Media Tech
Digital Media Solution Provider

Official Profile
content

01 Introduction
02 Web Designing & Development
03 Website Designing
04 SEO Management
05 Social Media
06 Social Media Marketing
07 About us & our Projects
08 Adgas
09 Adma Opco
10 Wafa
11 Gulistan Property
12 SMS Marketing
13 Our Mobile Database
14 Terms & Conditions
15 Thanks
An Introduction to Media Tech

Media Tech Advertising is an Internet professional services firm focused on conceiving, developing and distributing customer-focused Internet solutions for the Fortune elite as well as small to mid-sized business that are serious about achieving Internet success. We provide an integrated service offering that includes strategic consulting and customer research, graphic design, as well as the development and implementation of world-class e-business applications. At Media Tech Advertising our development team represents one of the leading resources for innovative and sophisticated web-based solutions. We have designed numbers of websites and web-based applications for companies of all sizes. As a digital solutions provider, we help clients bring the right combination of strategy, experience, design, and technology to every aspect of their Web-based Projects. Our strategy for project development is anchored in a phased approach. This lets us establish a clear set of goals that ensure the quality of work is maintained throughout the entire development process for 100% client satisfaction. Media Tech Advertising provides a broad range of services to help you harness the power of technology and maximize your Internet Investment.

**Services & Solutions:**

1. Website Designing & Development
2. SEO
3. Social Media Marketing

Let’s elaborate one by one.

1st Floor Mehmood Arcade Hazori Bagh Raod Near Ghanta Ghar Chowk Multan
Contact # +92 321 7345657, E-mail: info@mediatechpk.com
www.mmediatechpk.com
1.1 Website Designing & Development

Content Management System: Content Management Solutions is a popular and empowering technology that enables someone with little technical knowledge to perform complex tasks on their website with ease. CMS enables one to add and/or manipulate content on a Web site. Typically, a CMS consists of two elements: the Content Management Application (CMA) and the Content Delivery Application (CDA). The CMA element enables the content manager or the administrator, who may not know HTML, to manage the creation, modification, and removal of content from a Web site without needing the expertise of a Webmaster. The CDA element uses and compiles that information to update the Web site. Media Tech Advertising has a vast experience in giving customized CMS solution to its clients based on their needs.

Media Tech Advertising develop CMS on various technologies.

- Php/MySQL
- Cake PHP (Frame Work)
- Microsoft .Net CMS/SQL Server
- JSP
- Asp.Net
- Wordpress/Joomla
1.2 Website Designing

Media Tech Advertising website design & development division is teamwork of distinct talent. Our various experience compliments multi-technology project requirements.

Five Phases of website design and development:

- Planning and Design
- Usability Testing
- Development
- Implementation
- Maintenance

Your In the website planning and design phase, you'll determine who your target audience is, what they're looking for, and how you'll help them find it easily. The way this information is structured is the information architecture. This phase also includes layout and design, color scheme, navigation, graphics, and other elements of the site's look and feel. Once this stage is complete, usability testing can provide feedback on how well it meets your goals. Usability testing (or user testing) involves having users who represent your target audience navigate through your website and perform specific tasks. This is often an eye-opening exercise as you find what seems obvious to you is not at all obvious to your users. Performing this early-stage usability testing makes sure you're getting your money’s worth. Your site is built in the website development phase, which includes converting content into HTML and developing interactive features such as forms, email setup, online ordering and connections to backend systems. At this point, a second round of testing is a must. This functionality testing makes sure the applications are functioning as intended. Links go where they should, and the site functions as planned. Immediately following is implementation, which is taking your site live. Plan on about one full day to complete implementation, and keep in mind that there will most likely be glitches and problems. Work with your developer and your website host to resolve them.
1.3 SEO (Search Engine Optimization)

Search engine optimization is the art of preparing, analyzing, and promoting your website to ensure that it is extremely visible and highly ranked in the search engines for related keyword. Media Tech Advertising is the industry leader in providing top-notch search engine optimization, internet marketing and search engine placement services. With the years of experience we are able to provide our clients with the most reliable services for gaining top search engine rankings…!!! SEO has been the Holy Grail of the internet marketing world from the beginning of the internet.

PROCESS OF SEARCH ENGINE OPTIMIZATION: Competitive Analysis statistics: The competitor analysis is an important part of the website promotion process. To maintain site position study of competitors & competitor's position in search engine is essential when it concern to Search Engine Optimization (SEO) strategies. Search Engine Position Maintenance: Search engine position maintenance is one of the vital jobs. Search engine placement maintenance is very important as the search engines change their algorithms often, pages get dropped from the search engines, and other sites try to place above you. We recommend an ongoing maintenance program in which we run periodic reports on your website placements.

Pay Per Click Management:

When a company (or advertiser) pays (a search engine or affiliate site) for each click-through is known as PPC (Pay per Click). Pay per click advertising provides website owners the opportunity to buy their way to better positions on search results pages with their request or high search keywords phrase. Affiliate Marketing Program: An Affiliate Marketing Program is a great way to add value to your website and make money at the same time. You can add links to sites, which complement your content, and create a more comprehensive Internet store for your customers. Media Tech Advertising Program is free and simple - and it's very easy to join and set up.
1.4 Social Media Management

Media Tech Advertising is a full service social media agency and our social media experts help establish your social marketing objectives and identify your target audience, create your social media presence, create engaging and shareable content, create ads, and finally link up your social media marketing with all other aspects of your online presence. We will customize SMM strategies specifically for your brand and your target audience. You'll get content planning and generation fully supported and managed social programs, as well as video distribution among other Social Media Marketing Services that are aimed to attract new customers and increase your profitability through social media channels. Our Social Media Services gives you the opportunity to connect with your supporters and fans, and communicate information to increase awareness of your brand, products or services. The results of Social Media Marketing are reflected in the number of organic retweets, shares, comments, likes and views. Social Media Marketing encourages your reach in by allowing your followers to make your content viral on most popular social media platforms including, but not limited to, Facebook, Google+, Twitter, Pinterest and LinkedIn. Social Media Management Our social media experts will communicate with your current and potential customers on Facebook, Twitter, LinkedIn and other social media channels to increase traffic to your website and achieve great results and ROI in influencing your target audience. We help in building better relationships of your brand with your followers and potential customers. Brand Monitoring Measuring the sentiments of your followers, customers and other audience on social platforms, regarding your brand is crucial to social media marketing. We improve your business’ reputation by detecting and recording every mention of your brand to find out what your clients and potential customers are saying about you and your industry. Social Media Contests Facebook, Twitter or contests on other social networks can highly increase the quality traffic to your website in a short period of time. Our social media experts will determine which types of contest and which social networking platforms are the most suitable for your brand. Setup & Custom Profile Design We help you in creating social media profiles, for your brand, tailored with awesome images, fantastic graphics and striking page designs which are sure to attract attention from your potential customers over a competitor company.
1.4 Social Media Marketing

Our Process of Social Media Marketing

DISCOVERY
The first step of our process is that we listen to our clients in great detail. The objective is to completely comprehend the business need of our client, the objectives they want to achieve, what complementary motives they have and what changes are taking place in the environment within which they operate. We begin this step by conducting interviews with stakeholder and review of internal strategy documents.

STRATEGY

Media Tech Advertising possesses one of the most extensive planning and strategy formulation capabilities in the Pakistani digital media agency. The comprehensive planning process at Media Tech Advertising turns research into a detailed set of consumer insights. From this research we project user personas and anticipate outcomes of various scenarios. The plan is highly useful since it contributes information about the strategic vision of digital marketing efforts.

CREATIVE

The third phase is development of creative concepts to support the overall marketing strategy of the organization. This is not a one-time activity, rather it is an iterative approach involving toying with different alternatives, throwing out those elements which does not seem to click (sometimes even starting over again) until we come up with a creative solution which just fits the strategy and objectives.

IMPLEMENTATION

It is the implementation phase when the creative concept that has been refined the previous stage is executed into a full-fledged digital marketing campaign. Implementation is not merely an isolated action. Implementation comprises of a complex set of work-streams during which interaction takes place between design, technology, content and production.

MONITORING
Media Tech Advertising Team put a lot of efforts into ensuring that every single activity that has been carried out by us for our clients is measures through Key Performance Indicators. We need to be sure that the marketing spend and efforts actually bear results for the client. This measuring activity should not be difficult and time consuming. For this reason, we make interactive online dashboards for our clients which are easy to use. Thus, our customers are empowered to judge the effectiveness of our contribution. Digital Tribe's work also includes evaluating customer relationship management through which customer data profiles to create much better content and to adopt much better approach in future campaigns.
2. About us & Our Prestigious Projects

Media Tech Advertising is a leading information technology company based in Multan, Pakistan that has vast experience developing Internet & intranet applications. We have developed Quality web based systems that are attractive, user friendly, well organized, interactive, and easy to navigate. We have almost 13 years experience in both Pakistan and international market such as U.A.E, Canada, Australia and Europe. Our Website URL Address: http://www.Media Tech.com.pk

Some of our prominent clients include:

- http://www.adgas.com
- http://www.admaopco.com
- http://www.oceantourism.ae
- http://www.ozoneit.ae
- http://www.wafa.ae
- http://www.rootsae.com
- http://www.shgcuae.com
- http://www.antbrush.com
- http://www.imcc.net
- http://www.gulistanproperty.net
A website for Oil & Gas Industry in UAE. The technology used is Microsoft/SQL Server

The website has the following modules:

- ADD/Edit Contents
- HR Module
- Weather Module
www.adgas.com

ADMA OPCO

A website for Oil & Gas Industry in UAE. The technology used is Microsoft/SQL Server

The website has the following modules

- ADD/Edit Contents
- HR Module
- Weather Module
- Directory Module
- SEO
A website designed and developed using Microsoft.Net/SQL Server Technology

- ADD/Edit Contents
- Satellite Finder Module
- Integr
GULISTAN PROPERTY

A website designed and developed using Microsoft.Net/SQL Server Technology

- ADD/Edit Contents
- Property Module(Add, Edit, Update, Promote using Integrated SEO)
- SEO to generate enquiries for their ongoing projects
**Why use Text Marketer for your Bulk SMS?**

All the Pakistan Run SMS Marketing Campaigns

- Buy and Sale your new & used cars by SMS Marketing Pakistan
- Buy and Sale your property in Pakistan by SMS Marketing Pakistan
- Sending SMS Alerts by SMS Marketing Pakistan
- Sending SMS Notifications by SMS Marketing Pakistan
- Polling SMS (for Voting) by SMS Marketing Pakistan
- Sale your services by SMS Marketing Pakistan
- Product Launch SMS by SMS Marketing Pakistan
- Sending Promotions SMS to your customers by SMS Marketing Pakistan
- Sending Announcements SMS by SMS Marketing Pakistan
- Sending SMS Reminders to your Client by SMS Marketing Pakistan
- Sending SMS Greetings by SMS Marketing Pakistan

**Why Marketing Media Tech:**

- Cheaper Rates.
- Fast Message Delivery.
- Quick Response.
- Delivery Report is delivered to our client.
- You can sale your product, services etc (More than One hours).
- Related to your business Sending SMS.
- One time charges.
- Sending and receiving Delivery Report Option is also Available.
Our Mobile Number Database can be categorized as City wise & Area wise Data Available in All Pakistan:

<table>
<thead>
<tr>
<th>Chamber of Commerce</th>
<th>Gymkhana</th>
<th>Age Wise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>Business man’s data</td>
<td>VIP’s and High Salaried Peoples</td>
</tr>
<tr>
<td>Gender Wise (Males or Females)</td>
<td>Automobiles (Vehicles)</td>
<td>Beauty Parlors</td>
</tr>
<tr>
<td>Boutiques</td>
<td>Cable operator’s</td>
<td>Dealers</td>
</tr>
<tr>
<td>Mobile Phones &amp; Computers</td>
<td>Students</td>
<td>Teachers</td>
</tr>
<tr>
<td>General Business</td>
<td>Business Yellow pages</td>
<td>Business Yellow pages</td>
</tr>
<tr>
<td>Automobiles</td>
<td>Banks Data</td>
<td>Computers</td>
</tr>
<tr>
<td>Exporters</td>
<td>Importers</td>
<td>Manufacturers</td>
</tr>
<tr>
<td>Sports Goods</td>
<td>Medical Schools in Pakistan</td>
<td>Fashion &amp; Design</td>
</tr>
<tr>
<td>Exhibition Textile</td>
<td>Doctors</td>
<td>Electronics</td>
</tr>
<tr>
<td>Event Services</td>
<td>Furniture</td>
<td>Jewelers</td>
</tr>
<tr>
<td>Lawyers</td>
<td>Mechanics</td>
<td>IT Companies</td>
</tr>
<tr>
<td>Web Developers</td>
<td>NGO’s in Pakistan</td>
<td>NGO’s in Pakistan</td>
</tr>
<tr>
<td>Textile &amp; Commerce</td>
<td>Stock</td>
<td>Financial Institutions &amp; Banks</td>
</tr>
<tr>
<td>Hotels in Pakistan</td>
<td>Online Companies</td>
<td>Shipping Agents in Pakistan</td>
</tr>
<tr>
<td>Petroleum &amp; Oil Companies</td>
<td>Petroleum &amp; Oil Companies</td>
<td>Yellow Pages Directory</td>
</tr>
<tr>
<td>Yellow Pages Directory</td>
<td>Doctors in Pakistan</td>
<td>Trade Directory of Pakistan</td>
</tr>
<tr>
<td>Agricultural &amp; Food</td>
<td>Real Estate</td>
<td>Vendor Directory</td>
</tr>
</tbody>
</table>
Terms & Conditions of our offer:

Price Validity : 30 Days from the date of this offer
Website Delivery Period : 6-8 weeks; Subjected to Approval of the design & after providing the data
SEO Contract : 6 Month (Result Orientation)
Social Media Campaign : 6 Month (Result Orientation)
Website Maintenance : Yearly Contract
* All above Prices are not included of All Taxes

Payments Terms:
- Website Designing & Development 50% Advance & 50% Upon Completion of the Project
- SEO Monthly Advance Invoice
- Social Media Monthly Advance Invoice
- Website Maintenance Monthly Advance Invoice

We, Look forward to doing business with your organization, please feel very free to contact us, in case, if you need further clarifications about it.

Yours Truly,
Asif Raza Bukhari
CEO
Mobile: 0321-734 5657
Hazoori Bagh Road
Multan, Pakistan
Thanks For Your Valuable Time

www.mediatechpk.com

1st Floor Mehmood Arcade Hazori Bagh Raod Near Ghanta Ghar Chowk Multan
Contact # +92 321 7345657, E-mail: info@mediatechpk.com

www.mediatechpk.com