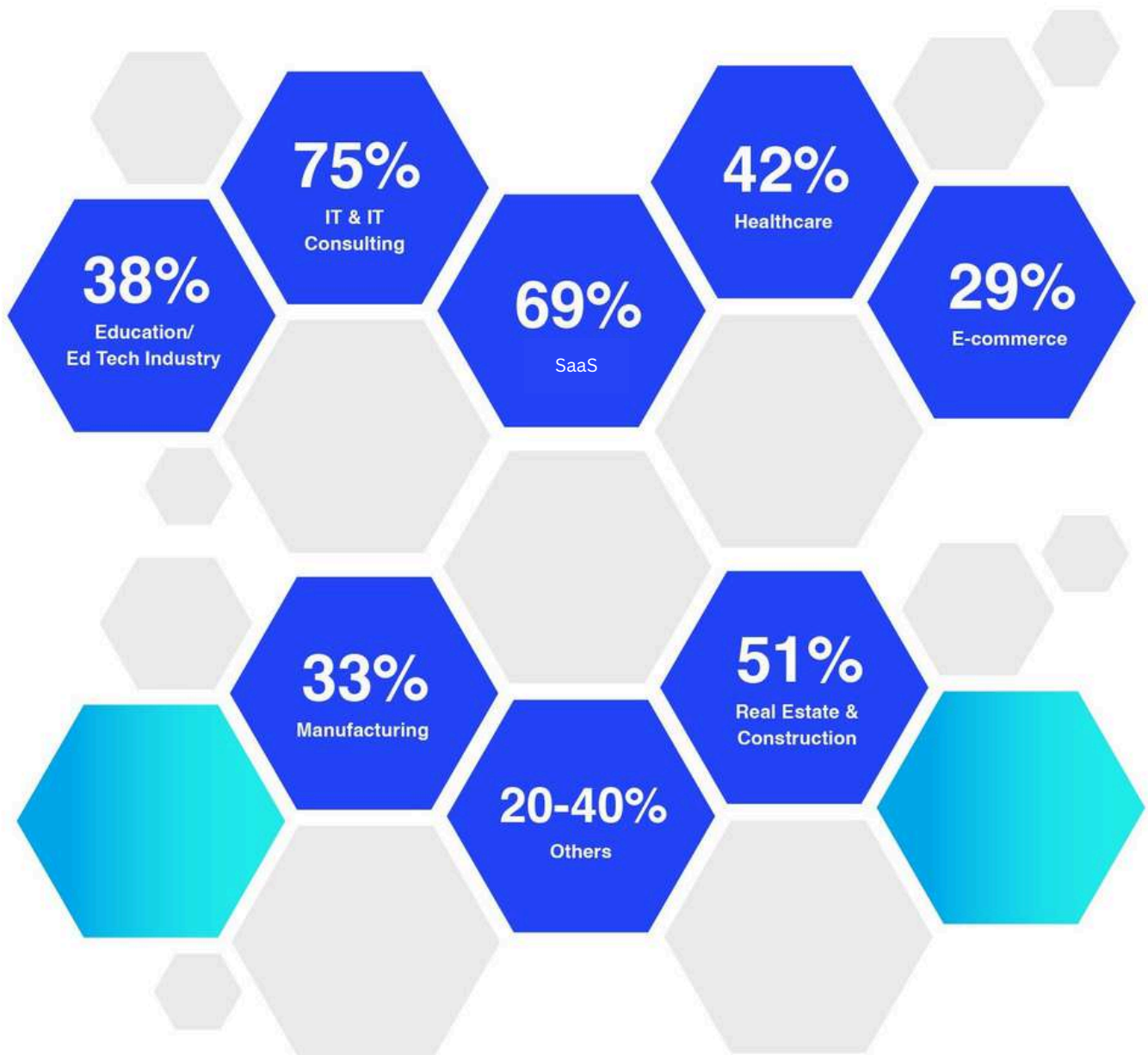
#1.Website Development

- CMS - WordPress, Joomla, Drupal
- Website builders - Webflow, Wix, Squarespace
- E-commerce platforms - Shopify, WooCommerce, Magento
- Build from scratch using HTML, CSS, JavaScript, and other programming languages.
- Front-End Development - Utilize HTML, CSS, and JavaScript.
- Back-End Development - Manage server, database, and server-side applications (Python, Ruby, PHP, or Node.js.)
- Add features like forms, e-commerce capabilities, user authentication, etc.
- Testing, deployment, and maintenance included.
- Databases - MySQL, PostgreSQL, SQLite, Microsoft SQL Server

79% of online buyers won't return if they experience website issues.

Chat With Us On:

#2. Mobile App Development

- Platforms — iOS (Swift or Objective-C), Android (Java or Kotlin), Cross-Platform (React Native, Flutter, and Xamarin)
- Testing — Test the app for bugs, performance issues, and usability problems.
- Deployment — Submit the app to app stores (Apple App Store for iOS, Google Play Store for Android) and release it to users.
- Maintenance — Regularly update the app to fix bugs, add new features, and improve performance.

79% mobile app brands achieve higher awareness and recognition

#3. Custom Software, Chatbot, & ERP Development

- MVP Development — Test market fit quickly and cost-effectively.
- Cloud-based Systems — Create scalable and secure cloud infrastructure.
- API Integration — Assure seamless connectivity with third-party services.
- Custom CRM Development — Build a CRM tailored to your unique customer journey.
- Data Analytics Solutions — Get actionable insights into customer behaviour and performance metrics.
- ERP development or third party ERP deployment such as Microsoft environment.

60% more workflow efficiency is possible with custom software and automation

#4. Marketing Automation

- Email Automation with AI – Personalize campaigns using ChatGPT and Copilot.
- Lead Scoring and Management – Automate lead scoring to prioritize follow-ups.
- CRM Integration – Sync marketing with CRM for improved lead tracking.
- Analytics and Reporting – Gain insights into campaign performance and customer behaviour.
- Multi-channel Campaign Management – Align campaigns across email and social media for a unified strategy.

451% more qualified leads with automation in lead nurturing funnel

#5. SEO & Organic Marketing Services

- Keyword Research – Identify keywords to improve rankings and reach.
- On-Page SEO – Optimize content and meta tags for visibility.
- Technical SEO – Ensure a fast, mobile-friendly, crawlable site.
- Content Strategy – Develop high-quality content to attract users.
- Link Building – Build backlinks from reputable sites for authority.
- Local SEO – Optimize for local searches to gain nearby customers.
- Analytics and Reporting – Track performance to refine strategies.
- SEO Audits – Find improvement areas to enhance site performance.
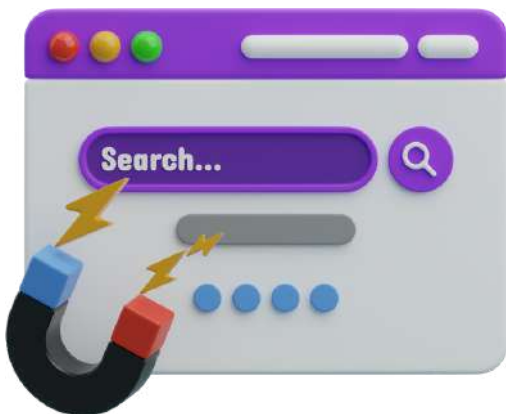
61% savings on lead costs can be achieved with SEO compared to traditional marketing

#6. Content & Copy Writing

Get words that SELL - Engage with your target audience, and drive conversions through high-quality content.

- SEO-optimised Blog
- High-conversion Email Copy Landing Pages
- Ad Copywriting
- Tailored Content Strategy

400% potential boost in conversion rates with quality website content

#7. GTM & Strategy

Let's grab a cuppa and discuss go-to-market strategies that could drive sustainable growth for your brand.

- Market Research
- Go-to-Market (GTM) Strategy Development
- Competitive Analysis & Positioning
- Product Launch Planning
- Growth Forecasting & KPIs
- Business Model Consultation
- Brand Messaging & Value Proposition
- Sales & Marketing Alignment Strategies
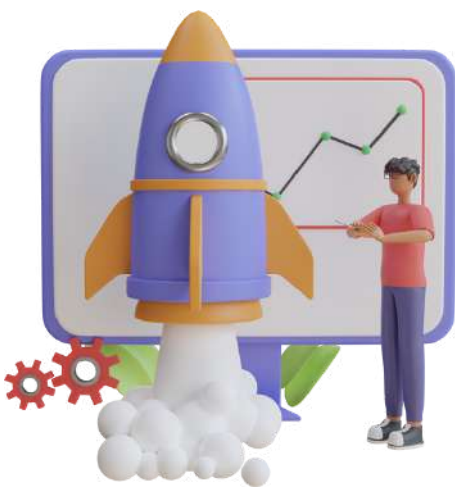
92% startups consider a strong GTM plan to be key to long-term success.

Insights

✅ Successfully delivered **48+ projects globally**, showcasing a strong track record of excellence and commitment.

✅ Assisted **35+ brands** in launching their products and streamlining their branding efforts.

✅ Collaborated with clients across diverse geographies, including **India, the US, the UK, South Korea, Germany, the Netherlands, Australia, Singapore, and Dubai**.

✅ Gained multi-industry expertise spanning **IT & IT Consulting, SaaS, Education & EdTech, Healthcare, E-commerce, Construction, Real Estate, Manufacturing (Export & Import), Media & Lifestyle,** and other service- and product-based sectors.

✅ Led and trained a **30-member marketing team**, fostering growth and skill enhancement.

✅ Provided **training and placement opportunities** to over **100 students in digital marketing**, empowering the next generation of professionals.

✅ Conducted a **global webinar for JITO** that engaged an active audience of **850 participants**.

Key Success Metrics: FY 2021-2022

ICA Edu Skills:

- Spearheaded digital transformation, increasing the digital business contribution from 5% to 35%.

- Launched the flagship initiative IDCM (Institute of Digital & Content Marketing)in February 2020, offering classroom and online training.

- Enrolled 735 students Pan-India by September 2022, generating a revenue of ₹2.7 Crores with a lean team of just five members.

Business Expansion & ROI:

- Facilitated the opening of 15 new ICA centers and 5 IDCM institutes through digital marketing lead generation, achieving a Return on Investment (ROI) of ₹45,00,000, primarily from license fees of ₹3,00,000 per center.

- Utilized strategic lead-generation channels, including Facebook Ads, Google Ads, and organic marketing, to drive growth.

Stakeholder and Account Management:

- Provided support to 350+ franchise partners and managed over 500 digital accounts across India.

Strategic Marketing Approach:

- Designed and implemented a 70 | 30 marketing strategy, allocating 70% to organic marketing and 30% to paid campaigns, ensuring sustainable and cost-effective growth

Our Extended Supports

- Marketing Budget

- Digital Marketing Lead Generation 70% SQL Leads

- Team Building

- Revenue Generation
  (40% - 50% direct revenue by digital media)

- Process Automation

- CRM Zoho

- Mobile App Marketing

- Organic Growth & Demand

- Programmatic Ads

- Influencer Marketing

- SEO & SMO Content

- End To End IT Infrastructure development & deployment

- E-Commerce

- Personalised Approach on Email & Outreach

- Creative Marketing Strategy

- Strategy & Marketing Automation

- Media & Visualisation

- UI/UX Strategy

- Data Analysis Application

- Social Media Marketing

Growing with

CONTACT US 📞

We are a mid-sized team working remotely from Kolkata, India

Drop us a Hi 👋

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✉️ **team@sslash.co**

📞 **+91 9903149041**