



## COMPANY PROFILE

# OUR SERVICES





# OUR VISION, MISSION & VALUES

Our vision: To be recognized for our contribution to the digital economy and for value we bring to business and society.

Our mission: To enable businesses to grow by using our effective digital marketing services, and people to be satisfied by finding convenience, fun and value in our online products.

Our values: Our values derive from “enabling our customers”. At HD you will find us attentive; we listen well and we engage. We are also agile; market, technology and needs are not static so we “move with your needs”. We strongly believe that trust is a vital element in all relationships we build and being trustworthy leads to confidence and cooperation.

To live up to our values, HDers demonstrate a set of behavioural attributes (FOCUS):

**F**

Fresh

**O**

Organized

**C**

Creative

**U**

Upbeat

**S**

Sincere

# OUR SERVICE PROCESS GUIDELINES

We believe in keeping things simple and clear for our clients. We work hard to turn complexity into simplicity. Therefore, we follow a 4-step process:

## **Listen and Guide**

We will sit down, have a discussion, and listen to your concept and requirements. Often, the idea or needs are not fully completed; don't worry we will help you formulate and refine the concept. The team will make suggestions to improve the outcome. We will adopt a Wow & How approach where we will enrich our discussions with innovative suggestions around strategy, technology, and creative design. Our topics will be driven by pre-prepared understanding of your business and by our collective experience. The goal will always be how to enable your business grow.

## **Agree requirements**

To ensure coherence between what your business needs and what we do, and to remain efficient serving our clients, we will agree the final requirements with you. We do understand, however, that needs may change throughout the engagement process. Our team will be happy to integrate new requirements and will guide you through our process to make that happen.

## **Design and develop**

At this stage, our designers and developers will begin after we carefully evaluate and adopt the best technology to implement your requirements. You will remain engaged throughout the process until the final services are delivered as promised.

## **Support**

Once your service is tested and delivered, we'll continue to provide on-going support when and however needed.

# WHY WORK WITH US

## Business experience

The core team at HD have a strong record of accomplishment in business management. Our Chairman is a three-time CEO of large telecom companies and was the advisor of a large international Group. HD managing partners headed client services and business development within different organizations across multiple verticals. We will employ this collective hands-on experience to help your business grow and offer advise on how our clients can best achieve their goals.

## Sense of purpose

HD has a clear sense of purpose. Guided by our clear vision and values, we operate with a purpose, and before we do anything we repetitively ask ourselves why we are doing it, creating an environment of target setting and achievement. This will be felt in our relationships with clients as we begin with the end in mind. We believe that clarity leads to productivity, and the prime resolve will remain to help your business grow.

## Proximity and trust

Our clients will witness an informal management style that promotes simple and direct relationships with a sense of immediacy. The casual and friendly environment fosters a proximity mindset where you can easily discuss and network with all HD team no matter their position in the company. Being trustworthy is one of our core values and we believe we gain our clients' confidence by first delivering on our promise through planning and diligent execution.







# hd HIGH DEFINITION

advertising



HD Advertising



# OUR SERVICES

## Web design and development

Our web design approach is in line with our service process guidelines. We take the following steps to ensure that we deliver the outcome according to your needs and satisfaction; HD will always put an effort to contribute towards that end:

### Requirements gathering and finalization

Everything depends on your business requirements. Identifying what you wish to achieve is therefore an important first step. In our initial consultations, we will listen well and contribute with ideas to determine structure and technology to deliver the final product. HD will also study your market to identify its key words and specify the optimal user experience. After a few discussions, we will agree with you the website requirements and technology.

### Design and development

We develop graphics proposals and ideas. In this step, we communicate back and forth with you until you are completely satisfied with the chosen layout and design style. Starting from a design theme approved by the client, our front-end developers construct the website in accordance with modern web program standards, including mobile adaptation.

### Content

How your content is written is of extreme importance if you want to have good SEO visibility, and often, content created in-house without regard for SEO ends up being ineffective. We are experts in creating bespoke content for multiple market sectors.

# Mobile application development

Today, mobile sites and applications are integral to nearly every modern organization's strategy. With the right strategy, mobile applications can provide increased visibility to businesses. However, one must carefully select the appropriate mobile application development strategy and technology (native, hybrid, etc).

Before we engage to create a mobile app, we guide you through the project charter formulation and will also enable you to answer important questions, such as:

- Who is your intended audience?
- What is the direct benefit to them?
- Does the application bridge a gap in audience's needs or add value?
- How will the application be marketed?
- What is the right technology – hybrid, native, etc.
- How will you measure success?

The engagement process here is derived from our service process guidelines, so please look at that section and web design and development for more information.

## SEO

SEO stands for Search Engine Optimization. It is an evolving process as Google and other major search engines enhance their ability to track and share the most relevant and useful content across the web. We use content, keywords, meta data, site architecture, and other aspects to position you at the top of relevant search results.

SEO is an investment with potentially high return. Elevating your rank to the top 3 positions on the first page, where most clicks go, can provide a considerable return on a small investment in SEO. We provide our clients the ability to assure that digital content remains accessible to their target audience. To achieve your goals and 'enable' you reach targeted customers who are looking for the type of products and services you offer, we provide an integrated set of SEO services such as keyword research, website optimization, content marketing and building backlinks. HD will operate as your SEO partner.



# Social media marketing

Social media should be an essential tool within a business marketing mix to cultivate brand advocates and reach new audience. An active social media presence allows you to join in the conversation around your brand, promote your services and show case your brand ethos.

We offer a range of services in this area that can give you relevant insight into your customers to help you listen and learn from what is being exchanged about your brand and niche online. We create data-driven strategies to strengthen your brand in the social space, and increase engagements around your content assets. The more social shares your content receives, the higher your search ranking will be.

Our social media marketing services help your business grow brand awareness, relationships, web traffic and ultimately higher return.

## **Develop Brand Awareness - followers:**

Growing your followers on social media will help you increase word of mouth and referrals. Our social media marketing services will help you increase your followers with relevant people. We will ensure that your followers match the demographics, interests, and behaviours of your typical customers.

## **Build Relationships - engagement:**

When you build a strong connection through engagement with your audience, they are more likely to buy from you. HD will help you increase engagement (likes, comments, etc.) on your social media posts. The more engagement you have, the stronger your connection is with your audience.

## **Increasing Website Exposure - traffic:**

Increasing your website traffic will directly influence leads and conversions. We will focus on developing social media campaigns that drive high volumes of traffic to your website.



## Hosting

Selecting the right hosting is considerably dependent on your needs. Many starting businesses are challenged if asked about the details of their specific needs. HD will guide clients through this process to determine the right hosting. Businesses that expect growth should ideally pick up hosting with room to grow, and by that we mean moving your service from shared to virtual or dedicated server – for more processing power, memory capacity, disk storage, and for better security features.

The key features that characterize our hosting service are:

- %99.9 Uptime Commitment
- SSD Based, which enables the use of Flash Technology that helps improve pages load speed
- Free Website Migration
- Perpetual Security
- Latest updates of software (PHP, MySql, etc)

## e-Commerce

Having a robust e-Commerce website is the foundation of your online business, and from that footing we utilize the latest technology to increase your returns. Our e-Commerce design offers the best standard features and functionality while remaining consciously customizable. Our team will tailor a solution that matches your online brand and e-Commerce goals.

We will offer you suggestions and solutions to:

### **Drive sales across all devices**

With a desktop, tablet, and mobile responsive e-Commerce website, you will be able to increase your conversion rate and grow your returns across all devices.

### **Move fast from Homepage to Checkout**

Developed using the latest technology and standards, you will have a fast website that allows customers to swiftly go from browsing to checkout.

### **Create robust product capabilities**

Whether you have basic products or need product customization, unique product options, or a whole set of custom functionalities, we have you covered.

### **Easily manage content and scale**

Through a well-designed content management system, you can easily update pages, categories, products, articles, posts, banners and more.

## CONSULTING

Our -360degree consultancy approach is designed to empower you to drive a fully comprehensive marketing strategy. We work closely with you to define a tailored marketing strategy based on analytical data and on your business ambitions. We guide our clients with the balance of each marketing channel in mind to maximize your returns.

The real question is: how do you get more traffic? Work with our consultants to develop your B2B or B2C digital strategy and digital transformation program. Our typical consulting projects include rapid review and recommendations on:

- **Digital strategy development**
- **Online customer acquisition**
- **SEO audit and recommendations**
- **Social media and content marketing**
- **Conversion Rate Optimization for e-Commerce and other sites**
- **Google Analytics**



## Content marketing

Content marketing, as the term indicates, is a marketing technique that uses “content” to drive a targeted audience to take an action intended by the marketer. Infographics, videos, podcasts, and web pages are examples of content that a business can use. Understanding the target audience is key to success. HD will guide its clients through a well-defined process that begins with:

- Refining who the target audience is
- Defining what the business need and objectives are
- Deciding on what content is appropriate to meet those objectives

Consistency and relevance describe the content chosen, and HD specialises in the selection, creation, and distribution of content to meet specific business goals.

## Search Engine Marketing

Search engine marketing is yet another effective internet marketing technique that primarily aims to promote websites by increasing their visibility in search engine results pages (SERPs) mainly through paid advertising. When it comes to advertising, the basic principles apply. To design adds that drive traffic to a business website requires, again, full understanding of business objectives and target market. HD will:

- Listen to clients' needs
- Define target audience and suitable paid advertising channels
- Launch and monitor campaign results and advice client accordingly

## Conversion rate optimisation

Conversion on a website is the general term for a visitor completing a site predetermined target. The most prominent conversion is to do with converting a website visitor into an actual purchaser. Conversion rate optimisation (CRO) is not an isolated action or a single event. It is a process. Many businesses spend time and money launching online campaigns but see little or no benefit. As CRO is a process, HD will help its clients define steps that will increase the conversion rate. HD will:

- Use analytical data to determine reasons causing low conversion
- Recommend and implement remedial actions
- Conduct performance assessment and show results

## Digital marketing audit

Digital communication has increasingly become an important entry into the overall marketing mix. Today, businesses are using digital and social media channels to reach and convert customers, but often effort is exerted with limited results. Digital marketing audit is the assessment of your brand's digital presence, in isolation and in relation to competition, across six key pillars: exposure across digital channels, channel design, Content, Conversion rate, Integration and Performance KPIs.

HD has developed a clear process to conduct digital marketing audit. Our clients are welcome to talk to us in this regard. A standard outcome of this process would typically be:

- Go: Proceed with existing direction, check performance regularly and improve
- Pause: Assess and modify based on acquired analysis and objectives
- Stop: Change tactical approach and redesign