Why Creativesmug ?

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Today's Agenda

- Introduction 01
- Problem Statement 02
- How we can help 03
- Discover Our Service 04
- Key competitive advantage 05
- Portfolio 06

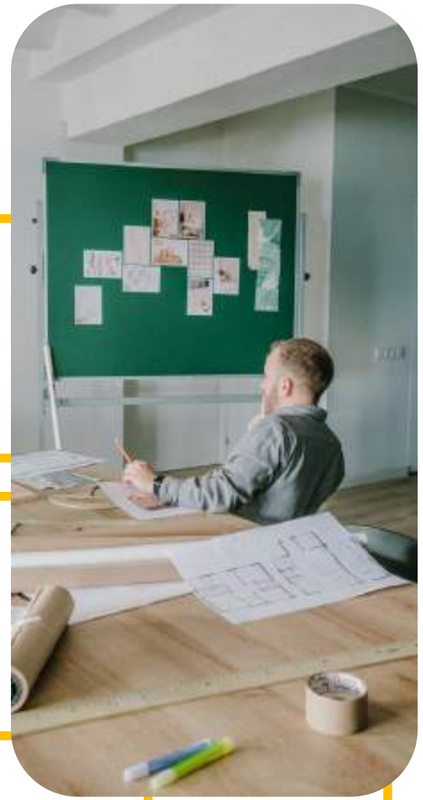


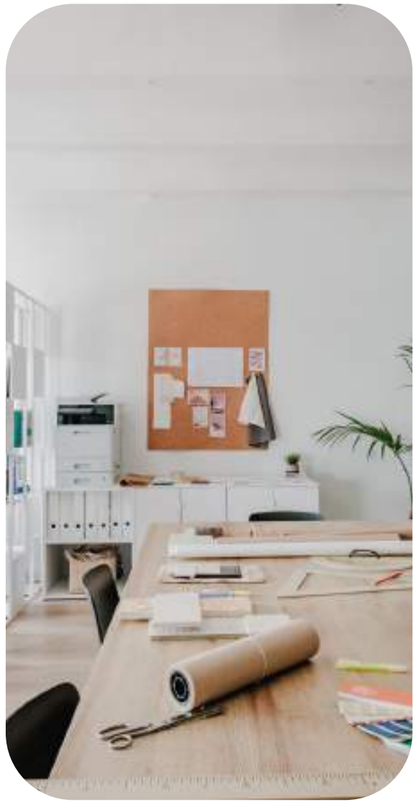
Introduction

At Creativesmug, we don’t just manage tools and processes—we help you unlock measurable growth by aligning strategy, people, and technology. Our services are designed to transform your marketing and revenue engines into scalable, predictable, and high-impact growth machines.



Problem Statement





Unoptimized ROI of Marketing systems

Most marketing teams use platforms like HubSpot, Mautic, Marketo, Salesforce, and LeadSquared only for basic campaign execution, without leveraging their full capabilities or optimization potential.

Integrated Marketing Tech Stack

Incomplete integration between your CRM and marketing systems results in duplicate data, unreliable reports, compliance challenges, and delayed data flow across platforms.

Stuck growth

Even with strong products, well-defined processes, and a comprehensive marketing tech stack, campaign growth can stall if certain challenges are not addressed.

How we can HELP



Optimizing Marketing systems

We help businesses go beyond basic automation by enabling advanced workflows, lead scoring, segmentation, reporting, and personalized engagement - turning their marketing tools into growth engines.



Integration of Marketing systems

We integrate your CRM, marketing automation, and analytics tools into a single connected ecosystem - ensuring clean, consistent, and compliant data flow across platforms.



Grow the Marketing systems

We identify growth bottlenecks and implement continuous improvement strategies that optimize campaigns, content, and data utilization - driving sustained growth.

Discover Our Services



Marketing Operations

We not only optimize your marketing tech stack we also implement and make your marketing processes operational.



Revenue Operations

We not only optimize your revenue operations, we also improve the sales funnel and conversion.



Marketing Analytics

We provide insights and reports on marketing performance to help startups make informed decisions.



CRM Optimization and Implementation

We provide specialized services for Hubspot, Mautic, Marketo, Leadsquared and Salesforce.

Key Competitive Advantages

Specialized Expertise

Having niche expertise (e.g., healthcare, fintech, Education, SaaS) positions you as an industry insider, not a generalist.

Integrated Marketing Systems

Offering end-to-end solutions — from brand strategy and content to media buying, automation, and CRM integration — gives a one-stop advantage.

Competitive Retainer Pricing

We use the latest tools and technology to stay ahead, ensuring efficient and effective services.

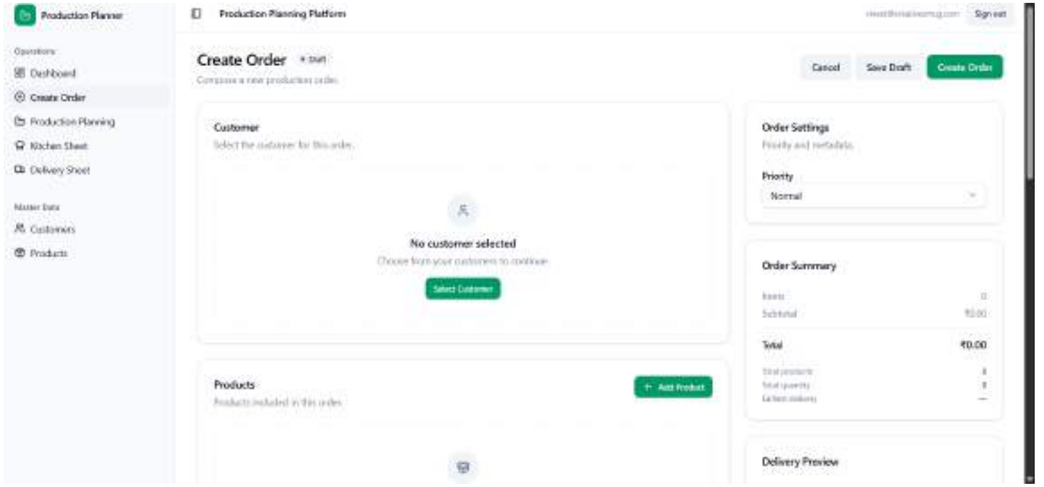
Founder Involvement

Clients get direct access to the founders or senior experts- not just account managers. That personal ownership builds confidence and long-term trust.

Portfolio Highlights- CRM

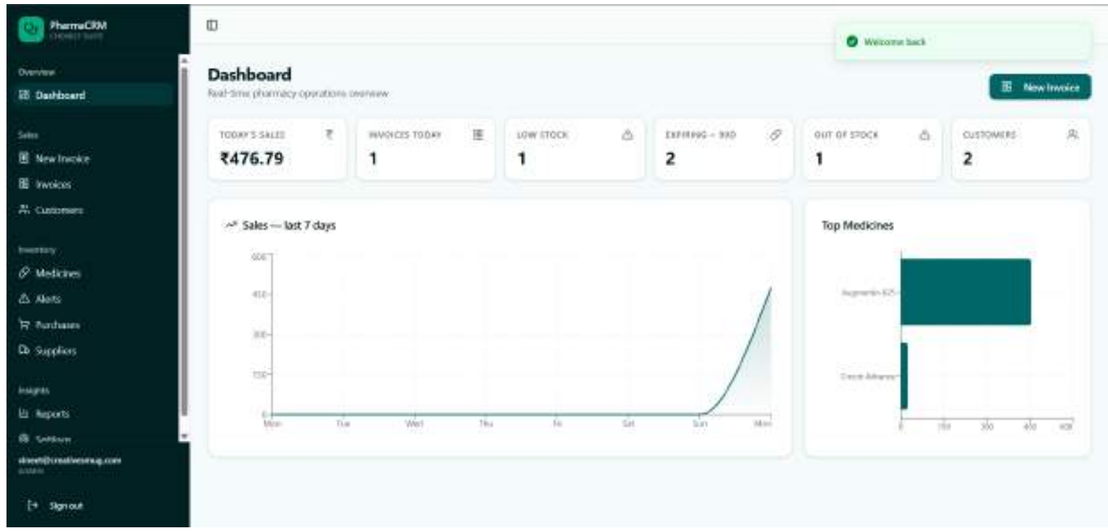
Bakery India

From Order to Delivery, Without the Chaos. A unified operations platform that helps bakeries turn customer orders into accurate production plans, kitchen sheets and delivery schedules — all from one place.



Pharma CRM

Streamline pharma stock, billing, and customer management in one smart CRM. This is a CRM created for pharma companies where they can create customers, store inventory and create invoice for customers.



CRM Continued

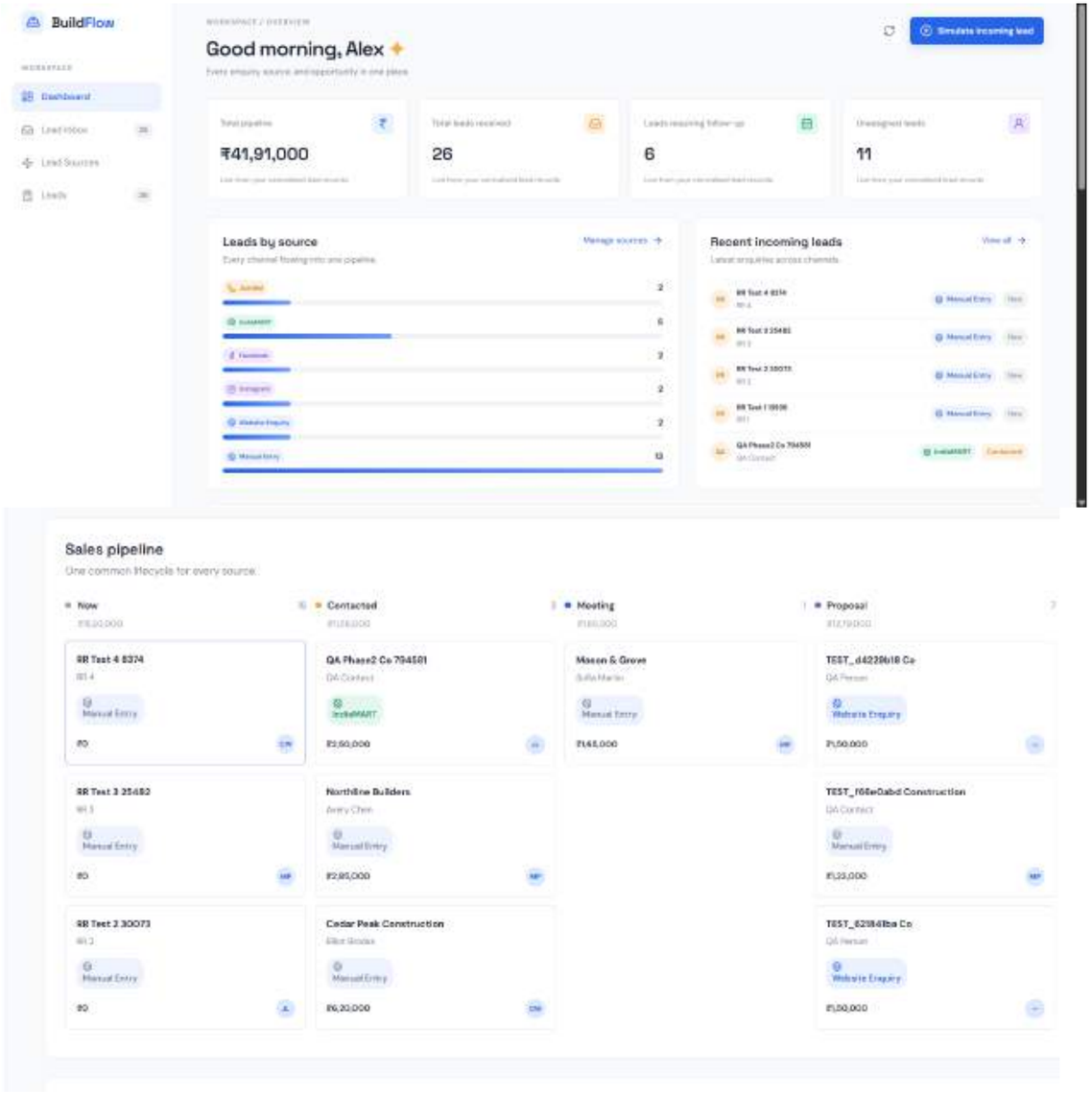
Nutrition CRM

Smart CRM for Nutrition Businesses Manage Inventory

Build Flow CRM

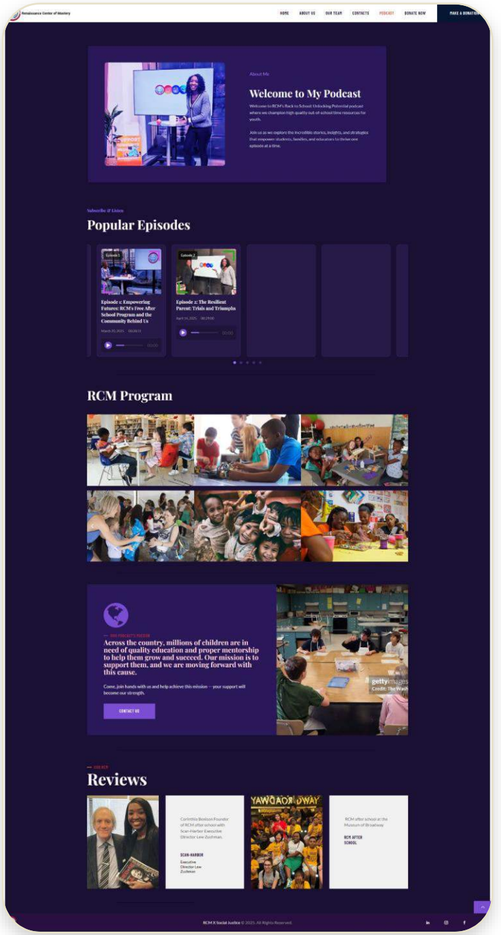
BuildFlow CRM helps businesses manage leads from multiple platforms, including Justdial, IndiaMART, Facebook, Instagram, Alibaba, and their website—all in one place.

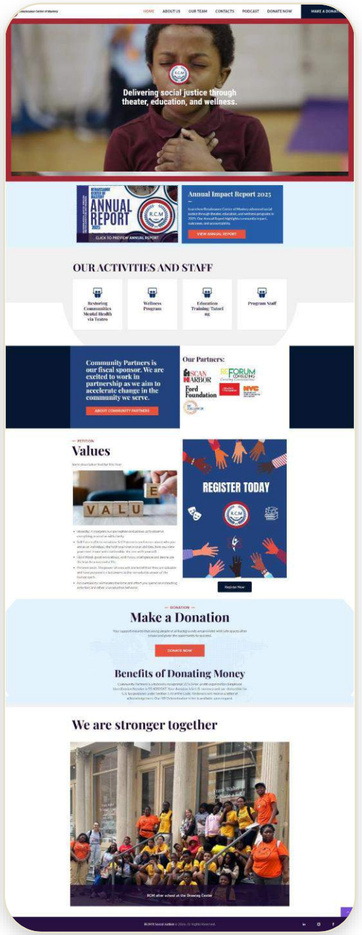
Instead of checking each platform individually, your sales team can view and manage enquiries through a single dashboard, assign leads to sales executives, track follow-ups, manage the sales pipeline, and monitor conversions.



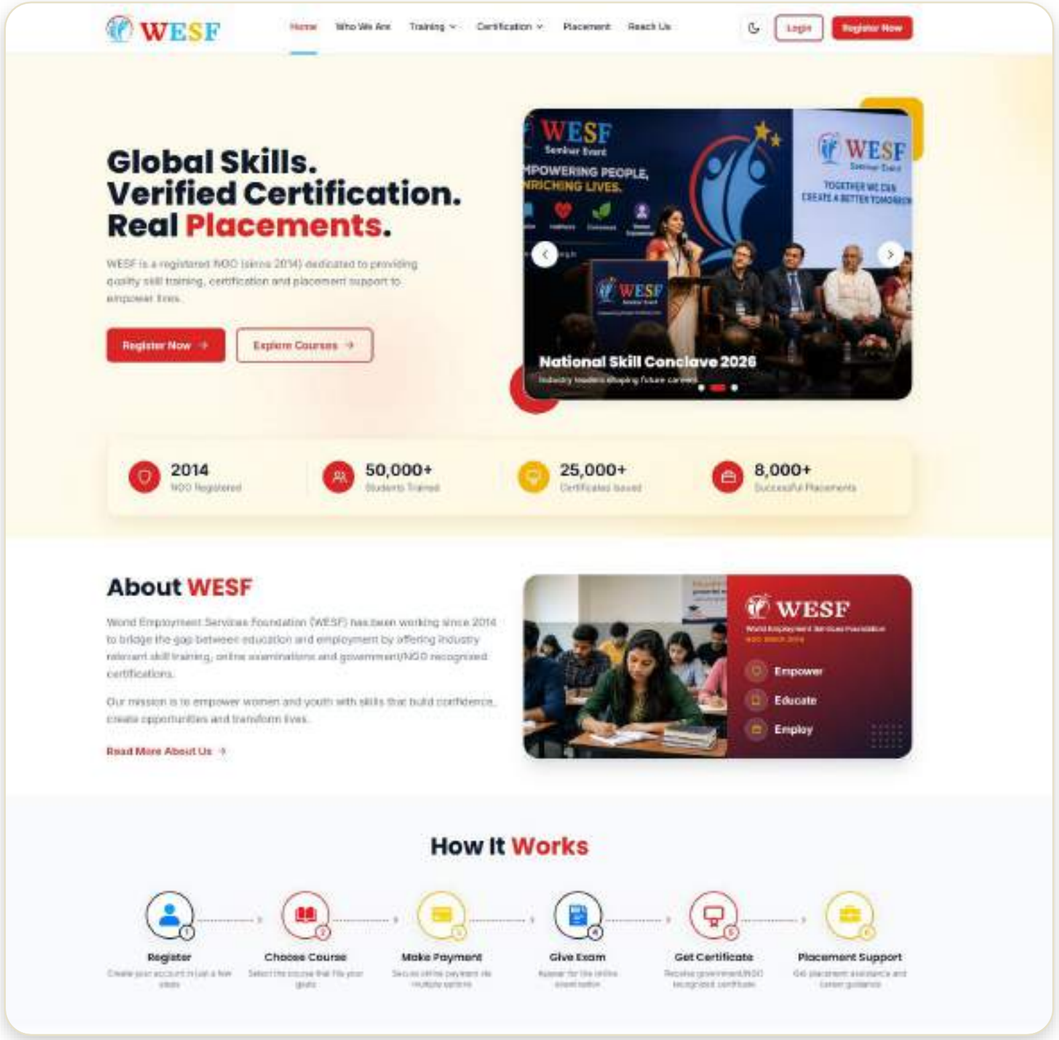
Website Work

Showcasing high-performance websites and result-driven digital solutions

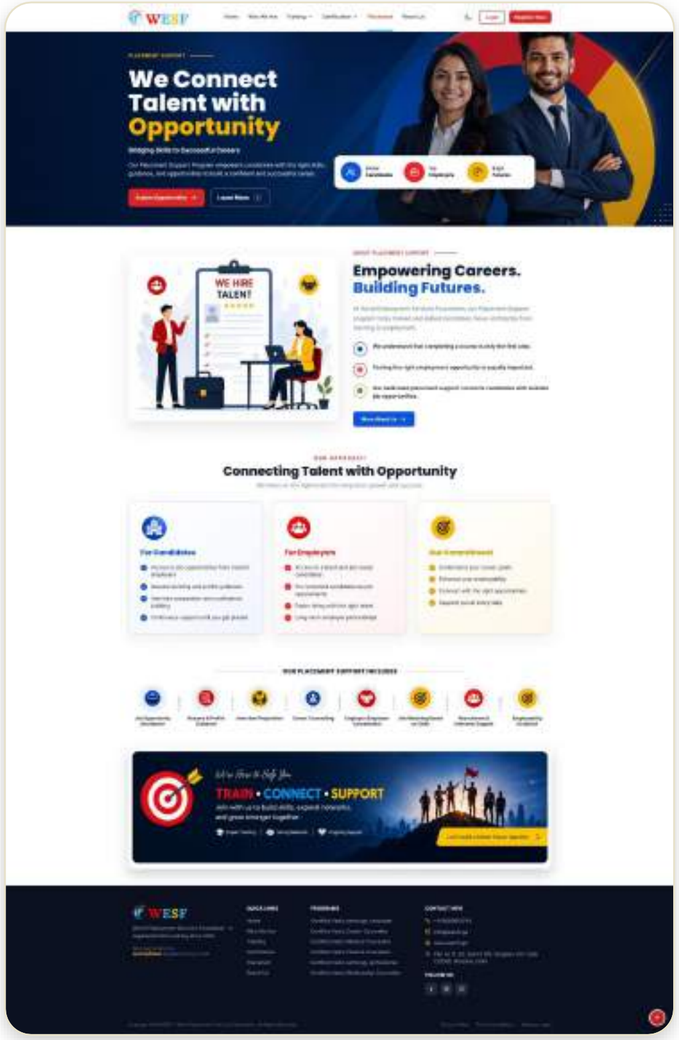




WESF NGO

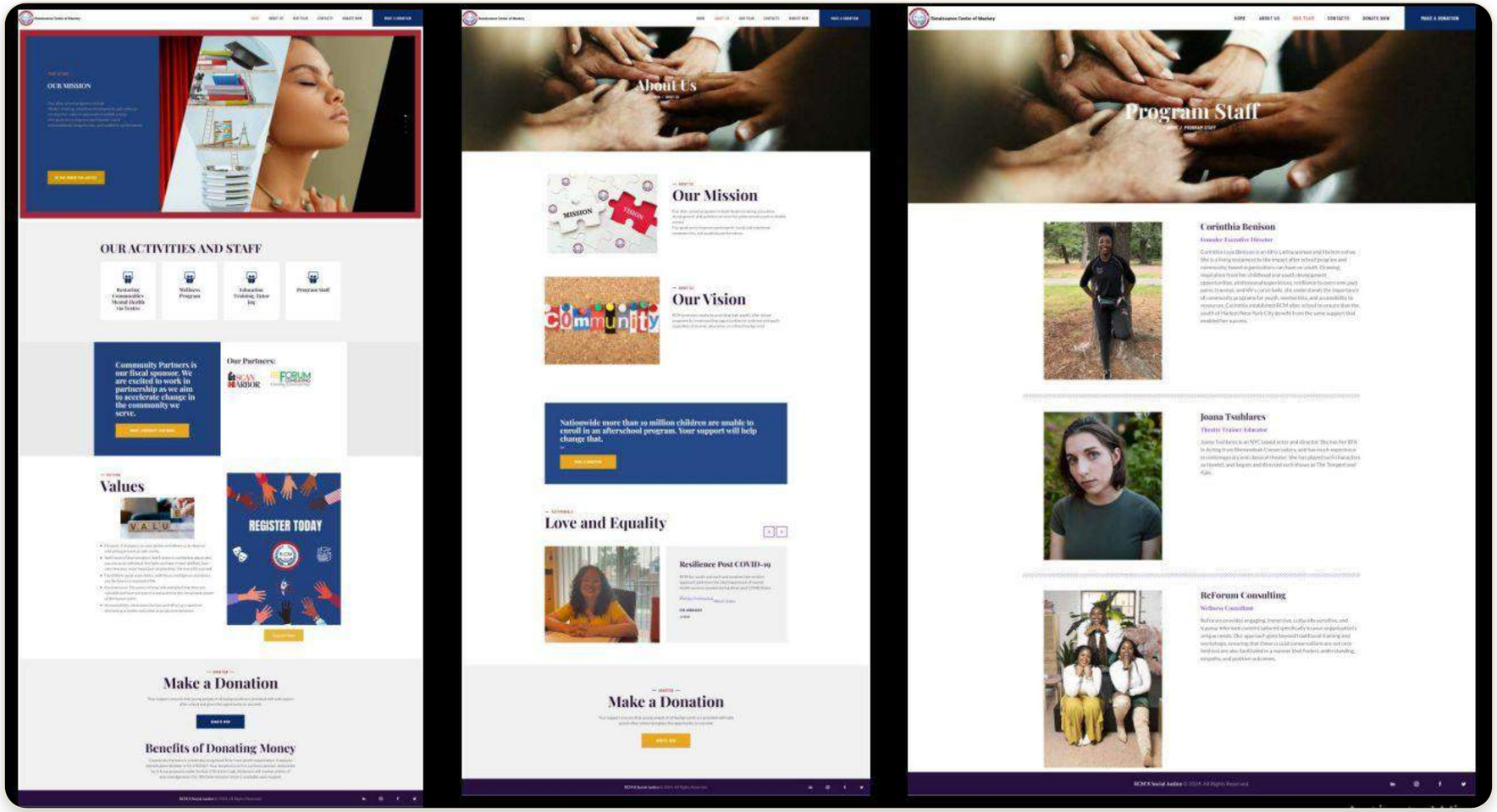

WESF
Home
Who We Are
Training
Certification
Placement
Reach Us
Login
Register Now
Global Skills.
Verified Certification.
Real Placements.
WESF is a registered NGO (since 2014) dedicated to providing quality skill training, certification and placement support to empower lives.
Register Now
Explore Courses
National Skill Conclave 2026
2014
NGO Registered
50,000+
Students Trained
25,000+
Certificates Issued
8,000+
Successful Placements
About WESF
Empower
Educate
Employ
Read More About Us
How It Works
Register
Choose Course
Make Payment
Give Exam
Get Certificate
Placement Support


Empowering People.
Transforming Lives.
Building Better Futures.
Who We Are
What We Do
Our Impact
Our Core Values
Our Journey


We Connect
Talent with
Opportunity
Empowering Careers.
Building Futures.
Connecting Talent with Opportunity
TRAIN • CONNECT • SUPPORT

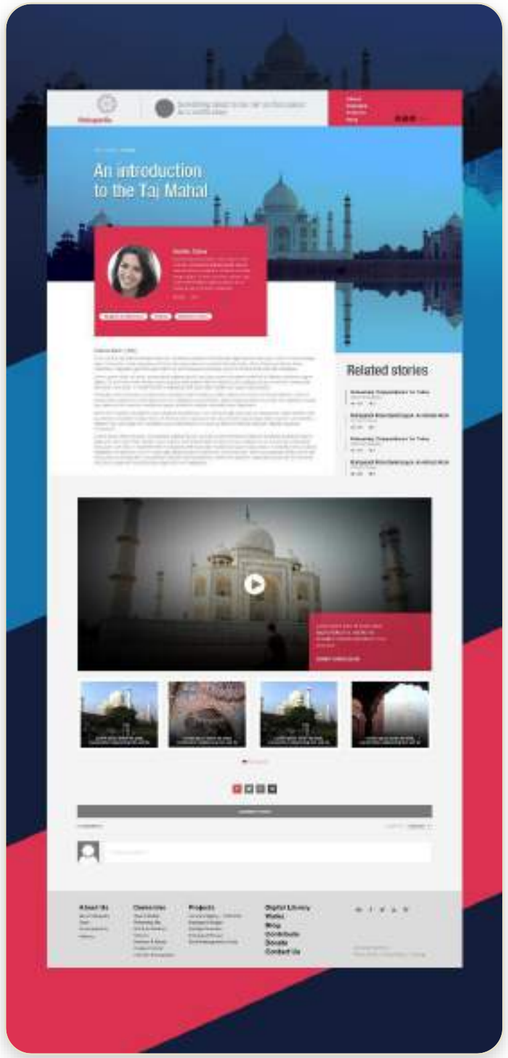
RCM x Social Justice

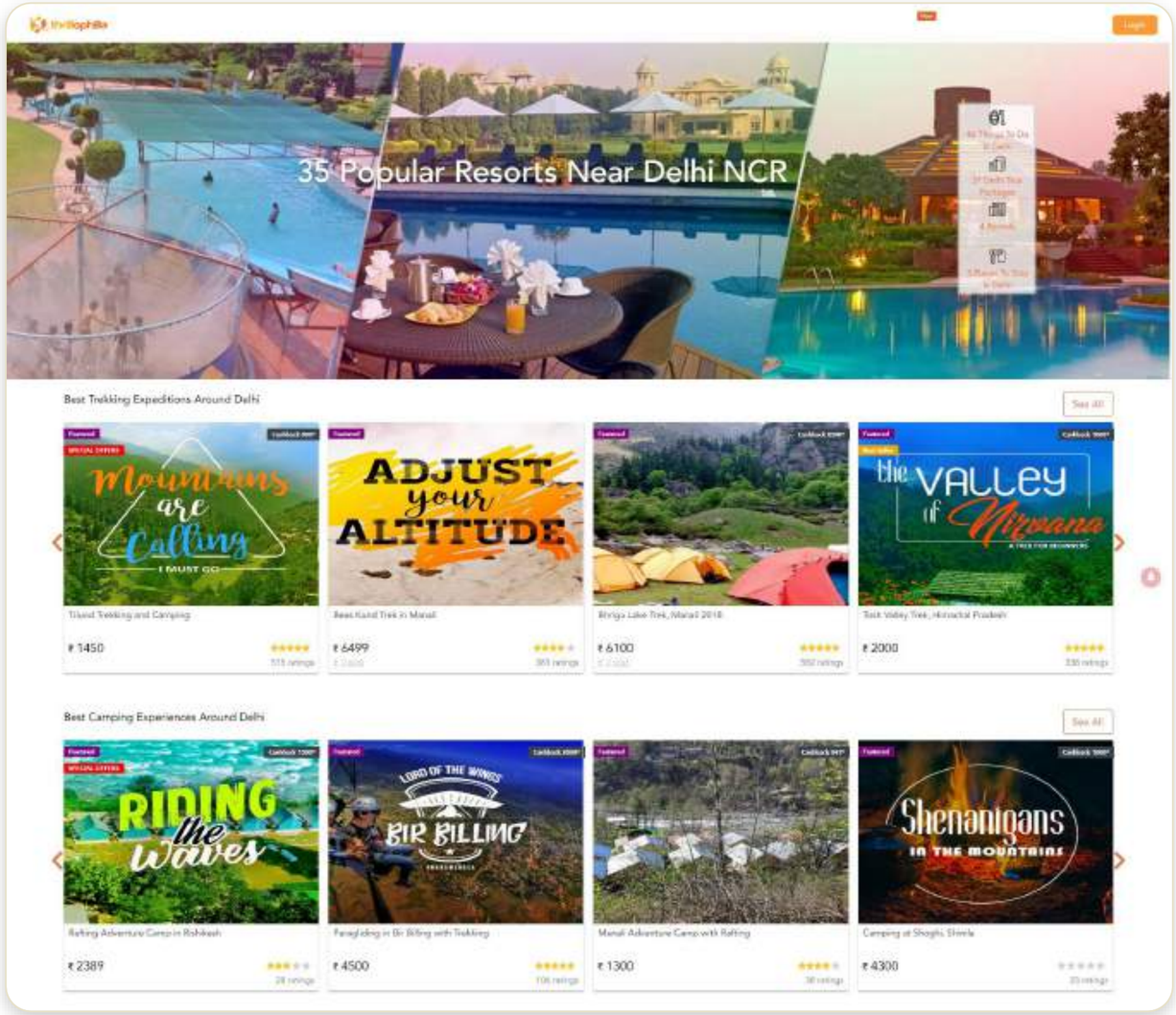
USA NGO | Website design & development with modern UI/UX and performance optimization



Web Development







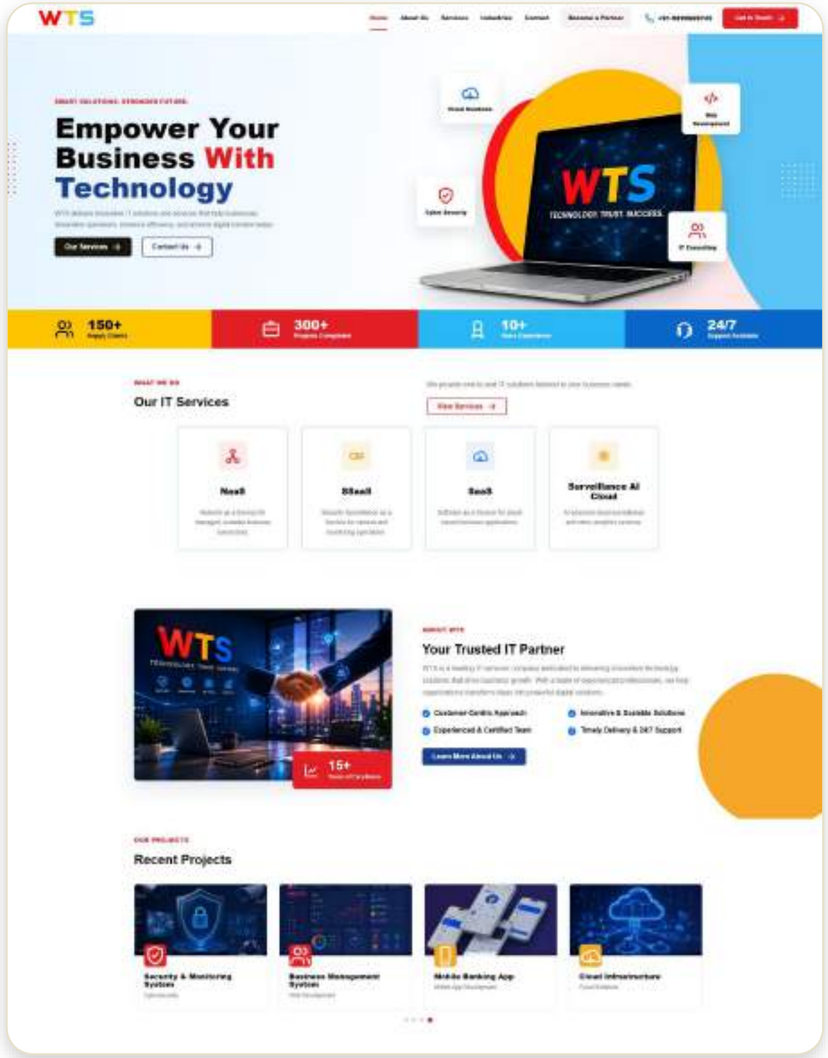
Web Development







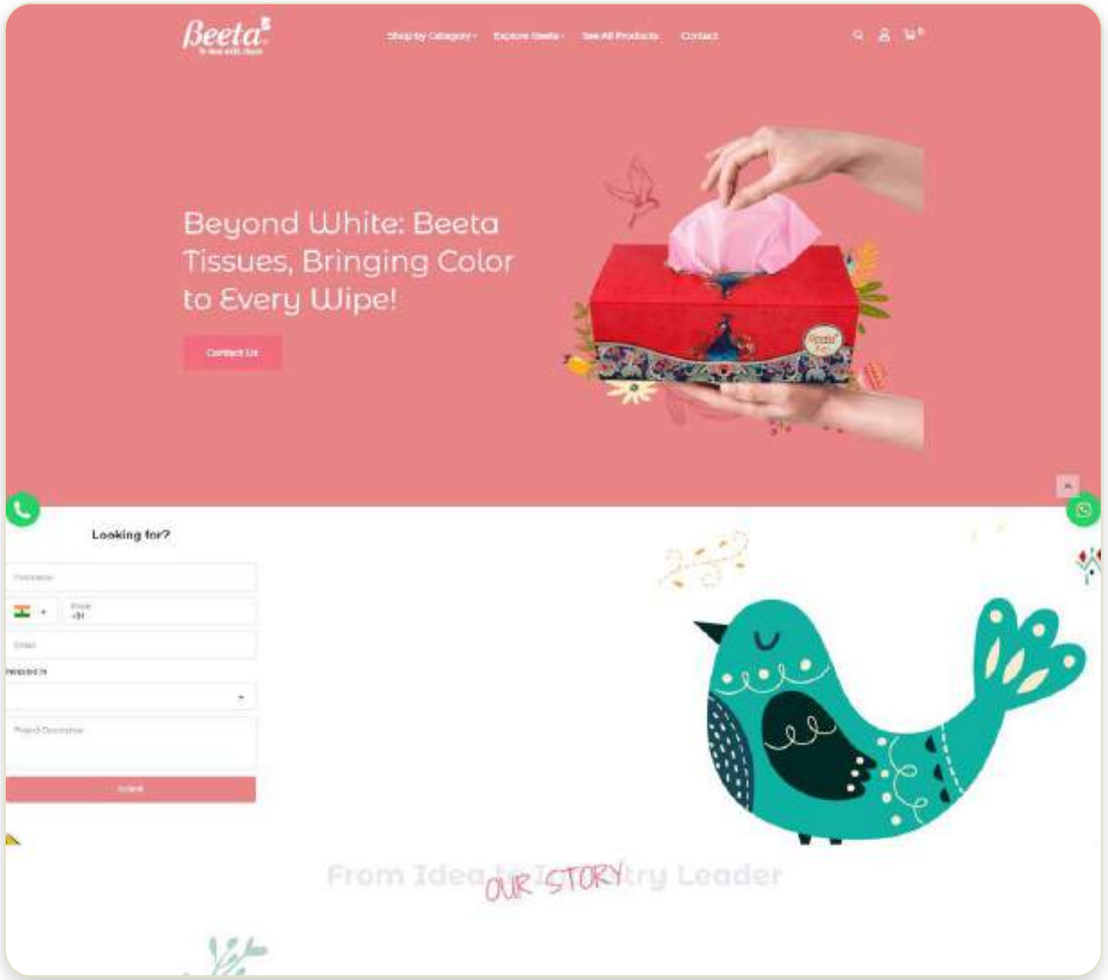
Web Development

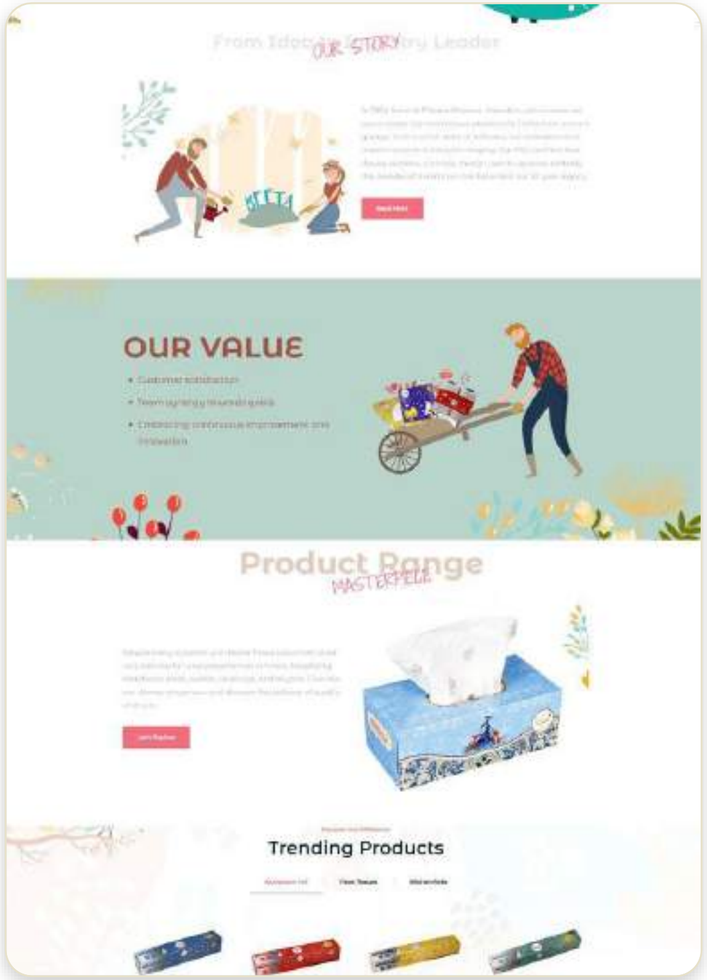


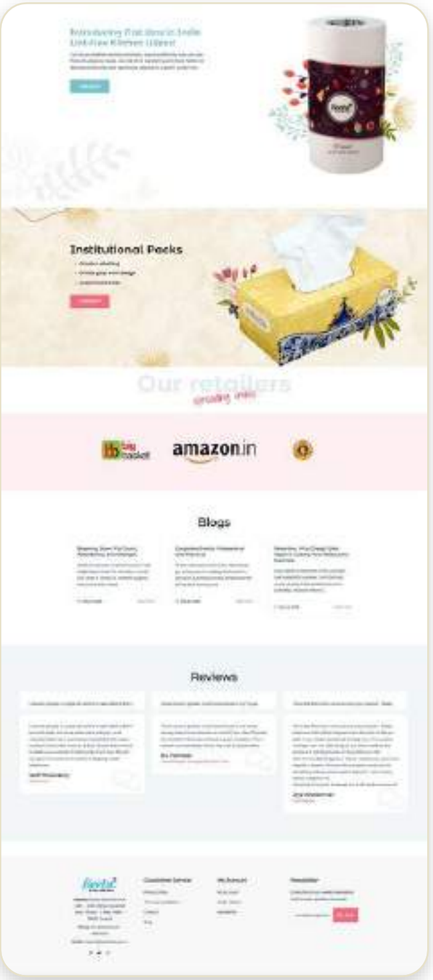




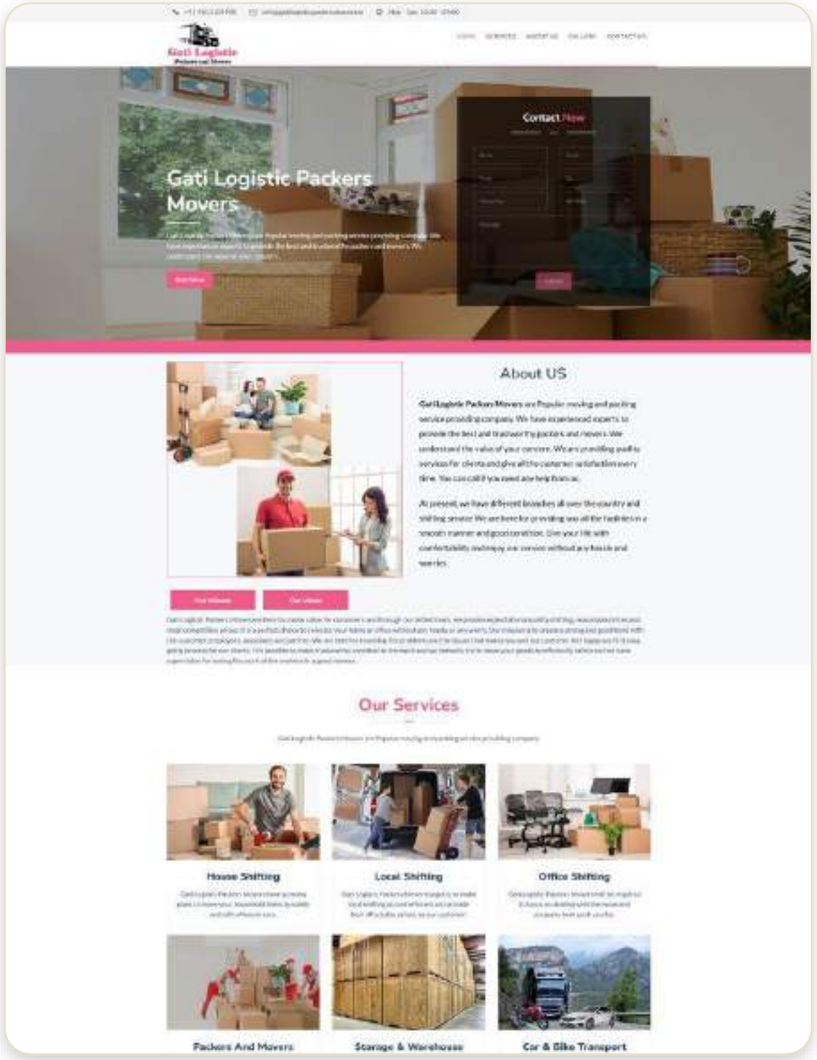
Web Development

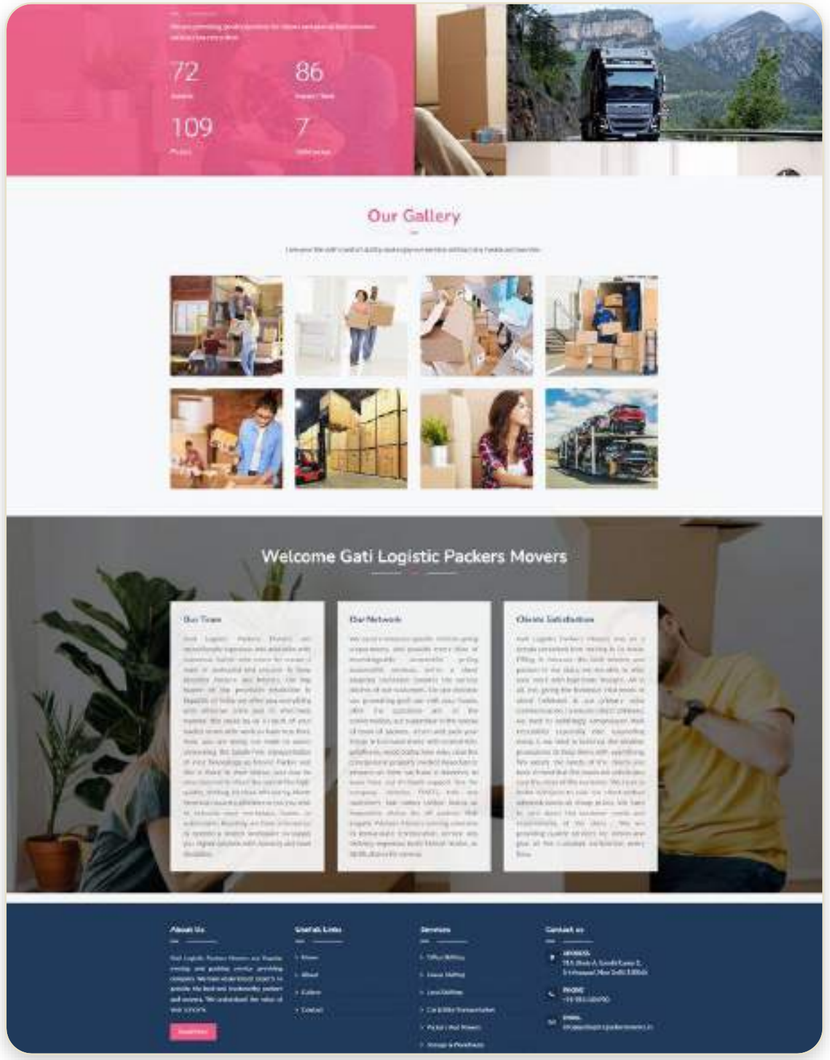




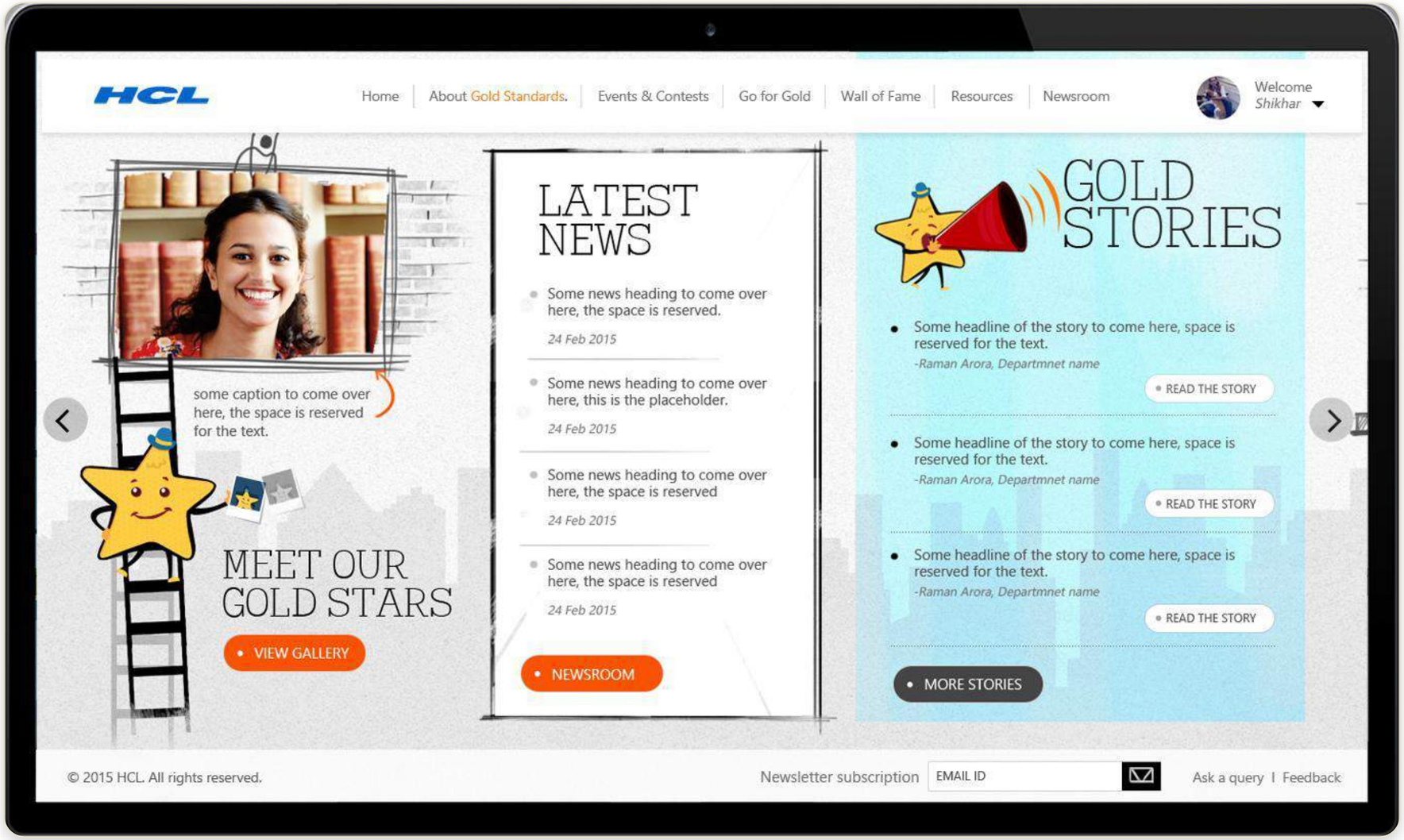


Web Development

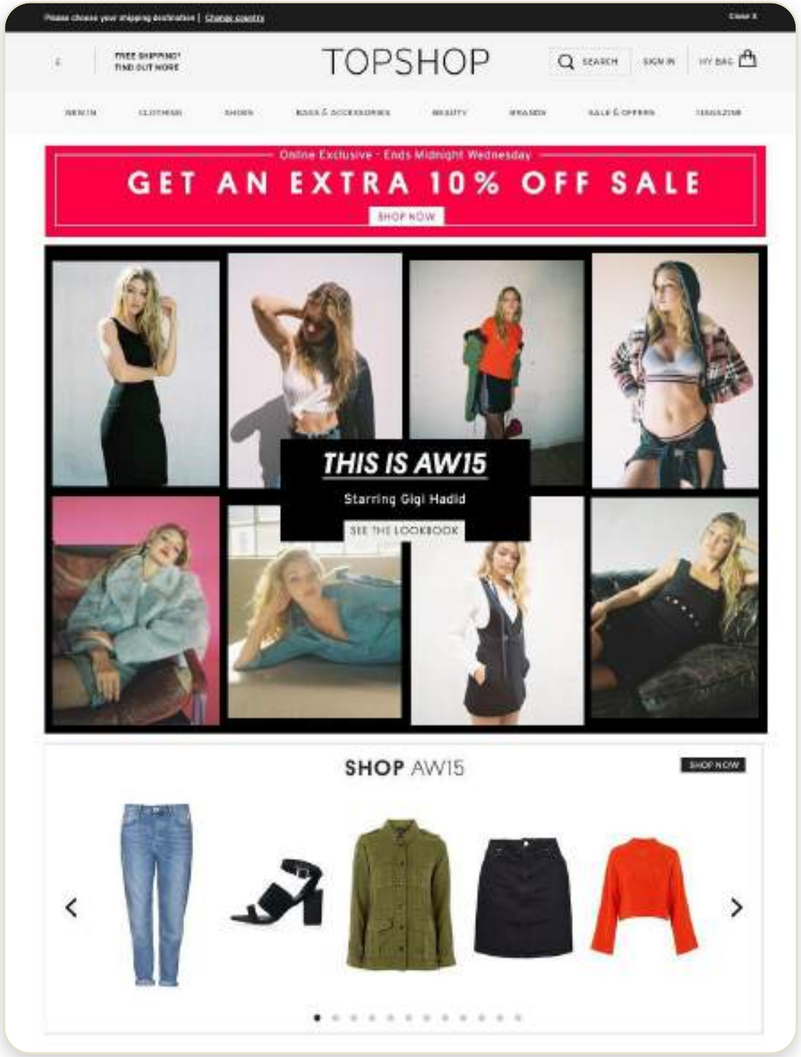




Corporate Websites



E-commerce Websites



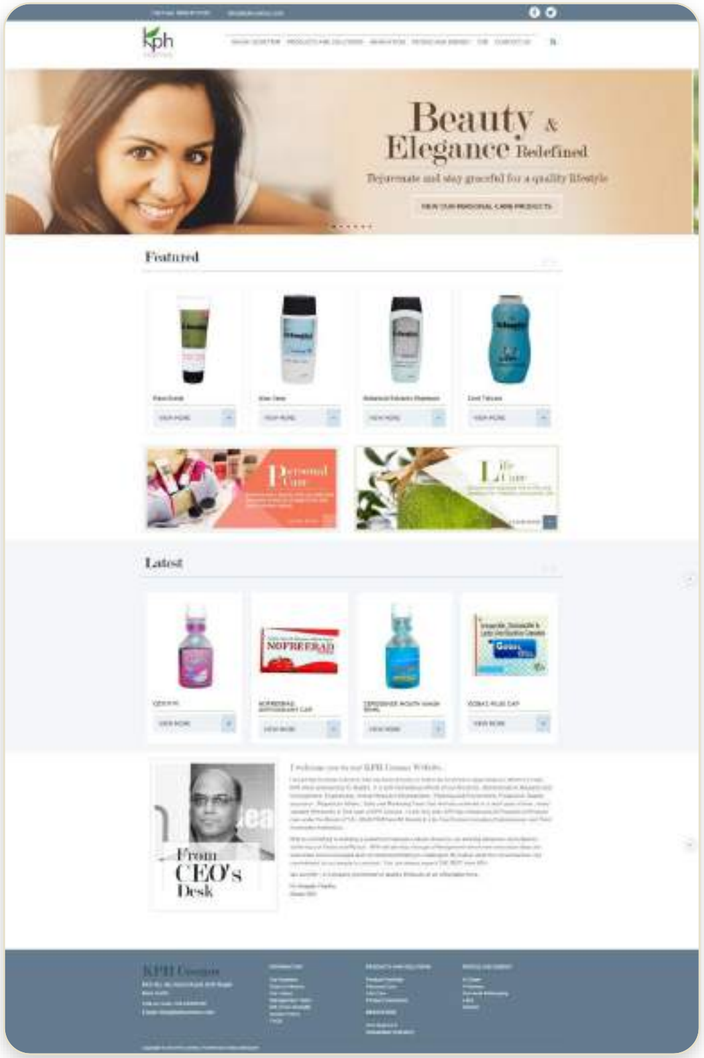


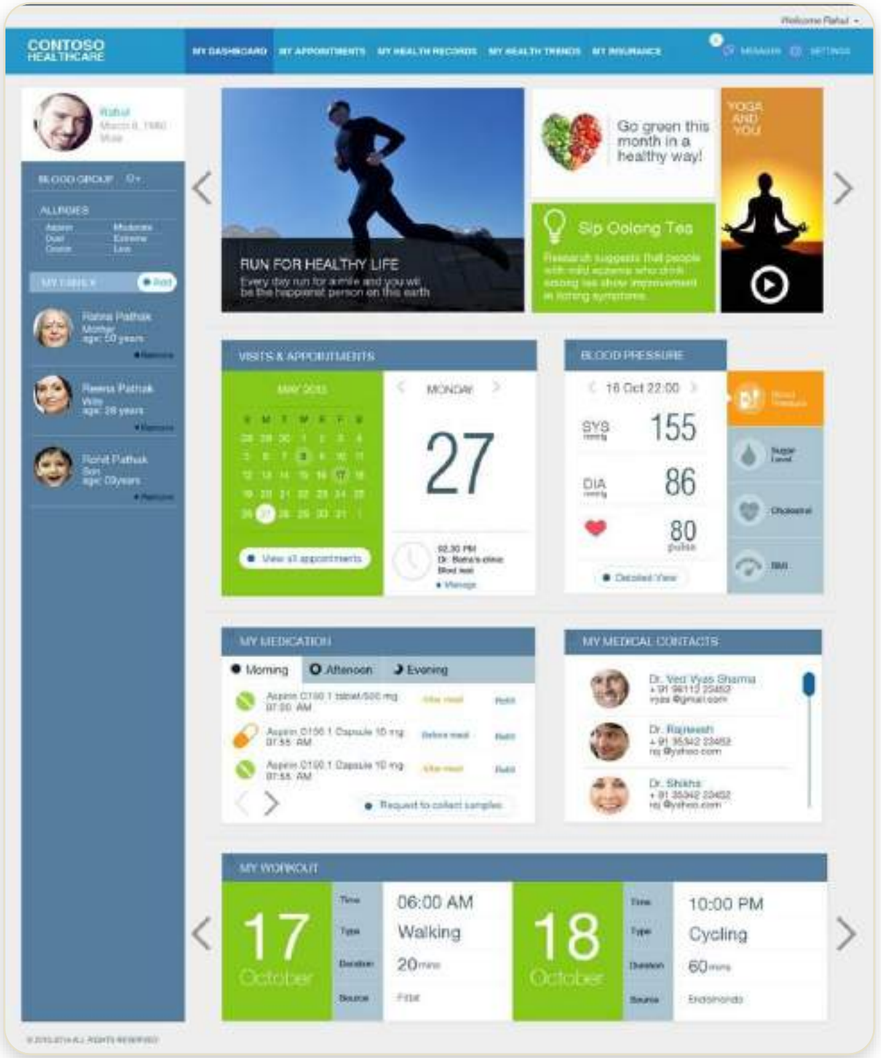
MLM & Food Services





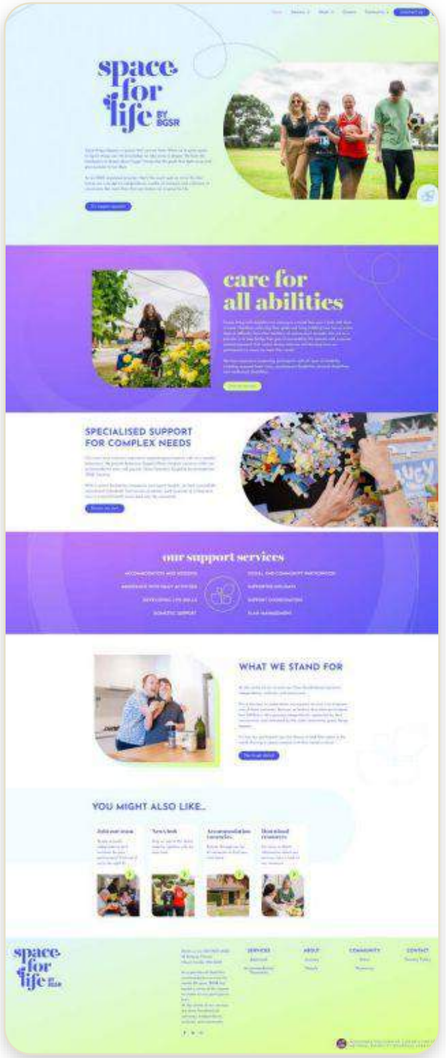
Web Development



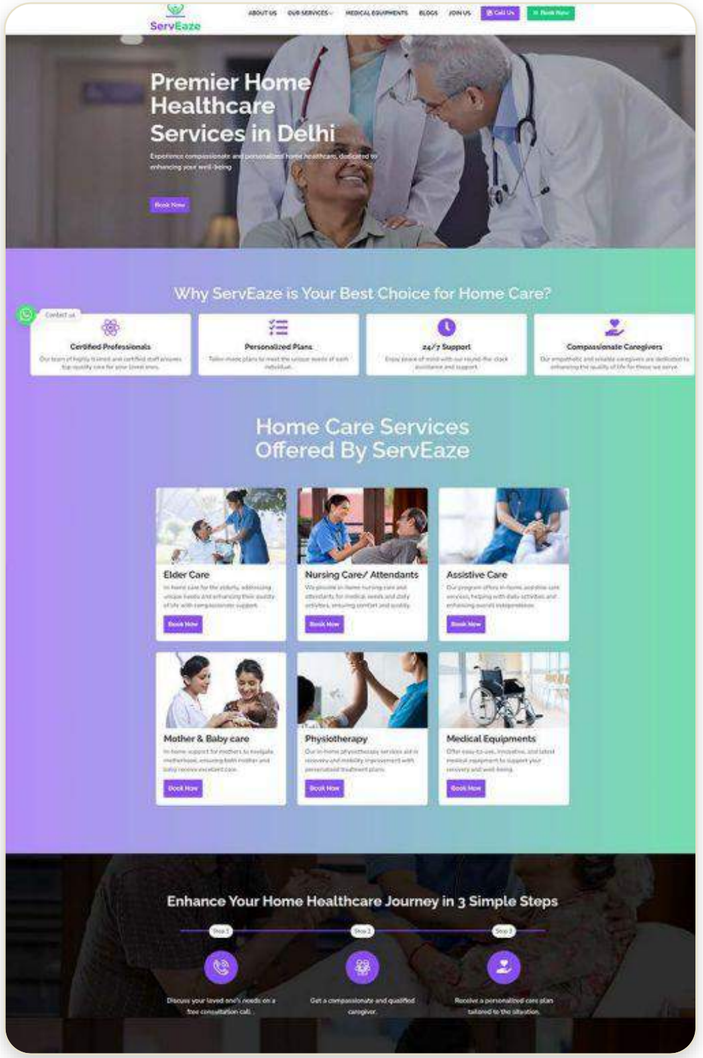




Health Care Websites

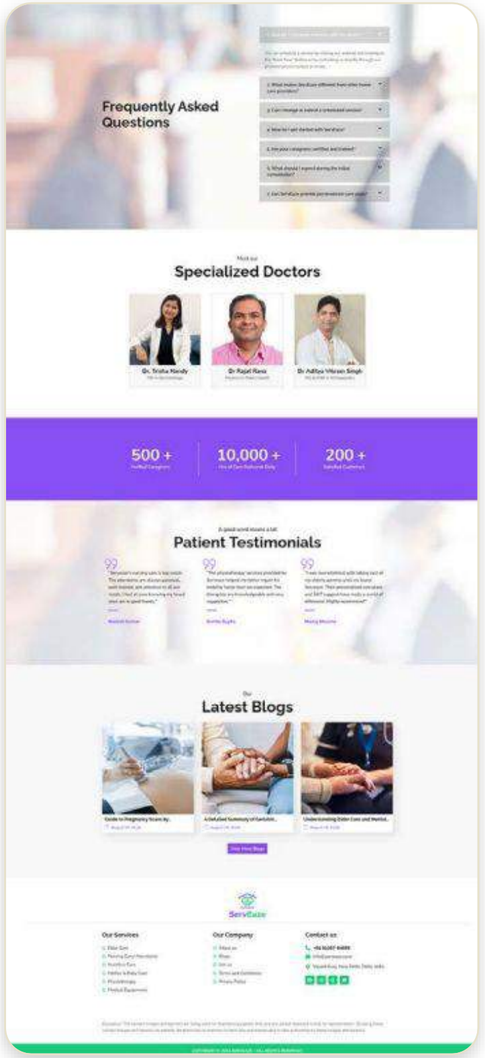






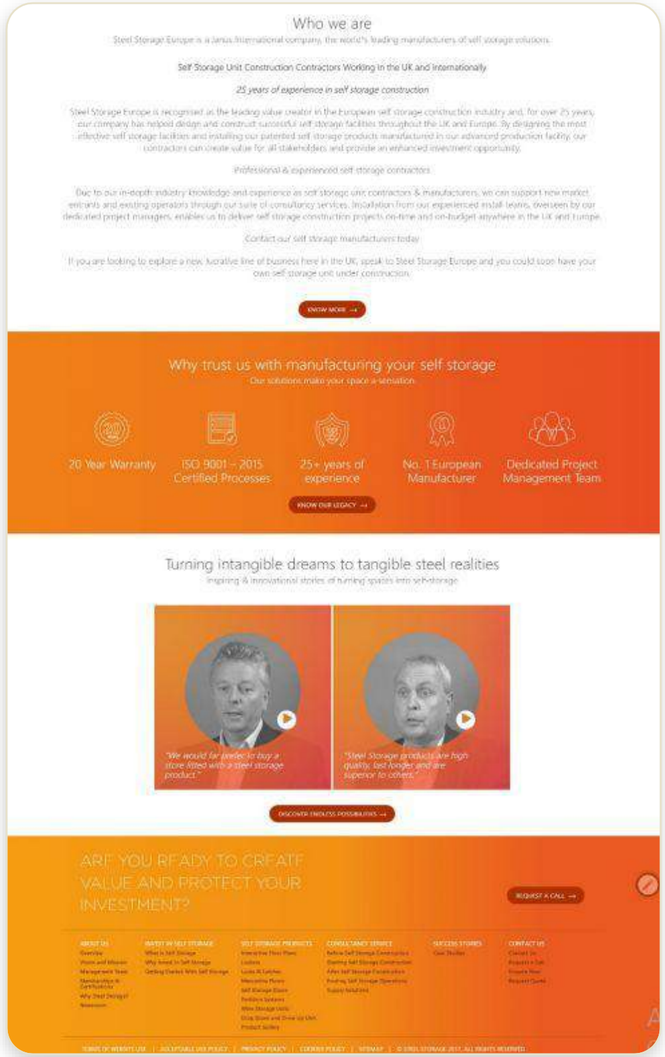
Health Care Websites



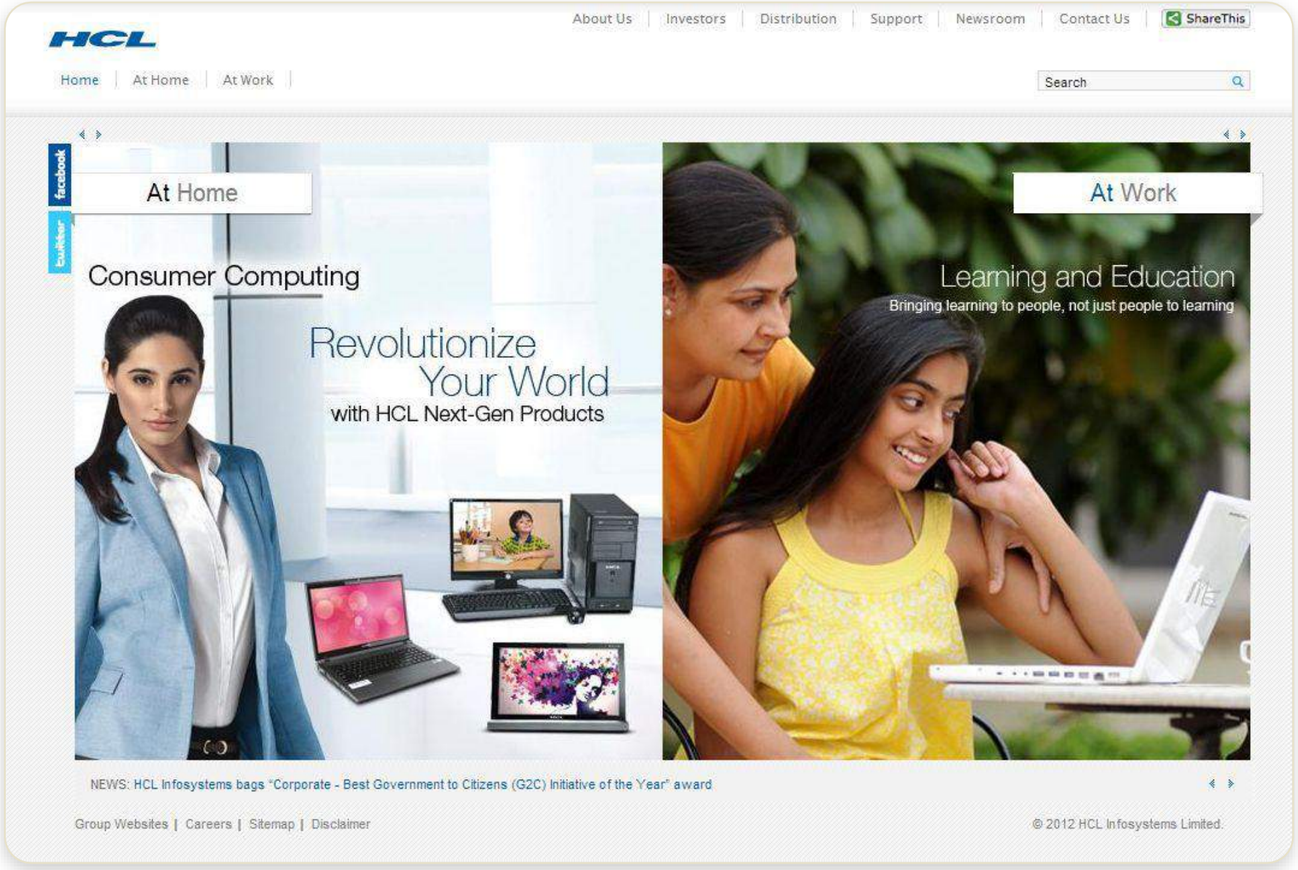


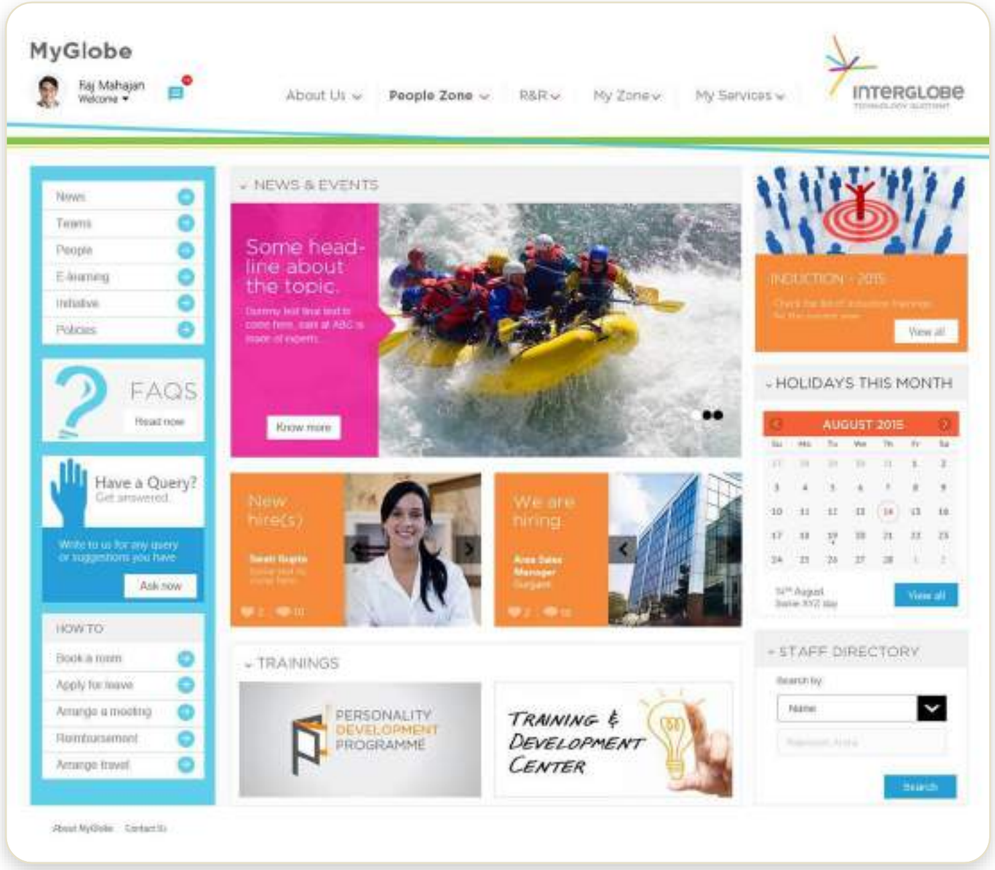
Steel Storage System





Corporate Websites





Email Marketing Campaigns

CASE STUDY | FINANCIAL & TRAVEL SECTOR

CLIENT(S)
American Express, RBL Bank, Yatra.com

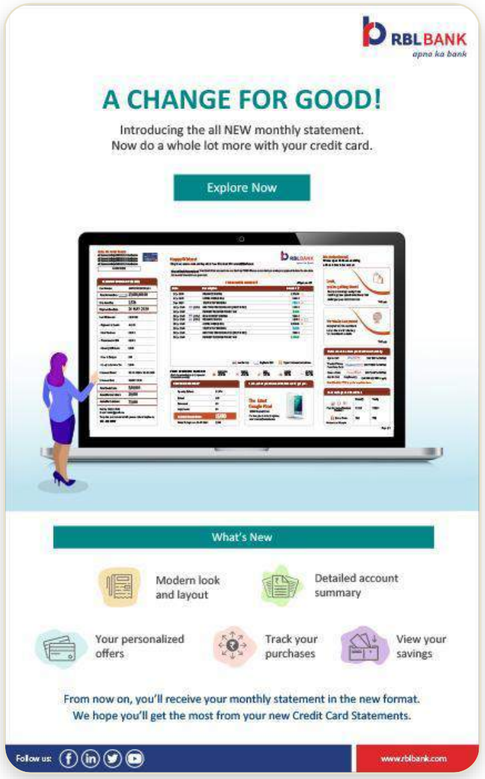
INDUSTRY
Finance & Travel

Project Scope

- Design and HTML development of responsive emailers on a daily basis
- Worked closely with client-provided rough content and promotional plans
- Created content, visual layout, and final HTML versions
- Managed client approvals and iterations
- Campaign execution and post-campaign performance tracking

Outcome

- Delivered 500+ emailers over time
- Helped improve open and click-through rates by optimizing layout, messaging, and responsiveness



ABC Consultant Website

CASE STUDY | CORPORATE WEBSITE DEVELOPMENT

CLIENT
ABC Consultant

INDUSTRY
Consulting

Project Scope

- Designed custom corporate website UI/UX
- Developed a responsive and scalable WordPress website
- Integrated blog, contact forms, and CMS features
- Designed multiple emailers and social media creatives for campaigns

Outcome

- Improved brand visibility and engagement
- Delivered a seamless content management experience for the internal team



Social Impact Website

CASE STUDY | RCM X SOCIAL JUSTICE

CLIENT
RCM X Social Justice - New York

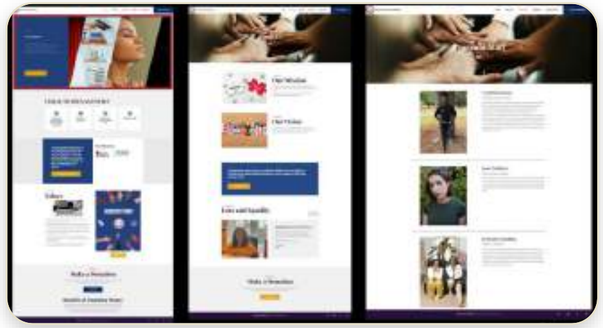
INDUSTRY
Social Sector / NGO

Project Scope

- Website design and WordPress development
- Content writing for service pages and blog
- Podcast integration and website management
- Social media post design and advertising support
- On-page SEO optimization

Outcome

- Delivered a platform to support awareness and advocacy
- Improved content discoverability and social engagement



Emailer & Social Media Creatives

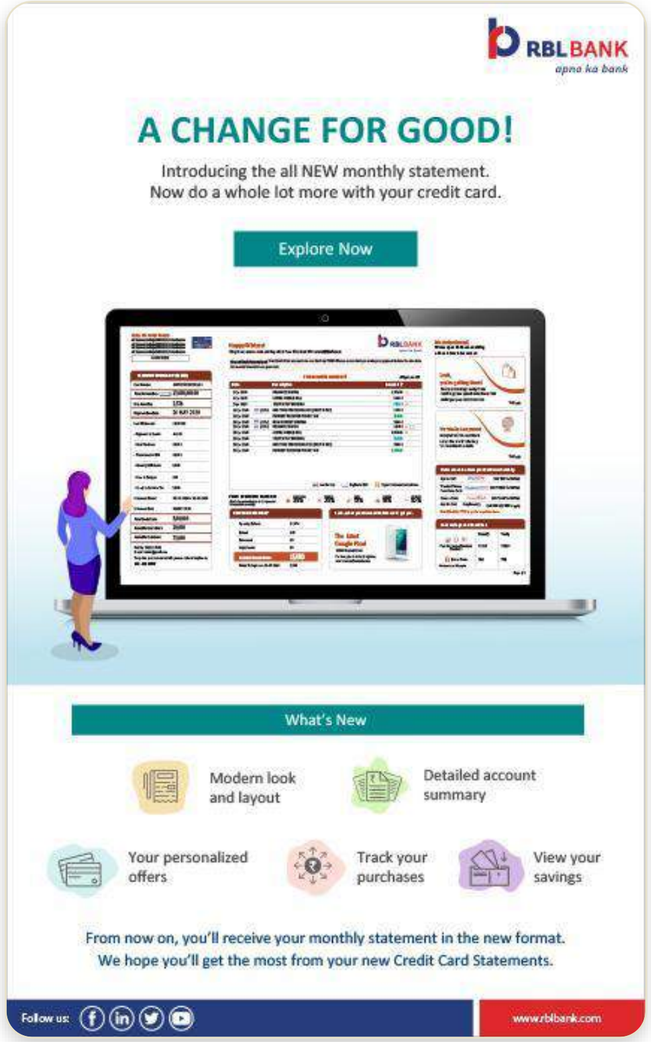
High-converting email designs and engaging social media creatives crafted to drive engagement and brand impact



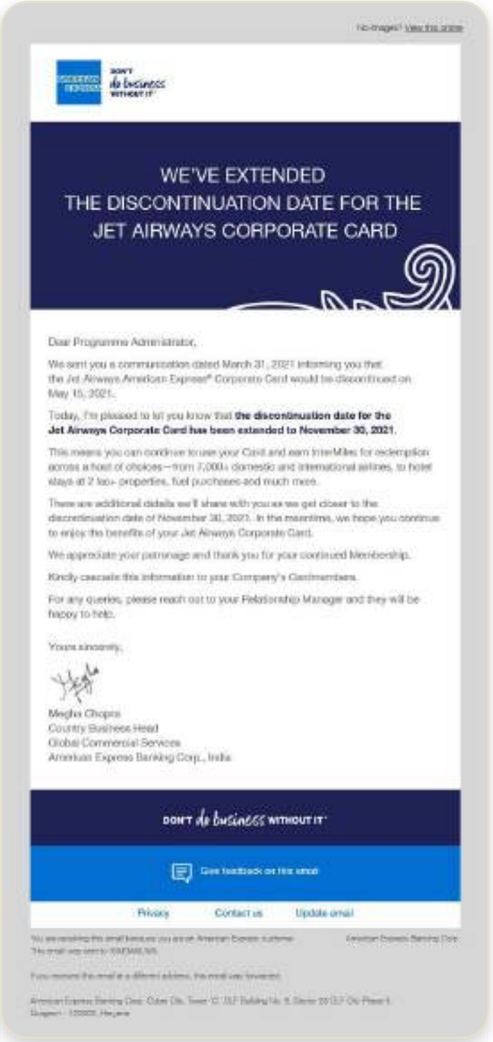


Emailer Design



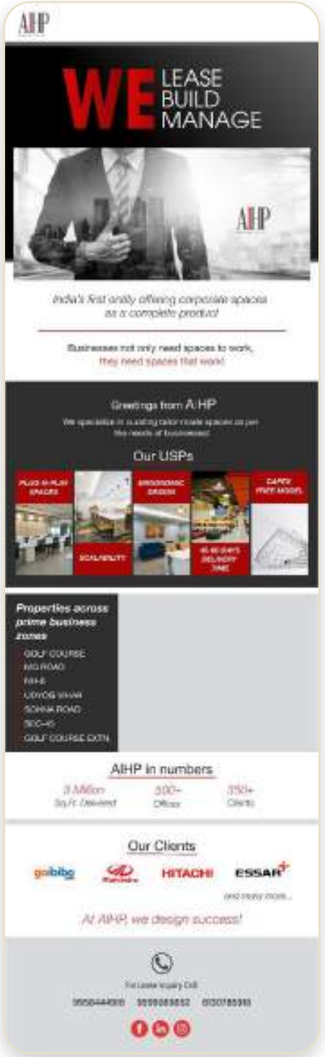






Emailer Design



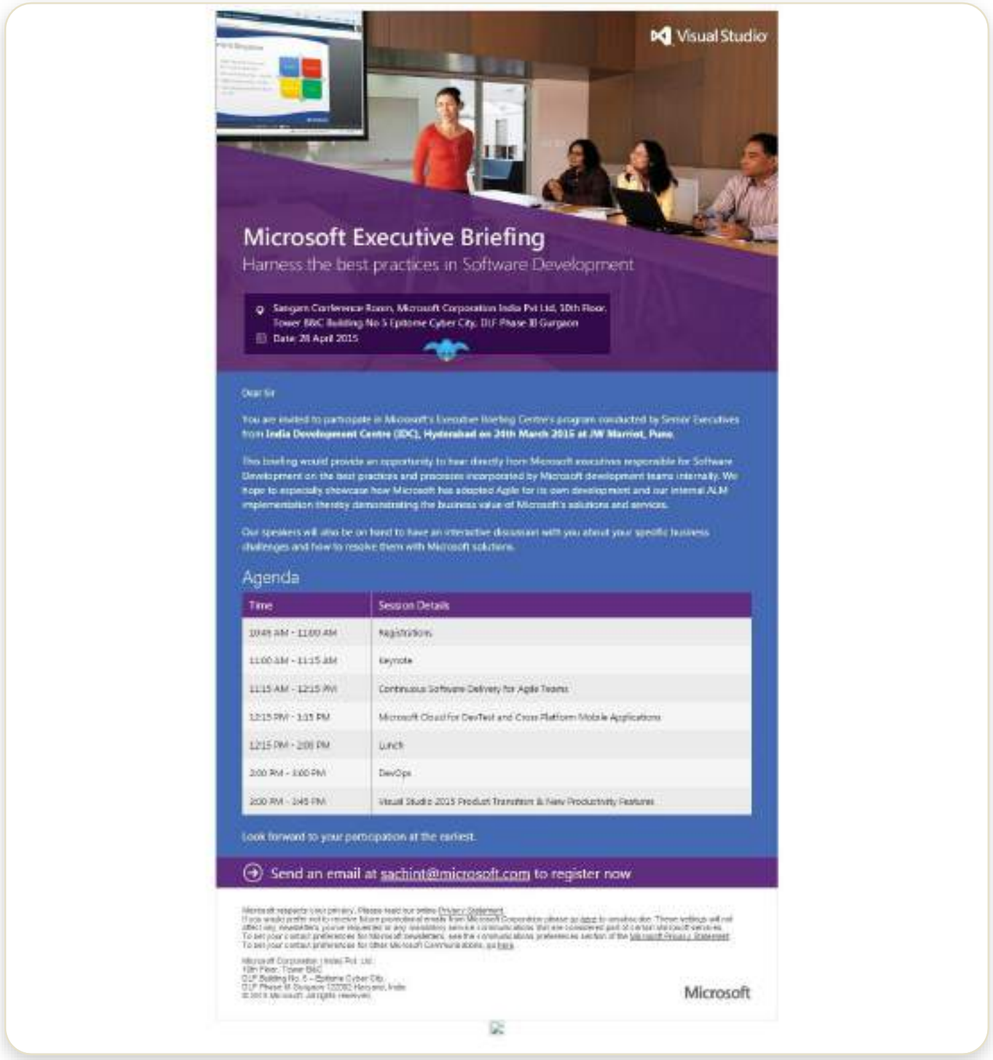






Emailer Design



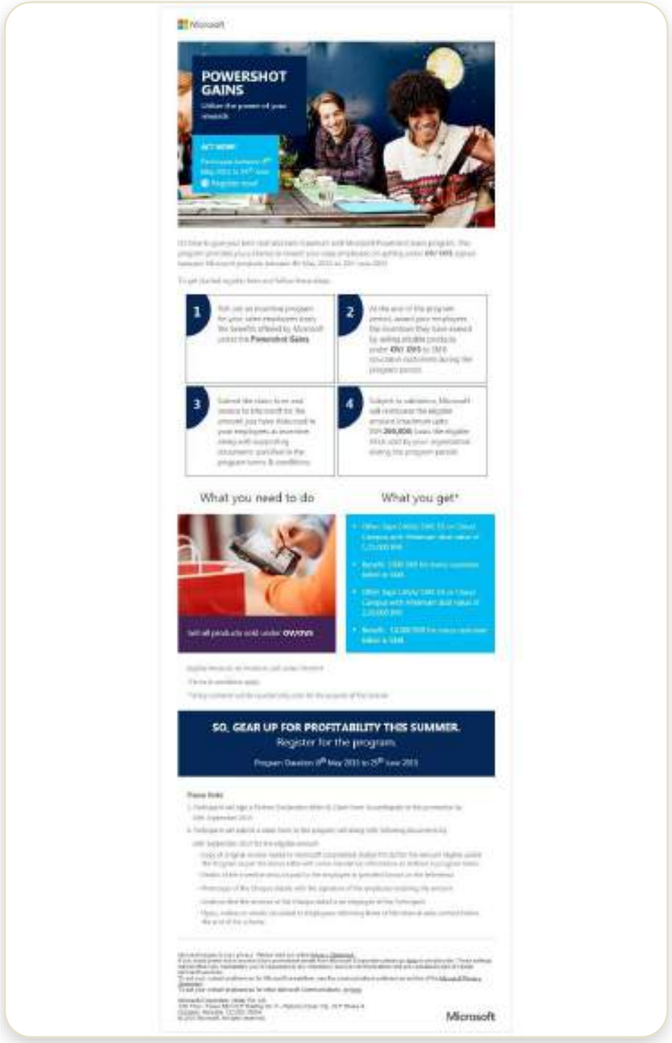


More Emailer Samples





More Emailer Samples







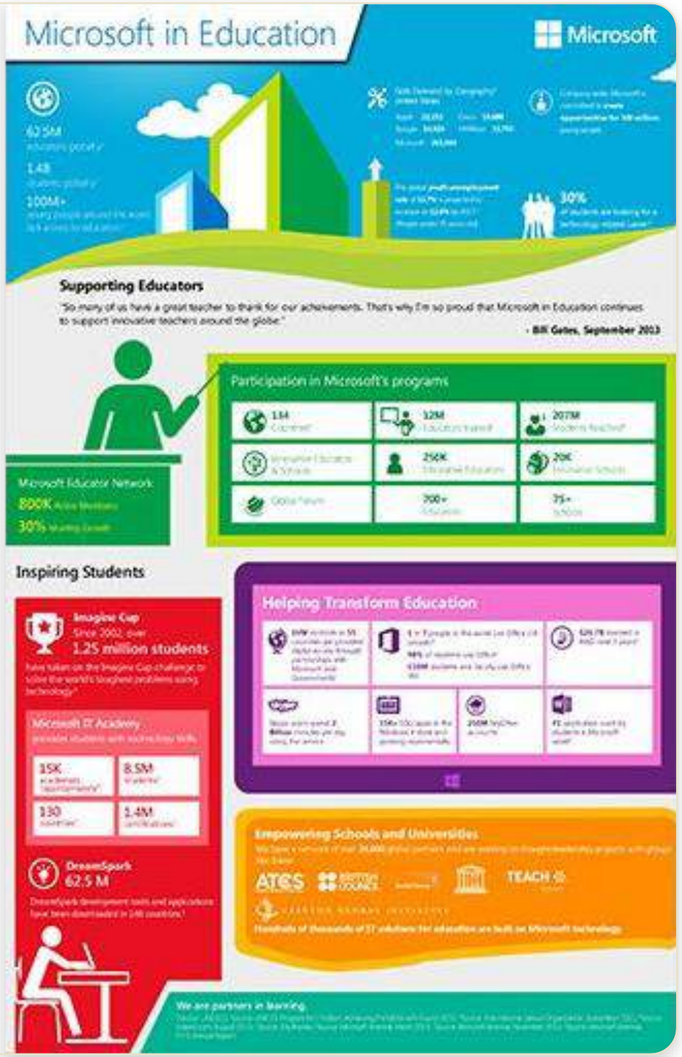
More Emailer Samples



More Emailer Samples







More Emailer Samples



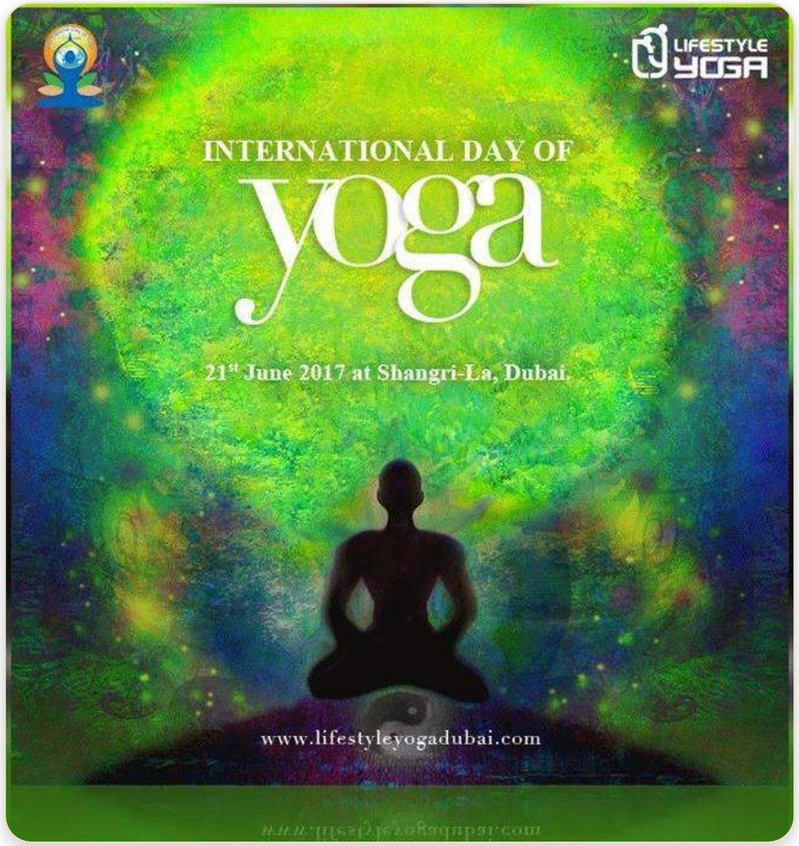






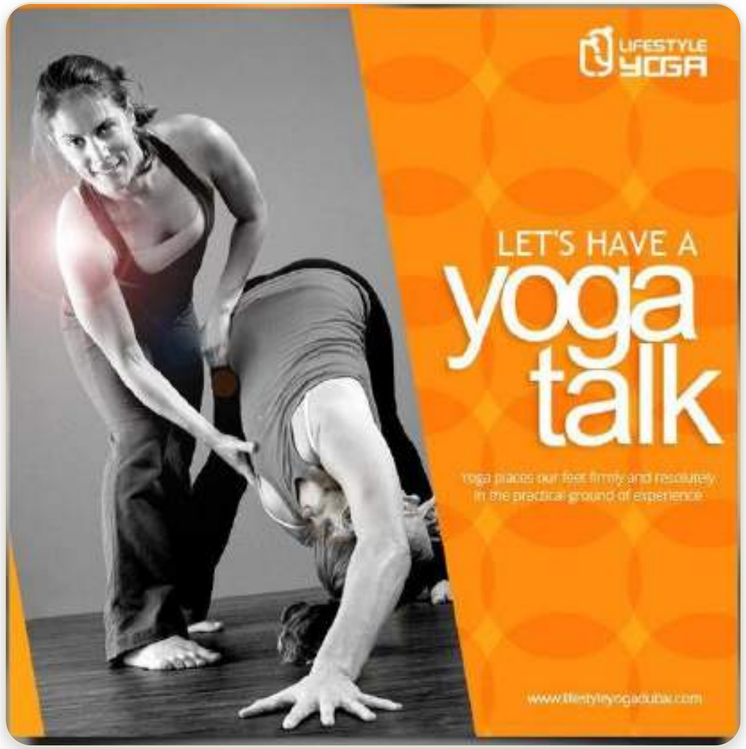
Social Media Posts

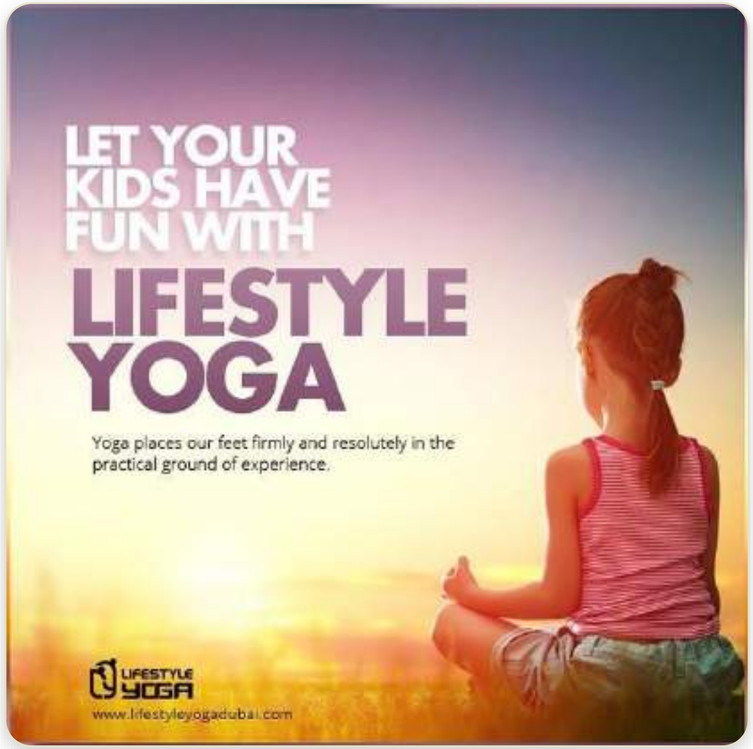


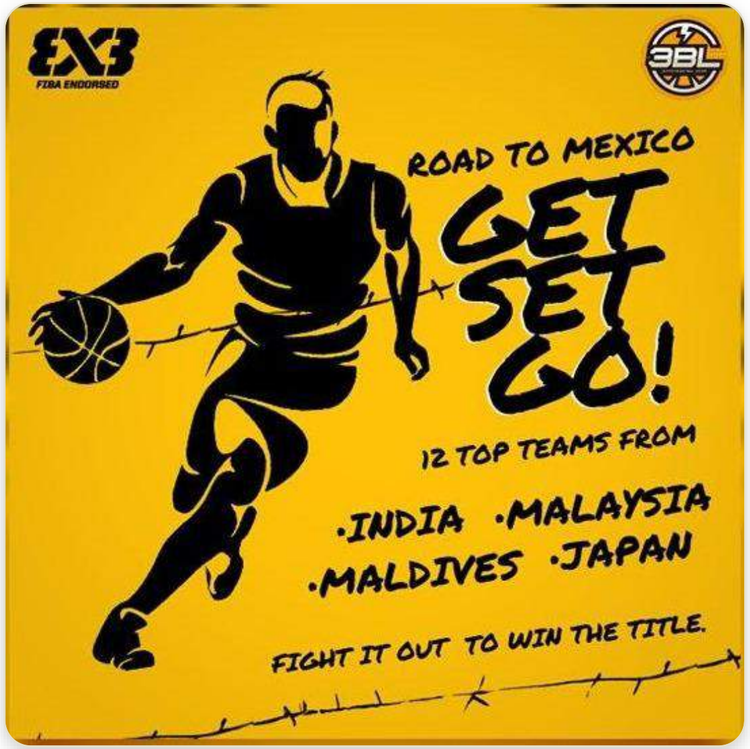




Social Media Posts







From Code to Conversion

"Bringing client visions to life through thoughtful design and clean code."

Industries Served

Finance, Education, Fashion, Travel, Healthcare, Tech Startups etc.

Tech Stack Highlights

HTML5 **CSS3** **JavaScript** **React**

WordPress **Shopify** **Bootstrap**

jQuery **PHP**

Our Web Development Work Includes

- Corporate Websites, Landing Pages, and eCommerce Platforms
- End-to-End Development using HTML, CSS, JavaScript, and WordPress
- Seamless responsive design for desktop, tablet, and mobile devices
- Custom UI/UX design with performance-focused implementation
- Integration with third-party tools like CRMs, payment gateways, and analytics
- Maintenance and optimization for speed, SEO, and scalability

Work Strategy Steps

1. **Requirements gathering**
2. **User research**
3. **Wireframes**
4. **Review**
5. **Prototype**
6. **User testing**
7. **Dev hand-off**

Wireframes and Review repeat until the design is approved

Portfolio & Projects

Agency Websites

timeus.in
www.digitalnycagency.com
kapsadvertising.com

NGO

rcmxsocialjustice.org

Hotel Projects

www.ceyonehotels.com
www.thesocialstays.com
www.thehosteller.com

Other Projects

pluss.in
lachi.in
www.decathlon.in
kdcarpartshub.com
www.theshopindia.com
goluphotos.com
mayurrugs.com
moksa.co.in
noorri.com
ambiorix.in
bodycareapparels.com
anantamindia.com

50+ more projects across ecommerce, corporate & brand websites

Thank You

For Your Time and Attention

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