

ScalyCo.

SCALING BIG RESULTS FOR
BOLD BRANDS

scalyco.com

What Makes Us, Us!



At ScalyCo, we believe that growth is not just about reaching more people - it's about reaching the right people, with the right message, at the right time.

We're a digital solutions company that mixes strategy with creativity, data with design, and ambition with execution. Think of us as the bridge between where your brand is and where it deserves to be.

Our name says it all: ScalyCo. We exist to help companies—like yours—scale smartly, without the growing pains.

What We Do (in plain words)

- *Marketing that works* – Ads that do more than just eat your budget; they actually deliver ROI.
- *Websites that convert* – Not just pretty pixels, but digital storefronts built to perform.
- *SEO that sticks* – Visibility that lasts longer than trends (and algorithms).
- *Content that connects* – Words, visuals, and stories that don't just “look good”—they work hard.

Why Us?

Because we're not here to throw jargon at you or drown you in vanity metrics. We're here to build strategies that are clear, creative, and commercially sharp. Our clients—from startups with fire in their bellies to established businesses looking to break ceilings—trust us to take them from “doing fine” to “thriving.”

At the end of the day, we're not in the business of just marketing. We're in the business of momentum.

Dreams & Deeds



Vision

To be the go-to growth partner for brands that want more than just marketing noise - brands that want measurable momentum.

We see a world where businesses scale smart, stay relevant, and connect meaningfully with their audience.

Mission

At ScalyCo, our mission is simple: to help brands scale with clarity, creativity, and confidence. We exist to cut through the digital clutter and craft strategies that don't just look good on paper but work in the real world.

By blending data-driven insights with bold ideas, we aim to deliver marketing that's measurable, websites that convert, and content that actually connects. In short, our mission is to turn ambition into momentum - and momentum into growth.



Our Growth Toolkit



Digital Marketing & Advertising

Performance-driven campaigns across Google, Meta, and beyond.



Web Development & SEO

Websites that are sleek, smart, combined with SEO & built to convert.



Brand Strategy & Communication

From positioning to storytelling, we shape identities that cut through noise.



Content & Creative Design

Copy that clicks, Visuals that stick & Campaigns impossible to ignore.



Social Media Management

Not just posting for the sake of it - but building communities.



Analytics & Growth Consulting

Data that doesn't just sit in reports - but guides decisions

Case Studies



CROPBIZ

Empowering Aarthias & Rice Mills
with Smarter, Simpler Solutions



Cropbiz is one of our key clients in the agri-technology space, offering a powerful SaaS platform that simplifies crop trading and rice-mill management for businesses across Punjab. At ScalyCo, we support Cropbiz through strategic Performance Marketing and SEO designed to boost visibility, attract high-intent users, and drive consistent product enquiries for their software.

Our campaigns focus on positioning Cropbiz's SaaS solution as the smarter, more efficient choice for agri-entrepreneurs looking to modernize operations. Through continuous optimization, data-driven targeting, and search-led content, we're helping Cropbiz scale its digital footprint and accelerate adoption of its platform across the agricultural ecosystem.

Results

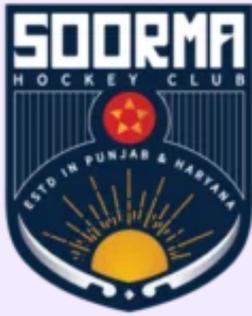
65% Increase in CPL for the SaaS platform

3.7x Increase in platform DEMO booking

Digital Stack

Meta Ads, Google Ads, Search Engine Optimization

Case Studies



JSW SOORMA HOCKEY CLUB

Amplifying Fan Engagement & League Visibility Through Digital Scale

JSW Soorma Hockey Club is a professional hockey franchise competing at the highest level of Indian club hockey, representing elite athletic performance and a rapidly growing fan base. During the Hockey India League season, the objective was to maximize digital reach, build strong audience engagement, and position the club as one of the most visible teams across social platforms.

At ScalyCo, we partnered with Soorma Hockey Club to execute a high-impact social media growth and performance content strategy focused on fan-first storytelling, match-day momentum, and viral engagement loops. By aligning real-time content distribution with audience targeting and platform optimization, we ensured the club maintained consistent visibility throughout the league.

Our strategy centered on maximizing organic + paid amplification, leveraging match excitement, and converting moments into shareable digital assets. This approach enabled rapid fan growth, elevated brand recall, and positioned the club as a digital leader during the tournament.

Results

20M

Total views across social media during HIL

3.4x

Growth in engagement during the league window

Digital Stack

Social Media Growth Strategy, Performance Content Distribution, Meta Ads Amplification, Real-Time Engagement Campaigns

Case Studies



Off. T1	Ad T1	Actions	Attribution setting	Results T1	Reach T1	Frequency T1	Cost per result	Budget set	Amount spent	T1	Ends T1
			All conversions	315	35,795	1.55	\$25.86	Using campaign...	\$2,859.45		Ongoing
			7-day click or all conversions	25	4,249	1.58	\$28.72	Using campaign...	\$718.18		Ongoing

VELMORE KASAU LI

Driving Premium Bookings for a Luxury Boutique Stay

Velmore is a boutique luxury stay in Kasauli designed for travelers seeking privacy, scenic beauty, and curated hospitality experiences. Positioned in a highly competitive hill-station hospitality market, Velmore aimed to attract high-intent travelers while building a strong digital presence that reflects its premium positioning.

At ScalyCo, we partnered with Velmore to execute a focused Performance Marketing and social-first branding strategy that combined Meta advertising, search visibility, and conversion-driven landing experiences. By targeting travel-intent audiences, weekend getaway seekers, and luxury stay planners, we helped Velmore reach high-value guests actively searching for curated travel experiences.

Through a mix of search-led acquisition and visually driven social storytelling, we strengthened brand recall, increased direct booking inquiries, and reduced reliance on aggregator platforms. Our approach centered on driving measurable ROI while building a scalable guest acquisition funnel for long-term growth.

Results

62%

Increase in direct booking inquiries

2.8x

Growth in high-intent travel leads

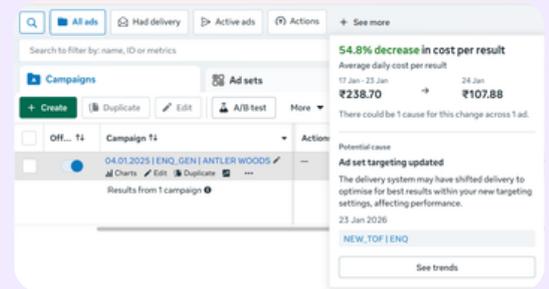
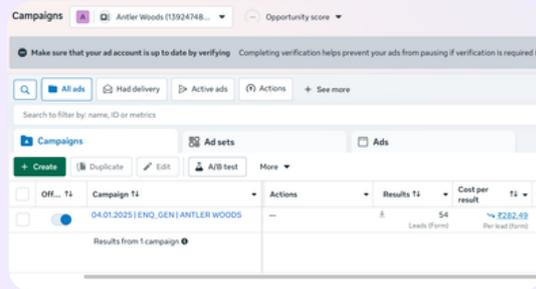
Digital Stack

Meta Ads, Instagram Growth Strategy, Search Engine Optimization, Landing Page Optimization

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Case Studies



ANTLER WOODS SISWAN

Accelerating Boutique Stay Bookings & Brand Visibility

Antler Woods is a boutique bed & breakfast located in Siswan, offering immersive nature experiences and customized hospitality for travelers seeking calm, curated escapes. Situated in a niche but growing experiential travel market, their challenge was driving consistent high-intent travel inquiries and converting social engagement into direct bookings.

At ScalyCo, we collaborated with Antler Woods to develop performance-driven digital marketing campaigns, social storytelling, and search strategies geared toward audiences actively planning boutique stays, weekend getaways, and nature retreats. By aligning targeted Meta & search ads with conversion-optimized landing experiences, we helped Antler Woods turn interest into booked experiences, strengthen brand visibility, and build an engaged travel audience.

Our approach hinged on demand capture (search + social intent), reducing seasonal vacancies, and creating a scalable direct acquisition funnel for long-term growth.

Results

55%

Increase in booking inquiries

3.1x

Growth in high-intent travel leads

Digital Stack

Meta Ads, Search Engine Optimization, Landing Page Optimization, Instagram Growth Strategy

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Case Studies



EXCEL CAPITAL FUNDING

Helping Businesses Access Fast,
Flexible Funding with Precision
Marketing



Excel Capital Funding provides streamlined alternative financing solutions to help small and mid-sized businesses access working capital without the long wait times of traditional banks. As their digital growth partner, ScalyCo supports Excel Capital Funding with a performance-driven marketing strategy designed to increase qualified funding inquiries and improve application conversions.

Our work focuses on reaching high-intent business owners actively searching for fast financing options. Through targeted Google Search campaigns, optimized landing pages, and conversion-focused SEO, we've helped Excel Capital Funding expand its digital footprint and attract borrowers who are ready to apply. By analyzing search behavior, refining keywords, and running continuous A/B tests, we've reduced acquisition costs while increasing loan application volume.

Results

52% Increase in qualified
funding inquiries

2.9x Growth application
completions through
paid campaigns

Digital Stack

Meta Ads, Google Ads, Search Engine Optimization, Website Development

Our Clients



Industries served

Finance

Healthcare

Clothing

Logistics

Education

Government

Food

Our Team



Our strength lies
in our people.

10+

Developers,
Architects, and
Product Experts

80%

5+ years of hands-
on experience

- Dedicated product teams per project
- Agile, DevOps, and Scrum certified professionals

Why Choose Us



✓ We Scale, Not Just Sell

✓ Strategy Meets Creativity

✓ Tailored, Not Templated

✓ Clear Communication

✓ Future-Focused



Contact Information



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