



Capabilities and Case Studies

WHO IS SLTC?

We are an **award-winning boutique agency** of digital marketing subject matter experts, brought together to serve purpose-driven and growth-focused brands.

SLTC is committed to strategically harnessing brands' voices and stories by establishing trust and connection—both between us and our clients, and between brands and their audiences.

With over 200 years of digital marketing experience combined, the SLTC collective works meticulously to ensure your company's story is told with creativity and impact.

When you choose SLTC, you're choosing to work with the most dynamic, creative, and supportive collective of talented digital experts around the globe, designed for the modern world and workforce.

SLTC

**WE ARE YOUR
STRATEGIC PARTNER.**

SLTC

WE ARE RESULTS DRIVEN.

SLTC

**WE ARE A FULL-SERVICE
AGENCY COLLECTIVE.**

SLTC

WE ARE AWARD-WINNING.



SLTC

WE ARE DOMAIN EXPERTS.



OUR TEAM



Sharon Lee Thony
CEO & Founder



Kassie Phillips
Head of Client Services &
Strategy



Chad Hynes
Director of Business
Development



Mercedes Dean
Client Success Strategist



Agathe Latron
Account
Management



Carla Monticelli
Account
Management



Nina Pearl
Project Management



Lauren Liggett
Project Management



Subject Matter Experts

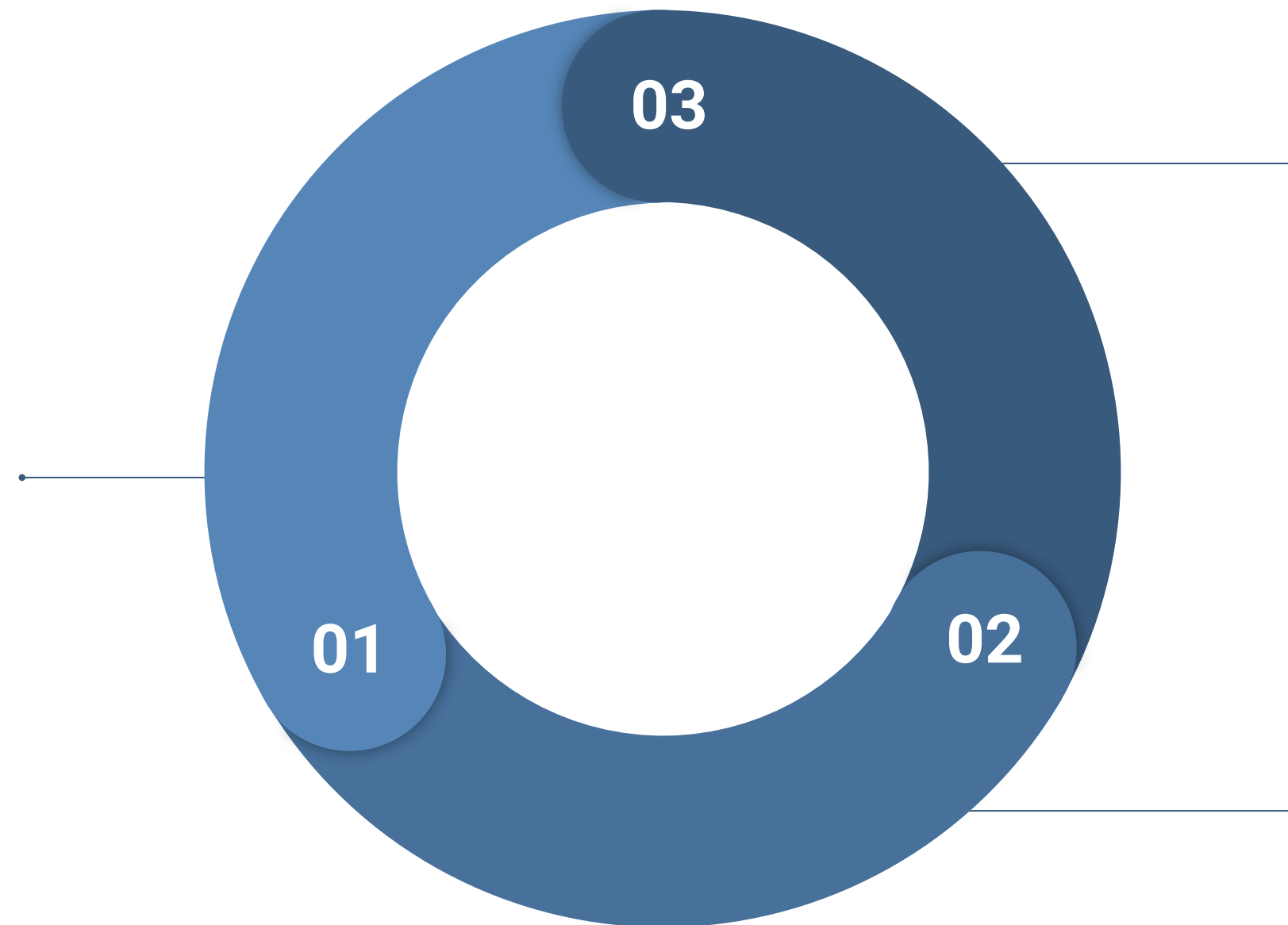
Our teams are carefully curated to meet your needs and structured to complement your team – crafting holistic strategies, executing campaigns, and analyzing results.

THE SLTC PERFECT FIT?

Pre-Revenue

You are a well-funded company seeking awareness, product-market fit and growth.

A partnership with experts is going to accelerate that quest.



Established

You are in need of expert marketing specialists to compliment your talented in-house team.

Continued growth or testing of new product propositions is on the menu.

Early-Stage

You are market-tested with traction and revenue growth, ready to take it to the next level without the overhead of additional headcount.

OUR CLIENTELE



WARBY PARKER



PRICELESS



sweetgreen



BETSY  ADAM



CLEANBEAUTYLAB



OUR SERVICES

01

Brand

Strategy led identity design for new and established companies

- Research
- Brand Strategy & Identity
- Voice, Tone & Messaging
- Logo Design
- Brand Guidelines

02

Build

Digital destinations that inspire and convert visitors into customers

- Shopify Plus
- Webflow
- UX/UI
- Full-stack development
- SEO

03

Grow

Conversion-focused, content-driven, multi-channel growth marketing

- Content Strategy & Planning
- Email Marketing
- Influencer Marketing
- SMS
- Social Media Strategy & Management on Facebook, Instagram, LinkedIn, Pinterest, TikTok, Google, Bing, YouTube, Amazon



Beauty & Fashion

Betsy & Adam has been one of the largest makers of formal wear in the United States for over 25 years.

Designed in NYC and inspired by its vibrant nightlife, social galas, and fashion runway shows, Betsy & Adam creates dresses that fit, flare, and sculpt for amazing entrances, stunning pictures, and memories that last.

We partnered with Betsy & Adam to grow their direct-to-consumer sales with targeted ads on Facebook and Instagram, SMS, and email marketing campaigns.

SLTC

BETSY & ADAM

Services

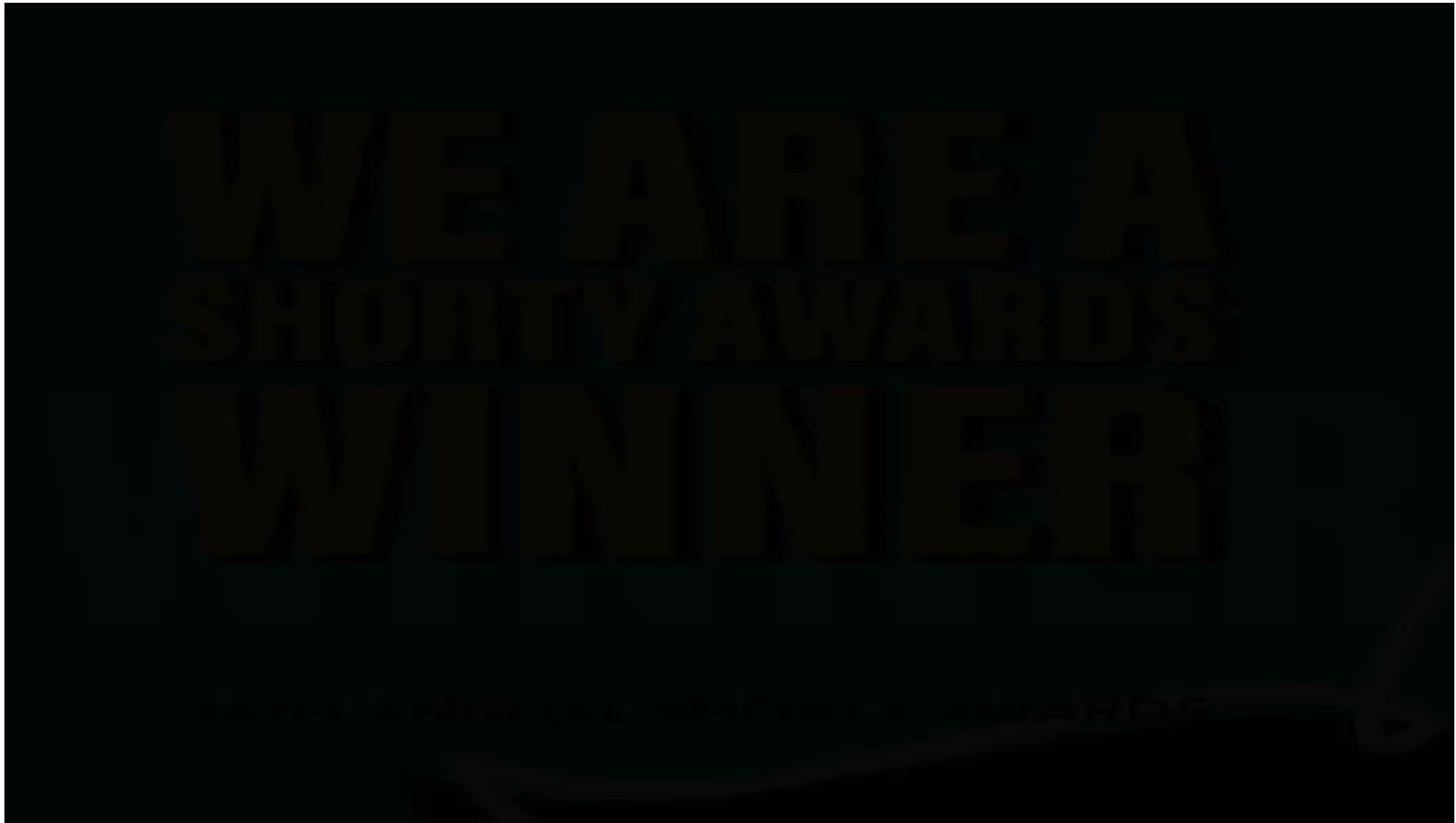
Paid Media • SMS Marketing • Email Marketing

Results

- **+360%** increase in revenue YoY
- **7.6X** ROAS
- **8,809** total orders



2022 SHORTY AWARDS



BETSY  ADAM
Official Shorty Award Submission
[See Full Case Study Here](#)
[View Video Here](#)

Yaasa creates products that enhance your individual living experience, whether at work or at home. A simple promise of uncompromising support for a better you.

Our approach with Yaasa was dynamic and collaborative. We tested various creative methods, key messaging, target audiences, and channels, including FB, IG, Pinterest, TikTok, Google Ads, Google Shopping, and MNTN Connected TV.

SLTC | YAASA

Services

Paid Media • Omnichannel Strategy

Results

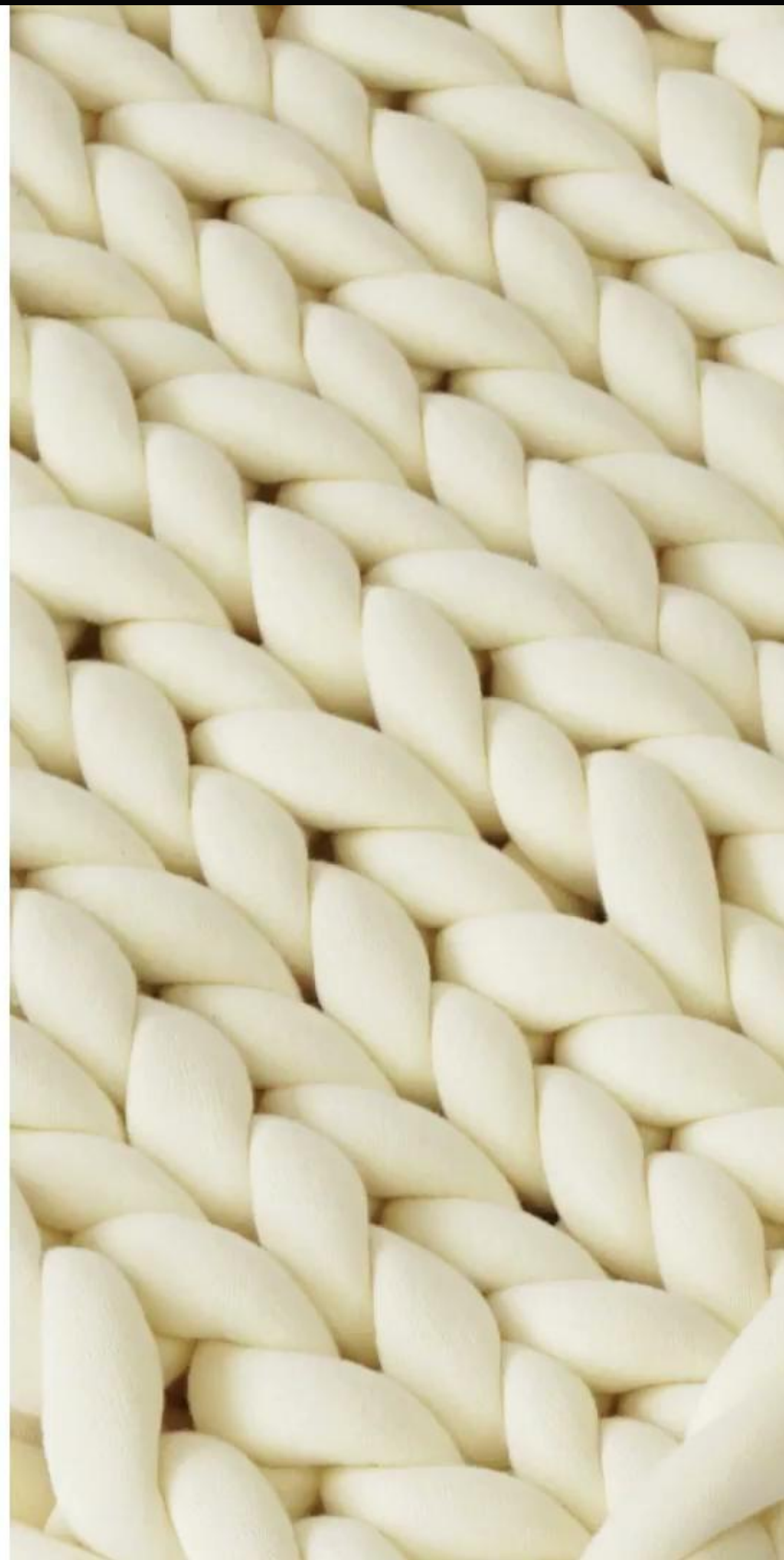
- **350%** Increase in revenue
- **170%** Increase in website traffic
- **163%** Increase in branded searches



YAASA



Say goodbye to hot,
sleepless nights.



Tequila de la Gente is the world's very first crowdsourced tequila. Their tasting kits put you in the middle of their distillery and lets you sip the best of what Mexico has to offer.

We partnered with Tequila de la Gente to increase awareness with authentic, engaging, and educational content—creating a following of customers eager to purchase tasting kits upon launch and engaging micro-influencers to promote pre-launch signups.



Services

Paid Media • Omnichannel Strategy

Results

- **350%** Increase in revenue
- **170%** Increase in website traffic
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How many tequila bottles are we gonna get from this Blue Agave plant?



What is your favorite tequila pairing?

Luella sources premium Italian fabrics to create barely-there intimates that feel like second skin—thoughtfully designed in the heart of NYC and ethically made by an all-female workforce in Albania.

We partnered with Luella Intimates build an omni-channel experience in the luxury intimates space that empowers women to take on their day—regardless of what they may be doing.



Services

Paid Media • SEM • Email Marketing • Connected TV Advertising • Website Optimization • Content Creation

Results

- **614%** increase in add to carts
- **450%** increase in purchases
- **270%** increase in revenue



LÚELLE



LÚELLE

THE BIRKIN OF INTIMATES



Erica Weiner is New York City's premier luxury vintage jewelry retailer. They wanted to pivot to a 100% e-commerce business model, and needed to convince new, as well as existing customers to spend a minimum of \$1,500 per online purchase.

We partnered with Erica Weiner to pivot them to a 100% e-commerce model and needed to convince new and existing customers to spend at least \$1,500 per online purchase.

SLTC | ERICA WEINER

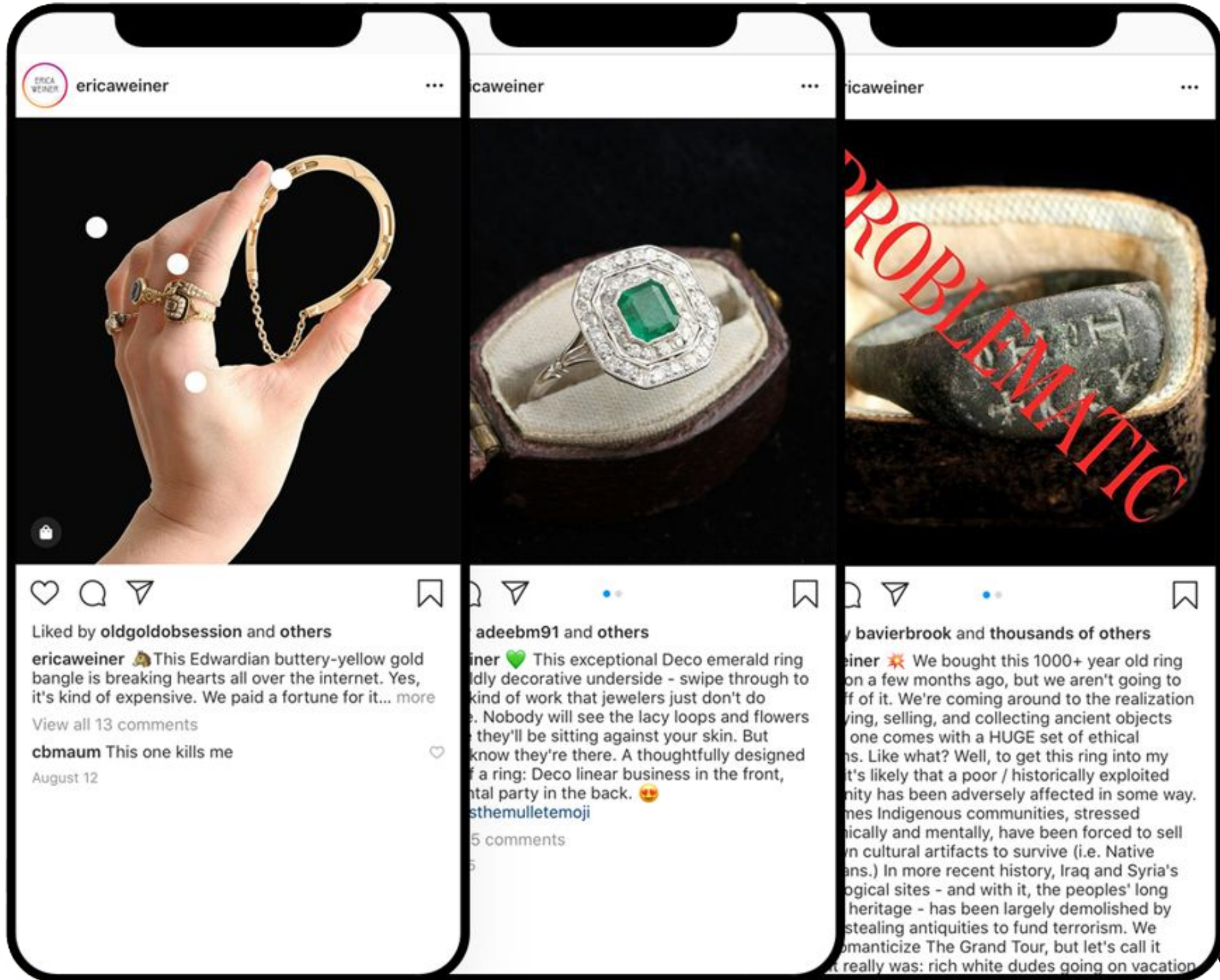
Services

Paid Media • Email Marketing • CRM Lead Nurture

Results

- 8:1 ROAS
- 200% Increase in Revenue
- Generated 60% of Total Revenue Growth

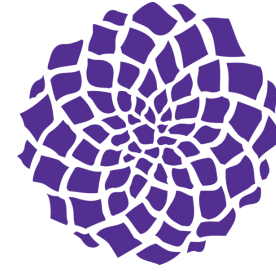




ERICA
WEINER



SLTC



Program for
Inclusion and
Neurodiversity
Education

The Program for Inclusion and Neurodiversity Education (PINE) at NYU is a school-based inclusion model for autistic students.

SLTC partnered with NYU PINE to bring their story to life and to maximize each public and partner touchpoint, ensuring brand continuity — both digitally and in print.

Services

Brand Development • Template Design •
Collateral Implementation

Results

- **Brand Development:** Developed and designed logo, created Brand Identity Guidelines & Brand Voice Guide, and landing page
- **Design & Copy Creation:** Designed conference website landing page, poster series, press releases, sales brochure (digital & print), certificate of partnership, E-badge, video bumper animation, presentation slide templates, and business cards

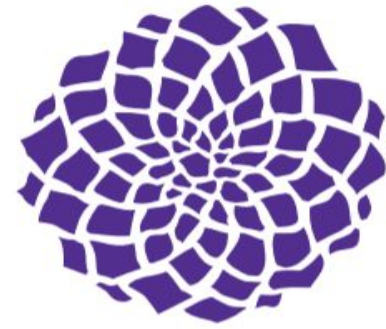


Logo



Program *for*
Inclusion and
Neurodiversity
Education

Icon



Wordmark

Program *for*
Inclusion and
Neurodiversity
Education

Font

Light	Aa Bb Cc Dd Ee Ff 123 &
Roman	Aa Bb Cc Dd Ee Ff 123 &
<i>Italic</i>	<i>Aa Bb Cc Dd Ee Ff 123 &</i>
Bold	Aa Bb Cc Dd Ee Ff 123 &

Frames



[Brand Voice Guidelines](#)

Who We Are

OUR VALUES

Inclusion All students can benefit from inclusive classroom environments.

Presumed Competence We must start with strengths in every aspect of our work to promote human dignity.

Empowerment Having choice and agency leads to self-determined, fulfilling, productive lives.

Collaboration Through authentically connecting and partnering with the autistic community and schools, we will do better, together, for our children.

Belonging Creating an open and non judgemental culture, where every person feels included, creates access and equity for all.

WHAT DEFINES US

What defines us from other autistic education programs is that we are led by experience, practice, partnership with autistic community, and years of experience being deeply rooted in schools and systems and working with educators. We also know what the emerging research says and what's happening within special education on the national level because we never stop researching and learning.

Thank You!

We look forward to working with you.

GET IN TOUCH:



[Book a Call](#)



(insert email link)



<https://www.sltconsulting.co>