

SKYLAN 
Portfolio 2024

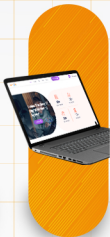
Table of Content



About us



Services Offered



**Project &
Case
Studies**



**Client
Testimonial**



**Contact
Us**

ABOUT US



SkyLan Digital is a forward-thinking digital marketing agency powered by the expertise and innovation of SkyLan IT. We specialize in providing comprehensive marketing and technology solutions to businesses of all sizes, ensuring their sustainable growth in a rapidly evolving digital landscape. **Our mission is to empower businesses through data-driven strategies, creative content, and cutting-edge technology, transforming digital challenges into growth opportunities.**

At SkyLan Digital, we combine strategy, creativity, and technology to help businesses succeed online. Whether it's building a strong brand, driving website traffic, or boosting online sales, our team of professionals is committed to delivering measurable results. We tailor our services to align with our client's goals and ensure they stay ahead of the competition.

We pride ourselves on building long-term partnerships, focusing on transparency, innovation, and performance at every stage. Our expertise spans across industries, including e-commerce, healthcare, real estate, technology startups, and finance, helping businesses achieve their digital ambitions.

OUR BEST SERVICES

WE PROVIDE BEST SERVICES

1

DIGITAL STRATEGY

2

DIGITAL SALES
(E-COMM SOLUTION)

3

WEB & SOFTWARE
DEVELOPEMENT

4

SEARCH ENGINE
OPTIMIZATION

5

SEARCH ENGINE
MARKETING

6

LEAD GENERATION

7

SOCIAL MEDIA
OPTIMIZATION

8

SOCIAL MEDIA
MARKETING

9

BRAND MANAGEMENT

10

PERFORMANCE
MARKETING

Core Services

01 Digital Strategy

A strong strategy is the backbone of successful marketing. We analyze your business goals, competition, and market trends to design a tailored digital roadmap that ensures measurable outcomes and sustainable growth.

02 Digital Sales (E-commerce Solutions)

We create e-commerce solutions that help businesses sell more online. From building customized online stores to streamlining product pages, we optimize every step of the sales journey to increase conversions and revenue.

03 Web & Software Development

We develop responsive websites and innovative software tailored to meet business objectives. Using the latest technologies like React and Node.js, we ensure seamless performance, high security, and excellent user experiences.

04 Search Engine Marketing (SEM)

We maximize visibility on search engines through well-executed paid campaigns (PPC). By targeting the right audience with precision, we ensure that businesses appear at the top of search results and drive quality traffic.

05 Search Engine Optimization (SEO)

SEO is at the heart of online success. Our SEO experts optimize your website to rank higher on search engines, increase organic traffic, and improve user experience. We implement on-page, off-page, and technical SEO strategies.



○ Lead Generation

Generating qualified leads is key to growing your business. Our multi-channel lead generation strategies use email campaigns, targeted ads, and landing pages to attract prospects that are most likely to convert.

○ Social Media Optimization (SMO)

We enhance your brand's presence by optimizing your social media profiles and content for engagement. Our goal is to ensure your social channels align with your brand identity and attract meaningful interactions.

○ Social Media Marketing (SMM)

We help businesses connect with their audience through strategic campaigns on platforms like Instagram, Facebook, and LinkedIn. Our creative and data-driven content strategies build brand loyalty and drive engagement.

○ Brand Management

Building a brand takes more than just visibility. We focus on establishing a consistent brand identity across all channels, maintaining positive sentiment, and positioning your business as a leader in your industry.

○ Performance Marketing

Our performance marketing solutions are designed to deliver real, measurable results. We use a data-first approach to optimize campaigns continuously, ensuring that every dollar spent contributes to growth and ROI.



PROJECT & CASE STUDIES

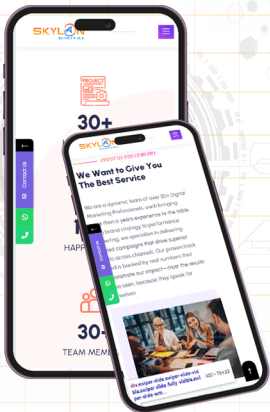
At SkyLan Digital, each project tells a story of success. Here's a glimpse of some remarkable transformations we've driven for our clients

01 Nihit Foundation

- **Project:** Developed an interactive website to promote educational programs and social campaigns.
- **Services:** Web Development, SEO, Social Media Management.
- **Outcome**
 - 50% increase in online inquiries within 3 months.
 - Boosted volunteer sign-ups with an automated contact management system.

02 SBBr Technologies

- **Project:** Designed a scalable e-commerce platform for tech products with integrated payment systems.
- **Services:** E-commerce Solutions, SEO, Performance Marketing.
- **Outcome**
 - 35% growth in online sales in the first quarter.
 - Enhanced customer engagement through targeted email campaigns.



03 Tutorial Path

- **Project:** Launched a comprehensive learning management platform for online courses.
- **Services:** Web Development, Social Media Marketing, Lead Generation.
- **Outcome**
 - 3000+ student sign-ups within 6 months.
 - Improved course completion rates with personalized email reminders.

04 Windowsfixer.online

- **Project:** Built a professional service website to streamline IT support bookings.
- **Services:** Website Development, SEO, Search Engine Marketing.
- **Outcome**
 - Reduced booking friction with a seamless online scheduler.
 - 40% increase in service requests within 90 days.

05 Delhi Bar Council

- **Project:** Revamped their online presence to better engage with members and the public.
- **Services:** Web Development, SEO, Brand Management.
- **Outcome**
 - 2x increase in website traffic.
 - Improved communication through integrated event management tools.

06 Jewel Craft

- **Project:** Developed a visually stunning e-commerce site for handcrafted jewelry.
- **Services:** E-commerce Solutions, Social Media Marketing, Performance Marketing.
- **Outcome**
 - 45% Increase in sales during seasonal campaigns.
 - Enhanced brand awareness through Instagram marketing.



CLIENT TESTIMONIAL



"SEAMLESS DIGITAL TRANSFORMATION FOR SOCIAL GOOD"

"SkyLan Digital went above and beyond to help us build a platform that not only looks great but also functions perfectly for our campaigns. The increase in volunteer engagement speaks for itself!"

Nihit Foundation

"FROM STARTUP TO SCALABLE"

"SkyLan Digital helped us launch an e-commerce store from scratch, and within a few months, we started seeing a noticeable jump in sales. Their insights into SEO and targeted advertising were game-changers."

SBBr Technologies

"EMPOWERING EDUCATION WITH THE RIGHT PLATFORM"

"Our students love the user-friendly platform SkyLan Digital created for us. The team also supported us in building social media strategies that attracted new learners to our courses."

Virat Gupta



"FIXING DIGITAL PRESENCE FOR SMOOTH OPERATIONS"

"With SkyLan Digital, we got more than a website—we got a streamlined booking system that saves time for both us and our clients. Service requests shot up significantly within the first few months."

Windowsfixer.online

"MODERN SOLUTIONS FOR A LEGACY INSTITUTION"

"SkyLan Digital helped us upgrade our online presence to meet modern expectations. Their expertise ensured seamless communication between us and our members."

Delhi Bar Council

"CRAFTING SUCCESS THROUGH DIGITAL EXCELLENCE"

"SkyLan Digital captured the essence of our brand perfectly. Thanks to their performance marketing strategies, we saw impressive growth in both sales and social media following."

Jewel Craft

TOOLS AND TECHNOLOGIES

■ **Google Analytics 4**

Provides deep insights into user behavior and website performance.

■ **SEMrush & Ahrefs**

For competitive analysis, keyword research, and SEO audits.

■ **Screaming Frog**

Enables thorough technical SEO audits.

■ **Moz Pro**

Tracks keyword rankings and offers optimization recommendations.

■ **Google Ads & Bing Ads**

Power search engine marketing and PPC campaigns.

■ **Google Keyword Planner**

Helps forecast keyword performance and optimize ad spend.

■ **Facebook Ads Manager**

For running campaigns across Facebook and Instagram.

■ **LinkedIn Campaign Manager**

Targets professionals and businesses for lead generation.

■ **Twitter Ads**

Increases brand visibility with promoted content.

■ **HubSpot CRM & Zoho CRM**

Manage customer relationships and automate workflows.

■ **OptinMonster**

Increases conversions with targeted pop-ups and lead capture forms.

■ **Google Tag Manager**

Advanced tracking for campaign optimization.

■ **AdRoll & Outbrain**

Support remarketing and native advertising campaigns.

■ **Brandwatch & Sprout Social**

Monitor online reputation and social engagement.

■ **Canva Pro**

Creates visually appealing and branded content.

■ **Metricool & Hootsuite**

Manage multi-platform scheduling and track performance analytics.

■ **Shopify & WooCommerce**

Build seamless e-commerce stores.

■ **WordPress**

Powers dynamic and content-rich websites.

INDUSTRY EXPERTISE

At Skylan Digital, we bring tailored solutions and deep industry insights to help businesses thrive in competitive markets. Our diverse experience across multiple industries allows us to address specific challenges and unlock growth opportunities with precision. Here's a breakdown of our expertise:

● E-commerce & Retail

1. Challenge - High competition, cart abandonment, and optimizing conversion rates.

2. Solution

- High competition, cart abandonment, and optimizing conversion rates.
- Advanced SEO strategies to increase organic traffic.
- Integration with Shopify, WooCommerce, and omnichannel platforms.
- Abandoned cart recovery campaigns through automated email workflows.

Impact: Boosted traffic, reduced cart abandonment, and improved customer lifetime value(CLV).

● Real Estate

1. Challenge - Capturing high-intent leads and shortening the sales cycle.

2. Solution

- Lead generation campaigns using LinkedIn and Google Ads.
- SEO-optimized property listings to enhance visibility.
- Virtual tour integrations and landing pages for site visits.
- CRM integration for lead nurturing and follow-up automation.

Impact: Faster conversion rates, increased qualified leads, and improved customer engagement.

● Healthcare & Wellness

1. Challenge – Building trust and managing patient inquiries online.

2. Solution

- Social media management for consistent patient engagement.
- Reputation management through reviews and feedback monitoring.
- Website optimization for better accessibility and appointment booking.
- PPC ads to drive awareness of healthcare services and campaigns.

Impact: Enhanced patient relationships and increased bookings.

● Finance & FinTech

1. Challenge – Standing out in a saturated market and driving user trials.

2. Solution

- Content marketing campaigns focused on financial education.
- SEO to rank for competitive keywords like “best investment plans.”
- Performance marketing to acquire high-quality users.
- Secure payment gateway integrations with Stripe and Razorpay.

Impact: Improved brand trust, regulatory compliance, and growth in user base.

● Technology & SaaS

1. Challenge – Navigating strict regulations while driving user acquisition.

2. Solution

- Email marketing campaigns for onboarding and nurturing leads.
- SEO strategies to rank for software and service-related keywords.
- Performance marketing focused on demos and free trials.
- Content marketing (blogs, case studies, whitepapers) to build authority.

Impact: Boosted student inquiries, improved enrollment rates, and enhanced online visibility.

● Education & EdTech

1. Challenge – Driving enrollments and maintaining high student engagement.

2. Solution

- Social media marketing campaigns targeting students and parents.
- SEO optimization for course offerings and admissions pages.
- Google Ads campaigns to promote courses and online webinars.
- Email automation for reminders and updates on admissions.

Impact: Boosted student inquiries, improved enrollment rates, and enhanced online visibility.

● Travel & Hospitality

1. Challenge – Recovering from post-pandemic challenges and managing seasonal fluctuations.

2. Solution

- Local SEO and Google My Business optimization for higher visibility.
- PPC campaigns promoting exclusive deals and travel packages.
- Social media engagement with visually rich travel content.
- Email marketing with segmented campaigns for seasonal offers.

Impact: Increased bookings, better online visibility, and brand loyalty.

● Manufacturing & B2B

1. Challenge – Generating leads and building long-term partnerships.

2. Solution

- LinkedIn campaigns targeting decision-makers and procurement managers.
- SEO strategies to rank for industrial product searches.
- CRM integration for effective lead management and nurturing.
- Content marketing with whitepapers, case studies, and thought leadership blogs.

Impact: Strengthened business relationships and improved lead generation.

● Entertainment & Media

1. Challenge - Retaining audience attention in a crowded market.

2. Solution

- Social media campaigns to engage with fans and followers.
- Performance marketing focused on event promotion and ticket sales.
- SEO strategies to rank for entertainment-related content.
- Content partnerships to boost visibility on digital platforms.

Impact: Increased audience engagement and improved visibility for events and content.

● Non-Profit & Social Causes

1. Challenge - Building awareness and driving donations.

2. Solution

- Social media marketing campaigns promoting campaigns and events.
- Email marketing for donor engagement and fundraising efforts.
- SEO-optimized content for increased visibility of social initiatives.
- Google Grants to run effective non-profit ad campaigns.

Impact: Increased donations, awareness, and community engagement.

THANKS

Get in touch Now !



Address

1st Floor, Skyland Digital, D-77, Sector-63, Noida, Uttar Pradesh - 201301



Phone Number

+91 - 875 058 0800



Email Address

info@skylanddigital.com



Website

www.skylanit.com

