



Digital Agency Presentation

Content

- **Mission**
- **Process**
 1. **Study of the Market**
 2. **Branding**
 3. **Ideas and creativity**
 4. **Development**
 5. **Implementation**
 6. **Marketing**
 7. **Effective Results**
- **Consultancy**
- **Portfolio**
- **Support and Assistance**

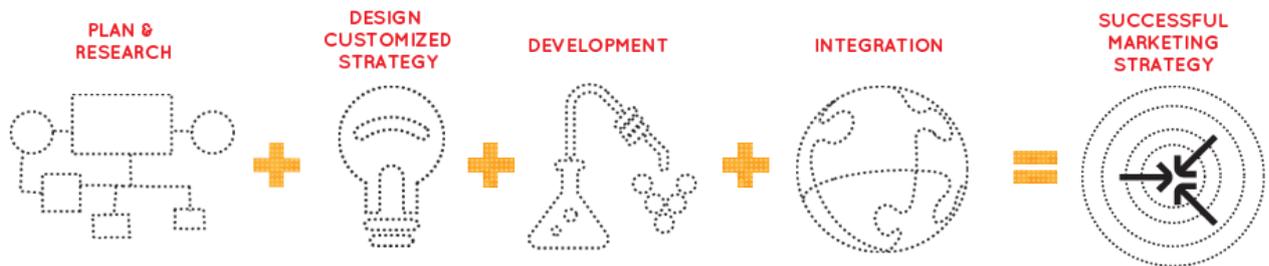
Mission

Our mission as a Digital agency is to deliver digital solutions to new startups and existent clients that would help them get what they want in a most effective way and suggest better solutions for their benefit.

We deliver A to Z solutions in the digital process and we can identify the weaknesses if present in the cycle/process of digital presence.

Our mission is not only to deliver solutions to our clients but also to ensure successful results are being delivered.

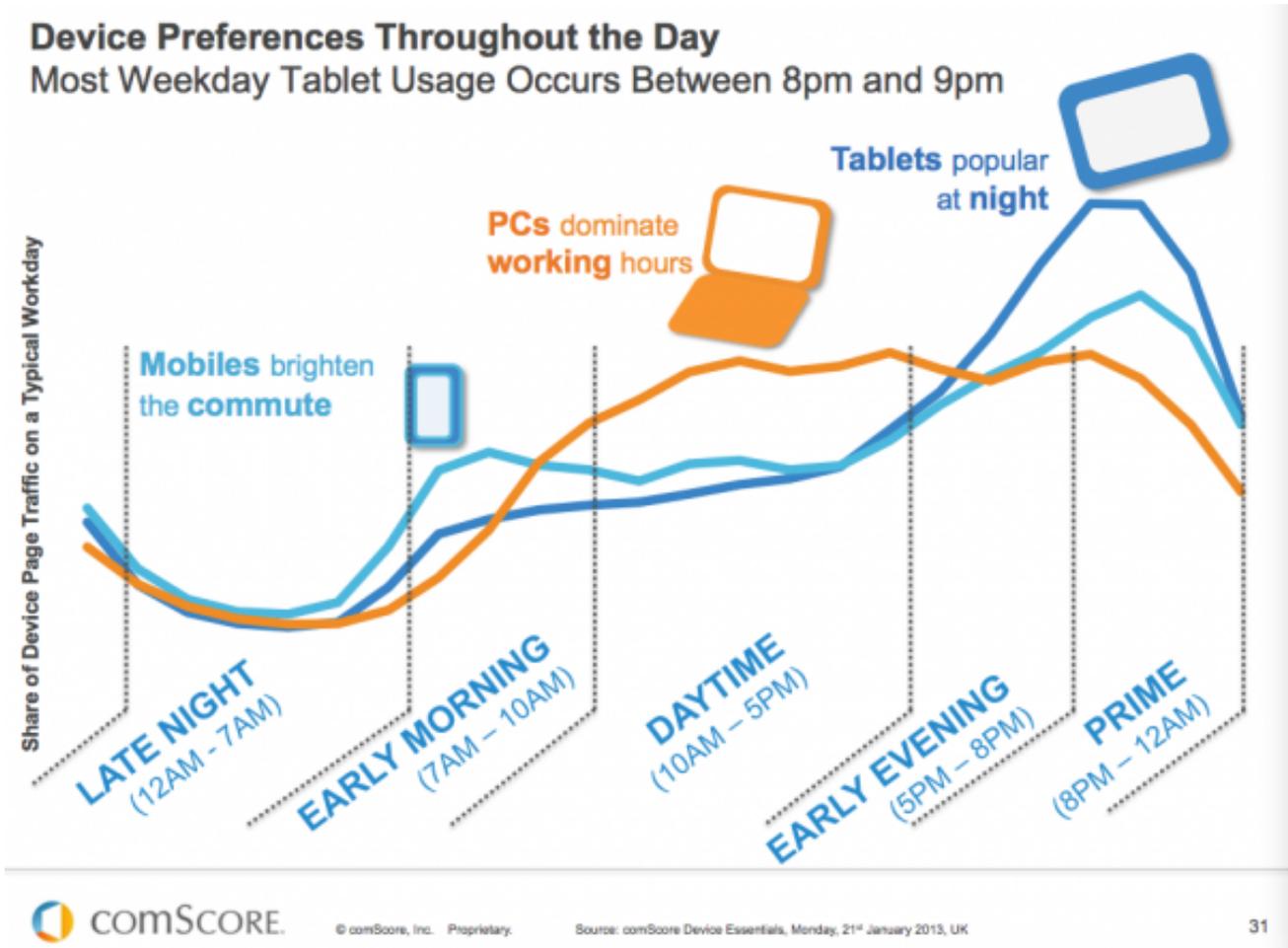
Process



This digital process that leads to a successful project is a set of 7 major titles:

- 1. Study of the Market**
- 2. Branding**
- 3. Ideas and creativity**
- 4. Development**
- 5. Implementation**
- 6. Marketing**
- 7. Effective Results**

1. Study of the Market

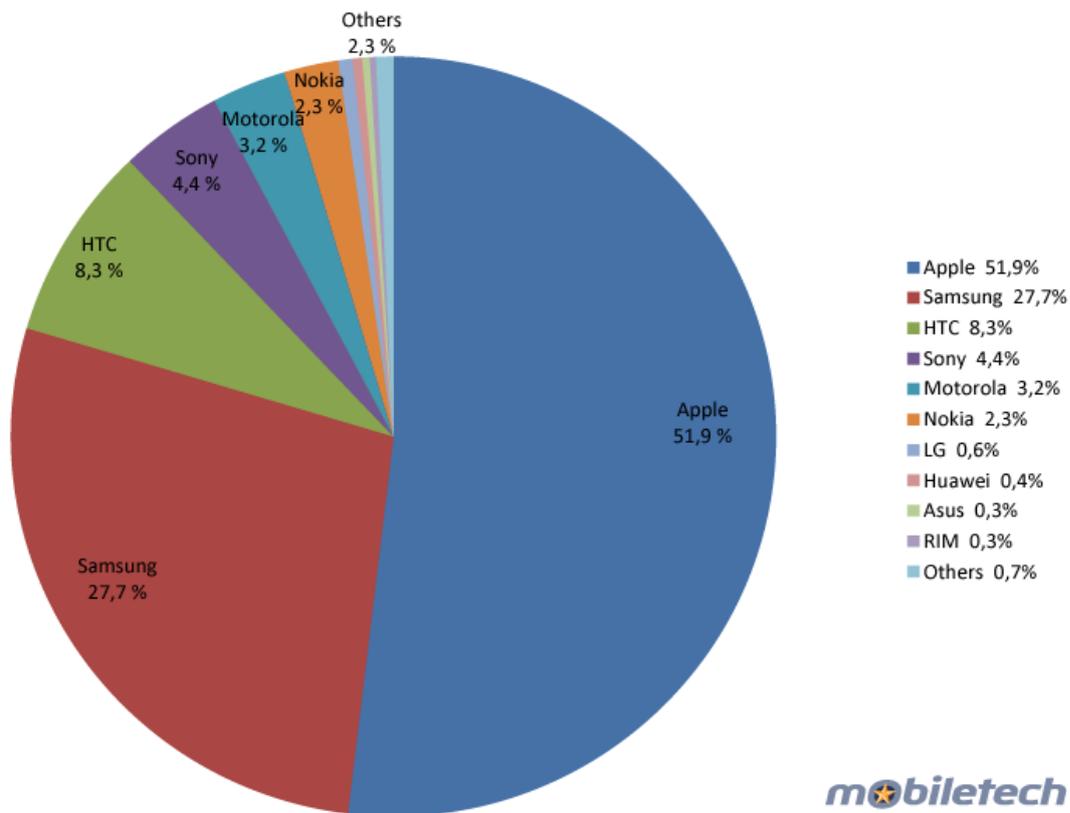


At Ycreative.me, we study the market by checking competitive potential clients and trying to deliver unique and creative ideas.

Collecting and studying the statistics to understand the market and trying to achieve what is better for the client.

The market is crowded where few projects are being based on real statistical numbers.

Top 10 Mobile Brands on Web



2. Branding:



Branding is your identity in the marketplace. This defines the importance of branding, as a client you inform us about the services that your brand would deliver and the information related to it.

We take your objectives and make it real by converting it into a well present brand in the market using our strategy: using your mission, vision and value we firstly create a logo and suggest a company name.



Branding isn't just about creating a logo and a website, it is about making a good impression from your product and services delivered so that your identity would be remembered from customers and in the market.



3. Ideas and Creativity:



We don't just find ideas; it is about finding creative and unique ideas that would make the project successful and that would help in branding strategy to leave a mark in your customer's brain.

Three components are used to ensure creativity:

- **Expertise.**
- **Creative thinking skills.**
- **Motivation.**

Three Components of Creativity

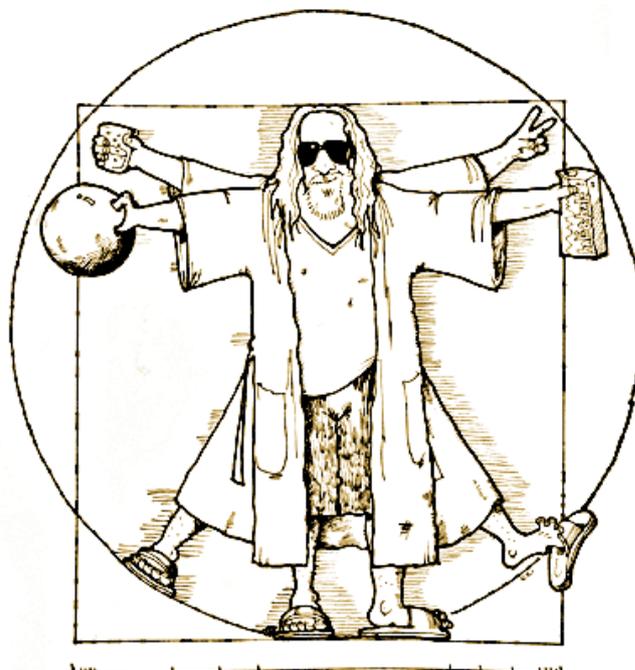
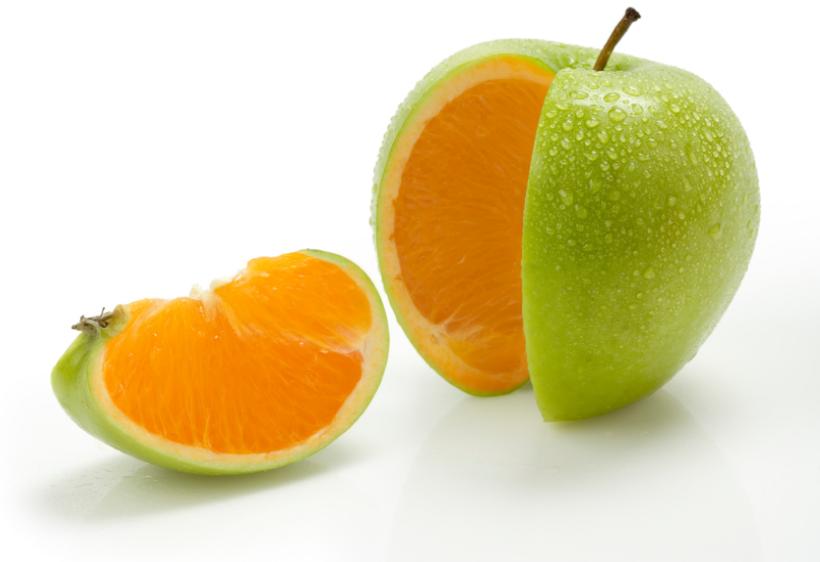


Using brainstorming with a paper, a pen and coffee.

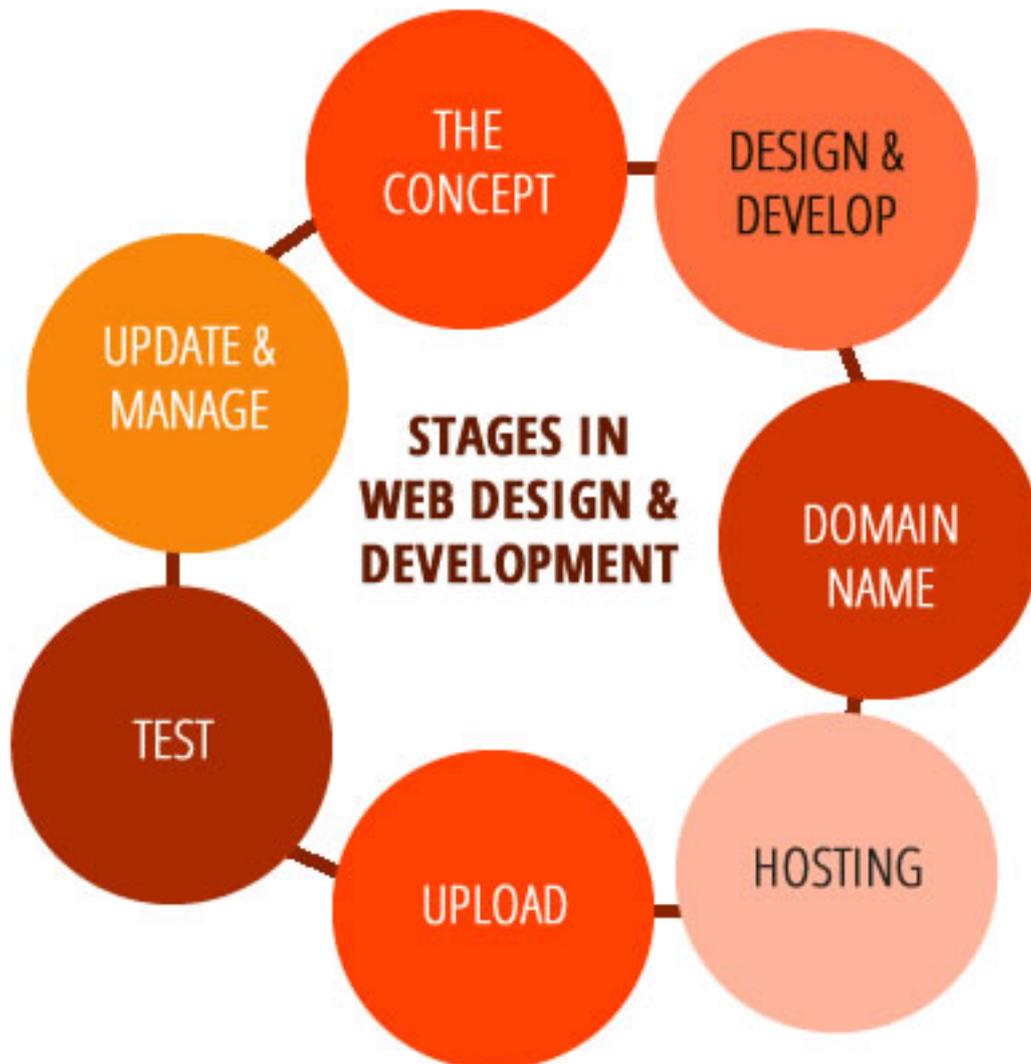


Different approaches are being discussed and argued to ensure the right decisions are being made.

We suggest several ideas to give our clients the choice because our work is a collaborative work between the two parties.



4. Development:



Once the concept is agreed on, the next stage would be to design and develop according to our standards from security to efficiency, then the technical hardware is being configured (domain name and hosting) according the technology that is being used. The project uploaded will be tested and agreed on from our client.

A 2 weeks period will be given to our client using the project, to ensure everything is as requested.



We develop different type of projects from:

Softwares, Web applications, Websites, Facebook applications, JQuery and greensock animations, banners, Mobile applications.

The technologies used are:

- **C/C#/C++**
- **Objective C**
- **Java / J2ME mobile application development**
- **Database (SQL SERVER and MYSQL)**

- **HTML/HTML5**
- **CSS/CSS3**
- **Javascript (Jquery and greensock animations)**
- **PHP (ZEND Framework)**
- **WORDPRESS**
- **DRUPAL**
- **JOOMLA**
- **ASP.NET**
- **AJAX**
- **TITANIUM Mobile apps development**



5. Implementation:



Whether it is an online project or internal infrastructure software, we ensure that the implementation is successful: We prepare the infrastructure and review the hardware, software and communications. Install the software on the requested locations like branches. Perform final verification of the software on production. We can provide a training session to users who will be using it. Monitor the software for a period of time to ensure everything is fine.

6. Marketing:



It is not just about digital marketing but it is also about ensuring a strategy is made as a path for digital marketing.

Setting clear strategic goals will guide us on how to direct the digital marketing.

With respect to the product, we define the targeted audience; we set certain parameters so that we would get effective results.

The mark of a good marketing strategy is not how many gadgets and neologisms are crammed into it, but how

effectively it achieves worthy goals. Therefore, how you define your intent will have a profound impact on whether you succeed or fail.



Unfortunately, there is a tendency for marketers to try to create a “one size fits all” approach for a portfolio of brands or, alternatively, to want to create complicated models to formulate marketing objectives.

However, most businesses can be adequately captured by evaluating just three metrics: awareness, sales and advocacy.

As for social media networking, it is not just about getting a high number of likes and fans but it is about ensuring that those users engaged on social networking pages are really effective fans that could be turned into customers and who would interact on social networking pages.



The strategy should include everything online related to the client from website, blog, social networking pages, mobile apps, advertising to search engine optimization (SEO).

SEO is about relating your content with your tools that you already have online and make it appear to the search engines

in a way that by linking all these tools to each others with other tools that are already online.

The Digital Media mediums that we use are:

Earned Media:

This is done using content marketing, search engine optimization and social media without any cost by gaining traffic and customers through organic means and not paid advertisement.

Paid Media:

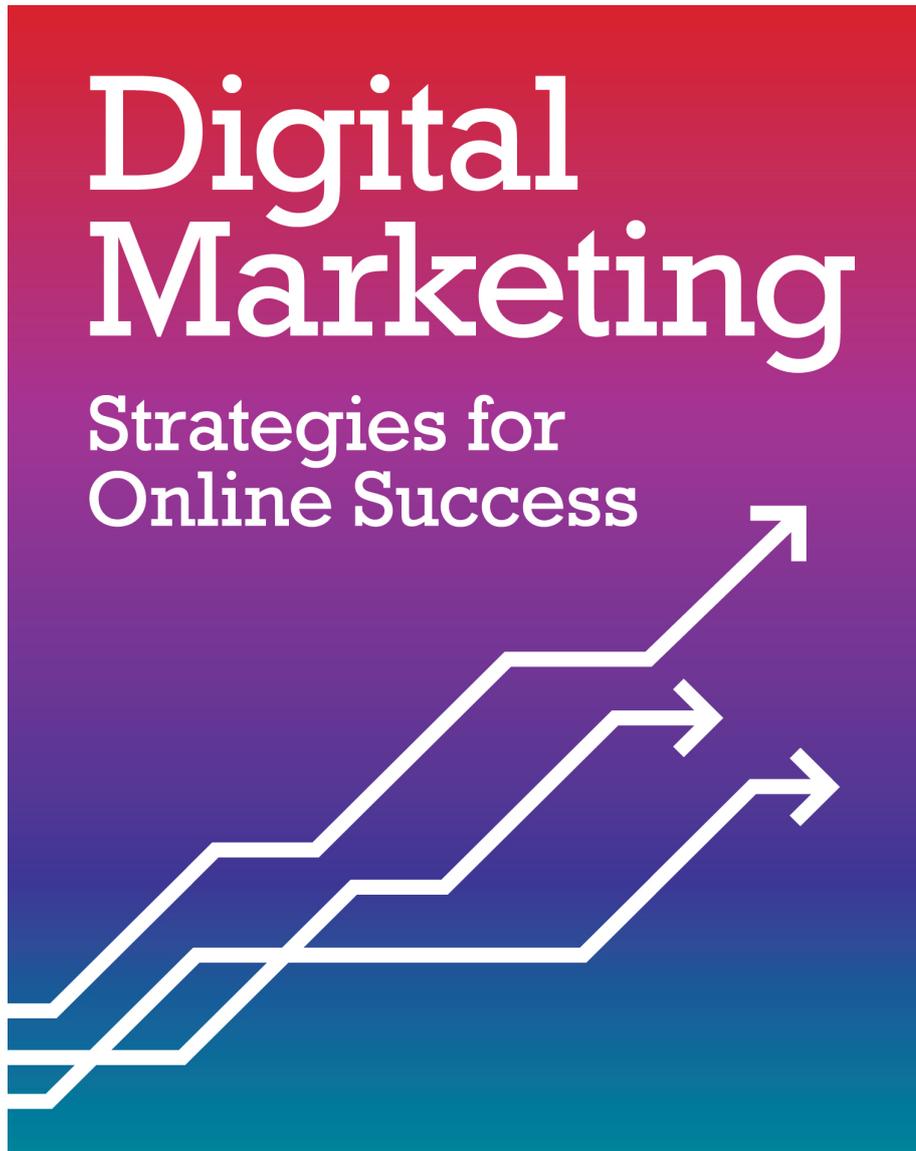
Paid advertisement comes in various flavors and forms. Paid search marketing involves paying for advertisements for your company to move high up in the search engine results page.

Paid advertisements could be shown on popular local or international websites according to the clients needs.

Owned Media:

It is about building a newsletter to make your customers informed about your content and products or by building an email marketing campaigns to target new customers.

7. Effective Results:



When our customer starts seeing higher numbers from fans to visits and getting awareness about his brand that leads to an increase in sales numbers, this would be the result of a good strategy that led to effective results due to a linked process that was done.



Creating ideas out of the box and ensuring that our customer is getting the successful results he needs is our mission. The market is crowded but we believe that our customer should make the jump and lead the way to the area where certain users are not being targeted to make their business in growth.

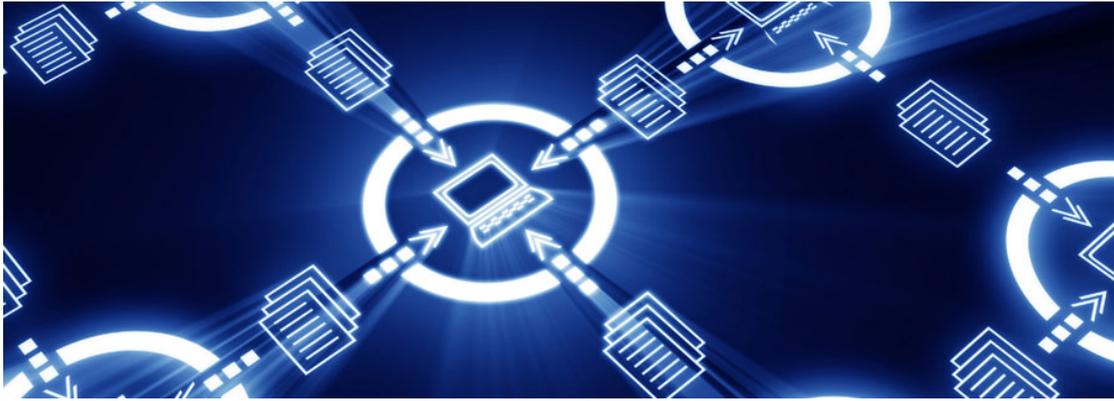
Consultancy



We provide strategic consultancy in different points from the process that we have shown before.

The customer provides us what he needs and then we deliver consultancy by delivering different solutions with respect to its cost and explaining the advantages and disadvantages of each solution.

It is not just about delivering the best solution but also explaining to our customer why this is best for him with respect to his budget.



Digital consultancy is about finding the best ways and solutions to achieve the desired goals.

If a project is available and it is not delivering what is expected, we study the analytics and give a full explanation of what is going on in order to fix it.

Our consultancy consists of experts with experience above 10 years in the digital community.

Portfolio



Our portfolio would range from startups to corporate companies and it will be available on our website.

Support/Assistance



We provide support and assistance to our clients and that could be done using remote connection or by a technical presence on site if needed.

We consider our products as an image of our work in the digital community.