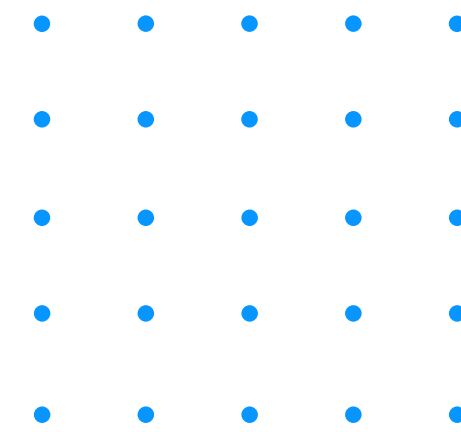# TIQ Digital

Vision 2030

Scaling Businesses
for success with strategic planning
frameworks & digital enablement.

Technocratiq Digital

EXPANDING DIGITAL HORIZONS

TIQ Digital is an elite IQ-based Digital Consultancy that can build your online presence into something powerful. We can handle all your digital marketing needs to create an affinity for your brand while implementing the required digital assets.

We provide innovative marketing practices and customer-centric roadmaps that change the way people identify your business. We help YOU to build a BRAND, define strategies, provide IT & business solutions, deliver models that widen your audience, and achieve higher engagement. From consulting and creative campaigns to insights and analytics we cover it all!!

We help you identify gaps in the existing structure or help you set up a new foundation to drive PROFITABLE GROWTH through our leading-edge digital customer experience.

OUR DIRECTORS

Amit Sharma
Managing Director

Phone
+91-7982 534 881 | +91-9873 887 855

Reach out
amit.sharma@technocratiq.com

Certified in **"Brand Management"** from University of London - LBS

Digital Transformation Certification by BCG and the University of Virginia

Masters in Business Administration in **"Marketing Management"** from JCU Singapore

Mohit Rana
Executive Director

Phone
+91-997 115 0579 | +91-881 030 0579

Reach out
mohit.rana@technocratiq.com

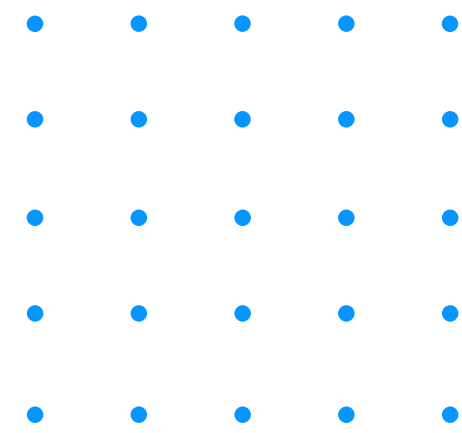Certified in **"Leadership Through Marketing"** from Northwestern University

Inbound Sales Certified by Hubspot Academy - One of the leading growth marketing platform

Bachelor of Science In Business Administration from Franklin University, Columbus Ohio USA

Mission & Vision

Provide highest quality work and cost-effective custom Marketing and IT consulting services to our clients while maintaining an environment that fosters creativity, dedication, and the constant pursuit of new ideas by our employees."

Our Vision is closely aligned to the R.A.C.E. framework

Reach -> Act -> Convert -> Engage because it is a RACE to success!

Together we produce a differentiated brand strategy, corporate image, and business identity that assures success! Each of our stages involves a series of clearly defined processes and those processes use tools, some of which you'll recognize like old friends while others are our own genius inventions.

EXPLORING DIFFERENT STRATEGIES

You have the freedom to choose your strategy.

STRATEGIC GOAL1 - BRAND AWARENESS

Build BRAND AFFINITY and Improve the message outreach to make people aware of who we are and what we do.

STRATEGIC GOAL 2- LEAD GENERATION CAMPAIGNS

ACQUISITION - focus is on gaining users for your product and generating inquiries using a number of different marketing strategies.

STRATEGIC GOAL 3- CREATE A ROUTINE FUNNEL MECHANISM FOR DIFFERENT CHANNELS

Funnels using SEO, affiliate marketing, influencers and other mechanism help us to sustain in the long run by removing dependency on paid ads.

Hyper Targeted Outreach

- **Brand**
- **Features**
- **Packaging**

Get sales-ready leads based on personalised digital campaigns and tailored nurture strategy.

ROI Driven Approach

- **Price**
- **Discounts**
- **Bundling deals**
- **Credit terms**

Leverage targeted digital nurture journey, get a robust demand generation engine.

Customer Connect Strategy

- **Ads**
- **PR**
- **Social Media**
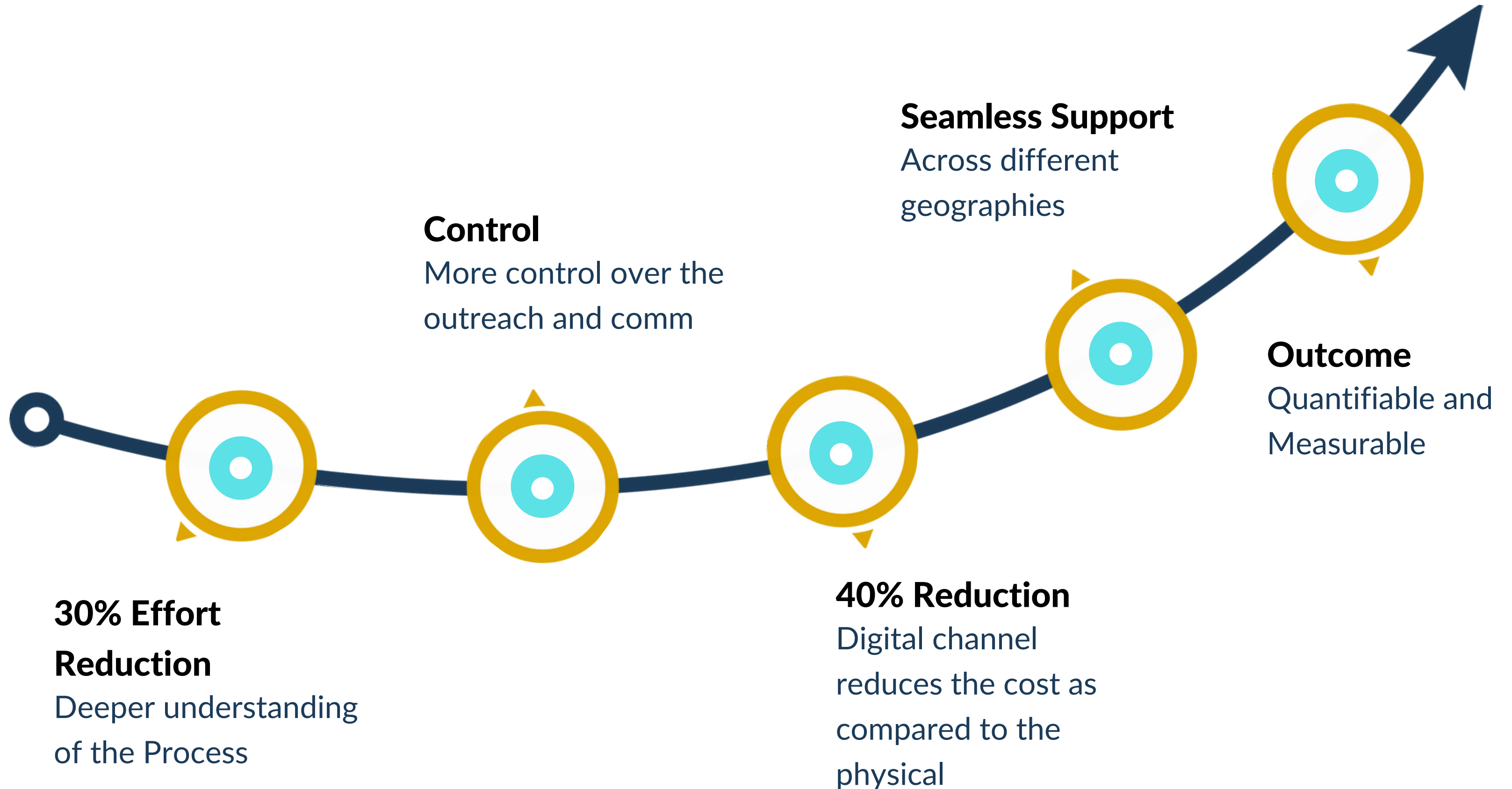- **EmailSearch Engine**
- **Video**

Creating a voluminous mix of right prospects, right pitch, right messaging, interest qualification, and closing the gap of availability and mind share.

Digital Readiness

- **Stores**
- **Website**
- **Online Marketplace**

Audit & analyse the digital maturity of partners and accelerate channel go-to-market plans.

Seamless Support
Across different
geographies

Control
More control over the
outreach and comm

Outcome
Quantifiable and
Measurable

**30% Effort
Reduction**
Deeper understanding
of the Process

40% Reduction
Digital channel
reduces the cost as
compared to the
physical

Marketing Services

BY TECHNOCRATIQ DIGITAL

Our Marketing Services

BRAND STRATEGY

Our team of qualified professionals delivers tangible results, helping your brand reach new heights.

CAMPAIGN STRATEGY

A campaign strategy is a proposed pathway to victory. A campaign can be seen as an organized, purposeful effort to create change, and it should be guided by thoughtful planning.

SOCIAL MEDIA MANAGEMENT

We manage social media networks such as LinkedIn, Twitter, Facebook, Youtube, Instagram, among others on your behalf.

E-COMMERCE MARKETING

We boost your revenues by converting traffic into paying customers and retaining those customers for further sales through personalized series of actions.

SEO PROCESS

Our SEO process ensures good rankings and health for your website. We follow a holistic approach and understand the latest updates

ANALYTICS & INSIGHTS

To understand the behavior of your audience and to increase the conversions provide reporting, explanation, and implementation

Our Digital Business Solutions

AUTOMATION & AI

Unlock new sources of revenue, build unique competitive advantages, and achieve operational excellence with TIQ's unique Automation & AI strategies.

MARKET RESEARCH REPORTS

We assist you to identify gaps in customer expectations. We deliver a proactive understanding of your target segment from both qualitative andquantitative market study.

MEDIA PUBLICATIONS

Bring the power of media to your business. We make it easy to get your business visible & heard.

CRM & ERP SOLUTIONS

Prioritize your data and never lose a customer through our coherent CRM and ERP consultation services.

MOTION & GRAPHIC DESIGNS

Dazzle your visitors and audiences with our creative and impactful designs & concepts.

PROFESSIONAL PORTALS

We understand that every company has specific requirements to develop internal portals as they grow.

Our Enterprise IT Solutions

MOBILE APP DEVELOPMENT

Reach your targeted users by offering them a way to interact with your business via a customized mobile app.

PRIVATE CLOUD INFRASTRUCTURE

Private Cloud Infrastructure services allow enterprises to meet their future needs subsequently leading to dynamically scaled cloud solutions.

ONLINE SECURITY & NETWORK PERFORMANCE

Companies need online security and network performance services to be successful, which is not only capable of securing business data but also protecting users and devices from malware attacks.

WEBSITE DEVELOPMENT

Interactive website design and development services give your business a significant boost which eventually help you to forge ahead in a highly competitive world.

OPEN SOURCE DEVELOPMENT

Dazzle your visitors and audiences with our creative and impactful designs & concepts.

MANAGED BUSINESS SOLUTIONS

We understand that every company has specific requirements to develop internal portals as they grow.

Customer References – Digital Business Solutions

Customer References - Technology

CASE STUDIES

CREATE YOUR BRAND'S PROFILE

It serves a variety
of purposes, making presentations
powerful tools for convincing
and teaching.

PRESENT YOUR PRODUCT OR SERVICE

It serves a variety
of purposes, making presentations powerful
tools for convincing
and teaching.

SEEK YOUR TARGET AUDIENCE

It serves a variety
of purposes, making presentations
powerful tools for convincing
and teaching.

III CASE STUDY

#Rebranding #Marketing #Digitization

Key Highlights

☐ Campaign Promotion and Marketing Activities

☐ Top UAE based consultancy firm

☐ Related to In-Country Value, ADNOC, Dubai-Abu Dhabi, UAE

☐ Rebranding across 3 countries

☐ External partnerships sync with players like HSBC, FICCI, JOI,etc

☐ Conferences and Live Webinars hosted

Challenges

- To grow a Consulting firm across India
- Internationalization of the Firm to Middle-East and Singapore
- Creating a unique essence of the brand in each country and maintain the messaging tone
- Sync the rebranding of the firm across 3 countries

Key Outcomes

- Highly integrated and functional web portal was developed and designed
- Revenue factor through digital activities rose 80% and contributed to 15% of turnover in 2 years
- Improvement in the effectiveness and efficiency of operations

▐▐▐ CASE STUDY

#DigitalTransformation #Website

Key Highlights

- ☐ Al Suwaidi Holding Company

- ☐ Employing more than 11,000 people

- ☐ One of the Fortune 100 companies

- ☐ Largescale plants in the areas such as Oil & Gas, Petrochemicals, Chemicals, Power, Fertilizer, Steel, Desalination, etc.

Challenges

- To list their industrial product such as Valves and turbines in an e-commerce way
- Boost the query generation from the website
- Make it SEO friendly
- Funnel system to manage tickets

Key Outcomes

- Queries from the website grew 23% in 15 months
- Ranking of 5 keywords in the top 10 was achieved
- Became Industry's first movers as Competitors followed the same after successful project

CASE - CAPITAL PROJECT SUPPLY MARKET ANALYSIS AND DATA TRANSFORMATION

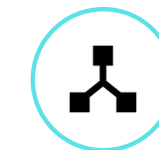## TOP 10 of Fortune 500 - Oil and Gas

Challenges

- **Analysis 1:** A deeper understanding of the Capital market, Market Research
- **Result:** Improvement in the effectiveness and efficiency of data collection
- **Output:** More Reliable Prediction & Reporting
- **Analysis 2**: Digitization and Data flow Connection into their system
- **Result:** Live and Updated information
- **Output:** Turnaround time of Decision making was reduced

Impact

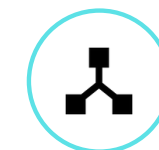Detailed Report and Data Gathering
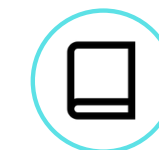
Better Connectivity b/w Dept

Archives of Historic Data and Library

Decision Making Live Updates

Robust Future Network

Prediction & Reporting