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Suhail Inayat
Founder / CEO

Welcome to SICOM

In today's rapidly evolving digital landscape, businesses must embrace innovative strategies to thrive. At SICOM, we're passionate about empowering businesses to excel in this dynamic environment.

As Founder and CEO, I'm proud of SICOM's track record as a trusted partner in digital marketing and social media. Our tailored strategies have helped diverse clients achieve remarkable growth.

We're committed to fostering partnerships grounded in trust and transparency. Join us on this journey to elevate your brand's digital presence and expand your online reach. Contact us today to explore how SICOM can propel your business forward.



OBJECTIVE

Is to employ professional skills to consistently deliver high-quality work, and we take pride in our results-oriented approach.

MISSION

Our mission is to provide advanced and effective communication solutions that empower our clients to attain a leading edge over their competition and ensure their success.

VISION

Our vision is to extend our services globally, enabling every company to harness the benefits of effective communication solutions in today's digital age, addressing the challenges of the 21st century.



WHO ARE WE?

Established in 2012, SICOM stands as a full-service digital marketing and advertising agency. Our offerings encompass a wide spectrum of Internet marketing services, including reputation management, SEO, SMM, political PR, development, and promotion. Additionally, we specialize in providing integrated creative solutions to leading companies across various industries.

As technology continues to evolve, so do we. Our journey has been marked by a deep understanding and proactive embrace of digital advancements across platforms and formats. This enables us to craft tailored solutions that exceed our clients' expectations consistently.

Our team's proficiency in advanced business analysis, brand management, digital marketing, and user-centered content design ensures that we deliver tangible value to our clients. We are dedicated to upholding excellence in every project, guiding it seamlessly from inception to completion, always meeting deadlines and budgets.

Our cross-platform agnostic approach to developing interactive solutions has garnered praise from prestigious clients, facilitating enduring partnerships. Our success, bolstered by over 20 years of industry experience, underscores our ability to thrive in the ever-evolving digital landscape.



In today's dynamic business landscape, the pursuit of acquiring new customers, establishing a robust brand, and cultivating a prominent digital presence is ever-evolving.

With rapid advancements in technology reshaping various revenue streams, the potential for Return on Investment (ROI) is vast, yet navigating this complexity can be daunting. This is where SICOM steps in to complement your business requirements.

SICOM conducts comprehensive digital analyses of your online and offline presence, offering insights into how customers perceive your brand. From online directories to review platforms, social networks to blogs, we evaluate your visibility, reputation, and industry standing.

Employing a User-Centric Model and a strategic fusion of research, design, and technology, we craft compelling brands tailored to attract your target audience. Our strategic approach equips you or your company with the optimal competitive advantage in today's competitive landscape.

Multi-Channel Analytics & Optimization	Integrated Planning and Strategy	Digital Advertising PPC, Adwords, Social Ads, Podcast, Streaming Ads	Social Media Marketing
Web & Email Marketing	Retail Marketing	Public Relations	Influencer Marketing Organic + Paid
Identity & Brand creation	Photography, Video & Motion Graphics	Events	DIGITAL 360°

WHAT WE DO



Campaign Planning And Execution

Optimize	Aim	Omni-Channel	Engage
Grow	Strategy	Attract	Interact
Grow Loyalty	Brand Identity	Public Relations	Email
Measure & Adapt	Campaign	Marketing	Influencer
		Digital Advertising	Social Media



EACH CAMPAIGN GETS A UNIQUE KPI DEFINITION

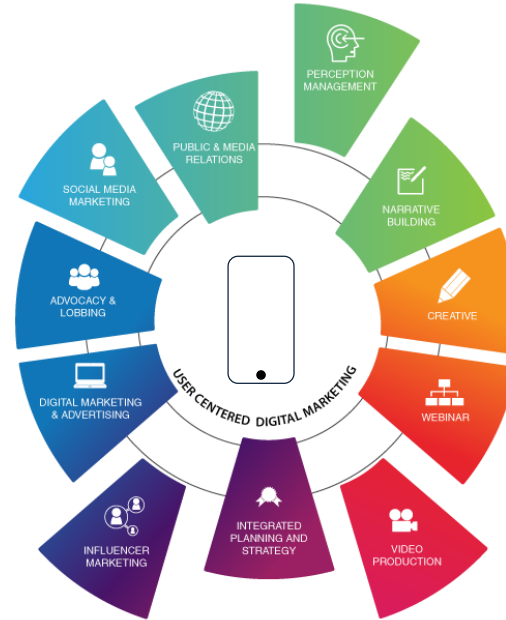
At SICOM, we prioritize a personalized approach. We are dedicated to delivering optimal results tailored specifically to your needs. That's why we place great emphasis on meeting you in person to gain a comprehensive understanding of your business requirements, vision, objectives, and unique selling points.

By delving into the essence of your brand, we can effectively craft a compelling narrative that resonates across the digital landscape. We then leverage cutting-edge digital tools and technologies to empower your journey towards success.



OUR SERVICE

Our core services are designed to cultivate thriving businesses and impactful content that leaves a lasting impression, ensuring your brand remains at the forefront of people's minds. We offer comprehensive solutions that address all our clients' needs, striving to consistently surpass their expectations.



USER CENTRIC MODEL



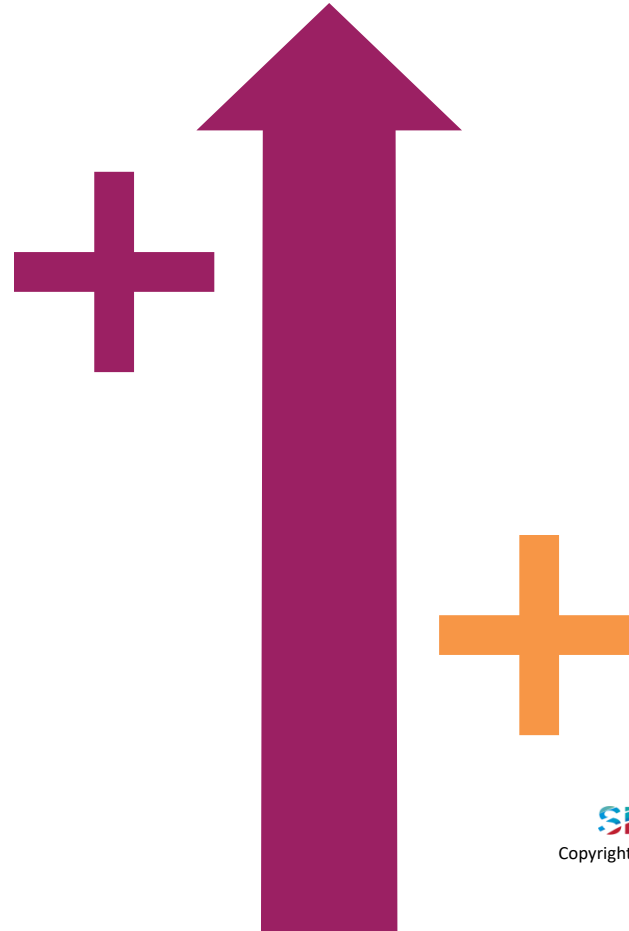


Strategy

As a brand strategy agency, we specialize in gaining expert insight into your brand and crafting a creative strategy aligned with your values and target market. Our innovative methodology involves systematic surveys and strategic planning to identify your key objectives, pinpoint the customers to focus on, and inspire effective action.

AREAS OF EXPERTISE:

- Market Research
- Marketing Plans
- Campaign Planning
- Growth Strategy
- Brand Strategy
- Innovation Strategy
- Customer Experience Strategy
- Data Strategy
- Brand Audits
- Competitive Analysis



SERVICES

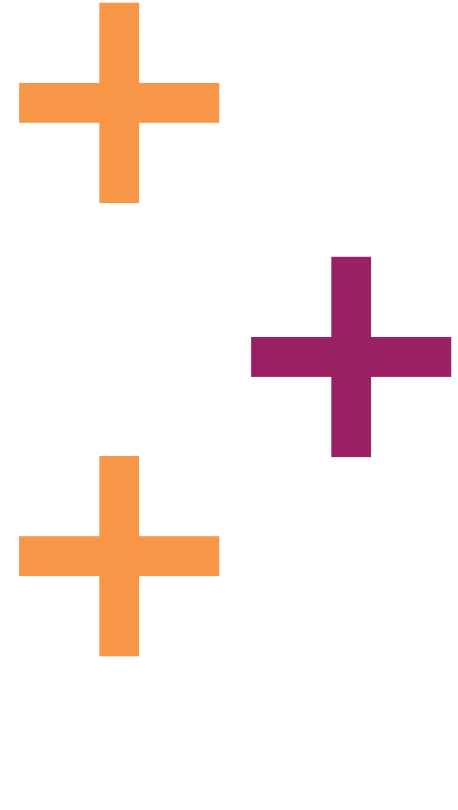


Digital Advertising

At SICOM, we effectively manage both large and small online ad budgets, with a keen focus on Omni-Channel advertising. Our expertise spans across various platforms, including Social Media Advertising, Paid Search, Streaming Platforms, Podcasts, and other emerging digital platforms.

AREAS OF EXPERTISE:

- Social Media Advertising
- Paid Search (Google PPC, Bing)
- Retargeting Ads
- Digital Streaming: HULU, YouTube, Pre -Roll
- Podcast and Audio Streaming advertng (Pandora, Spotify)
- Key Retailer Ad Collaboration Consultation
- Amazon Advertising
- Traditional media buys
- A/B testing, Optimization & Reporting





Creative

To establish a successful and enduring business, and to cultivate a brand that fosters loyalty, you must begin with your story. Our objective is to forge a meaningful connection every time a customer encounters your name, sees your logo, attends your events, visits your website, or encounters your brand in the news or on social media.

AREAS OF EXPERTISE:

Branding

- Corporate Identity
- Packaging
- Brand Guidelines
- Logo Design
- Rebranding

Publications

- Press Adv.
- Marketing Brochure
- Flyers
- Company Profile
- Catalogs
- Presentation

Digital Marketing

- Social Media Posts
- Website
- UX & UI Design
- Newsletters

Outdoor

- Unipole
- Lamp-Post
- Vehicle Branding
- Outdoor Stickers





Website & SEO

Your website stands as one of your most potent marketing assets, capable of embodying not just your company, service, or product, but also your ideas and values. Recognizing this immense potential, SICOM considers it essential to integrate its web design, programming, and online marketing departments under one roof.

AREAS OF EXPERTISE:

- Responsive Web Design & Development
- Ui / UX
- Web, Video & Email Hosting
- Ecommerce & Content Management
- Search Engine Optimization (SEO) & Custom Reporting
- Microsites & Landing Pages
- Wordpress
- Drupal
- Joomla
- Laravel Development
- eCommerce Development
- Integration & Platform Engineering
- Support & Maintenance





Marketing

Online marketing is a dynamic and ever-evolving domain aimed at fostering engagement with your audience. Success in the digital space requires strategic planning, compelling creativity, and a dedicated team adept at navigating the immediacy this medium demands.

AREAS OF EXPERTISE:

- Campaign Development
- Communications Planning
- Media Planning
- Content Strategy
- Performance Marketing
- Social Media Marketing
- Digital Advertising
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Measurement and Reporting
- Testing and Optimization



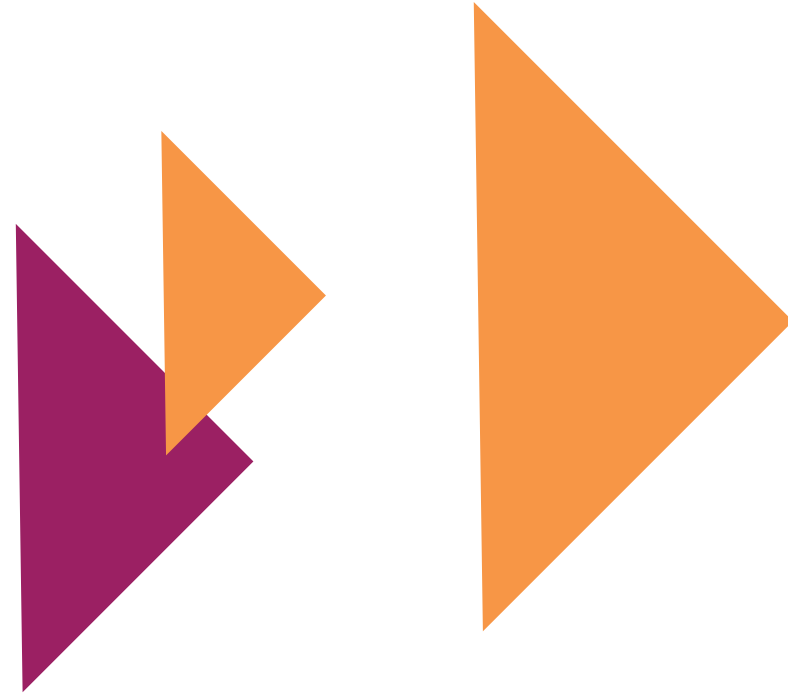


Video & Film

Engage your audience by narrating your story in the most captivating manner through visual storytelling, videography, and motion graphics. Video content is particularly effective in fostering engagement as it is visually compelling, easy to consume, and readily shareable across all channels.

AREAS OF EXPERTISE:

- Commercials
- Motion Graphics
- Corporate Videos
- Internal videos
- Product promotion videos
- Fundraising Videos
- Web Video Streaming/ Hosting





Traditional Marketing

Despite the increasing consumption of digital content, consumers continue to place significant trust in traditional marketing methods. Crafting a vibrant and robust brand presence through print enables consumers to interact with tangible representations of your brand, fostering a deeper connection.

AREAS OF EXPERTISE:

- Brochures
- Direct Mail
- Annual Reports
- Trade Show Displays
- Billboards
- Magazines





Public Relation



Developing a strategic public relations strategy is foundational for making sound decisions and fostering a positive rapport with the public. By sparking conversations about your brand and offerings, you can effectively address consumer concerns, overcome obstacles to purchasing, and uncover avenues for growth.

AREAS OF EXPERTISE:

PR strategy planning

- Breakthrough PR
- Contextual and targeted advertising
- Media Advisories
- Media Press Releases
- Events
- Reputation Management and SERM
 - Monitoring
 - Dealing with the Negative
 - Spreading Positive Information
 - SERM
 - Branding

- Special feature articles, supplements and editorial inserts
- News conferences
- Brochures & booklets
- Monthly reports/Annual reports
- Newsletters
- Seminars
- Conferences and conventions
- Tours & visits
- Trade shows
- Liaison with government agencies
- Social media posting
- Pitching for short and long lead
- Ongoing media relations outreach to traditional media and TV
- Seamless integration with your social media platforms
- Media Desk Sides
- Branded Mailers for Editors



Media Buying

Media buying is a delicate balance of leveraging relationships, creative innovation, and thorough research. From traditional print advertising to cutting-edge platforms like influencer marketing, the techniques employed are diverse. Success in media buying lies in securing adequate exposure to reach your target audience while maintaining budgetary constraints and ensuring a diverse presence across platforms.

AREAS OF EXPERTISE:

- Online Advertising & PPC
- Billboards
- Print Publications
- Radio
- TV, PSAs





Feature of Our Service

Success in advertising hinges on striking the right balance between mediums and messages to effectively reach your target audience. Partnering with us means entrusting your brand expansion and community awareness efforts to skilled professionals who are dedicated to enhancing your bottom line.

Viral Marketing:

- Crafting innovative campaigns to drive traffic to your website (Viral SMM).
- Creating engaging campaigns to spark discussions about your brand across media and social networks.
- Reinforcing your PR, marketing, and ongoing promotions.
- Optimizing current advertising campaigns to boost conversion rates.

Media:

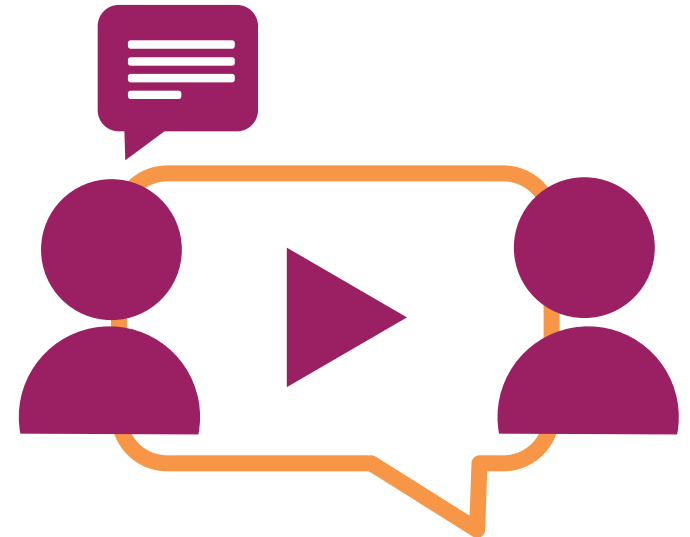
Reach an extensive audience of 1 million people and beyond.
Enhance brand awareness through media coverage.
Foster brand discussions in various media channels.

Viral:

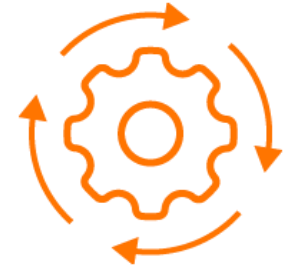
Achieve clear and measurable joint-action Key Performance Indicators (KPIs) through Social Media Marketing (SMM).
Witness a direct impact of viral marketing on your brand's visibility and engagement.

Content and Activity Strengthening:

Experience a 15% or greater increase in the effectiveness of your PR campaigns.
Stimulate comments and discussions under your posts.
Foster increased brand loyalty among your audience.



Project Workflow & Quality Control



SICOM's workflow is supported by five core pillars, enabling us to meet stringent deadlines while consistently delivering high-quality solutions.

1. COMMUNICATION

Our culture encourages input from all stakeholders within the client-agency team. To facilitate seamless communication, each client is assigned a dedicated account manager who serves as the main point of contact. This individual is responsible for tracking project deliverables and schedules, promptly notifying the client of any changes or additional requirements.

2. RESEARCH

Research forms the foundation of our creative process. Through collaborative sessions with stakeholders, we define project objectives and deliverables. We analyze past campaigns and gather relevant assets, supplementing our insights with market and competitor research when necessary.

3. STRATEGY

Leveraging the insights gathered from research, our team strategically targets key audiences and selects the most effective marketing channels (web, video, print, PR, etc.) to engage customers at various stages of their journey.

4. DESIGN

Creative concepts or treatments are developed, with a minimum of two options presented for consideration. Through iterative feedback sessions with the client's representative, these concepts are refined into a final treatment.

5. PRODUCTION

Our project managers oversee daily schedules and workflows to ensure timely completion of all production milestones. Quality control is paramount, with all deliverables subjected to rigorous checklists and requiring approval from at least two team members not directly involved in the project's production.

OUR CUSTOMERS

We are proud to have the opportunities to work with great clients, both locally and internationally.





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Advertising+__!