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# Code that works, converts, and looks pretty.

Where Creativity Meets Functionality

www.metacorp.agency



# Where Creativity meets functionality



Our web agency specializes in creating custom digital solutions for businesses of all sizes. From website design and development to digital marketing strategies, we help our clients achieve their online goals and grow their businesses.

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# Company Overview

Metacorp Agency is a forward-thinking creative agency specializing in delivering innovative solutions to meet the diverse needs of our clients. With a strong emphasis on creativity, technology, and strategy, we are dedicated to transforming ideas into impactful experiences that captivate audiences and drive business growth.

Our talented designers, developers, and strategists at Metacorp Agency work collaboratively to craft unique and compelling campaigns across various digital and traditional platforms. We offer a comprehensive suite of services encompassing every aspect of your brand's journey, including branding, graphic design, web development, and digital marketing.

Our unwavering commitment to excellence and our deep understanding of market trends and consumer behavior truly sets us apart. By combining data-driven insights with a human-centered approach, we create engaging and immersive experiences that resonate with your target audience. We firmly believe that the intersection of creativity and strategy is where the true magic happens, and we harness this power to help our clients achieve their goals.

At Metacorp Agency, we pride ourselves on our agile and adaptive methodology, which enables us to stay at the forefront of industry advancements. We constantly evolve and embrace new technologies and trends, ensuring that our clients always receive cutting-edge solutions that make a lasting impact.

Whether you're a startup looking to establish your brand identity or an established company seeking a fresh perspective, Metacorp Agency is here to collaborate, innovate, and elevate your brand to new heights. We invite you to join us on this creative journey as we unlock your brand's true potential. Connect with us today to explore how we can bring your vision to life.

# Services

We are excited to present our comprehensive services that cater to every aspect of your brand's journey. With our passion for creativity, technology, and strategy, we are committed to delivering innovative solutions that captivate audiences and drive business growth.

# Branding & Identity Design

MetaCorp is a website agency headquartered in Dubai, UAE. Our mission is to empower businesses with cutting-edge digital solutions that enhance their online presence and maximize their success in the digital landscape. With a team of skilled professionals, we leverage our expertise in web design, development, and digital marketing to deliver exceptional results for our clients.

At MetaCorp Agency, we are guided by our core values of creativity, innovation, and client satisfaction. Our commitment to excellence and customer-centric approach has earned us a reputation for delivering high-quality solutions that drive tangible results.



## Graphic Design

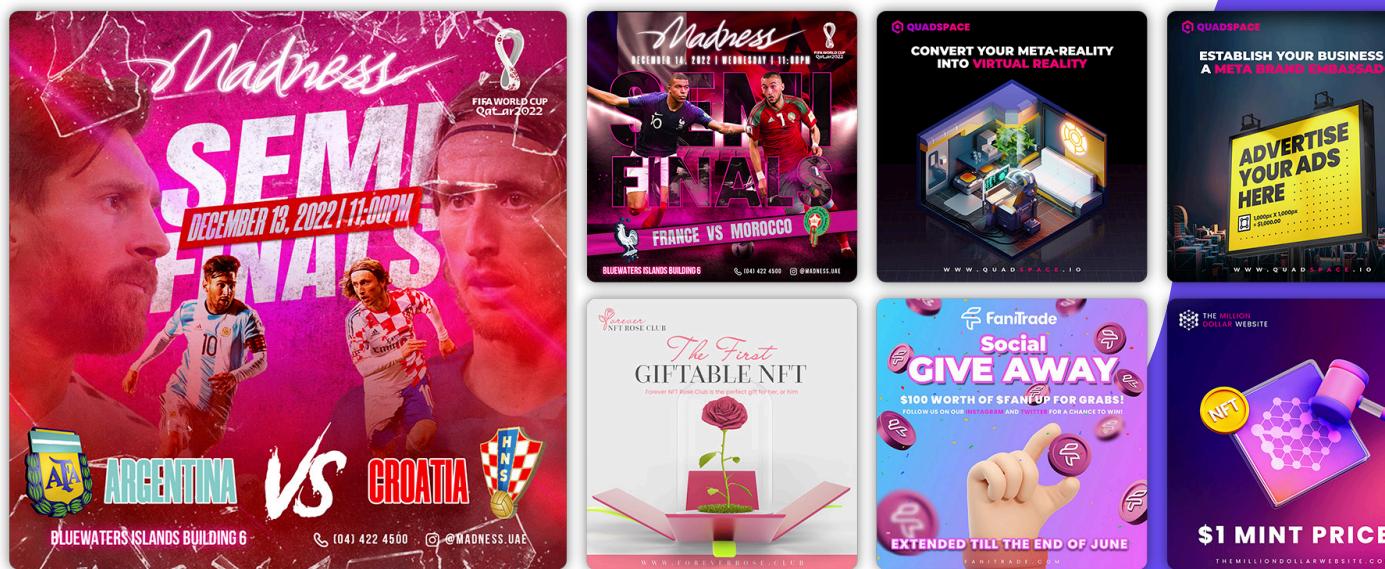
### Print design

From brochures and business cards to posters and packaging, we design visually appealing print materials that leave a lasting impression.



### Digital design

Our designers create engaging digital assets, including social media graphics, website banners, and email templates, to enhance your online presence.



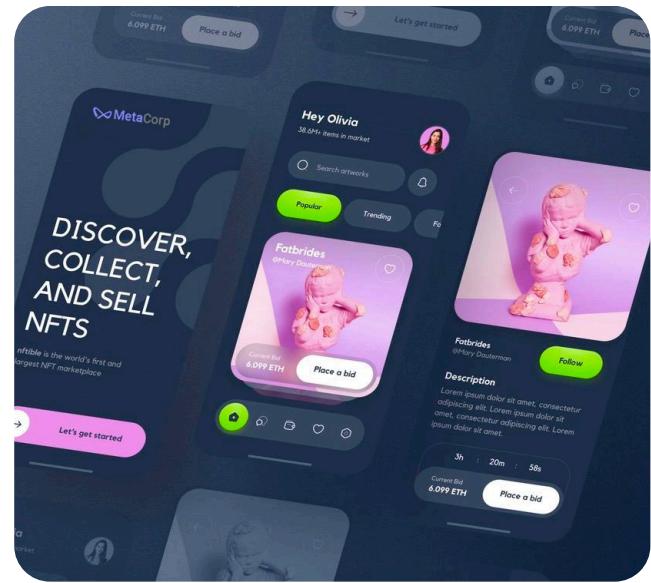
## Web Development

### Responsive website design

We develop user-friendly and visually appealing websites that provide seamless experiences across desktop and mobile devices.

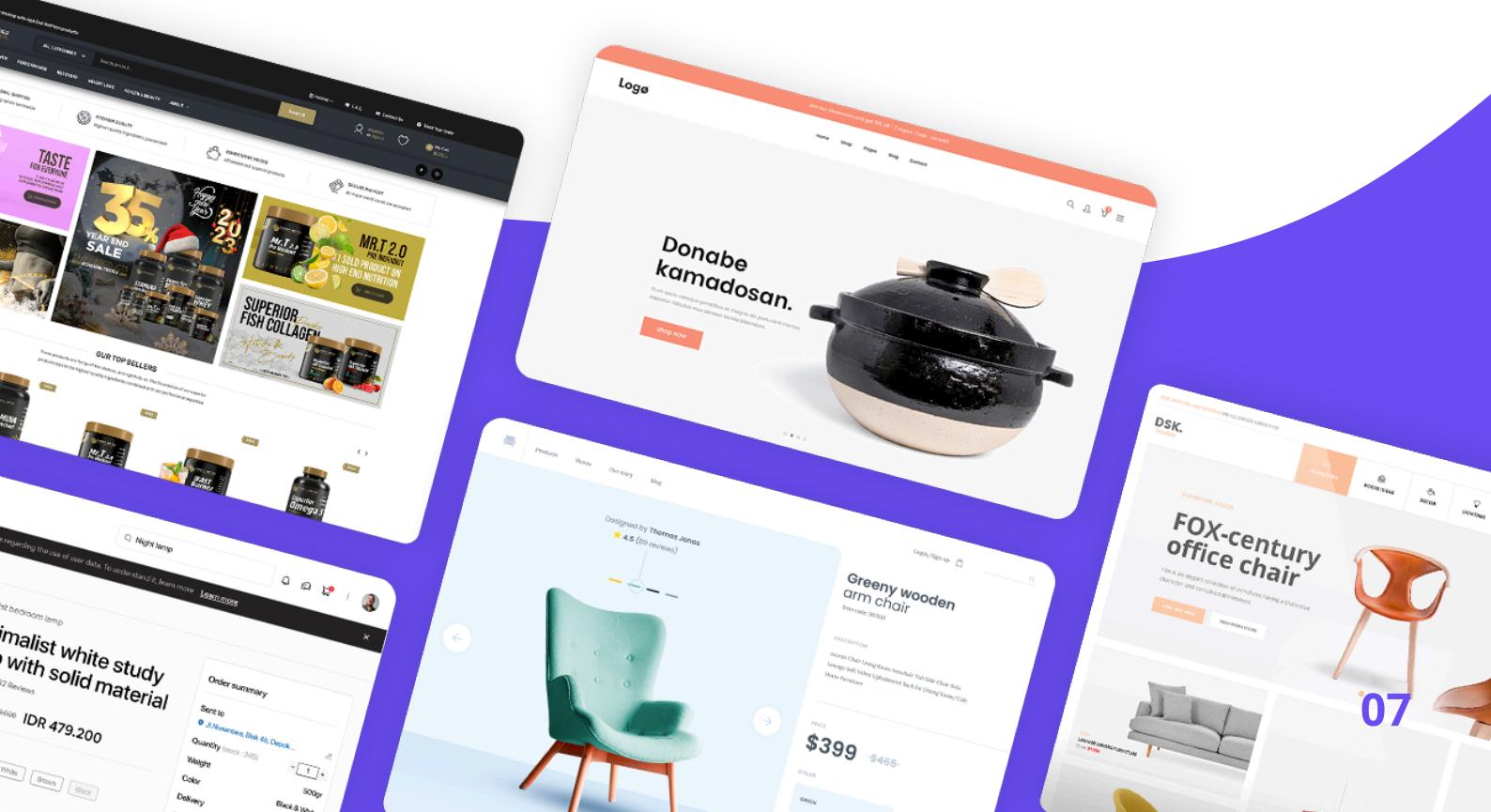
Our team of skilled developers employs cutting-edge techniques and industry best practices to build websites that are fully responsive and optimized for any device.

From fluid layouts to flexible images and media, we ensure that your website looks and functions flawlessly, whether it's accessed on a desktop, laptop, tablet, or smartphone.



### E-commerce solutions

Our team builds secure and scalable e-commerce platforms tailored to your specific product offerings and target market.



## Content management systems (CMS)

We integrate easy-to-use CMS platforms allowing you to manage and update your website content effortlessly.

With a robust CMS, you gain control over your website's content, design, and functionality without requiring technical expertise. Here are three advantages of using a CMS:



### Easy Content Updates

Effortlessly publish and update content without technical expertise



### Customization & Flexibility

Customize design and layout using themes, templates, and plugins



### Collaboration & efficiency

Seamlessly collaborate and streamline workflow for efficient content creation.

MetaCorp

Main

- Dashboard
- Report
- Leaderboard
- Sales
- Administration
- Schedule

Help

- Setting
- support
- library
- Message

Report

Show: Today, 24 March 2020

**Revenue**

This week • \$ 823.76      Previous Week • \$ 676.90

Week

Goals -18%

72%

Order Value \$ 650.92 +20%

Top Product	See all
1. Black Shoe	sold 350
2. White Shoe	sold 298

Top Buyer / New buyer	See all
1. Andy Robertson	25 hrs
2. Julie Estell	21 hrs

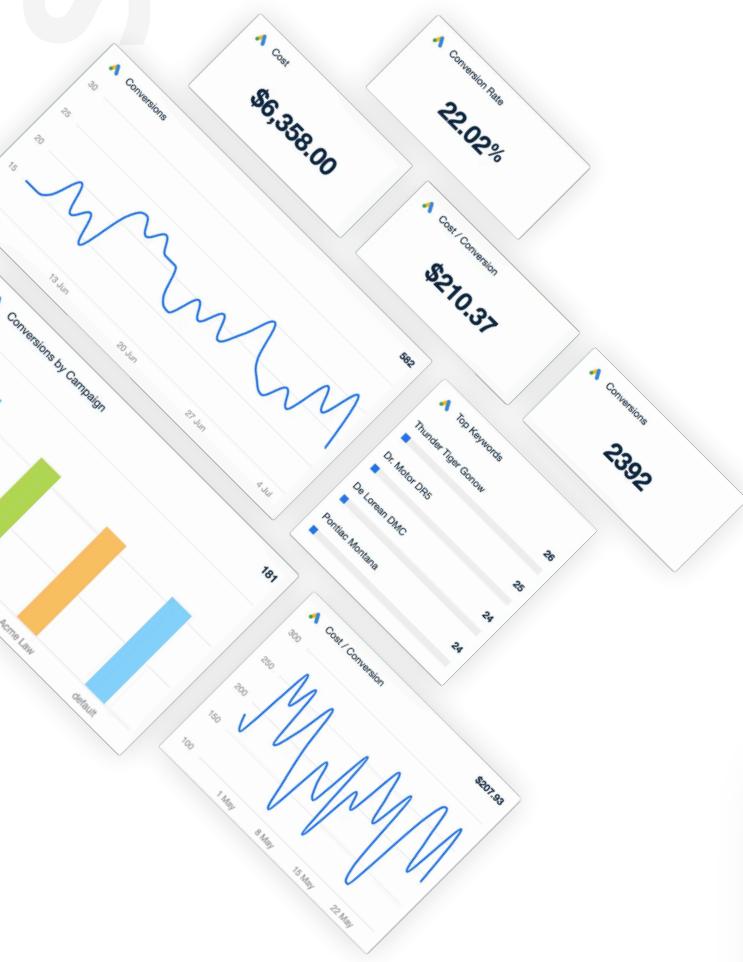
Visitors avg
820

08

# Digital Marketing

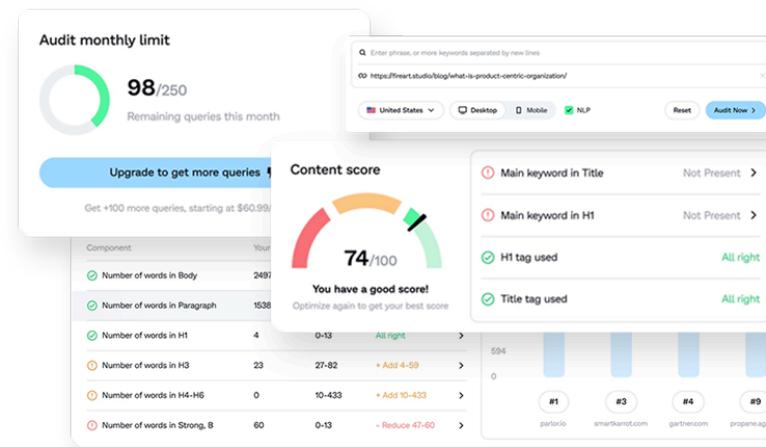
## Search engine optimization (SEO)

We optimize your website to increase organic search visibility, drive relevant traffic and improve your online presence.



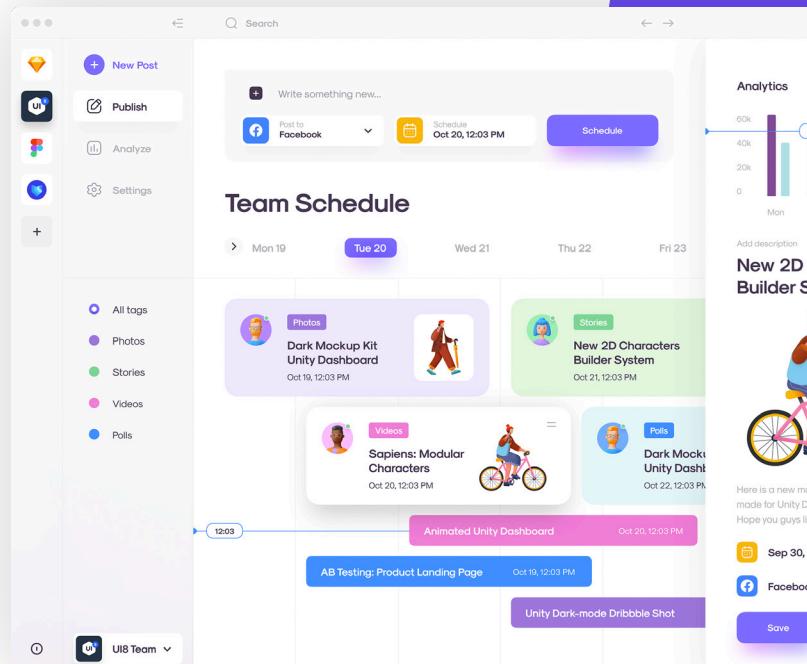
## Social media marketing

We develop and execute social media strategies to engage your audience, build brand awareness, and foster customer loyalty.



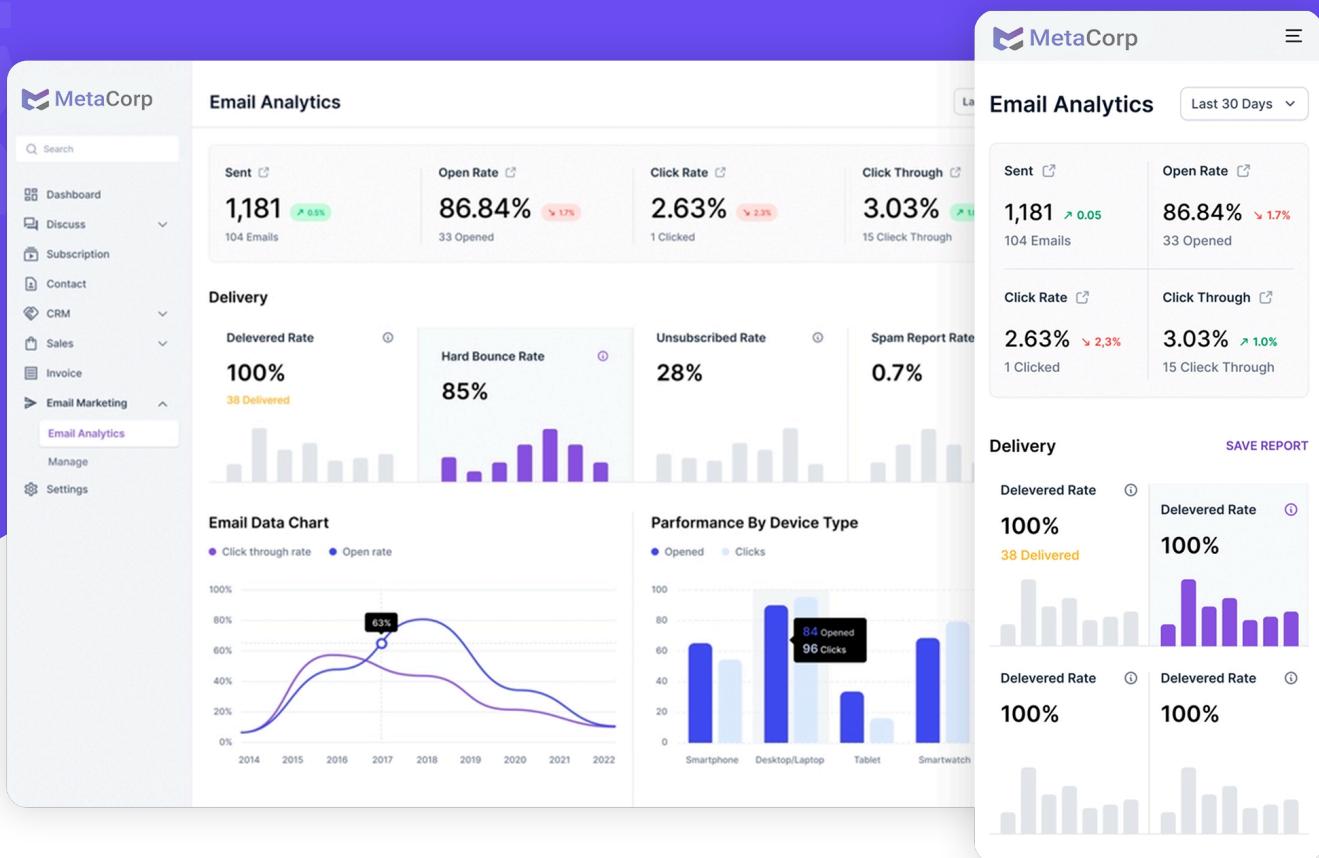
## Pay-per-click advertising (PPC)

Our experts create targeted PPC campaigns to maximize your online reach and generate qualified leads.



## Email marketing

Our team designs and implements effective email marketing campaigns to nurture leads, drive conversions, and increase customer retention.



## Content Creation

### Copywriting

We create compelling and persuasive copy that effectively communicates your brand's message and resonates with your target audience.

### Visual Content

Our skilled artists and photographers produce high-quality visuals, including illustrations, infographics, and photography, to enhance your brand's storytelling.

## Website Automation

In today's fast-paced digital world, manual tasks can slow down your productivity and efficiency. Web automation offers a solution by automating repetitive and time-consuming tasks, allowing you to focus on more important aspects of your work. With web automation, you can streamline your workflow, improve accuracy, and save valuable time and resources.

### 1. Increased Efficiency

Automating repetitive tasks saves time and effort, allowing teams to focus on more strategic initiatives and increasing overall productivity.

### 2. Enhanced Accuracy

Web automation eliminates human errors, ensuring consistent and precise execution of tasks, leading to improved data quality and reliability.

### 3. Scalability and Adaptability

Web automation tools can easily scale to handle growing business needs, providing flexibility to accommodate changing requirements and support organizational growth.



## Strategy and Consulting

### Market research and analysis

We conduct in-depth market research and analyze industry trends to provide valuable insights and guide your brand strategy.

### Strategic planning

Our experts develop customized plans that align with your business objectives, ensuring a clear roadmap for success.

### Brand positioning

We help you differentiate your brand from competitors and establish a strong position in the market through targeted messaging and positioning strategies.

At Metacorp Agency, we believe in the power of collaboration, innovation, and elevating your brand to new heights. We invite you to embark on this creative journey with us as we unlock your brand's true potential. Connect with us today to explore how we can bring your vision to life and achieve remarkable results together.

# Target Market

## Captivating Diverse Audiences for Optimal Results

Understanding your target market is crucial for crafting effective strategies that resonate with your audience. At Metacorp Agency, we believe in tailoring our services to meet the diverse needs of our client's target markets.

### 1. Startups and Emerging Businesses

#### Entrepreneurs and founders

We assist visionary entrepreneurs and founders who are launching innovative startups and need comprehensive brand development, including logo design, visual identity, and strategic positioning.

#### Small and medium-sized businesses

We support growing businesses seeking to establish a strong brand identity, develop captivating marketing materials, and expand their digital presence.

### 2. Established Companies

#### Industry leaders

We collaborate with established companies aiming to reinvigorate their brand image, enhance their market position, and adapt to changing consumer preferences.

#### Corporate rebranding

We assist organizations undergoing a rebranding process, providing comprehensive solutions to revitalize their brand identity, refine messaging, and update visual assets.

### 3. E-commerce and Retail Brands

#### Online retailers

We work with e-commerce businesses to design and develop user-friendly websites, optimize product pages for conversions, and create engaging digital marketing campaigns to drive traffic and boost sales.

#### Brick-and-mortar stores

We help retail brands create captivating in-store experiences, develop signage and displays, and integrate digital strategies to bridge the gap between offline and online channels.

### 4. Creative Industries

#### Art, fashion, and design

We collaborate with artists, fashion brands, and design studios to showcase their unique talents through visually stunning branding, website design, and captivating marketing materials.

#### Entertainment and media

We assist entertainment companies, media outlets, and content creators in developing creative campaigns, captivating visuals, and engaging social media strategies to maximize audience engagement and expand their reach.

### 5. Non-profit Organizations

#### Charitable organizations

We support non-profit organizations by creating compelling branding and messaging that communicate their mission effectively, helping them raise awareness, engage supporters, and drive donations.



## Social enterprises

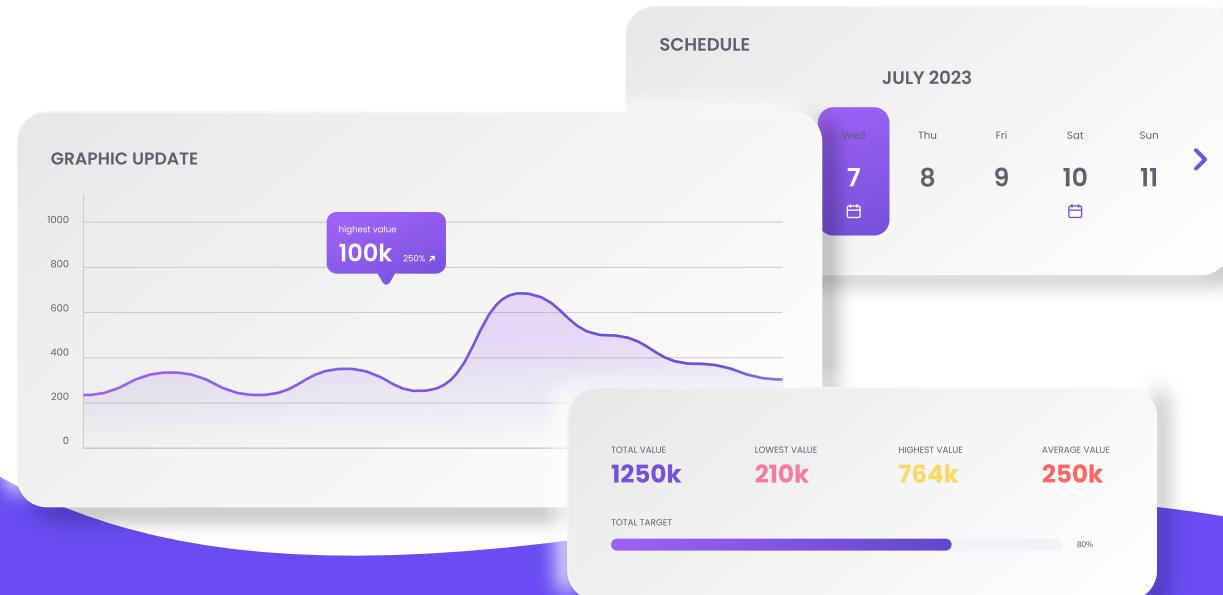
We collaborate with social enterprises to develop impactful storytelling, visual content, and digital marketing campaigns that amplify their social and environmental initiatives

Targeting these diverse market segments ensures our clients receive customized strategies and solutions tailored to their specific industry, goals, and target audience. Our deep understanding of market trends, consumer behavior, and industry dynamics enables us to deliver creative experiences that captivate audiences and drive business growth.

At Metacorp Agency, we are passionate about collaborating, innovating, and elevating brands to new heights. Connect with us today to discuss your unique target market and explore how we can help you unlock your brand's true potential.

# Marketing and Sales Strategy

At Metacorp Agency, we understand that effective marketing and sales strategies are essential for reaching and engaging our clients' target markets. We employ various tailored strategies to ensure optimal results for each target market.



## 1. Startups and Emerging Businesses

### Content Marketing

We would develop informative and valuable content such as blog posts, whitepapers, and case studies to establish thought leadership and attract startup founders and entrepreneurs.

### Social Media Advertising

Utilizing platforms like Facebook, Instagram, and LinkedIn, we would leverage highly targeted ads to reach startup founders and small business owners, highlighting our expertise in brand development and digital marketing.

### Networking and Partnerships

Attending startup events, engaging with entrepreneurial communities, and forging partnerships with startup incubators and accelerators would enable us to connect directly with potential clients.

## 2. Established Companies

### Thought Leadership Content

Creating industry-specific content, including articles, guides, and webinars, would position us as experts in brand revitalization and marketing strategy.

### Case Studies and Testimonials

Showcasing successful projects with established companies through case studies and testimonials would instill confidence and demonstrate our ability to drive meaningful results.

### Targeted Email Campaigns

Implementing personalized email campaigns to decision-makers and influencers within target companies would nurture relationships and generate leads.

## 3. E-commerce and Retail Brands

### Search Engine Optimization (SEO)

Implementing comprehensive SEO strategies to optimize product pages, improve search visibility, and drive organic traffic for e-commerce businesses.

### Influencer Partnerships

Collaborating with relevant influencers and bloggers to promote retail brands through sponsored content, reviews, and social media campaigns.

### Conversion Rate Optimization (CRO)

Analyzing user behavior, conducting A/B testing, and optimizing website elements to maximize conversions and improve the online shopping experience.

## 4. Creative Industries

### Search Engine Optimization (SEO)

Showcasing our expertise in visual storytelling through captivating videos, animations, and portfolio presentations to engage artists, designers, and entertainment professionals.

## Industry Events and Awards

Participating in industry events, trade shows, and competitions to build credibility, network with creative professionals, and attract potential clients.

## Creative Content Marketing

Leveraging visually appealing and engaging content, such as mood boards, design tips, and behind-the-scenes glimpses, to engage and inspire creative industry professionals.

## 5. Non-profit Organizations

### Cause-Related Marketing

Aligning our brand with non-profit causes and initiatives to demonstrate our commitment to social responsibility and attract organizations seeking socially conscious partners.

### Grants and Pro Bono Work

Offering grants or pro bono services to selected non-profit organizations to build relationships, showcase our capabilities, and positively impact the community.

### Social Media Campaigns

Crafting impactful social media campaigns that highlight the work of non-profit organizations, engage supporters, and drive donations.

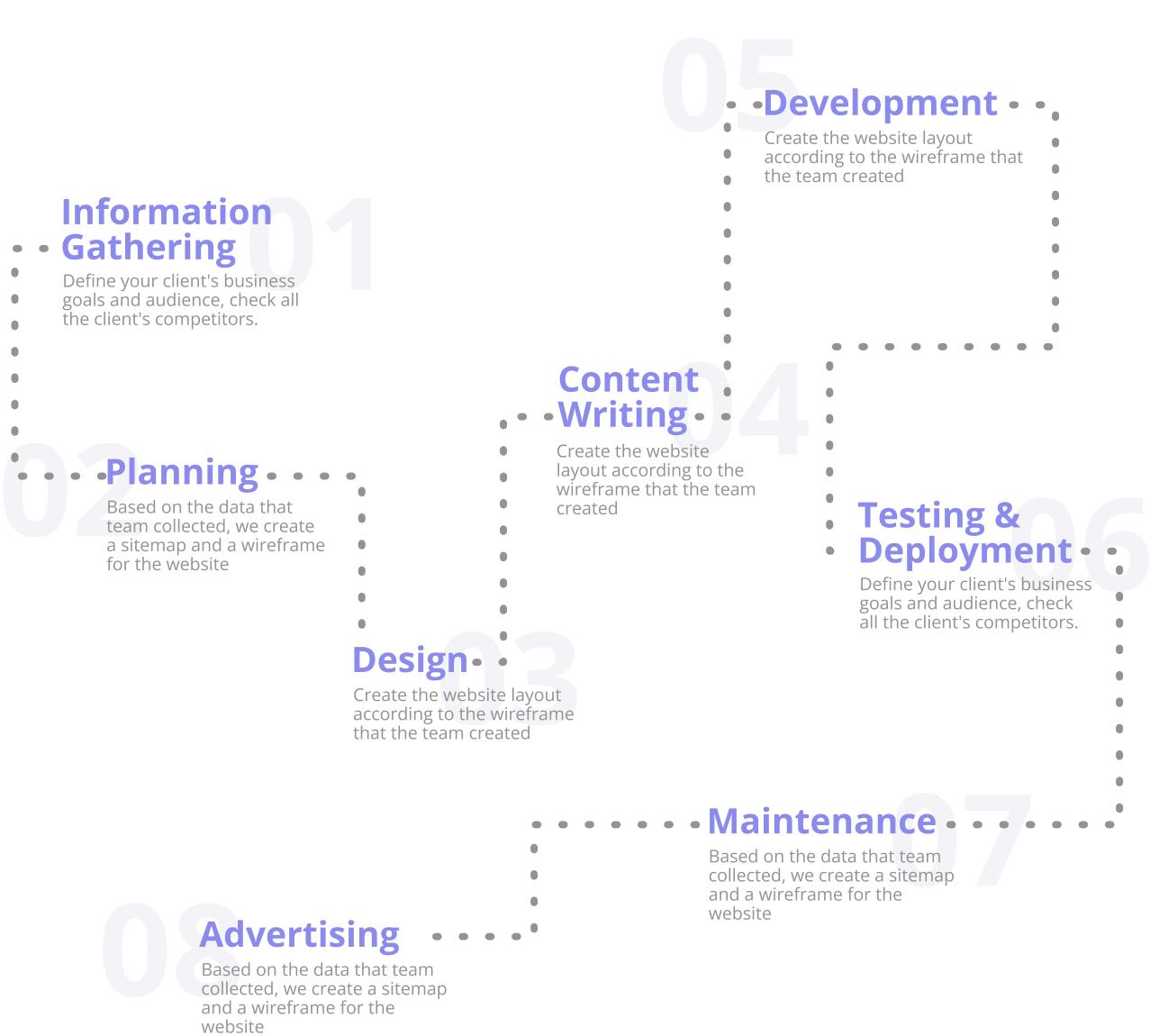
In addition to these strategies, we employ a consultative sales approach, focusing on understanding our client's unique challenges and goals. Our sales team would actively listen, conduct needs assessments, and provide tailored solutions to meet their requirements.



At Metacorp Agency, we continuously monitor industry trends, evaluate campaign performance, and adapt our strategies to ensure our client's marketing and sales efforts yield optimal results. Combining data-driven insights with creative expertise, we help our clients reach their target markets effectively, drive business growth, and achieve remarkable success.

## Operations Management

Performing a competitive analysis is critical to Metacorp Agency's strategic approach. It allows us to understand the competitive landscape, identify market trends, and develop effective strategies to differentiate our services.



## 1. Identify Competitors

### Market Research

We conduct thorough market research to identify direct and indirect competitors operating in the same target market or offering similar services.

### Industry Knowledge

Our team stays updated on industry news, trends, and emerging players to ensure we comprehensively understand the competitive landscape.

## 2 . Analyze Competitor Offerings

### Service Comparison

We analyze competitor offerings, including their range of services, pricing models, and unique selling propositions (USPs), to identify areas of overlap and differentiation.

### Strengths and Weaknesses

We assess the strengths and weaknesses of each competitor, examining factors such as their expertise, portfolio, client reviews, and industry reputation.

### Differentiation Analysis

We identify key factors that set Metacorp Agency apart from competitors and emphasize our unique value proposition to clients.

## 3. Assess Marketing and Sales Strategies

### Online Presence

We evaluate competitors' websites, social media profiles, and advertising campaigns to understand their digital marketing strategies, messaging, and branding efforts.

## **Content and Thought Leadership**

We analyze competitors' content marketing initiatives, including blogs, whitepapers, and webinars, to assess their thought leadership positioning and messaging tactics.

## **Sales Approach**

We examine competitors' sales processes, client engagement strategies, and customer relationship management techniques to identify potential areas for improvement or differentiation.

## **4. Customer Analysis**

### **Target Audience Overlap**

We identify shared target audiences between Metacorp Agency and competitors and assess their needs, preferences, and pain points to refine our marketing and service offerings

### **Client Feedback**

We gather and analyze client feedback and testimonials about competitors to gain insights into their strengths, weaknesses, and areas for improvement.

### **Case Studies and Success Stories**

We review competitors' case studies and success stories to understand their project capabilities, approaches, and outcomes.

## 5 . SWOT Analysis

### Strengths and Weaknesses

We identify our strengths and weaknesses compared to competitors, focusing on factors such as expertise, team composition, service offerings, and technology adoption.

### Opportunities and Threats

We assess market opportunities and potential threats posed by competitors, emerging trends, and changes in client demands to stay proactive in our approach.

By conducting a comprehensive competitive analysis, we can leverage insights gained to refine our strategies, differentiate our services, and continuously innovate. This analysis enables us to make informed decisions, identify growth opportunities, and position Metacorp Agency as a leader in the creative agency space.