



DIGITAL  
MARKETING  
AGENCY



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# OVERVIEW

**Advantage** is an integrated marketing solutions and services company working on providing world-class marketing consultancy through our three core business units: Marketing Consultancy, Market Research and Strategic Business Planning & Special Projects with the highest of standards tailored to each client's need.

**Advantage** has established in Jan 2021, its location in El-Dokki, Giza government.



# VISION

Match market needs and opportunities among clients and their consumers by smart and digital solutions .



OUR  
SERVICES



# BRANDING

“It’s who you are and what makes your company different, what sets you apart from your competition, and it plays a vital role in people’s buying decisions. Building a brand takes time and effort. In fact, it can take years to develop the kind of brand recognition most businesses desire.

## BRANDING SERVICES :

- Brand Audits
- Brand Platforms
- Brand Strategy
- Behavioral Research
- Budgeting & Planning
- Discovery
- Logo Design
- Market Research - Primary & Secondary



# DIGITAL MARKETING

WE PARTNER WITH CLIENTS TO HELP THEM GROW THEIR DIGITAL PRESENCE, GENERATE LEADS AND CONVERT THEM TO SALES.

People are online more than ever searching for products, visiting websites, and interacting on social media—all while they are on the go. We understand how to maximize your digital presence and deliver traffic to you. Advancements in digital technology enable us to build interactive websites that people love to visit and use, serve super-targeted digital ads with pinpoint accuracy, and apply best practices in search and social media which reach more new customers and maximize your investment better.

## DIGITAL MARKETING SERVICES:

- Analytics & Reporting
- Digital & Programmatic Advertising
- Marketing Automation
- SEO / Search Engine Marketing
- Website Design & Development
- Content Marketing
- Lead Generation
- Online Reputation Management
- Social Media



# SOCIAL MEDIA

THE BRANDS THAT ARE EASY TO FIND AND ACCESSIBLE ARE WINNING.

In today's world, people are turning to their smartphones, tablets and laptops to research products and services before ever stepping into a store or making a purchase. They read articles, watch videos and sort through reviews to equip themselves with the knowledge to be able to make a good purchase.

## PROFESSIONAL SEO SERVICES:

- Backlink Management
- Content Optimization
- Lead Generation
- PPC Search Advertising
- Search Engine Marketing
- Technical SEO
- Website Development
- Content Marketing
- Keyword & Content Research
- Local SEO
- Reputation Management
- SEO Audits
- Voice SEO





# WEB & APP DEVELOPMENT

YOUR WEBSITE SHOULD BE THE CORE OF YOUR MARKETING PROGRAM AND EVERYTHING SHOULD REVOLVE AROUND IT.

In today's hyper-digital world, websites need to be built on a solid platform to load quickly, be easily found and easy to use (for both the client and the customer), be visually appealing, contain valuable content and engage the site visitor.

## WEB DESIGN & DEVELOPMENT SERVICES:

- Analytics & Reporting
- Award-Winning Website Design
- Content Marketing
- E-Commerce Websites
- Hosting and Maintenance
- Lead Generation
- New Website Builds & Development
- Online Presence Management
- Search Engine Optimization (SEO)



# INTEGRATED MARKETING SERVICES & SOLUTIONS

Digital  
Marketing

Social  
Media

SEO

Web  
Development  
&  
Mob. App

Branding

Creative

Video &  
Photography



# OUR LOYAL CLIENTS

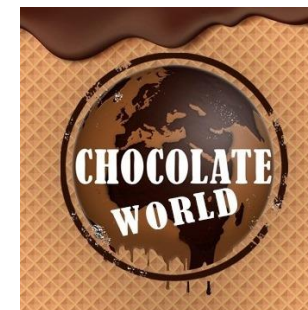
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TAKI TAKI



Johnson & Johnson



ADVANTAGE



الجمعية العلمية والمهنية الإجتماعية

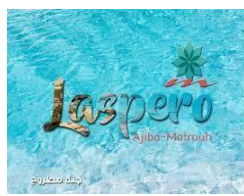


Slovakia



ADVANTAGE

PROUD TO SERVE YOU





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**ADVANTAGE**