



# SILVER EAGLES MARKETING AGENCY

Research-Led Growth for EdTech, SaaS & Service Businesses

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# ABOUT US

## Who We Are:

Silver Eagles Marketing Agency is a research-led digital growth agency. **We don't start with ads. We start with insight.**

## Our work combines:

- Market research
- Performance marketing
- Funnel strategy
- Conversion systems

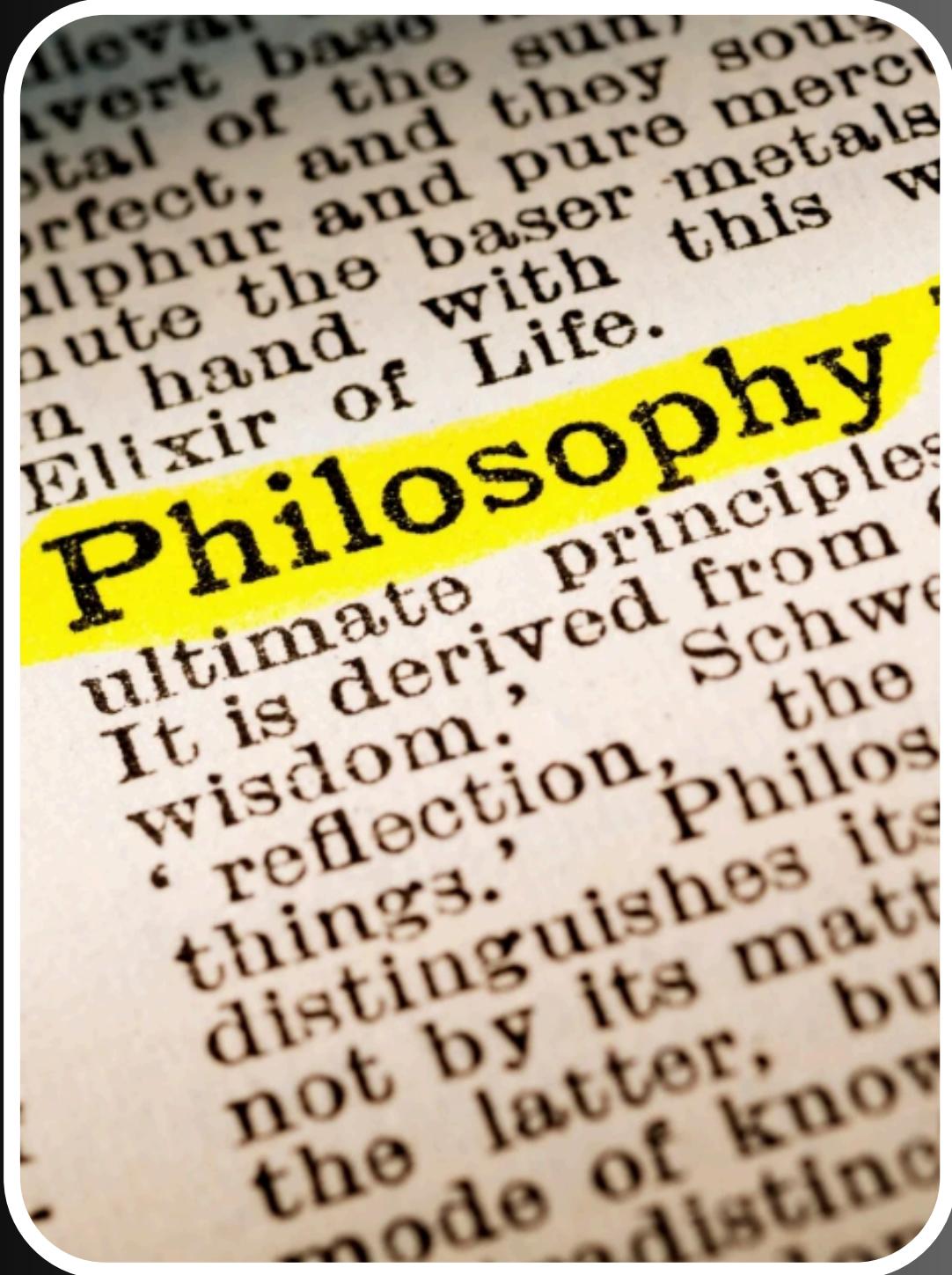
to build predictable, scalable growth engines for modern digital businesses.



# SAKTHI RAM L

FOUNDER & GROWTH STRATEGIST

An MBA-qualified growth strategist with formal training in digital marketing, performance advertising, and AI-driven marketing. Built SilverEagles Marketing Agency on a research-first philosophy, helping EdTech, SaaS, and service-based businesses scale through insight-led strategy, conversion systems, and measurable performance.



# OUR PHILOSOPHY

## Why Research Comes First

Most agencies jump straight into execution.

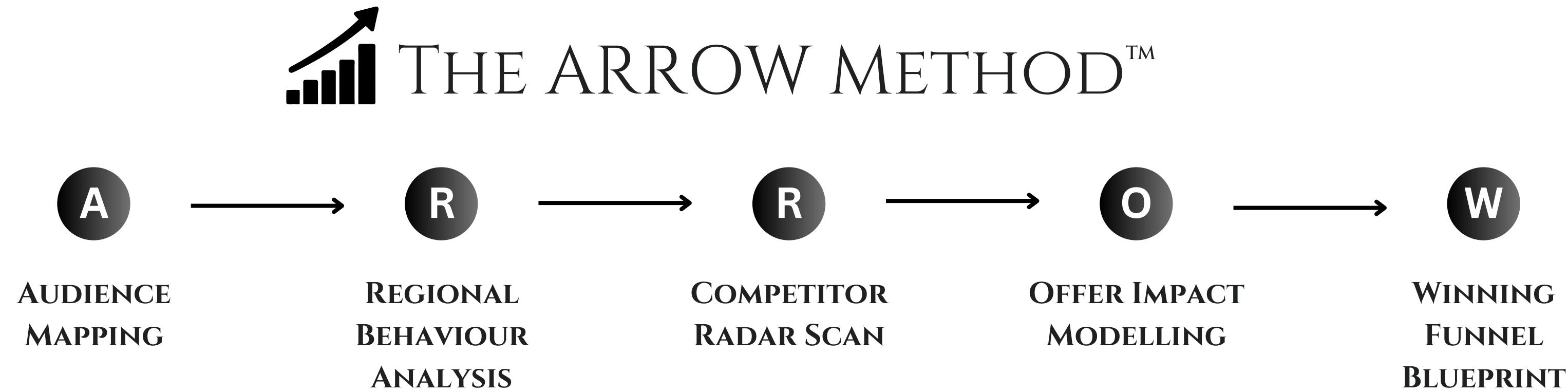
That leads to:

- High CPL
- Low lead quality
- Inconsistent results

We eliminate guesswork by researching before executing — ensuring every decision is intentional, validated, and scalable.



# OUR RESEARCH FRAMEWORK



This framework ensures clarity before spend and results after launch.



# OUR SERVICES OVERVIEW



**PERFORMANCE  
MARKETING**

**MARKET RESEARCH  
& DEMAND  
ANALYSIS**

**AUDIENCE  
TARGETING &  
FUNNEL STRATEGY**

**CONVERSION-FOCUSED  
LEAD GENERATION  
SYSTEMS**

Note: All services are powered by ARROW-led research.



## 1. PERFORMANCE MARKETING: (META ADS & GOOGLE ADS)

We plan, launch, and optimise high-intent ad campaigns focused on qualified leads and measurable ROI.

### Our focus:

- Intent-based targeting
- Cost efficiency & scalability
- Continuous optimisation
- Clear attribution & reporting

No vanity metrics. Only outcomes.



## 2. MARKET RESEARCH & DEMAND ANALYSIS:

Every engagement starts with research.

**We analyse:**

- Market demand & search intent
- Audience behaviour & psychology
- Regional trends
- Competitor positioning

This ensures campaigns are built on real insights — not assumptions.



### 3. AUDIENCE TARGETING & CONVERSION FUNNEL STRATEGY

We map the right audiences and design structured funnels that guide users from awareness to conversion.

#### **What we align:**

- Targeting
- Messaging
- Funnel stages

**Result:** Better lead quality and higher conversion rates.



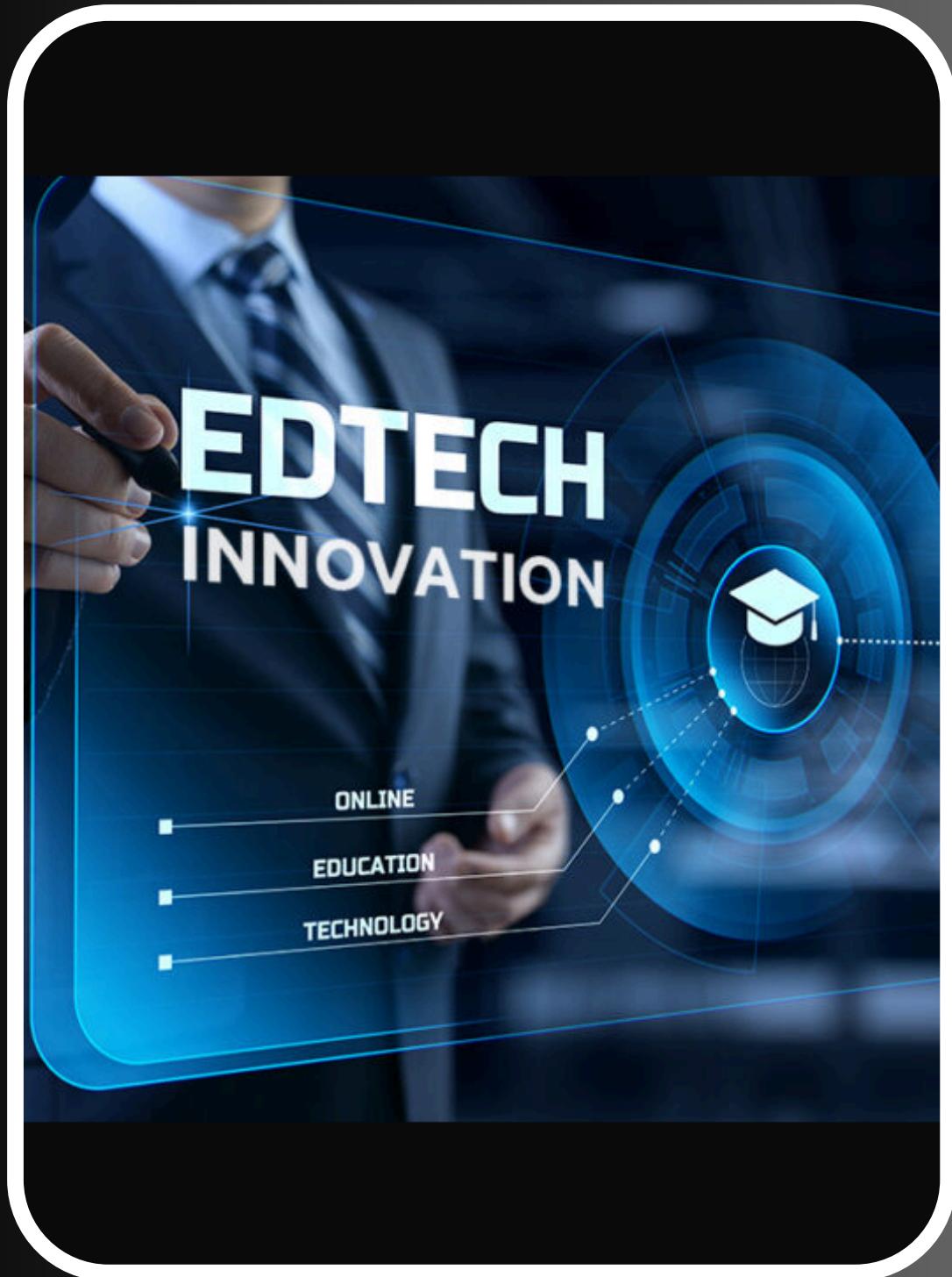
## 4. CONVERSION-FOCUSED LEAD GENERATION SYSTEMS

We build **end-to-end lead systems** that capture **sales-ready enquiries**.

**Includes:**

- High-intent landing pages
- Structured forms & qualification logic
- WhatsApp & CRM integrations
- Clear lead ownership

Our goal is **conversion-ready demand**, not just volume.



# CASE STUDY 1 (EDTECH)

## EdTech Lead Generation:

### Challenge:

High CPL and low-quality leads

### ARROW Insights:

Audience confused between "free learning" and "career outcomes"

### Strategy:

- Repositioned offer
- Meta + Google Search
- Qualification-focused funnel

### Results:

- 3.4× increase in qualified leads
- 47% CPL reduction
- 31% improvement in demo-to-enrolment rate



# CASE STUDY 2 (SAAS)

## SaaS User Acquisition

### Challenge:

Low trial sign-ups and high CAC

### ARROW Insights:

Competitors ignored high-intent keywords

### Strategy:

- Google Search + LinkedIn Ads
- Landing page repositioning
- Retargeting & nurture flows

### Results:

- 4.8× ROAS
- 2.9× increase in free trials
- 38% CAC reduction in 60 days



# CASE STUDY 3 (SERVICE BUSINESS)

## Service Business Scaling

### Challenge:

Inconsistent enquiries

### ARROW Insights:

Local demand and trust gaps were underutilised

### Strategy:

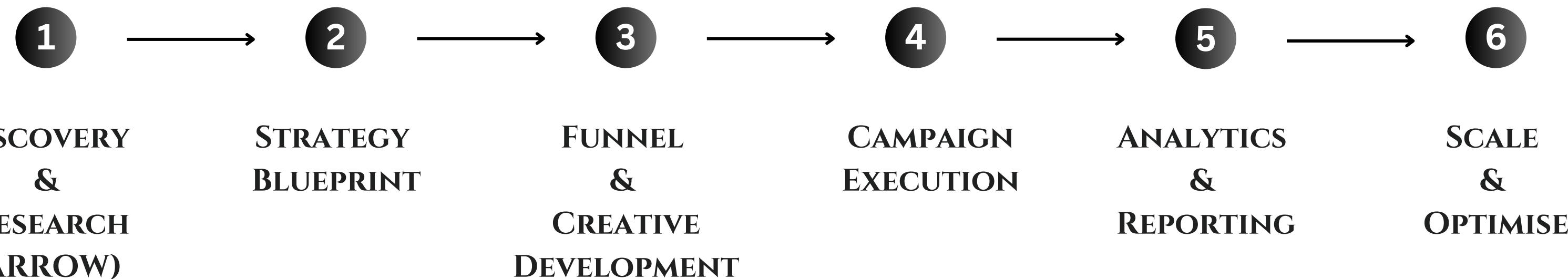
- Local SEO
- Conversion-focused landing pages
- Paid lead generation

### Results:

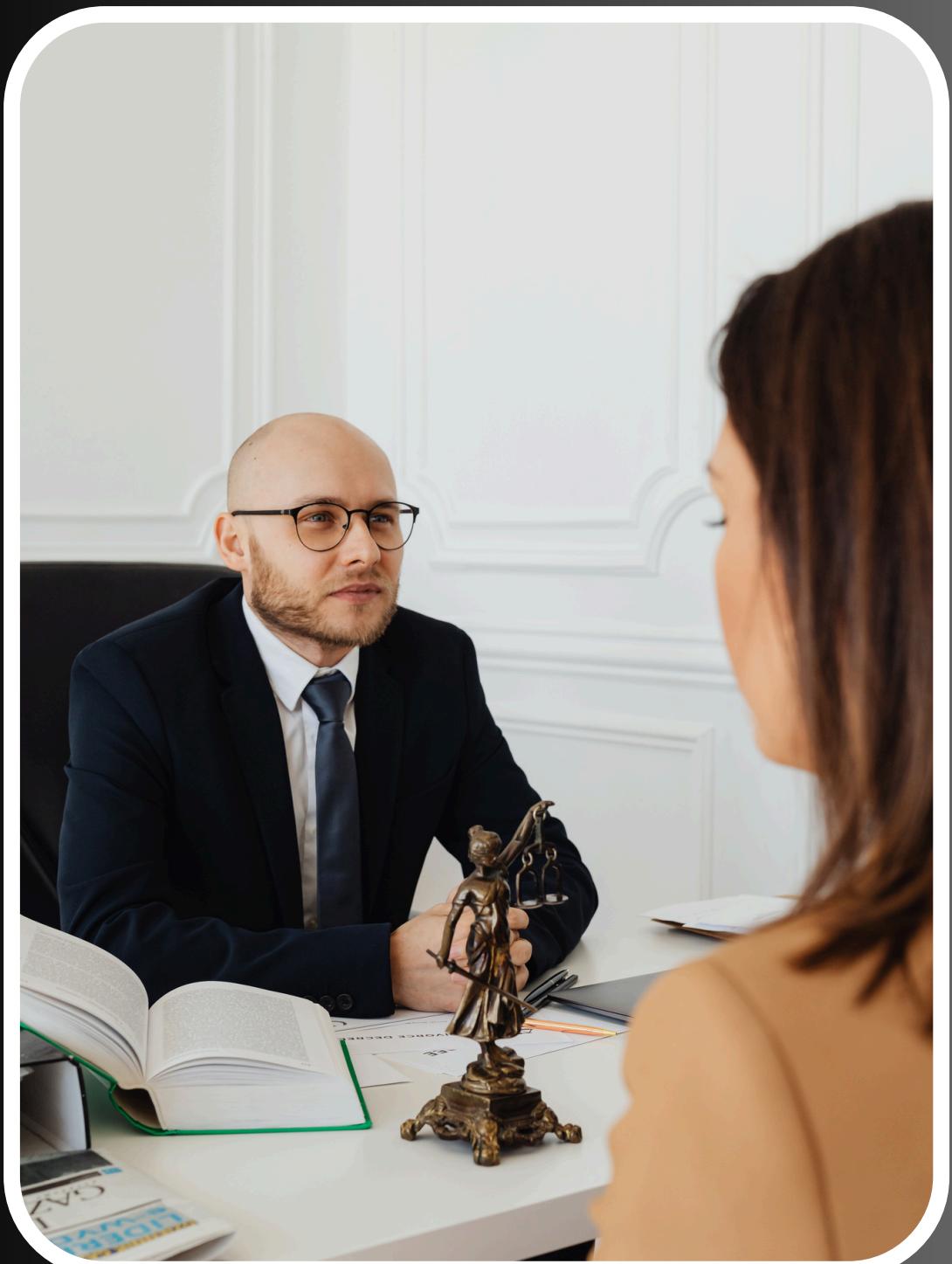
- 5x monthly enquiries
- Top 3 Google rankings
- 2.5x revenue growth in 90 days



# OUR PROCESS



TRANSPARENT. STRUCTURED. SCALABLE.



# WHO WE WORK WITH

## Our Ideal Clients

1. EdTech platforms
2. SaaS companies (B2B & B2C)
3. High-intent service businesses

If growth decisions matter — we're the right partner.



# WHY SILVER EAGLES ?

## Why Clients Choose Us

- Research-led decision making
- Focus on lead quality, not volume
- Funnel-first growth approach
- Transparent reporting
- Scalable systems, not hacks
- Our Frameworks tested across EdTech, SaaS & service businesses



# SILVER EAGLES MARKETING AGENCY

YOUR RESEARCH-LED GROWTH PARTNER



## OUR CONTACT

 +91 83006 64079

 [www.silvereaglesmarketing.com](http://www.silvereaglesmarketing.com)

 [silvereaglesmarketing@gmail.com](mailto:silvereaglesmarketing@gmail.com)

 Gandhipuram, Coimbatore-641012



SILVER EAGLES MARKETING AGENCY

# THANK YOU

“LET’S EXPLORE YOUR GROWTH OPPORTUNITY”

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