



Asset Digital

We take the responsibility
for the outcome of our service.



www.asset.digital



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Who We Are

At Asset Digital, we embrace the responsibility of leading our clients to commercial success. This is not just a promise, but a proven track record. Through detailed strategy planning, systematic implementation of operational tactics, and the advanced use of marketing and artificial intelligence, we have consistently delivered success in our client projects. Our unique team of experts from Europe, Asia, and South America collaborates to challenge industry standards and deliver the most innovative and cost-effective business solutions for financial success to your company.



Michael Pawlicki
Founder & CEO

➔ Mission

To understand our client's problem and the economic reality in which it exists, we take responsibility for the information we provide, the solution we offer, and the outcome of our work.

➔ Vision

We want to partner with our clients to add value to their business and, together, by close cooperation and understanding, grow their competitive advantage and sales.



Our team

Our team is a diverse group of experts, each specializing in a specific marketing sector. These experts, supervised by more experienced team leaders, ensure a coherent and progressive project cycle, giving you the confidence that your project is in capable hands.



Michael Pawlicki
CEO & Strategy Manager

With over 18 years of experience in marketing, finance and technology, Michael's role at our company is to ensure consistency, speed to market and commercial success of our projects. Michael is an alumnus of Imperial College London.



Pawel Paliwoda
IT Security Consultant

Pawel has over 10 years of experience managing online environments and has a broad understanding of potential risks. From micro-managing servers to a more strategic understanding of cloud solutions, Pawel protects our client's assets.



Rangana Prasad
Software Engineer

A master of code and systems architecture, Rangana designs scalable, secure, and robust software solutions tailored to our clients' needs, ensuring seamless integration and performance.

**Kusal Vimukthi**

Lead UI/UX Engineer

Kusal leads our design team with a user-first philosophy, creating interfaces combining functionality and elegance. His work enhances user experiences and drives customer satisfaction.

**Lahiru Tharaka**

SEO Specialist

Lahiru is a results-oriented SEO expert who crafts strategies to enhance search engine rankings, drive organic traffic, and improve conversion rates for our clients.

**Alexandre Suzano**

Partner and Solicitor

Alexandre brings expertise in legal and business consultancy, ensuring our projects comply with international law and deliver maximum value safely and predictably.

**Kaushalya Sapugoda**

UX/UI Designer

With a creative approach and attention to detail, Kaushalya designs visually compelling and user-friendly interfaces that resonate with target audiences.

**Prasadini Abhayasinghe**Administration
Manager

Prasadini controls our finances and ensures the resources are distributed correctly and timely to ensure the operation's continuity. She also manages the leads we produce for our clients by classifying and distributing them according to their value.

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Our Services

At Asset Digital, we provide a full suite of digital solutions tailored to the needs of modern businesses. Our offerings help you stay ahead of competitors, maximise ROI, and achieve digital transformation goals.

1.

Web Development

We create modern, fast, responsive websites that generate tons of leads. Our web development services ensure seamless user experiences and high-performance results, whether you're a startup or an established enterprise.

2.

Artificial Intelligence (AI)

Leverage cutting-edge AI technology to optimise your operations by automating customer service and sales. From intelligent chatbots to synthetic experts capable of preparing service quotations based on images supplied by clients, our AI solutions will give you a competitive advantage and cut costs.

3.

Lead Generation

Our lead generation services focus on driving high-quality prospects to your business. Using innovative strategies, we help you capture, nurture, and convert leads into loyal customers.

4.

Search Engine Optimization (SEO)

Achieve top rankings on search engines with our proven SEO strategies. We optimise your website to attract organic traffic, enhance visibility, and connect you with your target audience to generate leads.

5.

Video Marketing

Tell your brand's story and captivate your audience with compelling video content. Our video marketing services help you create impactful visuals that drive engagement and deliver measurable sales results.

6.

Pay-Per-Click Advertising (PPC)

Get immediate results with our expertly crafted PPC campaigns. We design and manage targeted ads that drive traffic, generate leads, and ensure the best return on investment.

7.

Programming

From custom software development to seamless API integration, our programming services provide robust and scalable solutions that address your unique business challenges.

8.

Mobile Apps

We design and develop user-friendly mobile applications that enhance customer experiences and complement your service automation. Our apps are built to improve your customer's experience with you and cut operational costs.

9.

Reputation Management

Maintain a positive online image with our reputation management services. We help monitor, improve, and protect your brand's digital presence, ensuring trust and credibility among your audience.

10.

Digital Strategy Consulting

Navigate the digital landscape with confidence using our expert consulting services. We provide actionable strategies and insights to help you achieve your business objectives and drive sustainable growth.

Our Most Successful Projects



VanOne
International Movers

Client

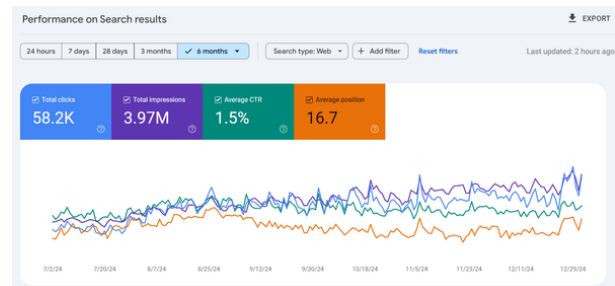
Euroopa Ekspress OÜ

Project Value

£ 1605 per month

Problem

VanOne is a UK's international removal company. Before Brexit, its annual turnover reached £1.076.000. However, due to political and market factors, it faced operational problems and a decline in sales, including complex manual customs clearance procedures and challenges in driver management.



6 Months of Search Console Performance

Solution

We built a 'Customer Portal' and a mobile application for VanOne drivers to solve the Brexit-related customs clearance problem. Customers can upload documents to the VanOne system online, and ready documents are passed to the driver's app for border crossing. We also implemented a robust and successful SEO campaign to improve sales.

Outcome

Customers can track their van in the 'Customer Portal'.

- Website traffic growth from 8k to 11k per month
- Sales growth by 16%
- Operational costs are down by 65%

No more problems with messy customs clearance documentation and delays at the border.

Our Most Successful Projects



Aposentadorias Brasil

Client

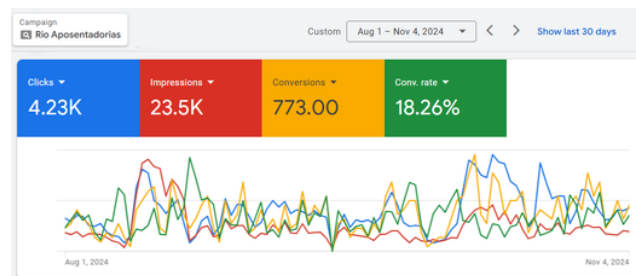
Charles Alexandre Antunes
Suzano OAB

Project Value

R\$ 8450 per month

Problem

Aposentadorias Brasil is a legal service offering assistance in state pension applications. It wanted to gradually scale up its operations to cover the whole country by establishing an online presence to generate service leads from people reaching retirement age. A large chunk of their target market is internet-averse.



3 Months of Google Ads Performance

Solution

We conducted marketing research about the online behaviour of Brazilians in their sixties to understand what kind of online presence is necessary to engage the target market. We built <https://aposentadorias.net.br> and started a video marketing campaign with life stories relevant to people in their retirement age. We trained an AI model to service the incoming enquiries and segment clients.

Outcome

- We have made internet-averse people trust an online brand.
- We started collecting service leads from all over Brazil.
- We generated, on average, 8 customer leads per city per day.
- AI Chat helped over 82% of website users by providing them with relevant information free of charge.
- We converted the remaining 18% of online enquiries into service contracts.

Our Most Successful Projects



Boiler Solutions

Client

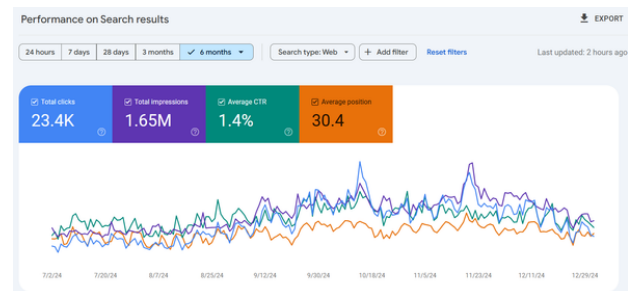
Bolier Solutions Ltd.

Project Value

£ 840 per month

Problem

Boiler Solutions Ltd is a London gas plumbing company. Due to the highly competitive nature of the gas boiler service and installation market, they struggled to get enough leads and process them without a highly trained full-time customer service staff.



6 Months Google Search Console Performance

Solution

We conducted a competitive analysis to determine whether there is an opportunity to use technology to outperform the existing market leaders. We designed a YouTube-style video website <https://boiler.solutions/> and systematically published industry-relevant videos to target London. In addition, we created 19 local websites for local targeting, each targeting the boroughs of London and the phone system programmed for segmentation.

Outcome

We achieved top search results for relevant global search enquiries in London using the Boiler Solutions website. Using local websites, we were able to tap into the local search results and generate local service leads borough by borough. The VOIP phone system we built allowed the plumbers to answer customer calls and provide them with more practice-based information, which led to customers placing more orders.

Let us take the responsibility for your marketing problem!

Whether you are an established business employing tens of people or a startup with capital wanting to enter the market, if you, like us, believe that your success is only possible if you and your partners commit 100% of their intellectual, time, and financial resources to your business venture, you are a natural match for us.

Our team of experts is ready to work with you to create a tailored digital strategy that drives success.

A black and white photograph of an office environment. In the foreground, a man stands with his back to the camera, wearing a dark polo shirt with the 'ASSET DIGITAL' logo on the back. He is looking towards a desk where another man is seated, working on a laptop. In the background, a woman is also seated at a desk, working. The office has large windows, and the desks are equipped with computers and other office supplies.

ASSET
DIGITAL

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