

# A TO Z DIGITAL AGENCY MARKETING **COMPANY PROFILE**

CREATIVITY IS OUR MISSION

BASED IN UAE

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ABOUT THE COMPANY

# A TO Z IS A DIGITAL MARKETING AGENCY COMPANY BASED IN DUBAI

We create, plan and manage top-performing campaigns for any type of business to lead it towards its goals and help it grow.

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WELCOME TO A TO Z COMPANY

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## LETTER FROM CEO AND FOUNDER



“

The digital era has made significant changes in the business field. Companies and organizations today are no longer satisfied with the traditional marketing results. The rising value of **digital marketing** and social media and the urge to keep up with the digital revolution gave us the necessary motivation to start A TO Z Agency.

We have proudly gathered a loyal international team that is **expanding** every day. I think our loud success is the different nationalities and the worldwide **creativity** gathered under one name, A TO Z Agency.

We have built a **solid trust**-based relationship with our clients through this long journey. We understand that their success reflects ours and that we only can grow by pushing them toward their business objectives. In addition, the variety of our clients and the number of sectors we have dealt with provide us with **unparalleled experience** to leverage the digital exposure of any business, anywhere, anytime.

”

Basel ALDaher



# OUR COMPANY

## OUR MISSION

As a marketing management company, we strive to accelerate business growth for our clients using our mastery of **digital technologies**. This way, we can build a bridge that connects our clients' current capabilities to their future potential and accompanies them **every step of the way**.

## OUR VISION

We provide our clients with creative content that informs, entertains, and provides value to their audiences to strengthen this connection. In return, it builds a relationship based on trust – and ultimately improves business performance.



# WHO WE ARE

**A TO Z** is a 360 marketing and advertising management company based in the UAE. We are one of the best leading **marketing management agency** in Dubai with clients & staff worldwide from Dubai to Egypt, Ukraine, Lebanon & UK. Our company provides excellent digital marketing and social media management services to various industries. **We create**, plan and manage top-performing digital campaigns for any business to aid growth and help achieve their goals efficiently.

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# OUR TEAM PURSUIT



Through dedication and hard work, we built a solid team of experts; our strong related team is attentive to details and always ready to deal with any issue or problem. Teamwork is our primary key to success. We are fully committed to working and investing all our talents and power to reach results. Perfection is our ultimate goal; we collected a team of experts with profound knowledge and experience to provide excellence. The primary reason behind the success of A TO Z Agency is the loyalty and dedication of our team members. We haven't failed to face any challenge, no matter how tough it is.



YOU CAN TRUST

# OUR VALUES

## **COMMITMENT**

We are fully committed to working and investing all our talents and power to reach results.

## **TEAM WORK**

We focus on working together to achieve our common goals.

## **EXCELLENCE**

Perfection is our ultimate goal; we collected a team of experts with profound knowledge and experience to provide excellence.

## **QUALITY**

We believe in providing our customers with the best quality merchandise and services.



WE ANSWER YOU

# WHY US?

- FOCUS ON INDIVIDUALITY
- BRAND MANAGEMENT
- WORLD-CLASS CAMPAIGNS
- CREATIVE CONTENT CREATION
- EFFICIENT SERVICE AND FOLLOW-UP

# OUR SERVICES

## MARKETING STRATEGY

Marketing Planning | Marketing Management Brand Strategy |  
Market Research | Communications and Public Relation

Success starts with an innovative and effective marketing strategy. At A TO Z, we are marketing strategy specialists. Our experts incorporate marketing strategy into everything we do, uniquely tailored to each business's needs. A TO Z meet your targets with a budget of your choice.

## CONTENT MARKETING

Creating and sharing valuable free content to attract and convert prospects into customers and buyers. The content revolves around emotions and experiences: brand experiences and user experiences. Content is the glue and trigger of interaction in a customer - centric marketing view. Therefore, content marketing should implement great copywriting, and copywriting should be part of a content marketing strategy. Our team of content creators and copywriters is highly experienced and talented. We work on reaching the right audience using the right words.

\_\_\_\_\_ will work with you to  
\_\_\_\_\_ WHAT WE DO



## STARTUP BUSINESS

Today, the internet is the communication bridge between businesses and customers. Therefore, your image online depends on your website. In the end, it is your representative in the digital world. Our creative web designers and developers build stunning, attractive, and unique websites and mobile applications to serve your customers and meet your expectations. Our skilled team will handle design and content till the very last edit.

## WEB DEVELOPMENT

Pay per click | Pay per install | Pay per view | Pay per download | Pay per acquisition | Display ads | Video ads

In business, advertising and marketing play a crucial part in a company's success. Paid advertising is a highly recommended tool to bring in new customers, get leads and increase brand awareness. Paid advertising comes in many different forms online.

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HOW WE DO



## SOCIAL MEDIA MANAGEMENT

Monitoring and participating in social conversations across multiple platforms and summarizing social media management. Businesses often have multiple social media accounts and many different social platforms. Using social media management software and a social marketing team helps these businesses to stay on top of their social media presence. With its vast experience in all social media platforms, A TO Z will plan, discuss, and manage all your channels from A to Z.

## BRANDING & GRAPHICS

**Brand Identity | Branding | Logo Design |  
Stationery Design | Print Design |  
Packaging and Design**

Establishing a unique presence in the marketplace requires strong branding. A TO Z helps you create a unique name, story, strategy, and visual brand identity. Our team offers a wide range of branding services.

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CREATIVITY



## SOCIAL MEDIA MARKETING

Social media marketing (SMM) is a relatively new field that has emerged as a way for companies to engage with consumers and potential customers.

SMM uses social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to build brand awareness and drive sales. The platform allows companies to connect with customers authentically, which can increase brand loyalty and improve customer satisfaction. In addition to connecting with current customers, social media marketing (SMM) may also help companies reach new ones by using paid ads on these platforms.

OUR SERVICE

## VIDEO PRODUCTION

Video production is one of the most effective ways to promote, market, and sell a brand. Our team has the tools and skills to create exciting videos that capture the imagination of your client base. There are several studies that show that customers tend to buy products after watching a short video rather than reading a description of the product. Videos are superior as they help customers understand more about a business's services. So we create unique and custom videos after tedious research processed to suit our client's needs.

## Advertising Paid Campaigns

Paid advertising is an online advertising model where advertisers bid to participate in real-time auctions in order to show their ads within slots on a specific platform or network.

For example, in this search on patio furniture, you can see both shopping ads and text ads. It is also sometimes called biddable media or PPC advertising. PPC stands for Pay-Per-Click advertising as you usually pay every time someone clicks on your ads. This model is usually opposed to earned or owned advertising where you can use a platform to push your content for free i.e. Facebook or LinkedIn posts.

## Marketing Strategy

Our marketing strategy service is a comprehensive, end-to-end solution that will help you reach your business goals. We'll work with you to create a customized plan that includes everything from brand development and messaging to SEO and social media strategy. We'll also provide ongoing support, so you can rest easy knowing that your marketing is in good hands.

We offer services for small businesses and startups as well as established businesses looking to revamp their existing strategies. Our team has experience working with both types of clients, so we're confident we can meet your needs.



## Personal Branding

We help you build your personal brand. We know that building a personal brand is hard. It takes time and effort, and it's easy to get lost in the mix of all the other people trying to do the same thing. That's why we're here: we want to make it easier for you to get started on building your personal brand so that you can focus on what matters most making an impact. We offer a full range of services, including:

- Social media management.
- Content creation and editing (we can work with you to create content that matches your personal style).
- Website design and development.

## Google Ads

Google Ads service allows you to create and manage display ads. You can use this service to target and reach your audience, drive traffic to your site, and monetize your website. With Google Ads, you can:

- Create ad campaigns that fit your brand's goals.
- Target your audience based on their demographics, interests, and behavior.
- Measure and optimize campaign performance.
- Assign budgets for each campaign so you know exactly how much money is being spent on each ad campaign.



# **PERFECTION IS NOT ATTAINABLE, BUT IF WE CHASE IT, WE CAN CATCH EXCELLENCE.**

Our commitment to perfection is second to none. We go above and beyond to push boundaries, challenge ideas, and make digital technologies work harder for your business.



# OBJECTIVES

Our agency's objectives are to go above and beyond for our clients. By providing excellent services, our big and bold objective is making new relationships and working hard on maintaining them.

## QUALITY SERVICE

We are committed to providing quality services to all our customers through our vast experience and innovative tools.

## TECHNOLOGY

A TO Z Agency is committed to bringing the benefits and convenience of technology to our customers

## SATISFACTION

Ensure customer satisfaction through quality service and good customer care.

## TECHNOLOGY DIGITAL MARKETING

Understanding the power of digital marketing to become the best marketing services provider

**OUR CREATIVE WORK  
PROMOTES YOUR BUSINESS.**

# TEAM STRUCTURE

## ACCOUNT DIRECTORS

Develop and implement social strategy and oversee the direction of content.

## GRAPHIC DESIGN AND BRANDING

Develop creative, on-brand visuals specifically designed to engage on social media.

## WEB DEVELOPERS TEAM

UI/UX designs, implementation and analysis.

## ANALYTICS TEAM

Monitor activity, track KPIs and analyze the numbers.

## PRODUCTION TEAM

Create exciting, “authentic” brand-lifestyle content to bring the brand’s stories to life every single day

## RESEARCH TEAM

Keep us on top of our game and way ahead of the market.

## ACCOUNT MANAGERS

Create and execute content, monitor accounts, interact and respond.



# SKILLED TEAM

**JOJO**

Sr. Account Manager

**Taj**

Public Relation

**NATALIE**

Human Resources

**SHOAIB**

Accountant

**MOHAMMED**

Web Developer

**SARA**

Web Developer

**HAMDY**

Head Of Web  
Development

**LAYLA**

Sr. Graphic Designer

**REEM**

Media Manager

**RETAJ**

Head Of Media  
Department

**VITALI**

Motion Designer

**YOHAN**

Seo Specialist

**TANYA**

Content Editor

**MARIA**

Web Developer

**ALEX**

Photographer

**SACHA**

Graphic Designer

**ISRAA**

Content Creator

**KARLA**

Photo Editor

**SAMANTHA**

Art Director

**KAREEM**

Creative Director

**MOJINI**

Marketer

**RAYAN**

Dop

**SAID**

Video Editor

**MARYANA**

Seo Specialist

**OMRAN**

Strategist

**JOHN**

Web Developer

**ABDULLAH**

Executive Manager

**OSAMA**

Graphic Designer

**AHMED**

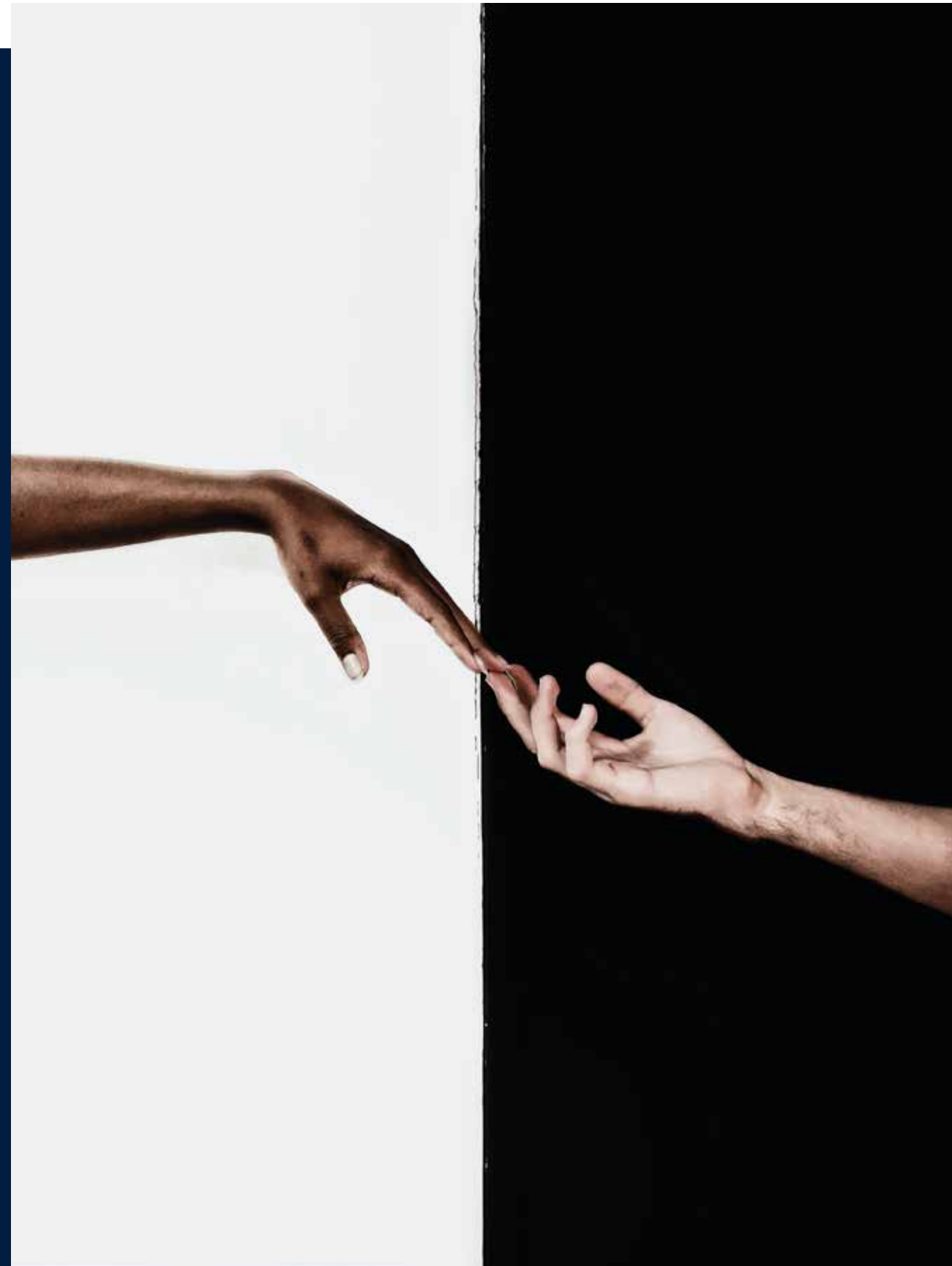
Seo Specialist

**BASEL**

Ceo & Founder

**MARTIN**

Managing Partner



# OUR APPROACH

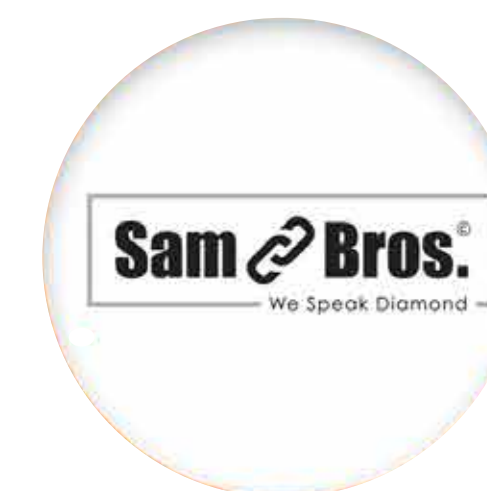
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Day after day, brand upon the brand, our methods have proven to engage and excite targeted digital communities effectively. Through our extensive industry research and experience, we have set the trends and led the market. Whether a single post or a bigger campaign idea, our greatest strength comes from creating authentic, emotionally connective, and relatable content. Each piece of content across your social platforms is conceptualized and executed in-house and, on the ground, to maximize engagement with your target community. Our brand-lifestyle-driven strategies elicit an emotional connection with your communities with daily content, and our creative campaigns bring in the numbers, while our PR support will keep people buzzing about your brand. Because if you aren't constantly engaging with your audience, then who are you talking to?



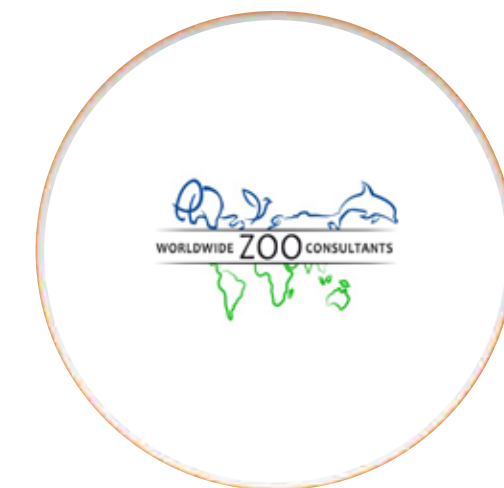
# OUR CLIENTS

ABOUT COPMANY



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A TO Z Agency Announces the activation of its entire  
operations in Dubai under the name of A TO Z.

**Thank You**  
*Thank You*