



DIGITAL PULSE TEAM

WELCOME TO

# DIGITAL MARKETING

Start Exploring Our World

Smarter Digital Future



## DIGITAL PULSE TEAM

# Our Color Identity



Logo on Blues and Purples

The color identity of **Digital Pulse** is a strategic visual language designed to communicate our core values and the dual nature of our brand.

- Trust and Professionalism: Our use of deep blues and purples serves as the foundation of our identity, representing reliability, trust, and professional authority in the digital space.
- Energy and Growth: The transition to vibrant greens and bright blues symbolizes our dynamic, forward-thinking approach. These colors convey a sense of energy, youthfulness, and the growth we aim to achieve for our clients.
- **The use of bright orange and sunny yellow** is very limited to borders or lines only.

The palette as a whole reflects our core purpose: to blend a stable, data-driven strategy with creative, high-impact energy, creating a brand presence that is both trustworthy and undeniably innovative



Logo on vibrant green



DIGITAL PULSE TEAM



W E L C O M E T O



# Future Vision Digital Marketing Project

Start Exploring Our Project

Smarter Digital Future



# DIGITAL PULSE TEAM

## DIGITAL PULSE TEAM [ PROJECT TEAM] :

We are a non-profit premium digital marketing Group with Five Members that specializes in providing innovative and elegant solutions under the umbrella of DEPI.

**The Team's work** is based on core values of creativity, global reach, and vitality.

**Brand visual identity** is defined by a 3D logo featuring a digital world map and a pulse line, symbolizing connectivity and dynamic energy. A sophisticated color palette of navy blue, youth green, and pure white is used to create a unique and professional aesthetic.

Smarter Digital Future

**Zeinab Ali**  
Deputy Manager

**Hanan Salah**  
Content Creator

**Ahmed Ibrahim**  
Senior Member

**Mohamed Hamdy**  
Data Analyst

**Mohamed Abdelhamid**  
Project Manager



# DIGITAL PULSE TEAM

## PROJECT TEAM AND AREAS OF RESPONSIBILITY

### **Project Manager (Strategic Manager):**

Strategic Leadership, Lifecycle Management, Stakeholder Engagement, Team Development, Market Expansion, Designs, and Presentations.

- **Deputy Manager:**

Daily operations, supervises tasks, and ensures timelines.

- **Senior Member:**

Expert guidance validates deliverables, supports presentations with PM.

- **Data Analyst:**

Prepare and provide the initial and required data for ( KPI dashboards, campaign tracking, and ROI measurement).

- **Content Creator:**

Prepare and provide the initial required data for (Digital content creation, case studies, and social media posts)

Smarter Digital Future



The slide features five team member portraits arranged in a grid. From top-left to bottom-right: Hanan Salah (Content Creator), Zeinab Ali (Deputy Manager), Ahmed Ibrahim (Senior Member), Mohamed Hamdy (Data Analyst), and Mohamed Abdelhamid (Project Manager). Each portrait is surrounded by a network of green circular icons labeled "DIGITAL PULSE". A large, stylized world map in the background is composed of green digital pulse bars, with the words "DIGITAL PULSE" overlaid in white.

**Hanan Salah**  
Content Creator

**Zeinab Ali**  
Deputy Manager

**Ahmed Ibrahim**  
Senior Member

**Mohamed Hamdy**  
Data Analyst

**Mohamed Abdelhamid**  
Project Manager



# DIGITAL PULSE TEAM



**EXECUTIVE DESK**

**PRESTIGE**

**DESCRIPTION**

- Executive L-shaped desk.
- 38mm thick MDF wooden top padded with artificial leather (Available in melamine/ veneer finish) based on metal structure.
- Attached double sided credenza includes 2 lockable drawers natural veneer finish.
- Drawers with soft close mechanism, and concealed runners.
- Including concealed cable management system with wooden flap.
- Excluding electric source and grommet power outlet.

**DIMENSION**

- 380 x 160 x 75 CM
- 200 x 180 x 75 CM
- 225 x 180 x 75 CM
- 250 x 180 x 75 CM

**COLORS**

**MEETING TABLE**

**EAGLE**

**DESCRIPTION**

- Executive meeting table.
- 25mm thick MDF 45° chamfered wooden top in veneer finish.
- Based on massive wood structure covered with curved metal legs formed from 15mm metal sheets in electrostatic powder coated paint.
- Including concealed cable management system with aluminum flap.
- And available conference table from each type.

**DIM**

- 600 X 140 X 77 CM

**SHARP**

**DESCRIPTION**

- Executive meeting table.
- 70mm thick MDF veneered wooden top based on wooden structure.
- Standing on two veneered wooden boxes 350x350mm.
- Includes concealed cable management system.
- And available conference table from each type.

**DIM**

- 200 X 120 X 75 CM
- 250 X 120 X 75 CM

**COLORS**

## 1. Project Idea

To design and implement a comprehensive digital marketing strategy that positions Future Vision as the leading provider of office furniture and indoor finishes for banks in Egypt. The project will focus on enhancing brand awareness, generating quality leads, strengthening client trust, and building a modern digital presence aligned with industry standards

## 2. Project Name

**Future Vision**  
**Digital Marketing**  
**Transformation for Banking**  
**Furniture & Interior Solutions**





## DIGITAL PULSE TEAM



# Project Description

**Future Vision** provides specialized **office furniture and indoor finishing solutions for banks**, with a strong reputation for execution quality. However, the company lacks **digital presence and visibility** compared to modern market expectations.

This project aims to:

- Build a **professional digital identity** across platforms.
- Create **targeted campaigns** to reach banking executives and decision-makers.
- Develop **content marketing** tailored to B2B clients.
- Establish a **long-term digital strategy** to improve competitiveness and sales growth



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FUTURE VISION  
*Office Furniture*

YOUR OWN PLACE TO OUTFIT  
YOUR **WORKSPACE**





# DIGITAL PULSE TEAM



## TEAM Role & Leadership



### Strategic Project Manager

**Strategic Leadership:** Directs the overall project vision and alignment with company objectives.

**Lifecycle Management:** Oversees all phases from initiation to closing.

**Data Oversight:** Prepares, reviews, and manages any type of data to enable all involved to make decisions.

**Stakeholder Engagement:** Manages the CEO, executives, banking clients, and external partners.

**Team Development:** Builds and motivates a capable digital marketing team.

**Market Expansion:** Positions Future Vision to compete directly with Mobicia and Innovo through targeted digital campaigns

### Deputy Project Manager

**Operational Leadership:** Manages daily operations and ensures smooth task execution.

**Team Supervision:** Monitors progress across departments and reports directly to the Project Manager.

**Decision Support:** Acts as the second-in-command, empowered to make operational decisions.

**Quality Control:** Reviews deliverables before escalation to the Project Manager.

**Risk Handling:** Identifies operational risks early and proposes corrective actions

### Senior Member

**Expert Advisor:** Provides high-level strategic advice and industry insights.

**Mentorship:** Guides junior team members and ensures skill development.

**Quality Assurance:** Reviews critical deliverables for alignment with standards.

**Stakeholder Support:** Assists in CEO and client presentations to strengthen credibility.

**Innovation Driver:** Suggests creative approaches to outperform competitors





## DIGITAL PULSE TEAM

# TEAM Role & Leadership



### Content Creator

**Role:**

- Develop blogs, case studies, and thought-leadership articles.
- Create engaging content for social media channels.
- Prepare professional email campaigns targeting banking clients.
- Collaborate with the design team for visuals aligned with brand messaging.

**Leadership:**

- Acts as the brand voice leader, ensuring consistency, credibility, and relevance in all communications.
- Shapes the company's positioning by telling compelling stories that differentiate Future Vision from competitors

**Role:**

- Track and measure KPIs across all digital marketing activities.
- Build performance dashboards for real-time monitoring.
- Analyze data from SEO, paid campaigns, and social media.
- Provide actionable insights for campaign optimization and ROI improvement.

**Leadership:**

- Acts as the decision-support leader, guiding the team with evidence-based recommendations.
- Ensures the project stays aligned with measurable goals and performance standards.

### Data Analyst





## DIGITAL PULSE TEAM



Our Service

# Increasing Your Brand Awareness With Social Media

In today's digital landscape, social media is more than just a platform—it's the primary channel for building a powerful and memorable brand. At **Digital Pulse**, we don't just post content; we create data-driven social media strategies designed to increase your brand's visibility and engagement significantly. Our approach is "Don't just post—get noticed. We build a powerful social media presence that turns followers into a community and passive audiences into brand advocates."





## DIGITAL PULSE TEAM



# SEO Strategy For Small Businesses

**Stop getting lost in the crowd. We build a powerful SEO strategy that ensures your business is found by the customers who are ready to buy**

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## DIGITAL PULSE TEAM



# Building Relationships With Customers

## Know Your Audience

**We don't guess—we connect.**

Our strategies begin with a deep dive into who your customers are, what they value, and how they communicate, ensuring every message we send is personal and impactful.

## Use A Clear Writing Style

**Clarity builds confidence.**

We eliminate jargon and embrace a clear, authentic voice that resonates with your customers, making your brand approachable, trustworthy, and easy to understand.





## DIGITAL PULSE TEAM



# Collaboration For Maximum Results

At **Digital Pulse**, we believe the most powerful digital strategies are built on a foundation of genuine partnership. We don't see ourselves as a vendor; we are an extension of your team. Our collaborative approach ensures every campaign is not just executed, but perfected, leading to exceptional outcomes and long-term success.



- **Define Clear Goals And Objectives**
- **Select The Right Collaborators**
- **Monitor Progress And Adjust Needed**
- **Encourage Active Participation**
- **Establish Roles And Responsibilities**
- **Build Long-Term Relationships**





## DIGITAL PULSE TEAM



# Data Analytics In Digital Marketing

**We don't guess, we measure.** We convert raw data into actionable insights, using analytics to optimize campaigns, understand customer behavior, and prove the tangible return on your marketing investment

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## DIGITAL PULSE TEAM



# Marketing In Mobile Era

### Optimize our Mobile Devices

We ensure your brand works flawlessly in every hand.

We build mobile-first experiences that load instantly, navigate intuitively, and convert seamlessly, ensuring you capture every opportunity in the mobile-first world

[Read More](#)

### Invest In Mobile Advertising

We turn screen time into brand growth.

We leverage powerful mobile ad platforms to reach your audience where they live—on their smartphones—delivering targeted, high-impact campaigns that drive conversions and real ROI

[Learn More](#)



## DIGITAL PULSE TEAM

# Create A Solid Social Media Strategy

- Schedule And Be Consistent In Posting
- Adjust Strategy Based On Feedback
- Actively Engage with Audience





## DIGITAL PULSE TEAM

### Personalization

We don't just market to a crowd; we speak to individuals. We use data to create tailored experiences and personalized messages that build deeper connections and drive stronger conversions.



# The Role Of AI In Digital Marketing

**We harness the power of AI to work smarter, not harder.** We leverage AI-driven insights to automate repetitive tasks, personalize campaigns at scale, and gain a competitive edge—freeing up our human creativity for the strategy that truly matters.

[Read More](#)



DIGITAL PULSE TEAM

# Attract Customers Through advertising

**Your ideal customer is out there.**

We use targeted, data-driven advertising to get your brand in front of them at the precise moment they are ready to engage and convert





## DIGITAL PULSE TEAM



# Our Contact Information

## Our Address :

We are based in Egypt, and serve clients globally

## Our Phone :

+20 10 19092211 / +20 11 14039800



[dpulse365@gmail.com](mailto:dpulse365@gmail.com)



**DIGITAL PULSE TEAM**

# Thank You For Attention

**See You Next**