



AUCTECH  
M A R C O M

Marcom Is A Science & We Are Scientists\_





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## OUR RESEARCH OVERVIEW\_

Auctech Marcom is a worldwide strategic management consulting group serving large companies, multinational corporations, small and medium-sized enterprises, NGOs and start-ups.

We support our customers with cutting-edge, results-driven solutions. Auctech Marcom with its unique business model serves the clients by catering to cross functional consulting and marketing requirements.

## WHY US\_

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Auctech Marcom works tirelessly on value creation by substantially enhancing the perceived benefits through extremely high quality output while optimizing the cost at the same time. We achieve this by keeping our overheads low and leveraging people, processes and technology to deliver extremely high quality service. This mantra gives us the required competitive edge not just globally but in the developing economies as well. We have worked with 125+ brands across the globe and are proud to have one of the finest retention rates of clients in the industry. We will keep you hooked!



## FUNDAMENTAL STATEMENT\_

Our mission is to help our clients make distinctive, lasting and substantial improvements in their performance. We go deep to unlock insights and have the conviction to act. We work to build and enhance

capacity that enables organizations to achieve sustainable advantage and to create a valuable organization that attracts, develops, excites and retains exceptionally solution-oriented professionals.

*“Boutique With the Experience of Big  
That Values the Small*

***We believe that we're only  
as good as the good we Innovate”***

## CORE VALUES\_

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Our mission is to help our clients make distinctive, lasting and substantial improvements in their performance. We go deep to unlock insights and have the conviction to act.

We work to build and enhance capacity that enables organizations to achieve sustainable advantage and to create a valuable organization that attracts, develops, excites and retains exceptionally solution-oriented professionals.





## WHAT WE INNOVATE \_


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We have a family of one of the best knowledge workers who are contributing by their expertise and robust professional background in the area of Management

Consulting, Brand, Marketing, Communication, Finance, Risk and Advisory, Human Resource Restructuring, Information Technology, Media, Education and so on.

We have handled 354+ projects as of now at Riyadh, Saudi Arabia, Australia and India. If you are a 'start up' or a business set up, looking for crossing hurdles on your way, contact us without wasting a single minute.





Auctech Marcom Accelerate helps clients achieve and sustain transformational impact over time and, **post COVID-19,** prepare for the next normal.

We work shoulder-to-shoulder with our clients—remotely as needed in this time of crisis—to achieve and sustain transformational impact over time. We ensure the right mechanisms are in place and work with client teams to make their organizations capable of driving and sustaining the change long after we are gone.







# Auctech DESIGN

## Our creative offerings

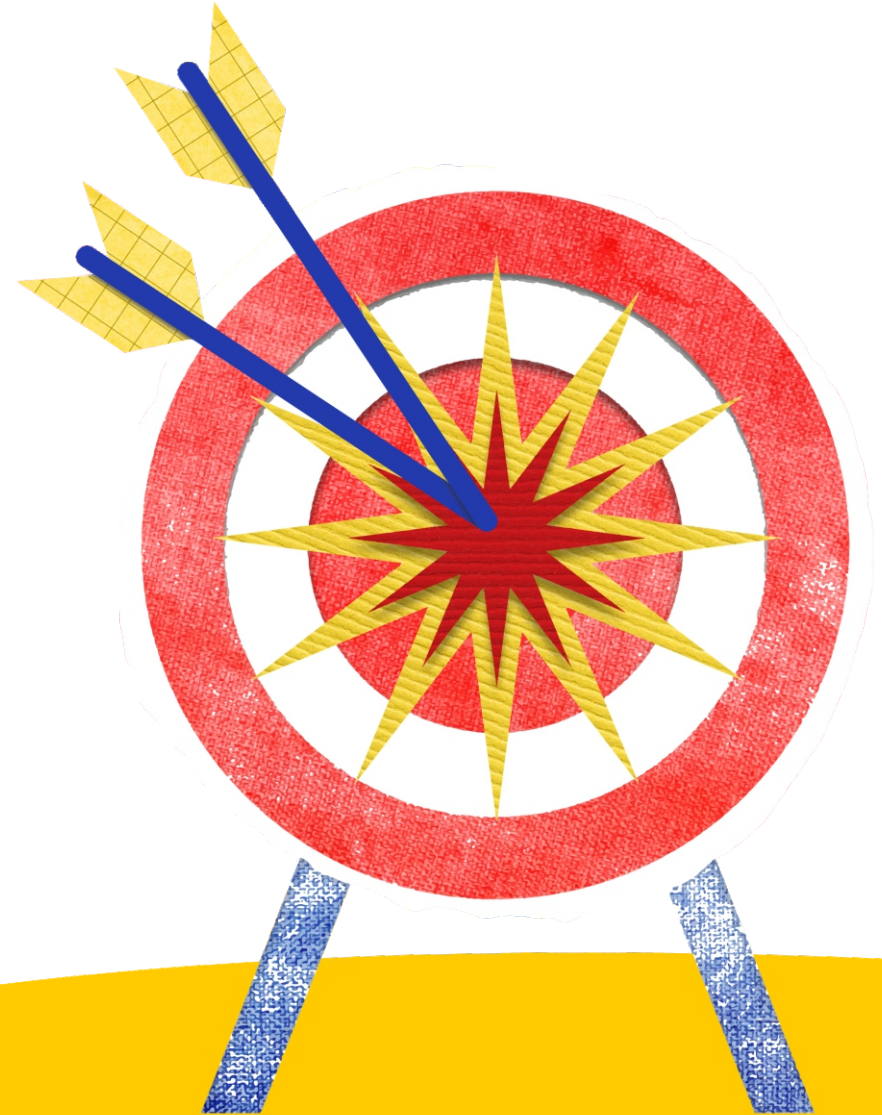
Visuals are the most striking approach to leave an enduring impression in the viewer's psyche essentially in light of the fact that they are so prompt. More importantly, the human mind forms pictures 60,000 times quicker than it does text, and 93% of all human communication is visual.

This is why extraordinary creative design is so vital part of a business strategy. A well-crafted design concept should stream flawlessly across the majority of a business' online properties and marketing communications – from logos to landing pages, and from websites to stand-alone creatives, blogs and social media posts.

## BRANDING\_

A solid digital brand follows similar logos, hues, and layouts over the majority of its platforms. Obviously, you can't change the shades of Facebook, yet the cover photo and the thumbnail ought to mirror the color scheme that is found on your website. Consistency is absolutely the key in the event that you need an audience to remember you.

Auctech Marcom helps you conceptualize the design based on your brand's story or the coveted positioning. Once the design is conceptualized and made, Auctech Marcom scans all the digital properties owned by a brand and guarantees consistency. Regardless of whether it's the company website, a landing page, your mobile app, blog or social media platforms; Auctech Marcom guarantees that a similar design pattern is reliably reflected.



## CREATIVE\_

As a leading branding agency, our design experts bring life into your vision with creatives customized to your unique messaging. The creatives designed by our team strictly follow the unique design pattern customized to your brand's culture, core values and distinction. We call it a strategic approach to designing creatives in light of unique brand identities at the center.

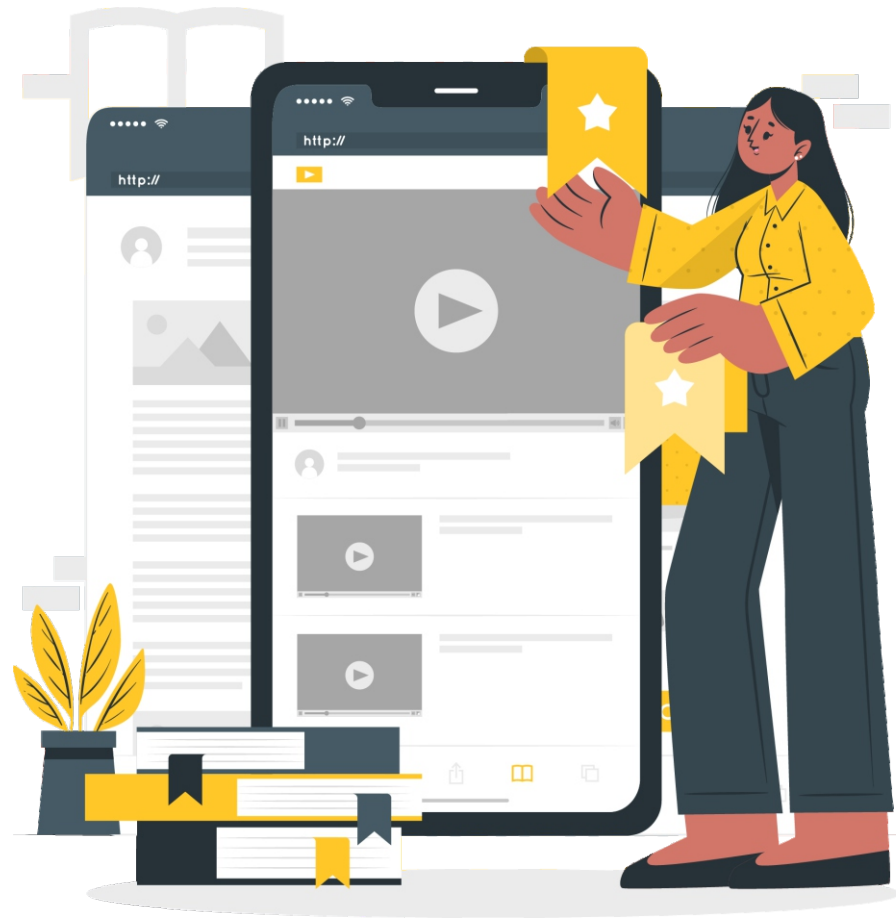
Our intricate procedure guarantees that your creative is a win. We guarantee that the majority of your design needs are met and the final creative fills in as an ideal representation of exactly what you need to communicate.



## VIDEOS\_

As a leading digital agency and video production company, our specialists use innovative solutions to make compelling video content that drives engagement and sales on the web. The use of video on your site and as a marketing tool on different sites, (for example, YouTube) is a great way to publicize your brand, and ultimately enhance your company's presence in search engines. Websites that offer videos on their site have a tendency to have a higher rate of repeat visitors and engagement. Auctech Marcom optimizes videos for streaming efficiency and a better user experience.

Auctech Marcom can help you with product and services videos, corporate videos, interactive videos and rich media banners.







Auctech

# MARKETING

Our digital offerings



With an array of channels and operational aspect, Digital Marketing has managed to make its place in the enterprise marketing strategy, however, its potential is yet to see its peak. Digital Ecosystem is still in its infancy in terms of practice standards, metrics, and governance. Digital Marketing requires an integrated approach rather than Ad-hoc in order for existing organizations to stay in the game and not be taken over by startups that are much more polished in their thought process.

We can play a vital role in finding that balance for you between that hardly any digital presence and confusing your customers with too many information and decisions (analysis paralysis). Auctech Marcom with its full suite of tailor-made Digital marketing services can be your trusted outsourced partner or extended in-house team.

## CONSULTING\_

We provide new and existing businesses with refreshed, custom strategy consulting for telling unique brand stories. Auctech Marcom design consulting primarily focuses on industry analysis, consulting on brand refresh strategies and advisory on aligning brand strategy with overall positioning. We believe that a concrete brand identity is essential to formulating a strong strategy for your business. That strategy needs to take into account the structure of your own organization, as well as those of your competitors. We start with your brand's current state analysis and formulate a strategy road-map in accordance with future state envisioning.

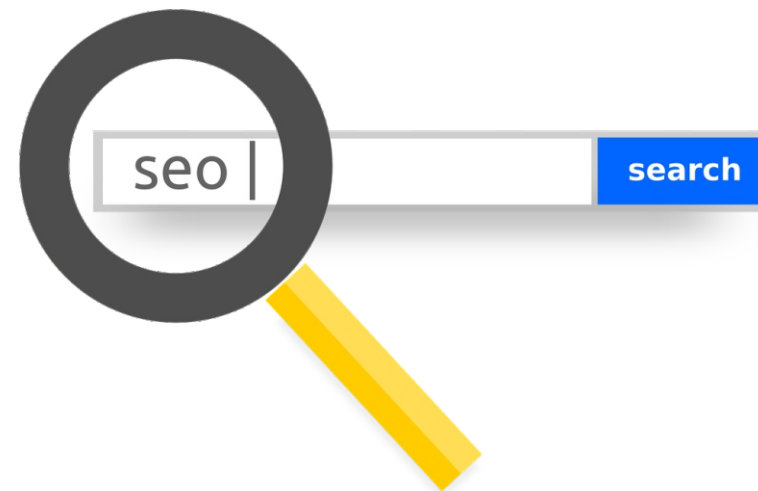
This includes a full analysis of the strengths, weaknesses, opportunities, and threats within your industry. What's more, we dissect pioneers in your field to comprehend their brand initiatives. On occasion, as a piece of our brand consulting, we revisit the existing brand identity and the brand's overall digital footprint to think of strategies to reinvigorate your brand. This produces a crisp and noticeable voice for your organization, bringing about greater brand awareness and engagement.



## ORGANIC SEARCH\_

Traditional Search engine optimization techniques seem to be losing popularity. And there are obvious reasons behind this. Traditional SEO depended primarily on keywords. Every marketer understood this and optimized their sites based on keywords. And hence, optimizing websites on the basis of keywords is no more a competitive advantage. Today's SEO is more about relevance. Of course, there are other changes in search algorithms that makes content more important than ever. Google gives weightage to the semantics of the search.

Unfortunately, not many marketers have understood the importance of semantic search at present. If you optimize your content now, keeping in mind the changing algorithms based on semantics, you would certainly have a headstart over your competitors. Just the way you did Search engine optimization, you need to plan and execute a semantic search optimization project. Aucotech Marcom has helped several organizations optimize their content keeping in mind search intent of their targeted audiences by deeply understanding searcher's natural and conversational ways of interacting with the Search engines.





## PAID SEARCH\_



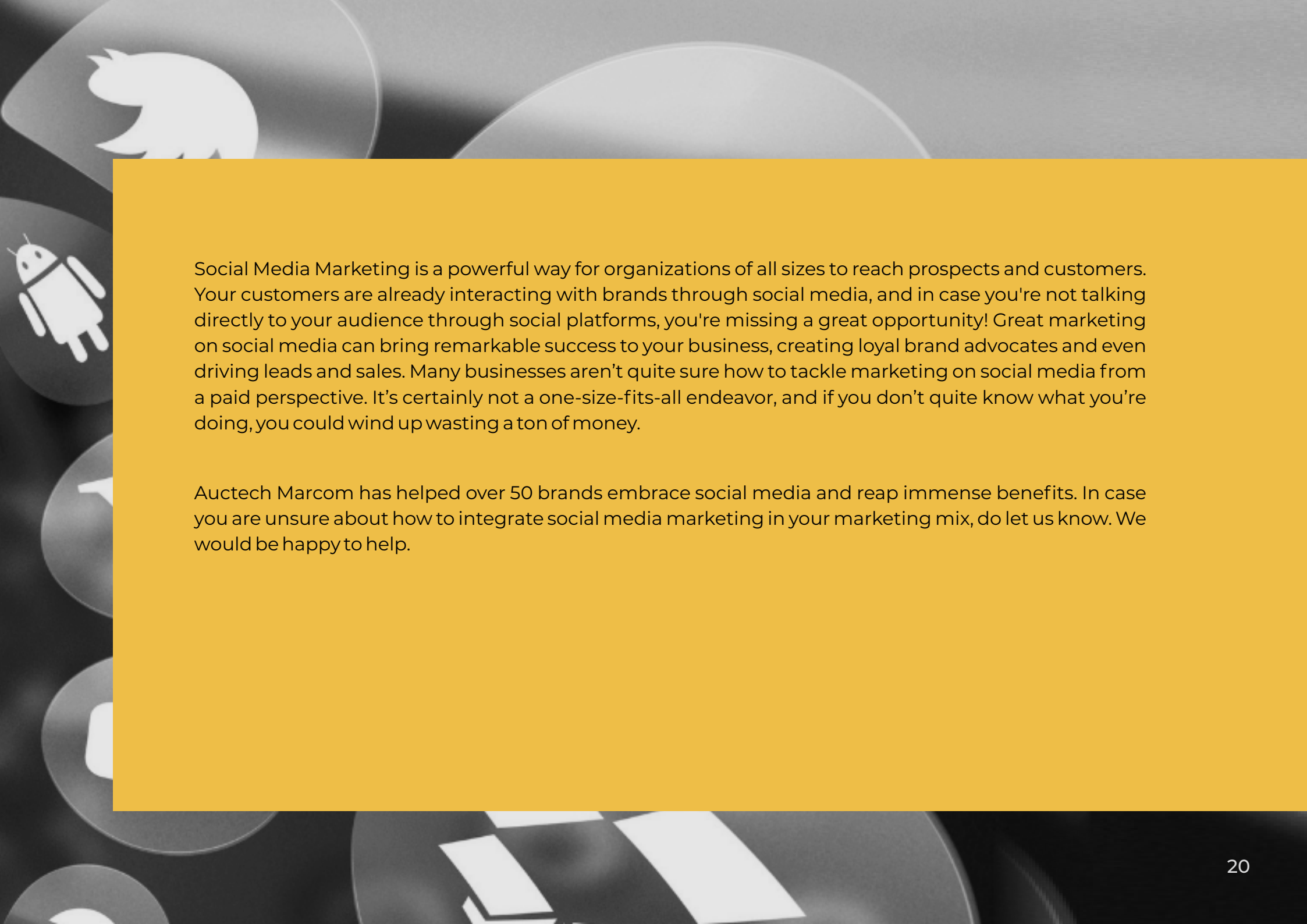
## PAY PER CLICK

Paid search advertising can help give you the favorable position over your rivals while driving more qualified leads back to your website. When you set up your PPC Ad campaigns adequately, you will find that this charge is negligible on the grounds that the visit is frequently worth more than you are paying for a click. At the end of the day, you pay a little charge for the click, however the cash you remain to pick up on a deal is substantially more noteworthy. In spite of the fact that it's imperative to invest energy in your organic search endeavors, in all actuality SEO takes time to produce results. While a PPC Ad campaign on Google can enable you to drive prompt traffic to your page. Another advantage of paid search advertising is that it gives measurable results.

You can quantify each part of your PPC Ad campaigns including the number of clicks, the cost per click, and what number of actions are originating from these clicks. This helps you make better use of your AD BUDGET and find ways to improve your results over time. Auctech Marcom has been helping SMBs and relatively young organizations set up and manage a number of paid search campaigns. On the off chance that you think you need committed resources to oversee paid search campaigns or as a marketer you are hard pressed for time to get into the daily nitty-gritty of search engine marketing, Auctech Marcom can help.



# SOCIAL MEDIA\_

The background of the slide features a dark grey gradient with several large, semi-transparent circular icons. These icons include the Twitter bird, the Android robot, a speech bubble, and the Facebook 'f' logo, all in white. A large, solid yellow rectangle is positioned on the right side of the slide, containing two paragraphs of text.

Social Media Marketing is a powerful way for organizations of all sizes to reach prospects and customers. Your customers are already interacting with brands through social media, and in case you're not talking directly to your audience through social platforms, you're missing a great opportunity! Great marketing on social media can bring remarkable success to your business, creating loyal brand advocates and even driving leads and sales. Many businesses aren't quite sure how to tackle marketing on social media from a paid perspective. It's certainly not a one-size-fits-all endeavor, and if you don't quite know what you're doing, you could wind up wasting a ton of money.

Auctech Marcom has helped over 50 brands embrace social media and reap immense benefits. In case you are unsure about how to integrate social media marketing in your marketing mix, do let us know. We would be happy to help.

## EMAIL MKTG.

Whether you are distributing an informational content or marketing a product with your email marketing campaign, a single focus must be decided upon in order to grab your recipients' attention and direct them towards your desired action. The goal of an email is to trigger clicks and drive traffic to your site. Once there, it is important to fulfill subscribers' expectations and use landing pages that reflect whatever your email is advertising.

As a brand, you want to offer a consistent user experience to your customers for the entire campaign so that in turn, the experience drives conversions. Email marketing solutions by Auctech Marcom are always focused on driving results. We thoroughly analyze findings and aim to understand user behavior surrounding email campaigns, and use our insights to develop an approach that best fits the needs of your brand and users.





## CONTENT MKTG.\_

Auctech Marcom can plan, create, and implement content that truly speaks to your prospective clients. Through research and competitive analysis, we work to form a deep understanding of your goals as a brand in order to develop a content marketing strategy and determine exactly which content marketing initiatives will communicate effectively with your audience. High-quality and shareable media is essential to successful content marketing.

Marketing strategists and content writing experts at Auctech Marcom collaborate throughout the content development process to ensure there is unique content catered for each specific marketing channel to meet the overall goals of your business.

Whether it is the launch of a redesigned website, out-of-home advertising initiatives, or email marketing campaigns, our team can support and promote the content needed to communicate your services to a wider audience.





## ORM\_

It is essential to know what customers are saying about your business and how to respond to their comments. Aucotech Marcom Online Reputation Management (ORM) involves checking various websites (such as Trip Advisor, Yelp, Google+, Facebook etc.) for reviews of your business and further responding to those accordingly. At the operational level, we use robust ORM tools such as Tagboard, SocialMention, Google alerts, etc. to identify keywords and hashtags related to your organization.

As soon as your brand is mentioned online, we are notified instantly. We ensure that positive mentions are amplified and the negative mentions are responded to immediately. For a Marketer, along with focusing on search engine optimization, social media marketing, website design, it is important to focus on online reputation. If you're unsure about how to manage your brand's online reputation using the best ORM tools and techniques, Aucotech Marcom can help.





# Auctech TECHNOLOGY

## Our developmental offerings

we're able to create cutting-edge custom technology infrastructure for the modern marketers. Some of these vital technology pieces where Auctech Digital has its expertise include responsive websites, user interface design for the greater user experience, branded mobile apps, e-commerce websites and content management systems. To summarize, we can work with you and your technology team to design an optimal infrastructure required to ensure that your digital initiatives are smooth, efficient and effective.

## INFLUENCER MKTG\_

Apart from the traditional forms of marketing such as advertising and PR, influencer marketing has turned out to be one of the key pillars to planning a compelling brand campaign crosswise over different sector. The most powerful form of communication that truly urges a consumer to act is word-of-mouth recommendations by somebody who has the authority, and subsequently authenticity, on the subject. Aucotech Marcom helps you identify brand loyalists and influencers. With a large network and dedicated alliances of of influencers such as niche

Aucotech can connect you with the right ones and encourage them to promote your brands in the right forums and within their large audience network through positive word of mouth and brand advocacy.

We have dedicated alliances with reputed bloggers across Fashion & Lifestyle, Food, Technology and the Publishing industry that are utilized to create brand advocacy and social visibility for your business.

## RESPONSIVE WEBSITES\_

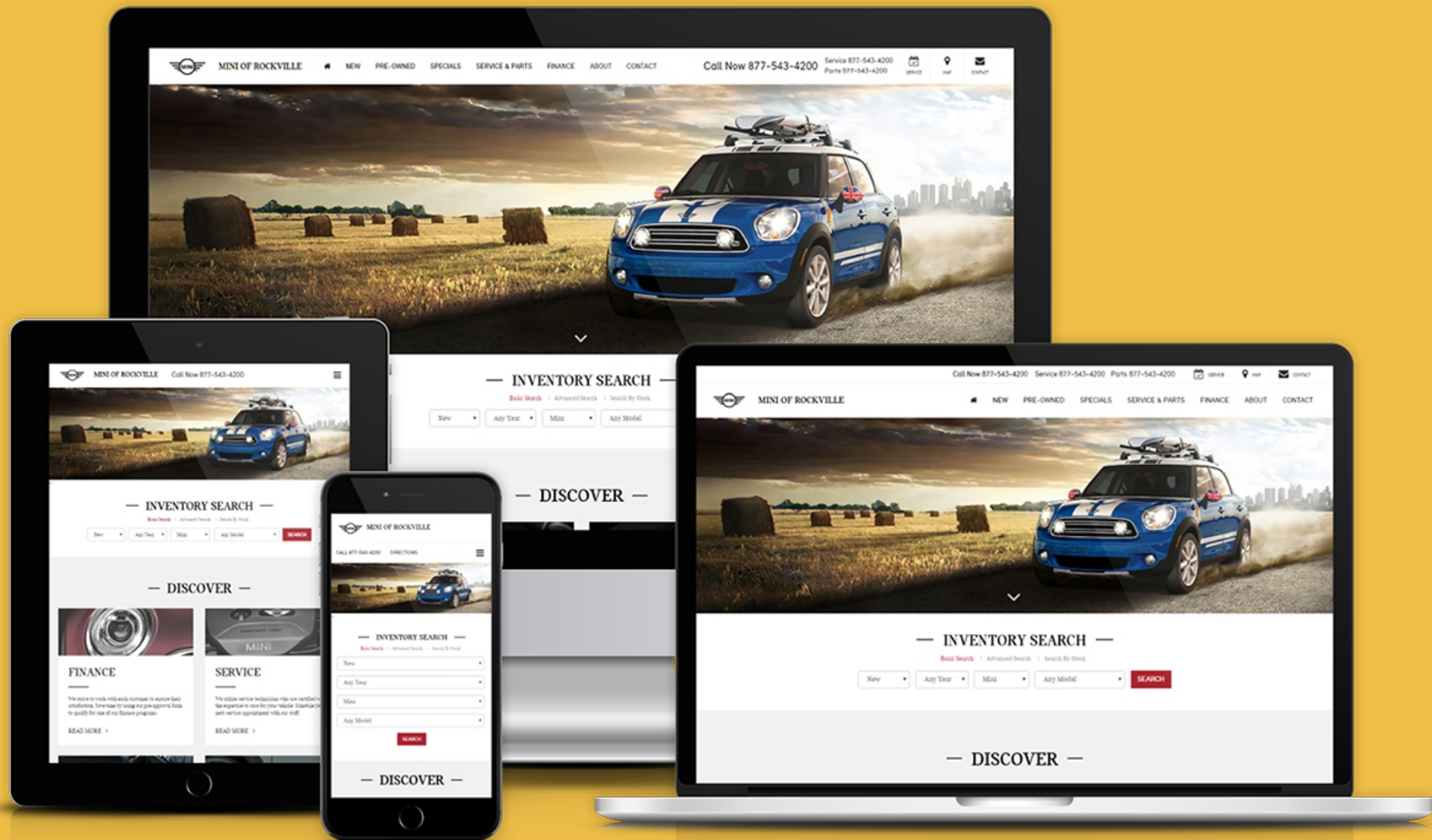
As you might know, a responsive website is the one that can change in accordance with fit and look of every single receptive gadget. It isn't important to have a few websites, one for desktop computers and another for mobile devices. It is troublesome overseeing them independently. What's more? It requires a great deal of money and time. Along these lines, it is critical to switch to responsive web design. As a marketer, your true objective should be to offer a delightful customer experience. A responsive website helps you do precisely the same. Browsing a responsive website gives a superior user experience than the website optimized primarily for desktop computers. What's more? This is an unquestionable requirement from the SEO point of view too.

Google recommends responsive design. Not just do the responsive websites ensure a superior customer experience, they enhance your search rankings as well. Most websites today are getting 70%+ traffic from mobile users. Thus, your development approach ought to be 'Mobile First'. Are you prepared to cater to this vast traffic coming to your website from mobile devices? On the off chance that you have a relatively older website and it's not responsive, do act now. Auctech has optimized numerous websites for mobile devices. Furthermore, it has created hundreds of new websites with 'mobile first' approach in the last four years.









## UI & UX DESIGN AND DEVELOPMENT\_

Both User Experience Design (UX design) and User Interface Design (UI Design) are crucial to a product and work closely together. A great product experience starts with UX followed by UI. Both are essential for the product's success. A good User experience design (UXD or UED) helps enhance customer satisfaction and loyalty by improving the usability, ease of use, and pleasure in the interaction between the customer and the product (such as your web or mobile app; or your website).

An optimal UXD is achieved through a strategic approach throughout the product development. Auctech helps achieve the optimal UXD through customer analysis, competitor strategy, content development, wireframing, prototyping, testing/iteration and development planning.

Whereas a good User Interface Design helps enhance or optimize the look and feel, the presentation and interactivity of a product.

Auctech contributes to the look and feel through customer analysis, design research, branding & graphic development and user guides/storyline. And Interactivity is enhanced through UI prototyping, interactivity & animation and responsiveness. An optimal UI and UX has shown direct correlation with higher engagement and hence conversion - a fact that cannot be compromised by marketers. Additionally, these two components need mar-tech inputs at relatively strategic levels. Auctech has helped several companies optimize user experience and user interface. If you have questions regarding UI and UX about your digital products such as your websites or apps, do let us know. We would be happy to help!





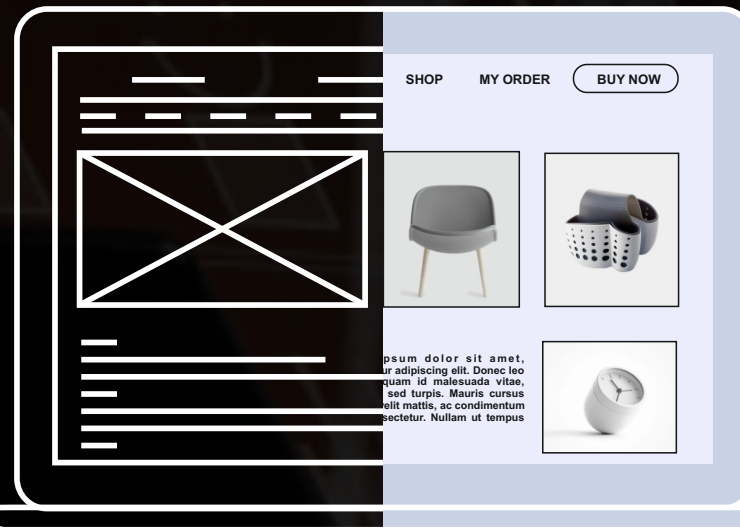
# UX UI

STRATEGY AND CONTENT

COMPETITOR ANALYSIS

WIREFRAMING AND PROTOTYPING

EXECUTION AND ANALYSIS

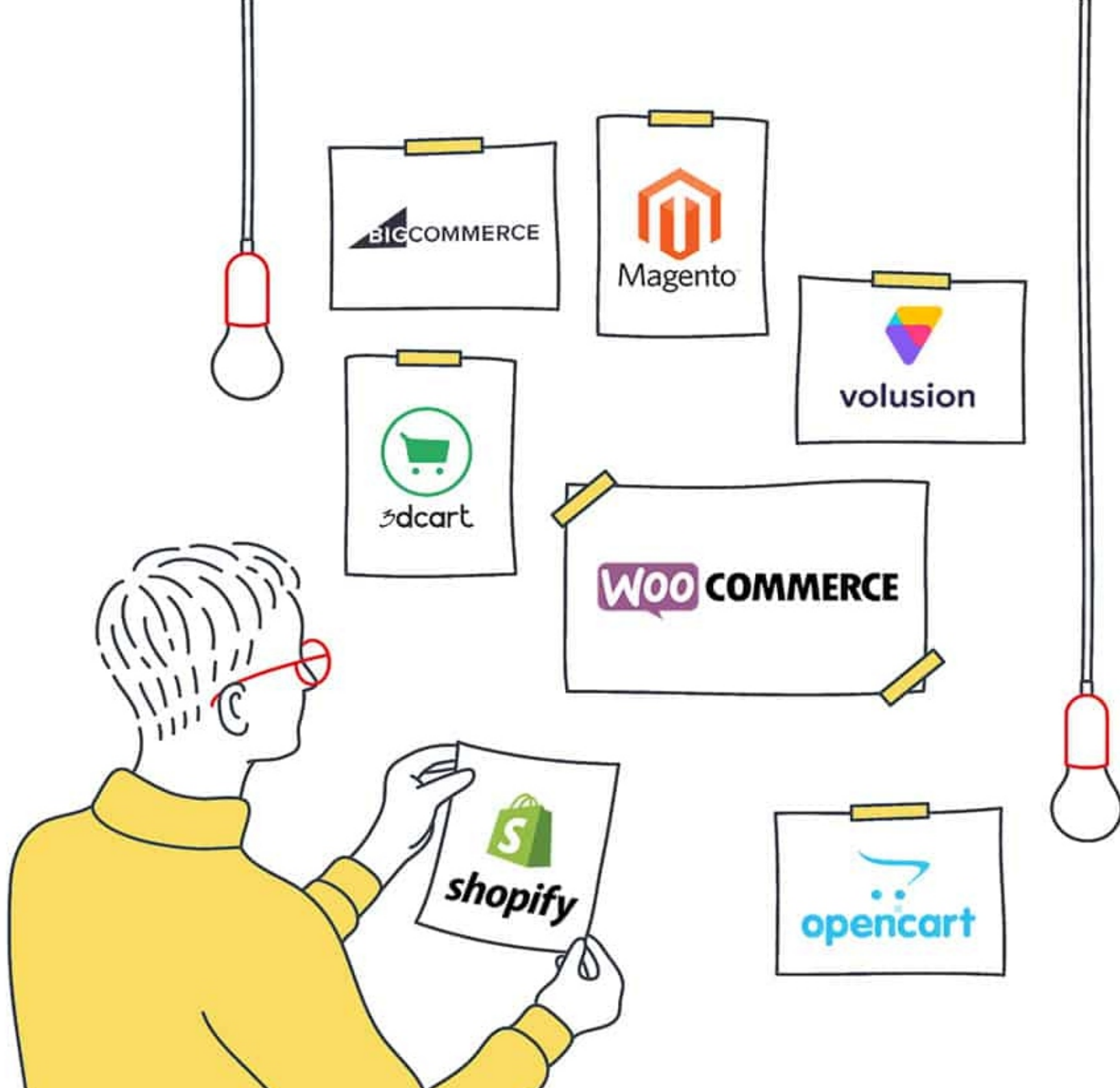


VISUAL DESIGN

INTERACTIVITY AND ANIMATION

ADOPT FOR ALL DEVICE

IMPLEMENTING A BRAND



## MOBILE APPLICATIONS\_

By now, you realize that a effective mobile strategy includes something other than a mobile-friendly website. One of the greatest advantages of having a mobile app is that all the information you'd like to offer to your customers– including special deals and promotions – is at their fingertips. Through pop-up messages or push notifications, you're getting to do direct interactions with your customers, and can easily remind them about your products and services whenever it makes sense. A mobile app for your business can extraordinarily add to your brand awareness.

Do you have an application for your business? An application that has features your customers love, while at the same time is well branded and beautifully designed? The more regularly you can get customers involved with your application, the sooner they will be inclined to purchase your products and/or services. In the event that you don't know which organization to search for to get a mobile app developed, call us or send us an email. We have created apps for several brands that have resulted into increased greater brand loyalty, increased engagement and sales.

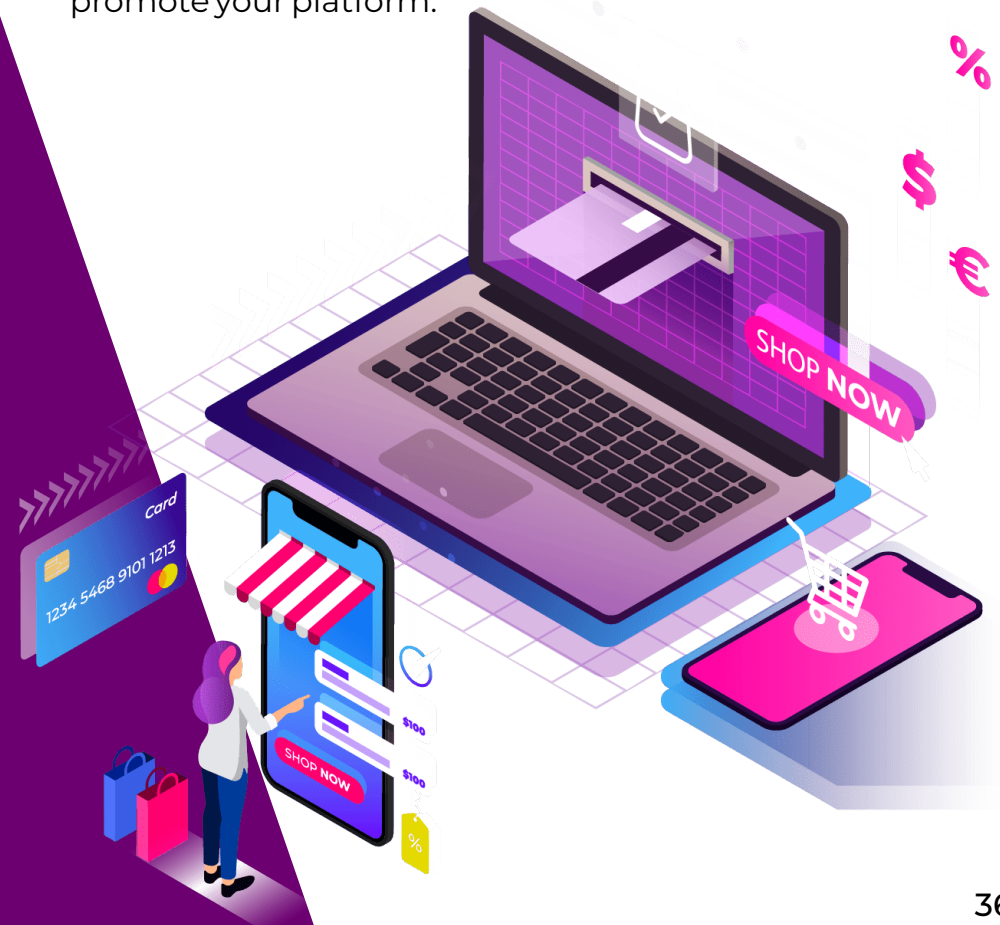


## E-COMMERCE PLATFORMS

An increasing number of consumers prefer making most of their purchases online and in such a scenario, having an e-commerce website for your business is important. Although your own e-commerce website would certainly not be a replacement for your product's listing on large online marketplaces such as amazon or ebay, having your own e-commerce website has several advantages. Although amazon or ebay can give you access to an unprecedented level of traffic, the fact remains that you fight with several brands on these platforms. Businesses understand the need to have their own branded website but they are scared off by the prospect of having to generate their own traffic.

The truth is that getting your e-commerce website up to the speed is a longer-term project than selling on Amazon but the rewards of owning your own platforms cannot be underestimated. In the long run, you need to think about building up your brand and creating an e-commerce business that is built to last.

If you have decided to own your own e-commerce website, Auctech can help. We have helped several brands build their independent branded e-commerce website on top of leading e-commerce platforms such as Shopify, Bigcommerce, Magento, Zen Cart, Kentico, etc. Additionally, we help you choose a payment service provider (PSP), meet the appropriate level of PCI SSC compliance and ongoing digital marketing to promote your platform.





FMCG



RETAIL



PUBLIC SECTOR



FINANCIAL SERVICES



TELECOMMUNICATIONS



SOCIAL SECTOR / NGOS



MEDIA & ENTERTAINMENT



IT PRODUCTS LIKE SMART CLASS



TRAVEL, TRANSPORT & LOGISTICS



E-COMMERCE & IT INFRASTRUCTURE



CAPITAL PROJECTS & INFRASTRUCTURE

# INDUS



Our Lab

**PRODUCTIONS\_**



# Wiztech Interactive SMART BOARD

## (Ceramic / Non-Ceramic)

Multi-Touch, IR Based Sensor, Smart Interactive White Board usefull for Meeting Halls, Board Rooms and Smart Class rooms. Two Variants available: 1- Ceramic Surface Based 2- Non-Ceramic Coating based

- Interactive Smart Board
- Material: ceramic
- Colour: white







# IFP SMART PANELS

## For Smart Class & Meeting Rooms

There's a SMART display for every classroom. Discover a range of high-quality interactive displays engineered for the simplicity teachers want. Easy to deploy and support, they're a solid investment for any EdTech budget.

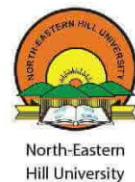
Connect your devices and classroom technology, optimize remote learning and get students engaged – all while inspiring learners and teachers with powerful teaching tools and world-leading interactive education technology.

# DIGITAL PODIUM

- Smart interactive digital podium with built-in computer
- Wireless communication to larger displays/projectors
- 22" capacitive Full HD touch screen
- High quality gooseneck microphone



# Our Trausted LAB PARTNERS\_







**Thank You\_**





[info@aucotech.in](mailto:info@aucotech.in)

