



INFOTECH

Excellence Delivered

Digital Marketing Presentation

Version 1.0



World-class Premier Business and Technology Services Company

Taking innovation to a new level with years of IT experience along with forward thinking, SEAL Infotech is truly committed to help its world-wide customers in business technology consulting, digital transformation, implementation and technical support throughout the life-cycle of your technology investment.

▶ Innovation

It is vital for any progressive organization to succeed, that they to partner with a trusted innovative technology provider.

▶ Transformation

Equipped with resources that have the latest technical expertise to help your business transform and grow.

▶ Automation

Improving efficiency and minimizing human intervention in processes by leveraging the latest innovative solutions.

COMPANY OVERVIEW

- **A UAE based corporation established in 2002**
- **Regional HQ in Dubai with offices in India, Singapore, Hong Kong, Casablanca and London**
- **A Global, Award winning, full SAP Solution and Services Partner**
 - Strategy Consulting - SAP strategy and program development, Enterprise systems strategy and portfolio management, Supply Chain Planning, eProcurement, Business Intelligence and Portals
 - SAP Implementation - Services Solution design, application development, application management, hosting and outsourcing
 - Specialists in SAP solutions - SAP ERP, S/4HANA, CRM, SCM, SRM, Ariba, SEM, BW, NetWeaver (PI/XI, Portals, MDM, AS ABAP, AS JAVA), xMII, xLPO, Retail All in One, Simple Finance, Manufacturing All in One.
- **Extensive industry experience across 16 verticals**
- **100% successful SAP implementation track record**
- **SAP Solution Centers in North America, Dubai & India**
- **Employees – 200+ globally**



VISION, MISSION & VALUES

VISION

To become a global leader in delivering excellence through innovative technologies and the latest digital solutions.

MISSION

To be the most trusted one-stop technology and management consultancy provider, constantly and effectively meeting customers' challenges by bringing forth new ideas, solutions and path-breaking innovations.

VALUES

Passion, Integrity, Innovation and Commitment to our Customers – these are our core values that are deep rooted in our organization's work culture, uniting us across geographies.

Our Ever-Evolving Success Stories

Projects Delivered

○ **400**

Professional Business Consultants

○ **500+**

Global Customers

○ **250+**

Customer Satisfaction

○ **>95%**

Industry Solutions

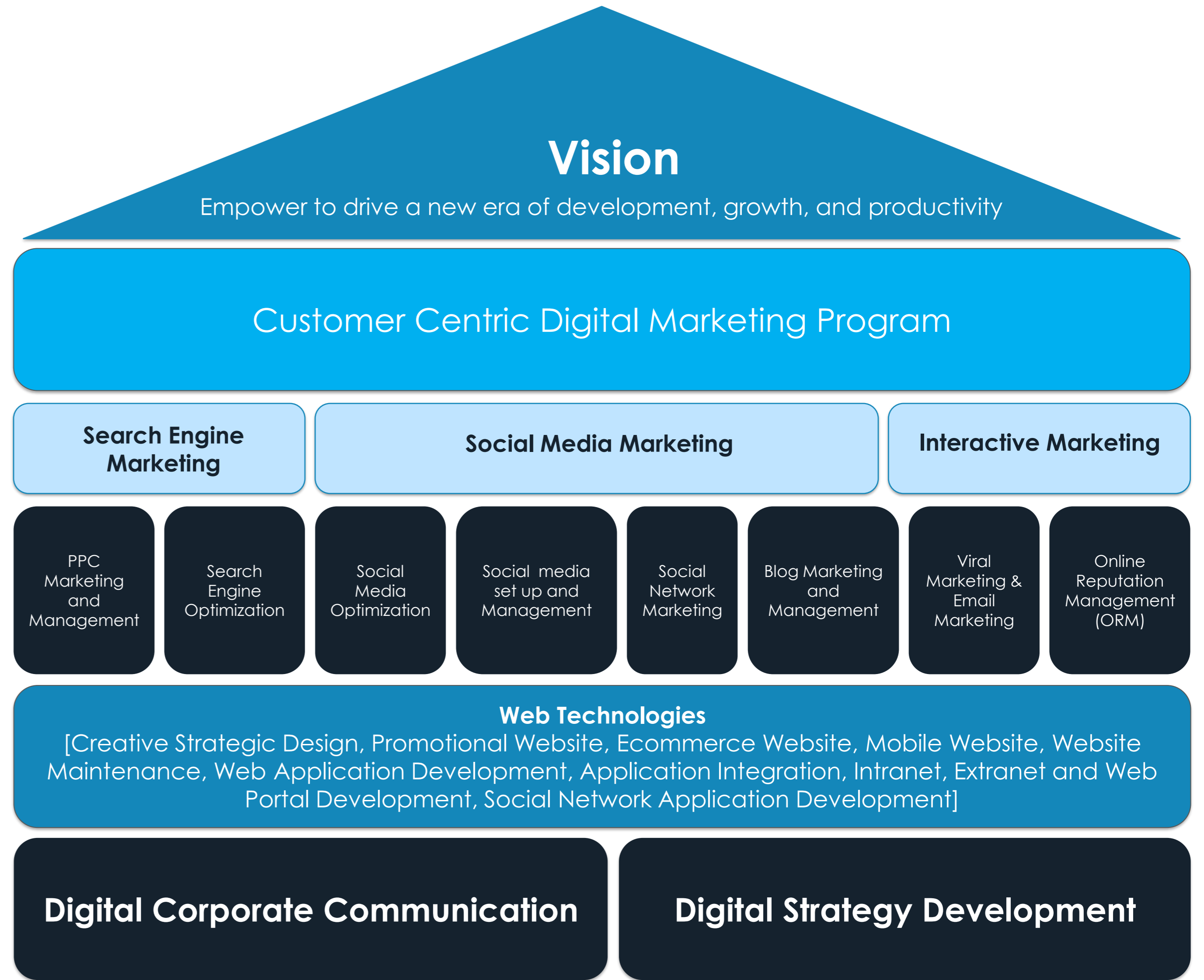
○ **25+**

Cost and Time Saving

○ **>70%**

AWARDS & RECOGNITIONS





DIGITAL MARKETING SERVICES



Digital Strategy & Planning



Search Engine Optimization (SEO)



Social Media Marketing (SMM)



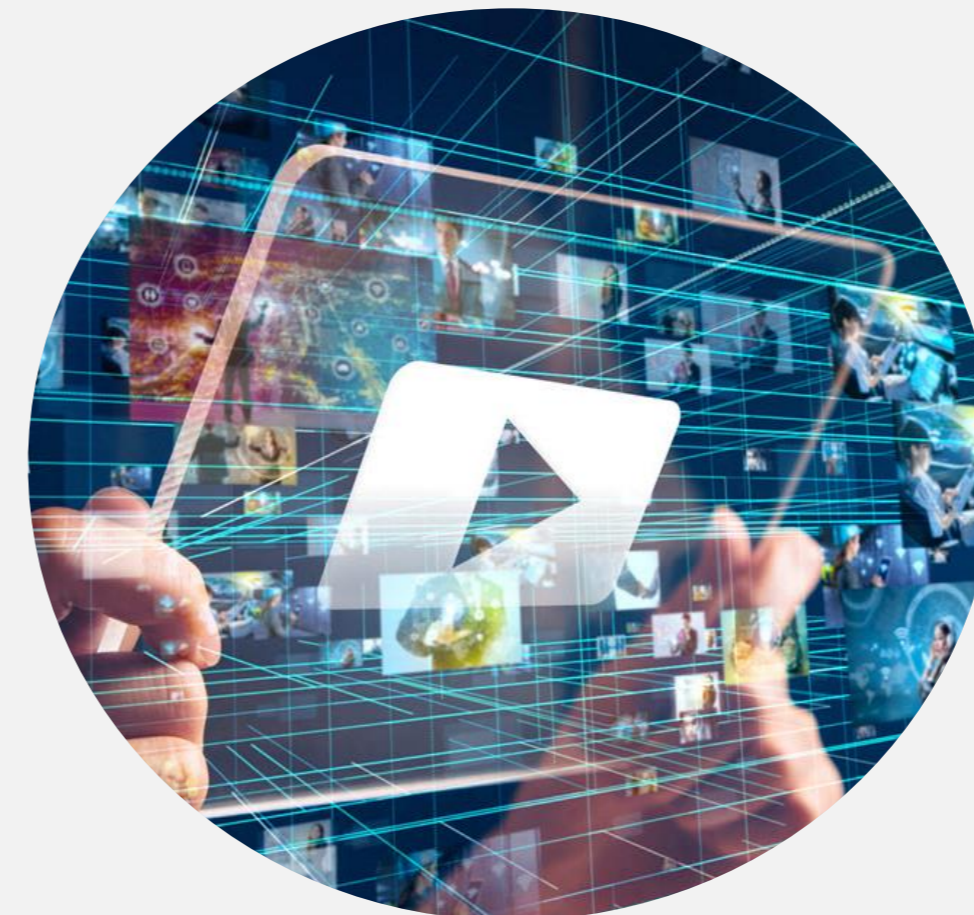
Pay Per Click (PPC)



Brand Identity Design



UI / UX Design

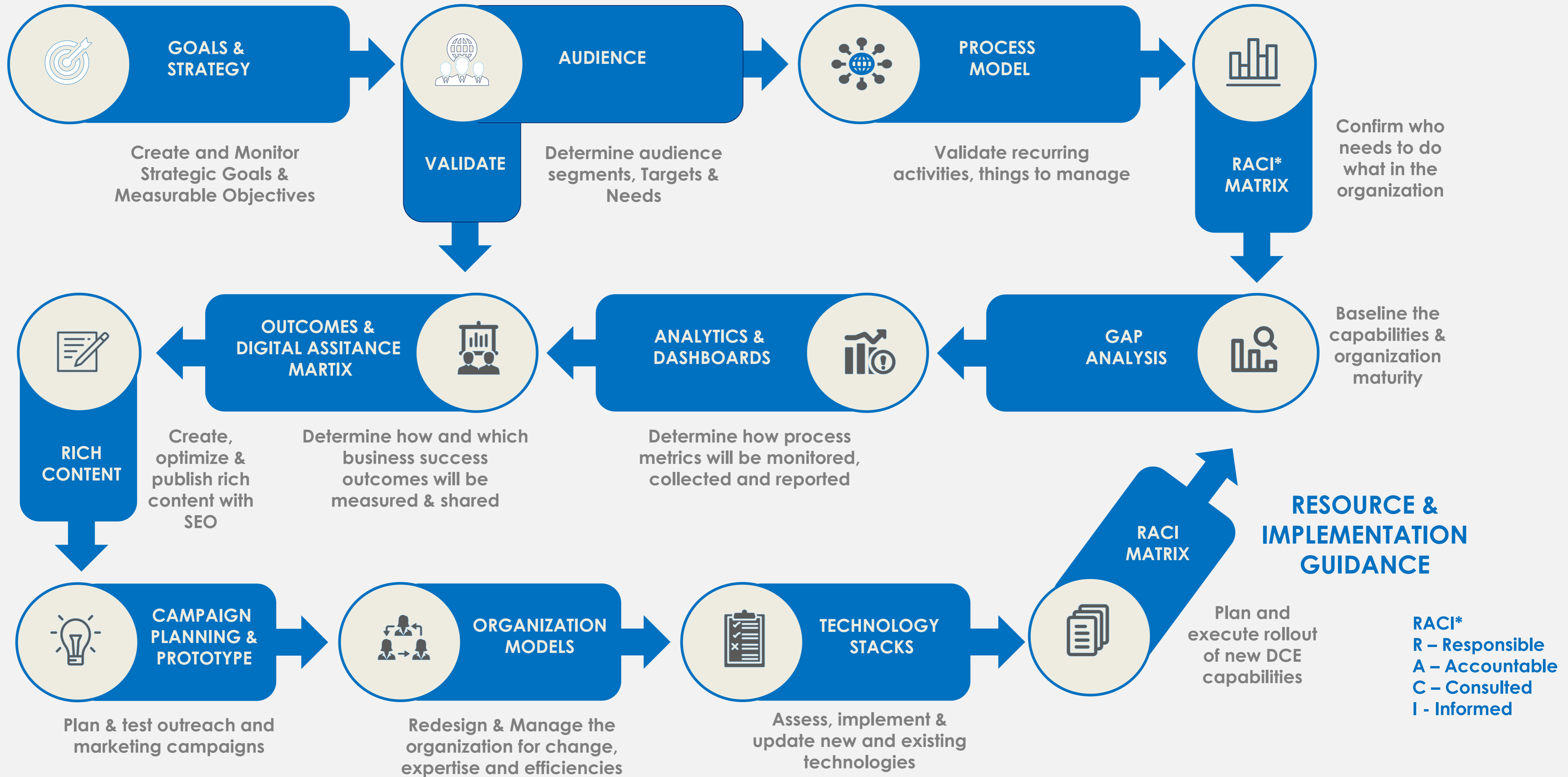


Marketing Videos



Email and SMS Marketing

DIGITAL CLIENT ENGAGEMENT MODEL





BUILD AGILE STRATEGIC APPROACH TO DIGITAL MARKETING

Now a days, we know competition is fierce online between organizations across various industry verticals globally. To win the race, you need to plan, manage and optimize your digital presence against defined targets. A focused online investment is needed in content marketing, digital media and online experiences. An integrated digital strategy is vital to define new segmentation, targeting and positioning for your online value propositions.

BUYER STAGE: **EXPLORATION**

Invest in always-on and campaign activity including organic and paid search, social media, PR, display ads and influencer marketing

KEY MEASURES:

- Audience volume
- Audience quality
- Audience value and cost

BUYER STAGE: **DECISION MAKING**

Be worth finding using clear persona customer journeys and a content hub that is relevant, inspirational, useful and creates leads

KEY MEASURES:

- Leads/ lead conversion rate
- Time on site
- Subscribers, Likes and Shared

BUYER STAGE: **PURCHASE**

Persuasion Marketing using CRO, marketing automation and retargeting to ensure contextual relevance, brand trust and values drive conversion

KEY MEASURES:

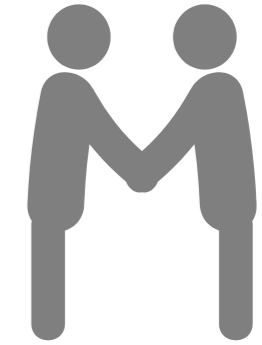
- Sales (on and offline-influence)
- Revenue/ Profit
- Conversion and Order value

BUYER STAGE: **ADVOCACY**

Thrilled customers are key to social media marketing, social proof, repeat sales and referral. Ensure you research your customer loyalty drivers!

KEY MEASURES:

- Repeat Purchase (Lifetime value)
- Brand satisfaction and Loyalty
- Advocacy



DISCOVERY	CONSULTATION	STRATEGY	CONTENT	BUILD	RETAINER
<p>Get started with questionnaire</p> <ul style="list-style-type: none"> ✓ Discovery Call ✓ Invitation and Statement of work (proposal) for Consultation 	<p>In-person Consultation (including digital marketing education, presentation, Q & A)</p> <p>Deliverables include:</p> <ul style="list-style-type: none"> ✓ Web Strategy health check (audit) ✓ Marketing grader report ✓ ROI Analysis and business case ✓ Statement of Work (proposal) for Strategy 	<p>Live, In-person workshop with stakeholders</p> <p>Handover and review meeting</p> <p>Deliverables include:</p> <ul style="list-style-type: none"> ✓ Digital strategy document ✓ Social Media strategy ✓ Website blueprint ✓ Statement of Work (proposal) for Content and Build 	<p>Deliverables include:</p> <ul style="list-style-type: none"> ✓ Content Plan and editorial calendar ✓ Website copy and anchor blog articles ✓ Lead magnets and flagship content (pdf downloads) ✓ Landing page copy ✓ Marketing funnels/ lead nurturing emails ✓ Social media content ✓ Content scheduling and promotion 	<p>Design:</p> <ul style="list-style-type: none"> ✓ User experience (UX) design – wireframes and sitemap ✓ Visual/ graphic design ✓ Lead magnet design ✓ Email design <p>Development:</p> <ul style="list-style-type: none"> ✓ Website development ✓ CRM & software integrations ✓ Social media setup <p>Deployment:</p> <ul style="list-style-type: none"> ✓ User testing ✓ Analytics & Monitoring ✓ Client Training ✓ Beta launch & GO LIVE 	<p>Quarterly workshops: Review & Planning sessions:</p> <ul style="list-style-type: none"> ✓ Updates for website ✓ Content for lead magnets, social media, blogs, videos or podcasts ✓ Reporting: weekly, monthly, quarterly and annually <p>Quarterly Review: website, search, backlinks and social media</p>

DEFINE GOAL

Define your digital marketing goals and KPIs

- Awareness
- Engagement
- Conversion
- Loyalty
- Advocacy



Analyze Context

ANALYZE CONTEXT

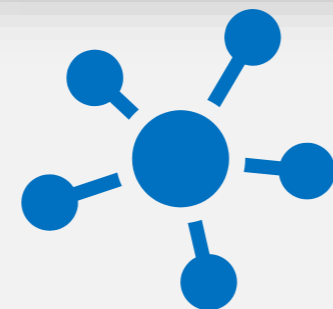
Analyze and audit the following areas:

- Customers
- Competitors
- Digital Trends
- Industry Trends
- Current Position
- Content Assets

STRATEGIC OPTIONS

Consider options to reach your goals. This should include Paid, Owned and Earned Channels:

- Content Marketing
- SEO
- Social Media
- Pay per Click
- Website(s)
- Email Marketing
- Influencers



Plan Resources

PLAN RESOURCES

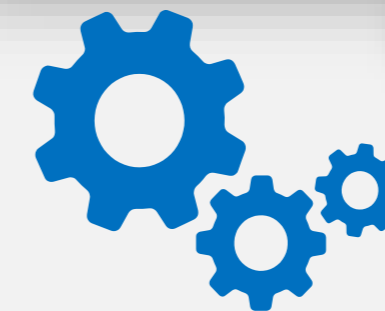
Plan and manage the resources and talents that you will need to execute your digital marketing strategy effectively

- Staff and talents
- Outsourcing
- Budgets
- Timelines
- Deliverables

IMPLEMENT

Execute your campaigns and ensure that you have the right mixture of actions

- Content Calendar
- Campaign Mechanics
- Reporting Systems
- Contingencies

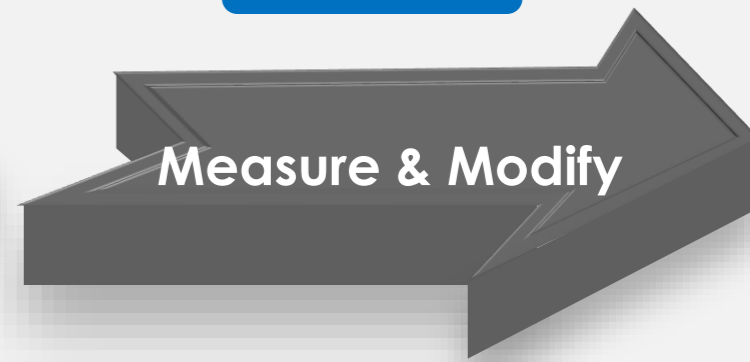
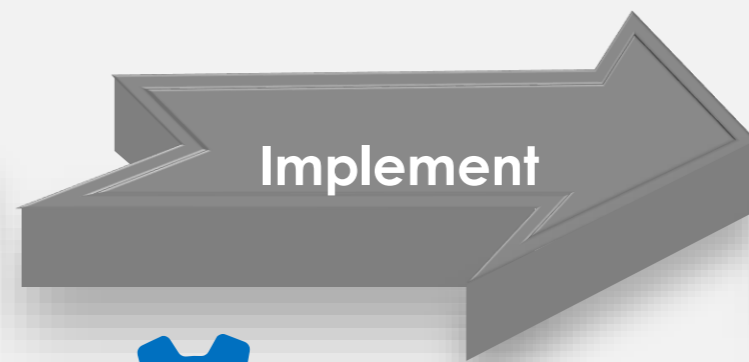
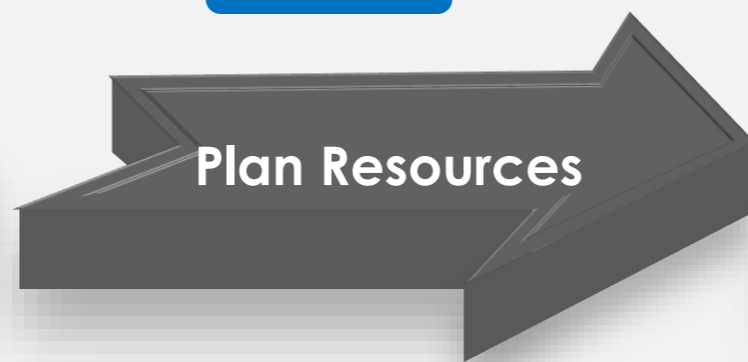
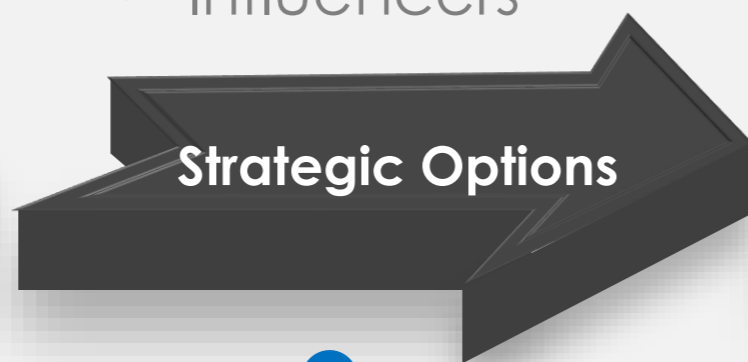
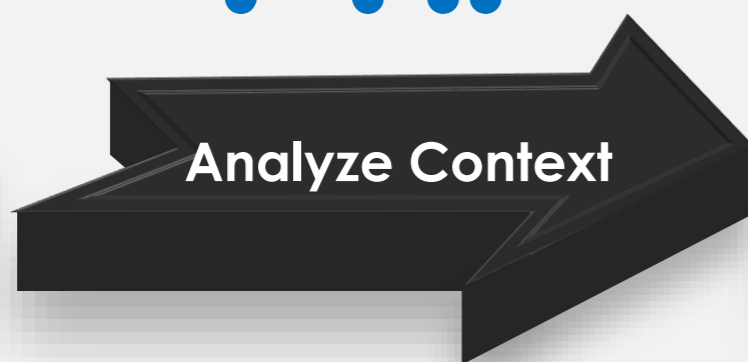


Measure & Modify

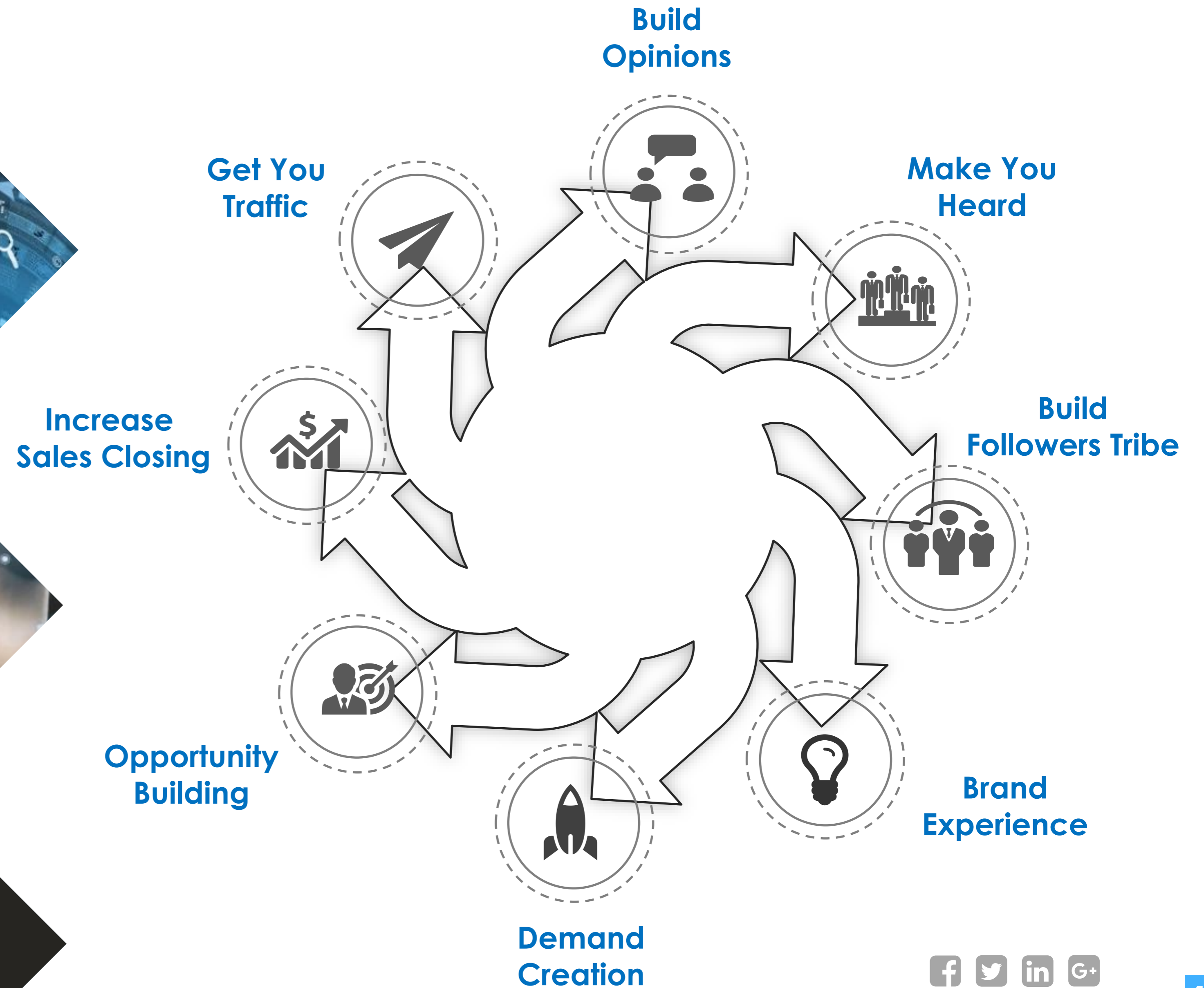
MEASURE & MODIFY

Ensure that there are ways to track your efforts across the tunnel

- SEO Tracking
- Social Media Analytics
- Website Analytics
- Email Analytics
- ROI
- Optimizing Performance



EMPOWERING ORGANIZATIONS



A hotspot for success in the heart of the city

- Strategically located Corporate office and other branches world-wide
- R & D and Solution Centre translates innovations to actions
- Innovative Management Team qualified from top B-Schools and Universities
- A pool of skilled resources with strong expertise and domain competencies across various cutting-edge technologies ranging from Digital Marketing, SEO/ SMM/ SEM/ SMO, Web Designing and Development, Sales, etc.
- Integrated Facilities – Digital and physical library, COE practice, world-class integrated training center, Sales Zone, Conference Room, Developer Zone, etc.
- High-speed Wireless Connectivity, Calm and Secured Environs, Hi-tech Meeting room, Café & Lounge, 24 hours manned and Keycard Access, Copy/ Print Services, Event space, Coffee/ Tea area, etc
- Direct connection to Client Environment and engagement through virtualization



WHY CHOOSE US ?



The most cost effective Solutions and High ROI



The most flexible targeted marketing platform



Highly monitored and measurable



Personalized contact with the potential customers



Less Turn Around Time for implementation



No downturn during the recession



Increase online brand awareness



Global Visibility



Increase lead generation

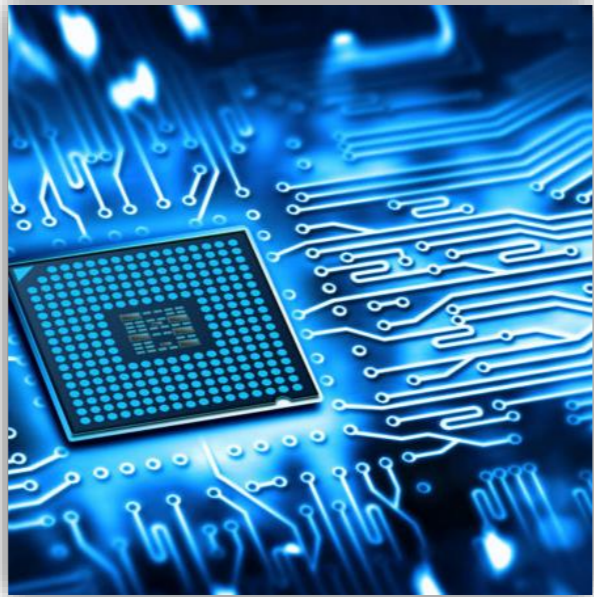


Increase sales closing

INDUSTRIES EXPERTISE



Food & Beverages



Hi-Tech



Chemicals



Automotive



Energy, Utilities & Mining



Oil & Gas



Consumer Products



Healthcare/ Pharma



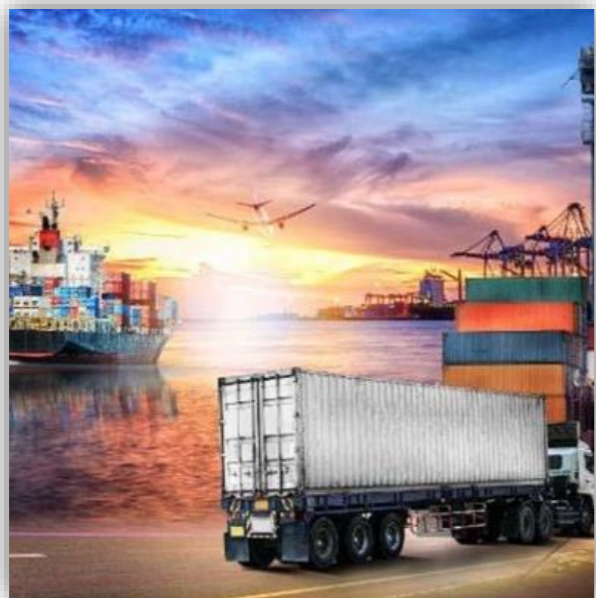
Retail



FMCG, Wholesale & Distribution



Banking



Logistics & Transportation



Manufacturing



Government



Travel & Tourism



Information Technology



PARTNER NETWORK



CERTIFICATIONS



SOME OF OUR HAPPY CLIENTS



هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority



INVESTMENT
CORPORATION OF
DUBAI



الهيئة الاتحادية للجمارك
Federal Customs Authority



SOME OF OUR HAPPY CLIENTS





Mohammed Mushtaquddin Khan

Chief Executive Officer / Managing Director

An accomplished leader and global management professional with over 30 years of international experience of driving technology led business transformation programs across multiple industry sectors. In end-to-end planning, design and implementation of very large scale (>\$US100 million) SAP programs and also driving technology led business transformation programs across multiple industry verticals including Retail, FMCG, Automotive, Manufacturing and Technology. Rich experience in business development through strategic partnerships, inspire multi-disciplinary technical teams and consistently delivering exceptional value to clients.



Mohammed Abulbarkaath Khan

Head of Projects

Senior Enterprise Solution Consultant and Certified Project Management Professional with over 10 years of leading projects of various technologies. Successfully managed many large multimillion-dollar business transformation projects throughout the region and achieved the highest customer satisfaction. Certified SAP Consultant in multiple modules including SuccessFactors. Expert in Project Scoping, Strategic Planning, Risk Assessment and Project Deployment.



Koteswara Rao. P

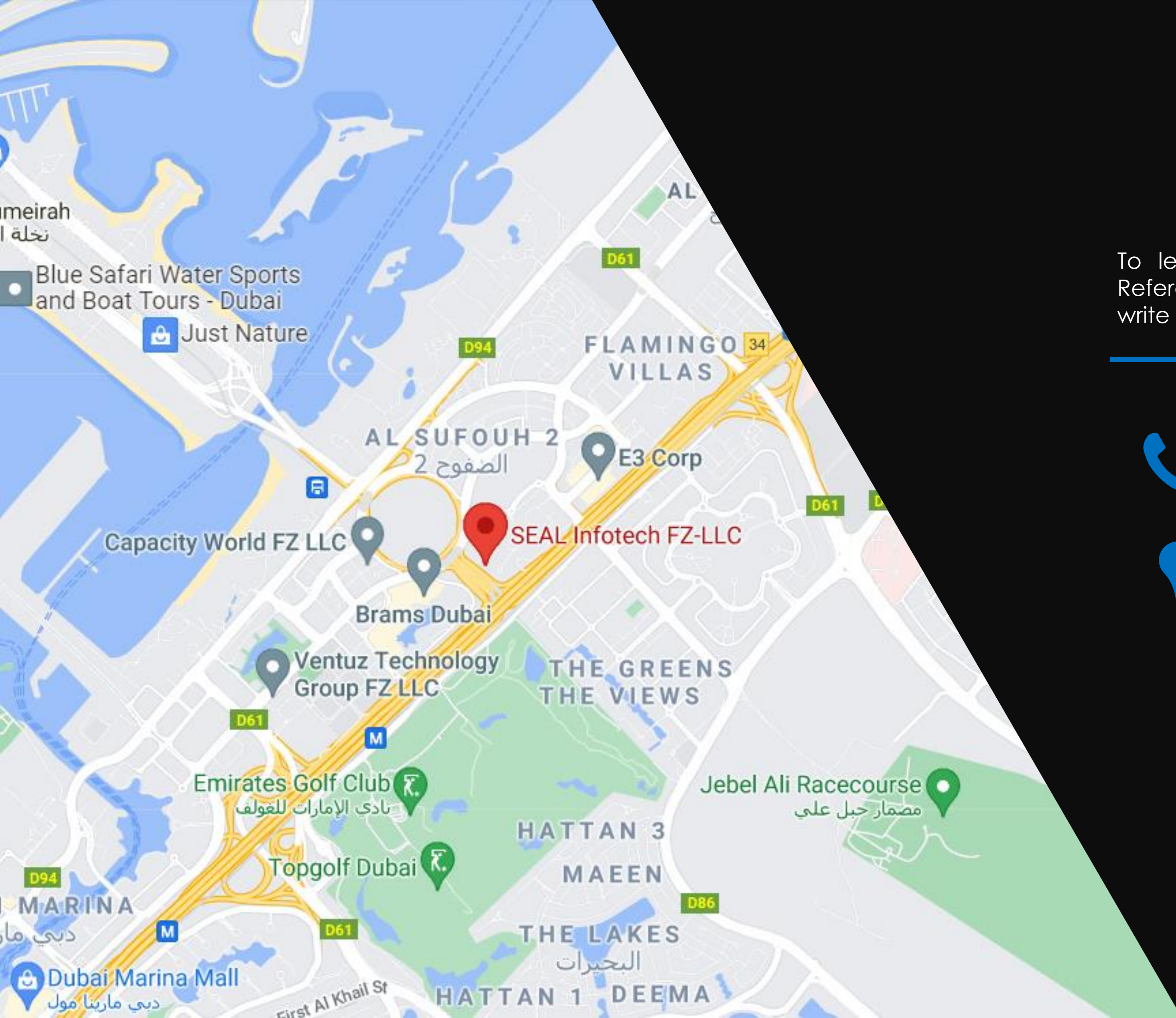
Chief Digital Officer

Tech-savvy and Integrated Marketer offering over 20+ years of experience in Corporate Business, Digital Marketing and Business Development with in-depth knowledge of global markets and trends. Have broad knowledge in coordinating projects and ensuring a high level of customer satisfaction. Obtained two patents related to film industry ecosystem and realty ecosystem. An outgoing individual, self-starter with the proven ability to manage multiple projects and tasks in a fast-paced environment.



*Ignoring **Digital Marketing** is like representing your business without any audience*

-- Jason Matthew



To learn more about our Service Offerings, Customer References, Capabilities and Industry Experience, please write us an email or call us at our office



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