

**AIGC**

**MIDDLEAST**

INTEGRATED COMMUNICATIONS

& DESIGN PARTNER.

# 1. About Aigc Middleast

Located in Amman, Jordan, Aigc Middleast, founded in February 2009, is a professional service company offering exceptional integrated communications services with a focus on designing while implementing and managing your communications needs. AIGC's services are design to enable you to support key networking environments that build differentiating advantage through business innovation.

Aigc Middleast services help you:

- Create new process models to drive business with a competitive advantage.
- Conduct business anytime, anywhere using multiple types of devices and forms of communication.
- Enhance individual, work group and organizational productivity within Collaborative environments.
- Enable new capabilities by integrating voice, video and data communications.
- Optimize your communications and networking environments for cost-effective performance.

AIGC provides customized services in search engine optimization (SEO) and global internet marketing strategies of company websites, portals, and events.

Aigc Middle East's resources are broad and varied. Our ability to deliver accurate and complete services in web marketing provides you a platform that significantly increases your ability to reach your marketing objectives with regards to your company's website.

Once we have established and assessed your company's marketing objectives, we will suggest effective ways to:

- include your website on the appropriate search-engines, link with other websites with similar target audiences.
- enhance your web media placement and incorporate website marketing via email
- source online press releases and pay-per-click engines

These services are ongoing. The maintenance and continual improvement and reassessment of your site is the foundation of AIGC Middle East's belief in an aggressive and persuasive marketing strategy, giving its clients a competitive advantage above its competitors.

Regardless of whether you are already an experienced website owner or an aspiring one, our experience and skill will prove to be invaluable in establishing optimal search engine placement guaranteeing increased traffic from your target market.

## **2. Our Vision**

Aigc Middle East's vision of becoming the best, and by far the greatest Integrated Communications and Design Company in the Arab World

## **3. Our Mission**

Aigc Middle East is devoted to the continuous development of profitable online marketing solutions and applying them through ethical and proven yet innovative web strategies. Our team's expertise allows us to uniquely combine management and technology bringing our clients concrete solutions to complex online problems.

Aigc's integrated marketing communications services uses a holistic approach to promote buying and selling in the digital economy. This concept includes online, and offline marketing channels which include a combination of e-marketing campaigns or programs, from search engine optimization (SEO), pay-per-click, affiliate, email, banner to latest web related channels for webinar, blog, RSS, podcast, and Internet TV with a splash of offline, more traditional channels which may include one or more of the following print materials to target a specific audience via newspaper, magazine, mail order or billboard. Both radio and television ads are also incorporated based on client need and desire to reach those who access information through traditional methods.

AIGC Middle East develops an integrated marketing communication programme using each element of the marketing mix (price, place, product and promotion) with **passion**.

Passion for success

## 4. Our Team

AIGC Middle East's founders have been working exclusively in search engine optimization (SEO), web marketing and the field of web development throughout North America and Jordan for the last 5 years bringing their knowledge and expertise to the Arab region. The AIGC Middle East team combines years of experience and expertise of highly- educated professionals of varying backgrounds to offer the most proficient assistance in the fields of search engine optimization, website marketing and design analysis. Our teams are composed of Campaign Managers, SEO Executives, and Copywriters. Our specialties run the gamut of Internet based marketing techniques and, therefore, can be trusted with any and all of your web-based requirements.

Whether your company's success necessitates improved search-engine results or a better understanding of your user base, the successful analysis of your website designs and markets allows for optimum results.

## 5. Our Services

As a turnkey online advertising solution, Aigc Middle East offers services unlike any other online marketing company. We have perfected the art of listening to our clients, and meet their goals. Our founder's philosophy is simple; work with clients as if they were partners, maximizing their strengths and ultimately their success through the richest online advertising strategies.

Throughout our collective years of experience in the industry, we have developed business processes with one objective in mind: continually increase the targeted traffic to your website and convert it to your desired outcome. However, it does not end here. Past client, experiences have helped us shape the following cycle for controlling your online traffic and ensuring long-term performance:

- 1- Attracting the right visitors, using the following methods: SEO, pay-per-click, link building, directories, blogs, forums, editorials, online advertising, affiliate programs, etc
- 2- Channel visitors to the specific content on your site, whether it's an information page, an adpage, videos, blogs, forums, etc

- 3- Converting visitors to the desired outcome, whether it's to buy, to subscribe, to enquire, to inform, or to request a quotation
- 4- Analyzing visitors' behavior through advanced analysis of web analytics and visual usability testing.

The cycle above offers various advantages, including:

- Increase brand awareness
- Increase usage of brand
- Increase repeat purchase.
- Encourage brand loyalty and increase customer's involvement with brand
- Reduce marketing costs
- Test different promotions
- Generate online revenues
- Reach target customers missed by other advertising media

## 5.1

### **SEO (Search Engine Optimization) Services**

Search engine optimization is one form of online marketing. Its main goal is to increase the relevancy of a site and its content for both search engines and users. Successful results are reflected when a site gains top positioning for relevant keywords and phrases, and ranks above its online competition. Constant optimization is required to maintain a high ranking. Our search engine optimization services are divided in two main phases:

#### **Phase 1:**

#### **SEO Research & Analysis**

This phase depends on the size of your site as well as the difficulty of the required SEO and amount of changes needed. It may include the following activities:

- SEO report of your site's status and potential
  
- Our team of experts will assess the status of your website's online visibility, and present you with a detailed list of tasks that ought to be performed in order to maximize your site's potential.
  
- Effective use of domain names

- If needed, we will provide you with a list of domain names that we believe to be appropriate and representative of your company, service or product, and most importantly domain names that are SEO friendly
- Site analysis (technical and content structure and organization)
- Our technical department will analyze the code structure of the site and organize it in a manner allowing easy navigation and interpretation for the search engine robots. In order to get indexed, increase popularity, and rank highly in search engines, your site's internal coding has to be written to comply with the basic webmaster rules of major search engines
- Website design analysis – current website design, content and layout assessment
- Our graphics department will analyze your website's design and recommend any needed modifications to comply with the search engines' rules. The more your site looks professional and is user friendly, the more it gains visitor trust, which will eventually increase traffic and goal conversion
- Keyword analysis – evaluating industry-specific keywords to your website to attract the targeted audience
- Search engines rely on their knowledge of semantics in order to return the best result for a user's query. Our strategy is to provide you with a detailed keyword list and measure its potential to target the wanted traffic
- Meta tags and page title creation – implementing site-specific page titles and Meta tags
- We pay a great deal of attention on the format of URLs, title tags and metadata, the more descriptive and brief they are, the better they will be indexed by search engines
- Content optimization
- The content of the site is often neglected as being one of the major influencer for any search engine. Hence this step requires an analysis of your current content (text, images, etc.) followed by recommendations of any needed changes
- Full scale SEO plan with realistic timelines
- We provide you with a detailed SEO plan for your website with realistic timelines
- We also provide you with constant follow up and present you with a detailed list of the progress

## **Phase 2:**

### **SEO Maintenance, Site Promotion, and Follow-Up**

This phase includes the following activities:

- Internal/external link building strategy
- Link building is an excellent strategy to get natural traffic to your website. Internal linking is of great importance for it highlights certain pages of your site, hence making them more significant than others. On the other hand, external link building allows your website's popularity to grow exponentially
- Individualized submission to the full array of search engines and web directories
- In order to maximize your website's visibility, we manually submit your website to major search engines
- Monitor site report of ranking monthly
- Your website's progress must be monitored on a regular basis. We present you with a detailed monthly update of your website ranking result
- Ongoing progress report, analysis of results and improvement recommendations
- We will provide you with a comprehensive progress report and we will brainstorm to provide you with improvements and recommendations to constantly increase your website's ranking and popularity

## **5.2**

### **PSM (Paid Search Marketing) Services**

PSM is an extremely powerful sales and marketing tool. Its objective is to send targeted visitors to your site via pre-defined search terms and keywords on search engines. It is often called "Just in Time" online marketing since its main advantages are to provide immediate, controllable and highly measurable results. It is often difficult to position a site on highly competitive keywords. But it is surely possible with a keyword purchasing campaign. These campaigns enable a site to be positioned on top of the search engine results (in the sponsored links section) for all desired keywords. Once the natural (or organic) referencing is done, the well-positioned keywords can be removed from the paid campaigns.

The following steps are required for an effective PSM campaign:

- Website marketing analysis – interpreting and accurately defining your online marketing objectives
  - Our Marketing Manager can provide you the most advanced Search Engine Marketing services resulting in the best plan that suits your specific needs
- Creation of cost-per-click (CPC) accounts with major search engines
- CPC accounts are among the most popular and highly effective online marketing strategies, for they are low cost and budget oriented
- Keyword analysis and selection
  - This step requires an analysis of your website's content in order to generate a list of relevant search terms (or keywords)
- Ad creation
  - Our copywriters will create original ads with attractive text content that will draw specific traffic to your website
- Launching of CPC campaigns and analysis of immediate results
- Upon completion of the above steps and after having defined your budget, we will launch the planned campaign, which will enable us to gather and analyze short-term performance data.
- Recommendations and modifications of the campaign based on the analyzed results.
- We will recommend modifications in order to optimize the results in advertised search engines by increasing goal conversions while conserving or decreasing the cost per click.

Benefits of PSM:

- Target ads specifically to people who are searching for your products or services
- Avoid showing ads to untargeted users
- You can choose to pay for ad clicks (CPC) or for impressions (CPM)
  - Because you can choose your own CPC or CPM amounts, you decide how much you'll pay each time someone clicks or views your ad.
  - There is no minimum spending limit-each program is customized to your budget. Daily spending limit (daily budget) can be set to assure search engine systems will never exceed your budget.
- Edit your budget settings at any time.

## 5.3

### **Online Advertising**

#### 5.3.1

#### **On-site and Off-site Advertising Campaign Management Services**

Whether you are launching a new product/service or just want to promote your existing offerings, we can help you craft the right Web strategy.

- Online event promotion
- Online service offering promotion
- Banner / text advertising placement
- Complete campaign and ROI reports

#### 5.3.2

#### **Advertisement Brokerage**

Contrary to advertising sites on other online entities, this service will suit the needs of clients needing to attract advertisement on their website. Years in the field have enabled us to build a network of potential advertisers for your site. Simply said, we can take care of all your ad-publishing needs. Aigc's team members manage the advertisement on your site by:

- Matching potential advertisers
- Managing the banner / text placement
- Managing the advertisers' accounts
- Reporting to you and to the advertisers about the campaign performance

#### 5.3.3

#### **Other Online Marketing Services**

- E-mail / newsletter marketing
- Press release authoring and distribution

## 5.4

### **Web Analytics & Visual Usability Testing**

- Advanced site traffic reporting, conversion and analysis
- Visual analysis of your visitors' navigational behavior

## 5.5

### **Blog Creation**

The power of blogging, the sharing of pertinent and/or related information, can give any business an advantage over its competitor.

Our services include:

Installation of the blog

Running customized theme of your choice

Seo the blog

Setting and plugin services

## 5.6

### **Social Media**

AIGC Middle East goes the extra mile bringing your company and its products/services to Facebook and/or Twitter. These social media tools are used as storefront images that now have to power to reach and influence unlimited potential customers.

#### 5.6.1

##### **Facebook**

Create customize page on facebook

Build facebook API (to be chosen)

Promoting the page

Running ppc campaign (to be chosen)

#### 5.6.2

##### **Twitter**

Create customize page on twitter (avatar+ background)

Build twitter API (to be chosen)

Promoting the account

### 5.6.3

#### Youtube

Create channel on youtube

Advice on content of the videos

Promoting the selected videos

### 5.6.4

#### Digg

Ask us about digg

## 6. Why US?

Aigc Middle East's team has grown over the past two years evolving into an integrated online marketing, media placement, and SEO pioneer, producing highly successful projects well above market standards with a particular focus on efficiency and concrete results in terms of user experience, site navigation and traffic.

Aigc Middle East is one of the few companies in the Arab world that offers a turnkey, creative and technological service in the online marketing field with:

- Extensive knowledge in SEO benchmarks, methods, and tools;
- Advanced project management know-how and programming knowledge;
- A strong R&D team capable of exploring new online marketing technologies;
- Extensive experience in Web content (writing, editing and translating);

Immersed in a far-reaching development process, Aigc Middle East is very resolute in the implementation of best practices:

#### **Our client-our client is first.**

Respect timelines and budget while maximizing the client's input into the development process. This involves well-conceived planning and development of methodologies and carefully planned milestones.

#### **Always keep the target audience in mind in terms of content, navigation and marketing strategies.**

Each audience has specific design criteria and considerations, depending on their identity, familiarity with web aesthetics and functionality, social background, etc. Clearly defined information presented in concise text and with the use of headings and subheadings, as well as consistent navigation techniques provides the best user experience greatly increasing the potential for return visits to the site.

#### **Marketing & distribution.**

Aigc Middle East is always aware that once a project is built, it must to be marketed to attract the

desired audiences, primarily from where they are located on the Web through creative placement and referencing strategies. If this approach is adopted, the content and positioning of the site must be tailored to the audiences' "exploration" patterns and preferences. Aigc Middle East's team explores preliminary web site marketing positioning and proposes an appropriate marketing and promotion direction for the launch of the project.

**Approval process and evaluation.**

Aigc Middle East is well versed in the importance of keeping clients up to date on each and every aspect of development and production, as well as presenting concepts and solutions along the way so that clients have a number of options and can give their feedback and their approval to the creative and production team.

Aigc Middle East has in depth experience working side-by-side with steering committees and focus groups in order to ensure product development remains on track and on time.

It is in this light that Aigc Middle East approaches every project, with a fresh and creative perspective, working side-by-side with clients to achieve the best solution for their communication needs and objectives. Whether it is to merge traditional methods with new pioneered technologies, or to create something far beyond the expectations, Aigc Middle East commits itself to offering its client products and services that enable it to stand out from the competition and be recognized for its continuing efforts to be a world-class national and international resource.

## **7. With Passion means:**

**Not PRODUCT, but CONSUMER:**

Aigc Middle East understand what the consumer wants and needs. Times have changed and you can no longer sell whatever you can make. The product characteristics must now match what someone specifically wants to buy. And part of what the consumer is buying is the personal "buying experience."

**Not PRICE, but COST:**

Aigc Middle East understand the consumer's cost to satisfy the want or need. The product price may be only one part of the consumer's cost structure. Often it's the cost of time to drive somewhere, the cost of conscience of what you eat, and the cost of guilt for not treating the kids.

**Not PLACE, but CONVENIENCE:**

As above, turn the standard logic around. Think convenience of the buying experience and then relate that to a delivery mechanism. Consider all possible definitions of "convenience" as it relates to satisfying the consumer's wants and needs. Convenience may include aspects of the physical or virtual location, access ease, transaction service time and hours of availability.

**Not PROMOTION, but COMMUNICATION:**

Communicate, communicate, communicate. Many mediums working together to present a unified message with a feedback mechanism to make the communication two-way. And be sure to

include an understanding of non-traditional mediums, such as word of mouth and how it can influence your position in the consumer's mind. How many ways can a customer hear (or see) the same message through the course of the day, each message reinforcing the earlier images?

**Privacy.**

Being a reliable, having its roots in the masses and operating at the objective to provide dynamic solutions with maximum ease to facilitate our valuable clients, Aigc middleeast pledges to keep all the confidentiality to the extreme level.

Unless we have a support contract with customer after completion the project, we return all customer materials associated with project and destroy all relevant data including documentation and contact information.

## 8. Our marketing plan

We have been inspired by those respected globally within our field. from others creativity, our marketing plan was one of these inspirations, as its known as the shortest and simplest plan!

	<b>What</b>	<b>Why</b>	<b>When</b>	<b>How</b>	<b>How much</b>	<b>Who</b>
<b>Product</b>	What product do you need?	What need does it fill?	When do you need it?	How will the product fill the need?	Product cost, Volume to be sold etc	Customer segments to be targeted
<b>Place</b>	How will products be distributed	Why choose these channels?	When do customers choose different channels?	How will we create or enter these channels?	What are the cost/benefits of these channels?	How do different segments use different channels?
<b>Price</b>	What price will you sell for	Why is that the right price?	How long will that price be valid?	How will the price develop over time	How much sales and margin will be created	Different prices for different segments
<b>Promotion</b>	What types of promotion to be used	Why choose these activities?	Timing: Launch,Life cycle.etc	How will the promotions be executed	Costs/ benefits of the promotions	Target groups for various promotions

## 9. Our Clients

As new player in the market, AIGC Middle East is proud to have small yet exclusive list of well-regarded clientele. The work performed for on behalf of our clients is diversified and primarily include search engine optimization (SEO), search engine marketing, online advertising campaign, web development, web design, and web analytics.

## 10. Contacting Us

### General:

[Hello@aigcmiddleeast.com](mailto:Hello@aigcmiddleeast.com)

Tel: +962 79 531-8353

Tel: +1972 904-2313

P.O Box: 20629 AMMAN 11118 JORDAN

**AIGC**middleeast.com

M Amous - Coo

[amous@aigcmiddleeast.com](mailto:amous@aigcmiddleeast.com)

Tel: +962 79 531-8353

Tel: +1972 904-2313

**AIGC**middleeast.com registers company no. 148505