



# eMarketing Egypt

Company Profile

2018



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# Who We Are

eMarketing Egypt was established in 2009 , within a short time it succeeded to be one of the regional leaders in the digital marketing consulting field.

- » eMarketing Egypt succeeded to renovate the digital marketing landscape with its unique Online Competitive Intelligence “OCI” which helps drawing the guidance for the digital marketing investments.
- » eMarketing Egypt launches the main OCI study through the yearly mega event Digital Marketing Insights (DMI) , which is considered the largest gathering of professional digital marketers and agencies in Egypt.
- » eMarketing Egypt works with several scopes of provided services to each kind of business classes around the world.



## Signs Of Trust

- » There are a hundreds of clients, different sectors, around 12 countries worldwide got trusted in eMarketing Egypt services to manage thousands of campaigns.
- » There are a huge number of Investors, heads of marketing and decision makers relay on eMarketing Egypt OCI studies to build there upcoming digital marketing strategies.
- » There are a lot of companies leveraged their performance through a unique consultations and assessment services provided by eMarketing Egypt.
- » There are a thousands of certified digital marketers whose are acting a vital roles in a large scale companies. They got on the right track through a professional trainings provided by eMarketing Egypt.



## Competitive Advantage

Through combining expertise from competitive intelligence with digital marketing professionalism, eMarketing Egypt support its clients with a fully integrated digital marketing strategic solutions for achieving the maximum Return On Investment (ROI).





# We Are Proud To Make Our Partners Satisfied





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## Our Unique Integrated Services



Digital Marketing Consultation.



Fully Integrated Digital Marketing Campaigns.



OCI: Online Competitive Intelligence.



Digital Marketing Insights “DMI” Annual Mega Event.



Professional Digital Marketing Training.





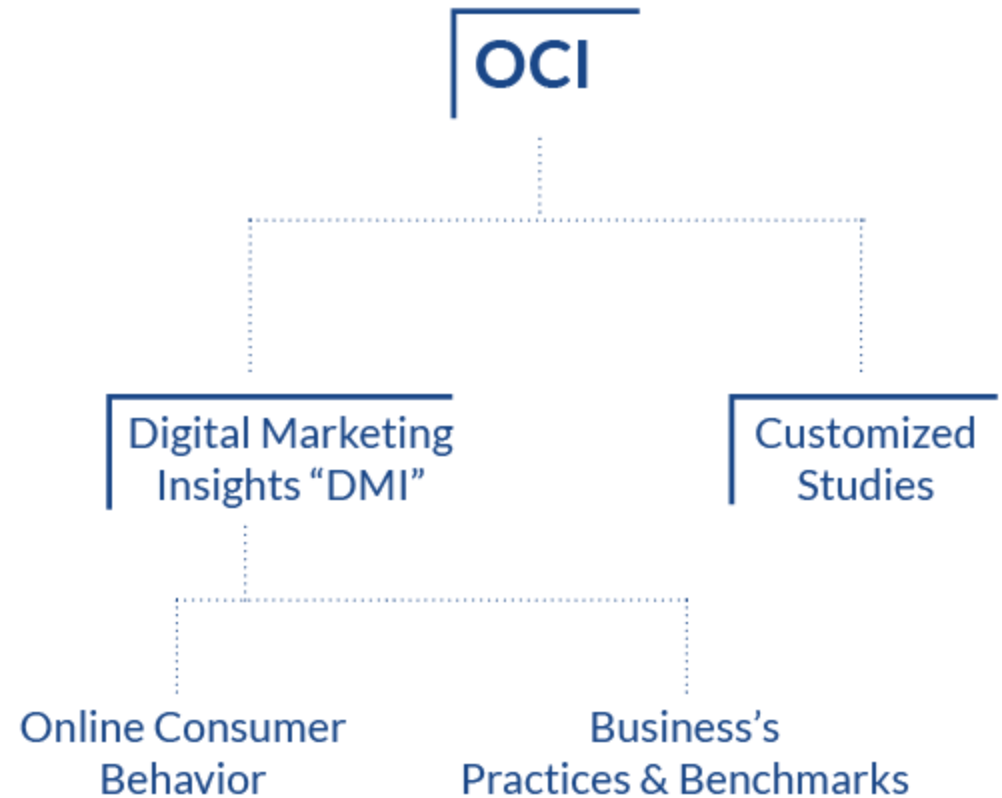
## Digital Marketing Consultation

- » eMarketing Egypt is proud to be the first company in Egypt that provides digital marketing consultation services.
- » Consultation service is desired specially for the digital marketing professionals , via monitoring their campaigns , they get a professional assessments, and consulting advices to redirect the campaign results on the right track for achieving the maximum return of investment “ROI”.



# OCI: Online Competitive Intelligence

eMarketing Egypt held the responsibility to be the main pillar of the digital marketing researches specially in the Egyptian market.



# OCI: Online Competitive Intelligence Digital Marketing Benchmarks

For more than 8 years, eMarketing Egypt take over the initiative for online marketing studies via the main annual study Digital Marketing Insights “DMI”.

## Online Consumer Behavior

Exploring the online users updated behaviors, segments, needs, interests, interacting with the different advertising types , and the different sectors campaigns.

1

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## Businesses’ Practices & Benchmarks

What are the corporates doing on the internet , how are they using the online advertising , how are they interacting with their target audience, how much the Benchmarked Budget per different sectors, what are the **Benchmarking Targets**, what are the **Benchmarking Results**, what are the **Benchmarking Corporate Behaviors** ?!

“eMarketing Egypt Solved The Mystery & Drew The Market Benchmarks”.



# Professional Digital Marketing Training

eMarketing Egypt could help you to strengthen your skills along your digital marketing career path through providing digital marketing practical programs designed and will be provided by industry experts.

eMarketing Egypt qualified over 2000 trainees to help them with the skills required to be a Digital Marketing Professional.

Our Training Programs:

- Digital Marketing Diploma.
- Search Engine Optimization SEO.
- Digital Marketing Planning Workshop.
- Google AdWords Certificate.



# Fully Integrated Digital Marketing Campaigns

eMarketing Egypt have a unique mixture integration between..



Scientific  
researches  
via OCI.



Online  
consumer  
behaviors  
studies.



Strategic  
planning and  
digital  
consulting.



Huge  
experiences of  
a thousands  
campaigns.



Expertise in  
targeting  
different  
cultures  
worldwide.

Our responsibility to transfer these experiences to a performance gaining the optimum ROI results.



# Fully Integrated Digital Marketing Campaigns

- » Social Media Management Paid / Organic.
- » Search Engine Optimization SEO.
- » Search Engine Marketing SEM.
- » Media Buying.
- » Mobile Advertising.
- » Online PR.
- » Email Marketing.





# Digital Marketing Insights “**DMI**” Annual Mega Event

- For more than 5 years in row ,eMarketing Egypt had been holding the Main Annual Mega Event for Digital Marketing Insights “DMI” in Egypt.
- Research Based Event , that make it different !
- DMI is considered to be the compass of digital marketing directions in Egypt.
- DMI Events are attended by a hundreds of investors, decision makers , heads of marketing, private equities , governmental organizations . All of these participants meet together and set the business future.





## Contact Us

### Headquarter

 37 Amman St, Dokki, Giza, Egypt.

 (+2) 01000359146

 [info@emarketing-egypt.com](mailto:info@emarketing-egypt.com)


 01008800923

 [www.emarketing-egypt.com](http://www.emarketing-egypt.com)

### Saudi Office

 Madina Road, Gulf Centre, Office No. 210-211.

### Commercial Office

 Smart Village Building (B-5), Cairo-Alexandria Desert Road, Giza- Egypt.

