

Introduction of Abdulla Basha, Co-founder Of Social Frontier

Abdulla Basha is a Marketing AD Technology Internet Entrepreneur with a track record of successfully building new businesses and scaling businesses massively. He has built cross channel growth marketing automation tools.



India, Delhi, Feb 12, 2021 ([Issuewire.com](https://www.issuewire.com)) - **Abdulla Basha** is a Marketing AD Technology Internet **Entrepreneur** with a track record of successfully building new businesses and scaling businesses massively. He has built cross channel growth marketing automation tools. He has scaled revenues using data-driven marketing automation.

Abdulla basha is currently the active CEO of Falcon Media and Growth Hackers Technologies full-service marketing as technology companies.

In the late 2020s, after identifying “the internet” as a land-grab opportunity, Basha transitioned from a marine engineer into a growth marketer and has so far consulted 100’s of companies growing business from \$0- 60MM in sales during a 5-year period.

Social Frontier is an offshoot of GrowthStory’s centralized marketing team, which was headed by Abdulla Basha till they raised Series B funding. It was the realization that about 96% of businesses fail within 10 years primarily due to inefficient marketing and brand dilution that prompted Serial Entrepreneur and Promoter K Ganesh to float the idea of Social Frontier as a separate venture.

Social Frontier was inceptioned in early 2017 with Abdullah Basha and GnanaPrakash Rathinam as its Co-Founders. While Basha has extensive experience in managing digital marketing for portfolio companies including helping them scale business and acquire, Rathinam has over 17 years of expertise in building software products and solving critical business problems. The venture aims at helping businesses increase reach and engagement on social media, maximize website traffic, spur lead generation, increase application installs and achieve several other digital marketing goals.

Media Contact

Spex Media

unnwebdesign@gmail.com

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