



Building Captivating Experiences

We are a full service marketing agency that strives to connect brands with relevant audiences.



SPALPI.COM

Performance. Scale. Growth

Connect with relevant audiences, maximize brand consideration, generate leads.

OUR CLIENTS



CAPTRONIC SYSTEMS
a SAFRAN company



SPALPI.COM

Engage Audiences Across Multiple Touchpoints

In the realm of digital marketing, connecting with relevant audiences across various touchpoints is essential for achieving success. By employing **data-driven insights** and innovative strategies, we enable brands to reach their audiences at optimal times and in impactful ways, driving engagement, fostering loyalty, and ultimately, fostering business growth.



Our Services

ADVANCED SEO

Website Audit & Keyword Research
Content Marketing
Link Building

GOOGLE ADS

Keyword Analysis
Goal Oriented Campaign Design
Monitoring & Reporting

EMAIL MARKETING

Newsletter Campaigns
Retention Based Email Campaigns
Campaign Strategy
Goal Oriented Campaign Design
Campaign Execution Monitoring & Reporting

SOCIAL MEDIA MARKETING

Social Media Audit
Social Media Strategy
Creatives, Reels & Shorts

VIDEO MARKETING

Goal Based Video Scripting
Video Campaign Design
Campaign Execution, Monitoring & Reporting

WEBSITE & APPS

UI/UX Design
Backend & Frontend Development

PAID ADS – SOCIAL

Building Social ICP's
Campaign Strategy
Campaign Assets Design
Monitoring & Reporting

INFLUENCER MARKETING

Identifying Influencers
Influencer Campaign Strategy
Campaign Asset's Building
Campaign Execution, Monitoring & Reporting



Holistic Services

01

BRAND MARKETING

- Building Brand Identity (Logo & Color schemes, Brand Guidelines, Website & Apps, Stationary Sets: Letterhead's, Visiting Cards, Envelopes etc*)
- Building Communication Strategy: Company Vision & Mission Document, Company Profile, Corporate Presentations etc*
- Brand Positioning

02

PERFORMANCE MARKETING

- Building a consistent lead generation pipeline with advanced SEO & paid advertising.
- Driving Conversions across all channels with landing page optimization.
- Retaining lost conversions with multi-channel retention marketing campaigns.

03

GROWTH MARKETING

- Maximize Conversions Across Established Channels
- Build New customer acquisition channels
- Improve customer experience across digital assets



Our Work

We're proud of our track record with numerous brands, specializing in boosting brand visibility, enhancing social media engagement, and driving revenue with tailored digital strategies. Focused on innovation and measurable results, we collaborate closely with clients to deliver impactful campaigns, resonating with their audience and driving business growth

Here are a few of the case-studies



CASE STUDY – SEO

CLIENT: CAPTRONIC SYSTEMS PVT. LTD.

Captronic Systems is a tier-1 Automated Test Equipment manufacturer. The company manufactures state of the art testing systems for various industries such as Aerospace & Defence, Space, Automotive, Oil & Gas industries.

Customers of Captronic Systems include DRDO, BHEL, BRD, BEL, ISRO, Mercedes, Collins Aerospace, Shell , Tata, Bosh and others.

CLIENT'S PROBLEM STATEMENT

1. Website Suffered With Poor User Experience
2. Nose Dip in Organic Traffic
3. Zero Lead Generation



APPROACH

Captronic Systems approached Spalpi with a hope to rescale the underlying issues. The team at Spalpi Media created an allround SEO strategy that involved redesigning the website, designing appropriate content hierarchy relevant to the target audience.

SOLUTIONS DEPLOYED

1. Set up a relevant lead generation funnel for the website.
2. Design appealing illustrations for the brand.
3. Rebuild entire content from an SEO & ICP perspective 90 Days.
4. Redesign the entire website in 90 Days.
5. Deployed monthly link building activity.

Key Results Achieved With Spalpi

4.7
Crores

**Total Revenue
Generated**

6.6X
Growth

**In Organic
Traffic**

4.6X
Growth

**In Organic
Page Views**



CASE STUDY – SOCIAL MEDIA

CLIENT: BELRISE INDUSTRIES LTD.

Belrise Industries Ltd. is a leading Tier-1 Automotive OEM Manufacturing Group in India, boasting a turnover of INR 6416 CR (\$781 MUSD). The company specializes in Automotive Systems for Two-wheeler, Three-wheeler, and Four-wheeler Passenger and Commercial vehicles.

CLIENT'S PROBLEM STATEMENT

1. Low Brand Reach On Social Media Networks
2. Low Engagement Rate
3. Incorrect Audience Targeting
4. Subpar Creatives Quality



APPROACH

Belrise Industries approached Spalpi to seek solutions for the above mentioned pain points. Our team reinvented their overall digital marketing strategy by creating a definite social calendar that incorporated posts that showcase their manufacturing expertise & other innovative initiatives taken by the brand. A synchronized marketing plan was developed to address all the issues.

SOLUTIONS DEPLOYED

1. Reach The Ideal Customers On Facebook & LinkedIn.
2. Growth Organic Reach Month on Month
3. Grow Organic Engagement Rate month on Month

Key Results Achieved With Spalpi

10%

Increase in
Qualified Target
Reach on Social

11%

Increase in
Qualified Target
Impressions



CASE STUDY – LINKEDIN MARKETING

CLIENT: ELECTROFLEX ENGINEERING PVT. LTD.

Electroflex Engineering is a turn-key project company that provides innovative and effective crane electrification services for Ports. The company has clients from all over the world such as DP world, Adani Ports, JM BAXI, Navkar CFS etc*

CLIENT'S PROBLEM STATEMENT

ZERO Presence on LinkedIn or any other social media platforms



APPROACH

Electroflex Engineering had zero online presence. The ideal platform for their business was LinkedIn. The leadership at Electroflex Engineering appointed Spalpi as their digital agency. Our team helped electroflex engineering identify their strengths that could help them build a definitive presence on LinkedIn. We implemented a systematic monthly LinkedIn marketing strategy that would attract the target audience to their LinkedIn Company Page.

SOLUTIONS DEPLOYED

1. Leverage content marketing to build engagement on their page.
2. Use effective creatives to communicate company potential to the target audience.

Key Results Achieved **With Spalpi**

142.9%

**Avg. Increase
in Page Views
Month On month**

137.9 %

**Increase in
Unique Page visitors
Month On Month**



Let's Do This!



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