



SUPPLE SOFT

A DIGITAL MARKETING WING OF SUPPLE SOFT

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Digital Marketing Portfolio Highlights And
Approaches

Crafting Digital Legacies

Process & Portfolio Highlights

At Supple Soft's Digital Marketing Wing, we go beyond campaigns to build timeless brand stories. We fuse innovation, strategy, and creativity to transform businesses into lasting digital icons.

Presented By: Supple soft creative wing

Introduction

Supple soft digital marketing wing is dedicated to helping businesses thrive in the online world. With a perfect blend of creativity, strategy, and technology, we craft tailored solutions that boost visibility, drive engagement, and generate measurable growth. From SEO, social media, and content marketing to web design and paid campaigns, our team of experts ensures your brand stands out in the digital space.

We don't just market brands, we create digital legacies.

Building connections that last, shaping brands that inspire, and creating impact that goes beyond today.

Digital Marketing Portfolio Highlights And Approaches



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Vision & Mission.

At Supple Soft, we empower businesses with innovative digital strategies that spark meaningful connections, drive measurable growth, and create lasting impact. Guided by creativity, strategy, and data-driven excellence, our vision is to transform brands into enduring digital legacies and trusted icons of the digital era.

Mission

- Deliver innovative marketing strategies that enhance online visibility and accelerate growth.
- Create impactful content and campaigns that connect brands with the right audience
- Leverage data-driven insights and cutting-edge tools to maximize ROI and long-term success.

Vision

- To be a trusted global partner in empowering brands with innovative digital strategies that drive sustainable growth.
- To create meaningful digital experiences that connect businesses with their audiences and inspire long-lasting relationships.
- To lead the transformation of marketing into measurable impact, turning every idea into a legacy in the digital world.



Navjot kaur



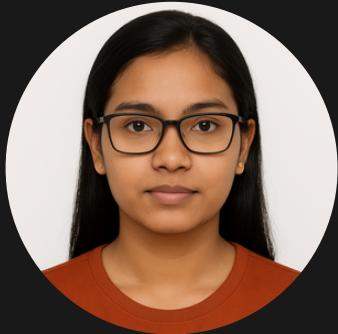
Dheeraj wadhwa



Pratap ranjan singh



Madan kumar



Samiksha Yadav



Kiran Juneja



Akshay Raj



Pravesh



Abhishek Choudhary

Meet The Team

We believe that the strength of our team is the driving force behind our success. Our team is a dynamic group of professionals, each bringing a unique set of skills and a shared passion for digital marketing.

With a team of seasoned professionals, we specialize in crafting bespoke marketing solutions that not only meet but exceed our clients' expectations. Our mission is to empower businesses to thrive in the digital landscape by harnessing the power of data, creativity, and technology.

Why To Work With Us?

At Supple Soft, innovation meets strategy to deliver lasting digital success and unmatched brand impact. We don't just market — we partner, create, and grow with you. Supple Soft turns your digital goals into measurable success.



Strategic Expertise

Data-backed decisions that drive consistent business growth.



Tailored Campaigns

Custom digital solutions aligned with your brand vision.



Design Excellence

Professional, impactful visuals that enhance brand value.



Full-Spectrum Service

From concept to conversion, we manage your digital success.



Reliable Partnership

Transparent, accountable, and focused on long-term value.



All-in-One Digital Team

From ads to design, we've got you covered.

Marketing Services

Search Engine Optimization (SEO)

We initiate with an in-depth audit of your website to identify areas for improvement. Our team conducts extensive keyword research to identify the most relevant search terms for your business. We meticulously optimize your website's content and meta tags, improve site speed, and ensure mobile responsiveness.

On-Page Optimization

Keyword research, meta tags, headertags, and content optimization.

Off-Page Optimization

Backlink building, reputation management, and local SEO services.

Technical SEO

Mobile optimization, site speed enhancement, and schema markup.

Search Engine Marketing (SEM)

By leveraging SEM, we aim to deliver immediate visibility on SERPs, driving a targeted flow of traffic to your website and boosting your conversion rates.

Pay-Per-Click (PPC) advertising

Campaign management

Landing page optimization

Marketing Services

Content Marketing

Our content marketing efforts will position your brand as a trusted source of valuable information, fostering customer relationships and driving organic traffic to your website.

Content Strategy

Developing a content plan that resonates with the target audience.

Blog Management

Writing, editing, and publishing blog posts.

Video Marketing

Creating and promoting video content on platforms like YouTube and Vimeo.

Social Media Management

We monitor social media trends to keep your brand relevant and timely. Through our social media marketing, we will cultivate an active and loyal community around your brand, amplify your social reach, and convert followers into customers.

Monitor Social Media Trend

Amplify Social Reach

Social Media Marketing

Marketing Services

Email Marketing

Our content marketing efforts will position your brand as a trusted source of valuable information, fostering customer relationships and driving organic traffic to your website.

List building

Growing email subscriber lists through lead magnets and opt-in forms.

Campaign creation

Designing and sending email newsletters, promotions, and automated sequences.

Analytics & optimization

Analyzing open rates, click-through rates, and conversion rates to improve performance.

Web Analytics And Reporting

Through web analytics, we will provide you with actionable insights to optimize your website and marketing campaigns, leading to improved user experience and better business outcomes.

Google Analytics Setup And Configuration

Reporting

Data Analysis

Marketing Services

Conversion Rate Optimization (CRO)

Thorough testing and analysis to identify barriers to conversion on your website. We optimize your website's design, content, calls-to-action (CTAs), and user experience to encourage more visitors to take desired actions, such as making a purchase or signing up for a newsletter.

A/B Testing

Testing different elements to determine what works best for conversions.

Funnel Optimization

Streamlining the customer journey to increase conversions.

User Experience (UX) Optimization

Improving website design and functionality to enhance user engagement.



Marketing Services

SEO friendly UI/UX, Web page design and Graphics services

Our SEO-friendly web design ensures your site ranks higher, loads faster, and keeps visitors engaged longer. With user-centric UI/UX design, intuitive navigation, and visually captivating graphics, we help your brand stand out while driving measurable results. Every pixel and layout is crafted to enhance visibility, user satisfaction, and conversion rates.

► **SEO-Optimized Design**

We build visually appealing websites that are optimized for search engines to boost rankings and organic traffic.

► **Creative Visuals & Branding**

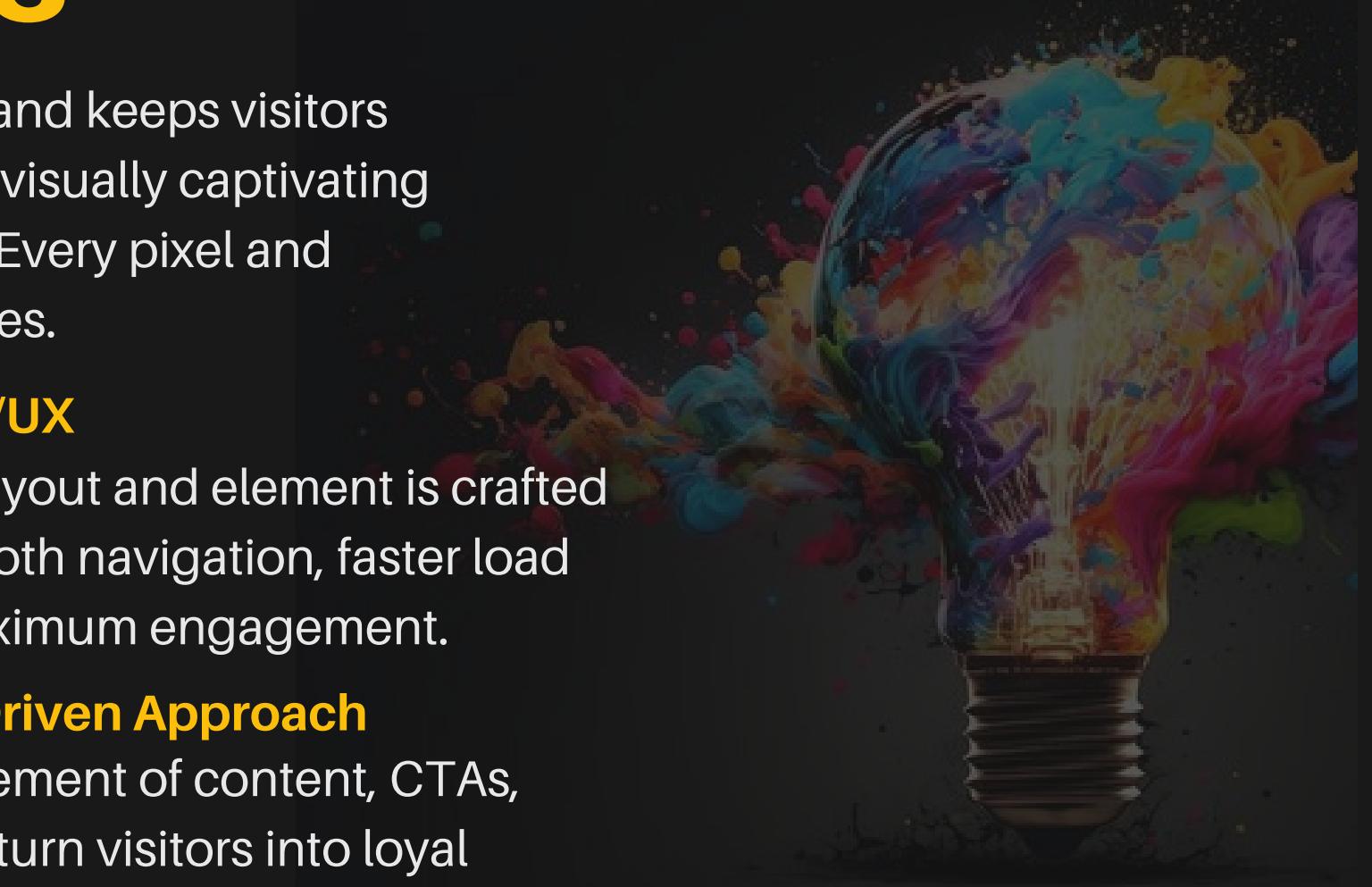
Eye-catching graphics and modern aesthetics that reflect your brand's identity and leave a lasting impression.

► **Next Level UI/UX**

Every UI/UX, layout and element is crafted to deliver smooth navigation, faster load times, and maximum engagement.

► **Conversion-Driven Approach**

Strategic placement of content, CTAs, and visuals to turn visitors into loyal customers.



Our Digital Strategy

Data, creativity, and ROI — our strategy for turning brands into digital powerhouses.

- **Data-Driven Insights**

Leverage analytics and customer behavior to design precise, high-impact campaigns.

- **Multi-Channel Engagement**

Maximize reach by integrating SEO, social media, paid ads, and content marketing.

- **Creative Storytelling**

Build emotional connections with compelling content, visuals, and brand narratives.

- **ROI-Focused Execution**

Continuously optimize campaigns to ensure measurable growth and long-term success.



Portfolio Projects

Every brand has a story — and at Supple Soft Private Limited, we specialize in bringing that story to life through creativity, strategy, and innovation. Our portfolio reflects a blend of design excellence, data-driven campaigns, and measurable growth. From web experiences and SEO to social media and digital branding, each project showcases our commitment to turning ideas into impactful results. Explore our work and discover how we help brands stand out, connect, and thrive in the digital era.

259+ Client

Trusted by brands, loved by customers, and driven by results.

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Portfolio Projects

Aravali

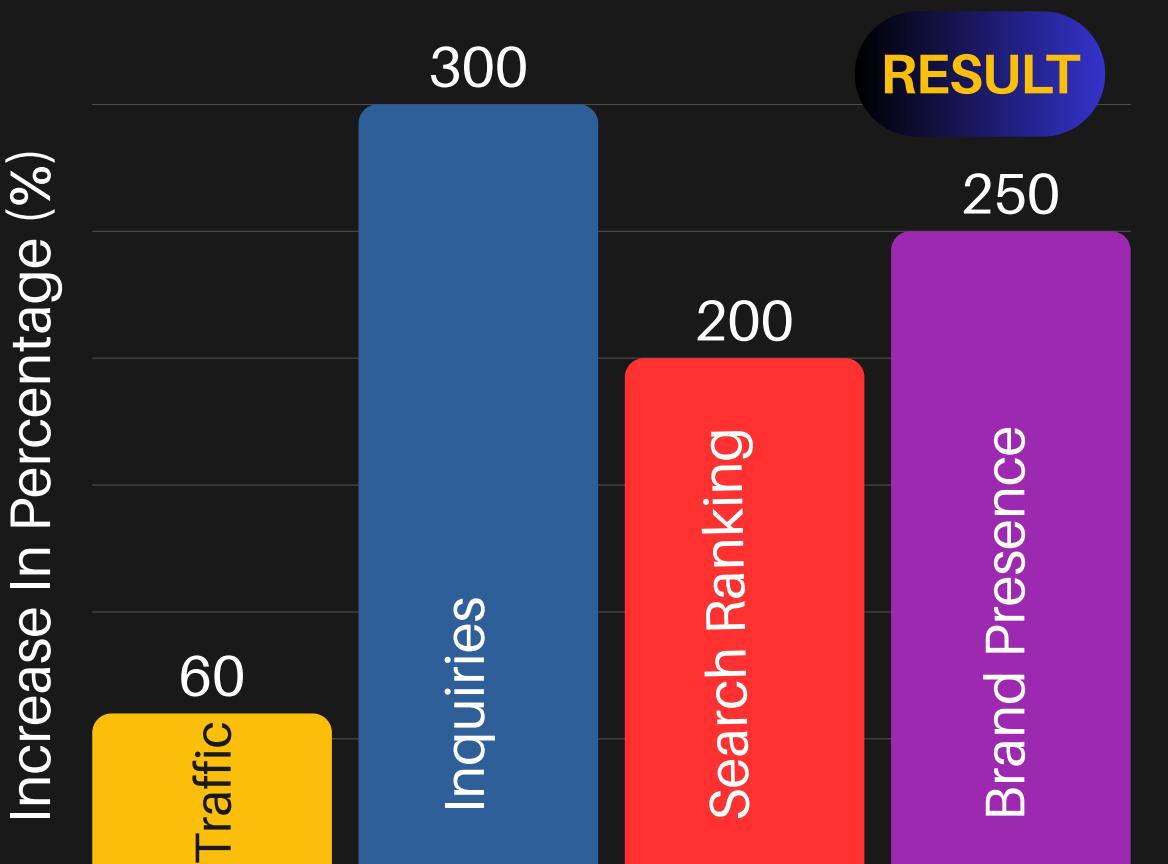
Project

College Of Engineering & Management

The Challenge: Aravali College of Engineering & Management struggled to stand out in a crowded education market. Limited online visibility, low student engagement, and weak digital presence made it difficult to attract quality admissions and showcase its unique value.

Solutions: We focused on:

- SEO: Optimized web content, pages, and technical structure to boost rankings.
- Social Media Marketing: Revamped campaigns across Facebook, Instagram, and LinkedIn to highlight campus life, achievements, and student testimonials.
- Paid Campaigns (PPC): Deployed targeted Google Ads and social media ads to drive quality traffic and inquiries.
- Content Marketing: Developed blogs, videos, and infographics to showcase career opportunities and the college's unique offerings.



Portfolio Projects

EzStays

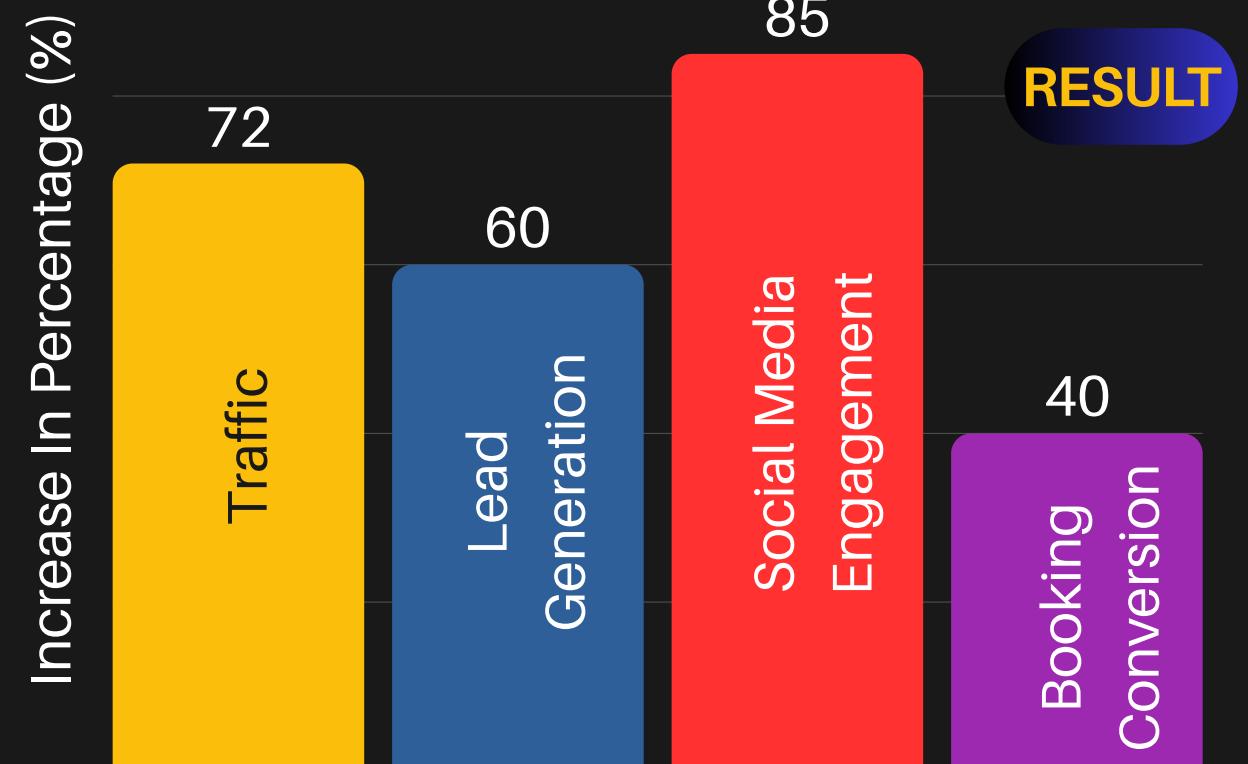
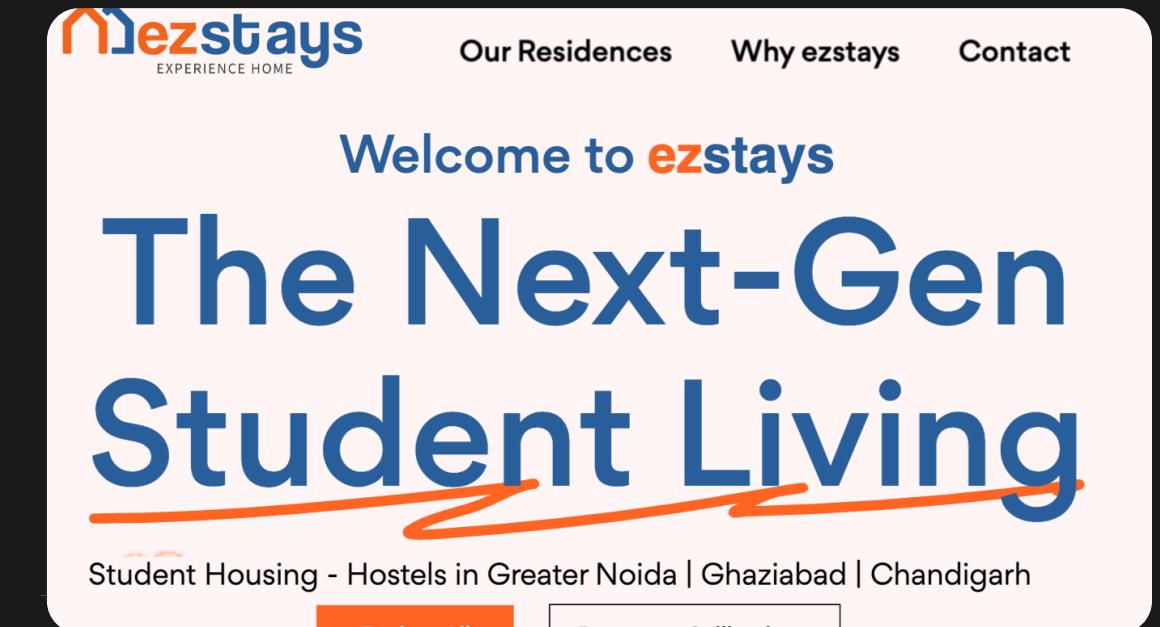
Experience Home

Project

The Challenge: EzStays, an innovative hospitality platform in India, offers flexible accommodation solutions catering to the needs of travelers and businesses. They faced challenge with high Ad spend, low ROI, lack of targeting & optimization and website conversion issues.

Solutions: We focused on:

- SEO: Optimized web content, pages, and technical structure to boost rankings.
- Refined Paid Ads Targeting
- Landing Page Optimization
- Lead Qualification Process
- Social Media Marketing
- Paid Campaigns (PPC)
- Content Marketing: Developed blogs and videos to promote stays at.



Portfolio Projects

HomeMentor

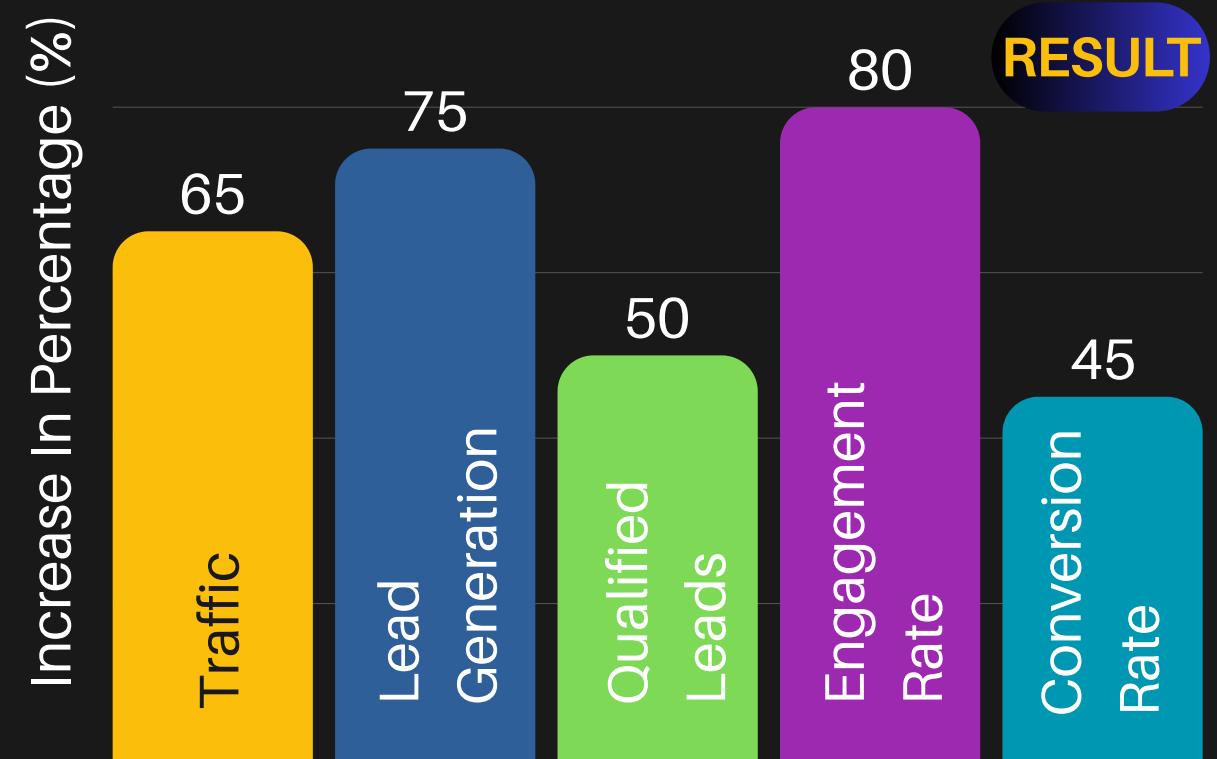
Project

Adani Samsara

The Challenge: Low brand awareness among target audience, highly competitive keywords & high cost-per-click, low conversion of leads in comparison with inquiries, Long sales cycles & multi-touch customer journeys, local SEO & geo-targeting limitations and high competition from aggregators / portals.

Solutions: We focused on:

- Build strong brand visibility & trust
- Leveraged SEO-rich content (blogs, property insights, location comparisons) to reduce dependency on paid ads.
- Integrated AI-driven lead scoring to identify high-intent buyers.
- Highlighted USP-driven storytelling (location advantage, Adani reliability etc).
- Improved visibility for local searches such as "Adani plots near Gurgaon"
- Built exclusive project microsites that load faster and provide direct inquiry-to-booking journeys.



Portfolio Projects

Banarashe

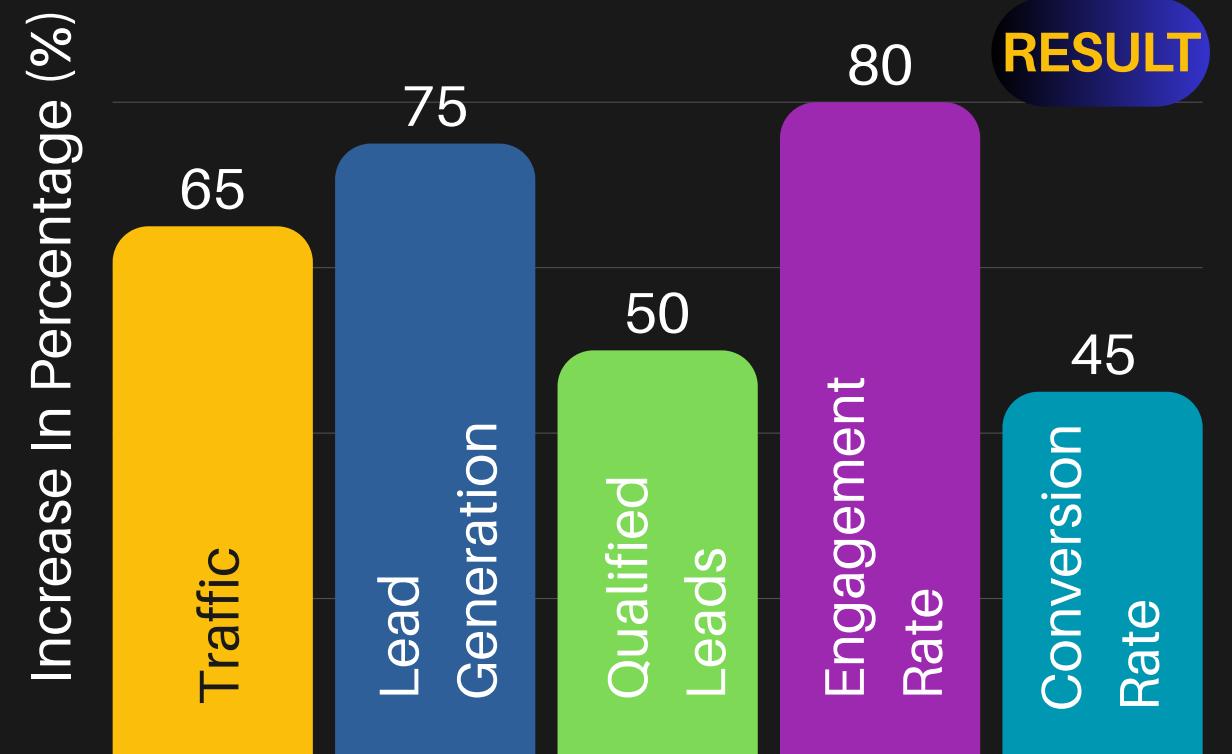
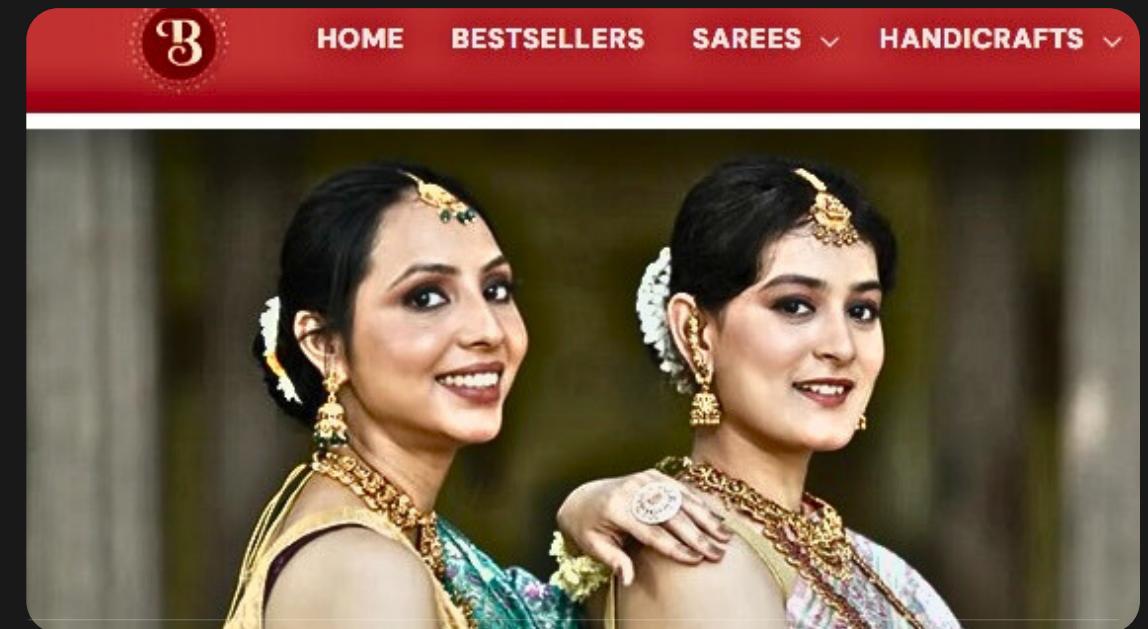
Lifestyle Store

Project

The Challenge: Banarashe faced low online visibility amid heavy competition in ethnic wear. High ad costs, low conversion from social traffic, and limited customer trust in online saree purchases made it difficult to scale sales and reach a wider audience.

Solutions: We focused on:

- Launched targeted social and Google campaigns focusing on bridal and festive collections.
- Optimized SEO for long-tail keywords like “pure handloom Banarsi saree” and “wedding silk saree online.” etc
- Enhanced trust through influencer collaborations, customer testimonials, and clear return policies.
- Improved website UX with faster load times, better product visuals.
- Used remarketing and WhatsApp follow-ups to recover abandoned carts.



Customer Testimonials

"Supple Soft transformed our online visibility within weeks. Their data-driven campaigns brought us quality leads and consistent growth in engagement!"



"From social ads to SEO, every campaign was executed flawlessly. Supple Soft helped us turn visitors into loyal customers!"



"Our brand awareness sky rocketed after Supple Soft optimized our digital strategy. They truly understand performance marketing that converts!"



"Their creative ad designs and audience targeting delivered beyond expectations. Supple Soft is our go-to partner for measurable digital results."



Let's Work Together!



At Supple Soft, we don't just deliver digital solutions — we build partnerships that drive growth. Whether you're looking to boost your online presence, elevate your brand, or turn clicks into lasting customers, we're here to make it happen. Together, we'll craft strategies that inspire, perform, and deliver real results. Let's collaborate to transform your digital vision into success!