



INCEPTION
— MEDIA —

THE MASTERMIND

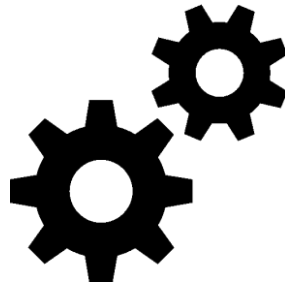
The aim in changing and molding the future is our game plan. As change is important in today's world to progress, alter, and innovate, we at Inception thrive in making valuable and cutting-edge change for our Clients. Our passion allows us to create futuristic concepts, solid strategies, and out of the box ideas that affect people's lives and businesses.



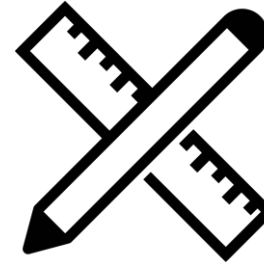
Achievement



Intelligence



Challenge



Excellence



Curiosity

INCEPTION MEDIA is a full-service digital advertising agency built for the now. We partner with clients to drive their business outcomes with best-in-class in Digital and Social Marketing.

A dark, monochromatic image showing two hands from the left and right sides, each holding a puzzle piece. The puzzle pieces are arranged in a horizontal line, with the hands positioned as if they are about to fit the pieces together. The background is a solid dark grey.

SIMPLE!

CREATE A GOOD PRODUCT OR SERVICE,
STUDY YOUR MARKET IN EVERY DETAIL,
MARKET IT WELL
AND PEOPLE WILL BUY IT.

OUR SERVICES

SOCIAL AND DIGITAL CUSTOMER GROWTH

MEDIA PLANNING AND STRATEGIES

DIGITAL & SOCIAL ADVERTISING

CONTENT MARKETING

SEO & SEM OPTIMIZATION

DRONE VIDEOGRAPHY SERVICES



SOCIAL AND DIGITAL CUSTOMER GROWTH

The digital marketing has evolved, the ability for businesses to reach potential prospects has increased. Today, businesses have access to vast amounts of data and information using advertising tools such as Google Adwords and Social Network such Facebook, Twitter, Instagram, LinkedIn and Snapchat.

This allows businesses to reach very specific audiences based on data such as Age, Location, Gender, Family Status, Employment Status (including Company Size, Industry, Job Roles and Seniority) as well as an individual's interests and hobbies.

Based on an intensive discovery session with your key executives, our team will identify the right target audience and persona groups for your products and services. We'll also work with you to clearly define your sales processes in order to identify prospects at each stage of your sales funnel.



MEDIA PLANNING AND STRATEGIES

Workforce Having worked with over 600 businesses from multiple industries, INCEPTION team specializes in producing in-depth digital marketing strategies for businesses of any size. This activity can form a part of a more in-depth engagement, or as a standalone service, for businesses who have the internal capabilities of executing the strategy.

- **Full client discovery**

Understanding your products, services and unique selling points as a business.

Customer Persona Development: Studying your customers and how can they be targeted from digital marketing activities.

- **Competitive Analysis**

What are your key competitors doing from a digital marketing perspective and how effective are they?

- **Full Digital Strategy breakdown**

Broken down over time periods and marketing channels with actionable activities for implementation and execution.



DIGITAL & SOCIAL ADVERTISING

People spend nearly 85% of their online time on Google and Facebook. That's why your search and social advertising need to work together seamlessly to reach more customers. Open and independent, the Marin platform brings search and social together – so you see higher returns on digital spend.

- **Gain deep cross-channel insights**

You make better budgeting and planning decisions when you can unify the customer journey across all channels. This better view also gives CMOs audience-centric insights into program-wide performance.

- **Focus campaigns by audience**

Identify your most valuable audiences, and then target them based on their cross-channel behaviors. Use audience-level reporting to understand your best segments. Refine campaigns and channel use as you uncover the best strategies for driving conversions.



CONTENT MARKETING

"It's all about content" is often used to highlight the importance of content within modern day marketing. Today, the role of content within any digital marketing campaign is as significant, if not more so, than the channels you employ or the advertising budget you spend. Content is what attracts online prospects whether it be videos, imagery, informative blog articles, podcasts or e-guides. Without high quality content, the effectiveness of your digital marketing campaign will be compromised.

- Content Creation & Distribution Services:
- Video Production
- Photography and Cinemographs
- Blog Article Creation
- Infographics Creation
- Distribution of content on YouTube, Facebook, Twitter, LinkedIn and other channels

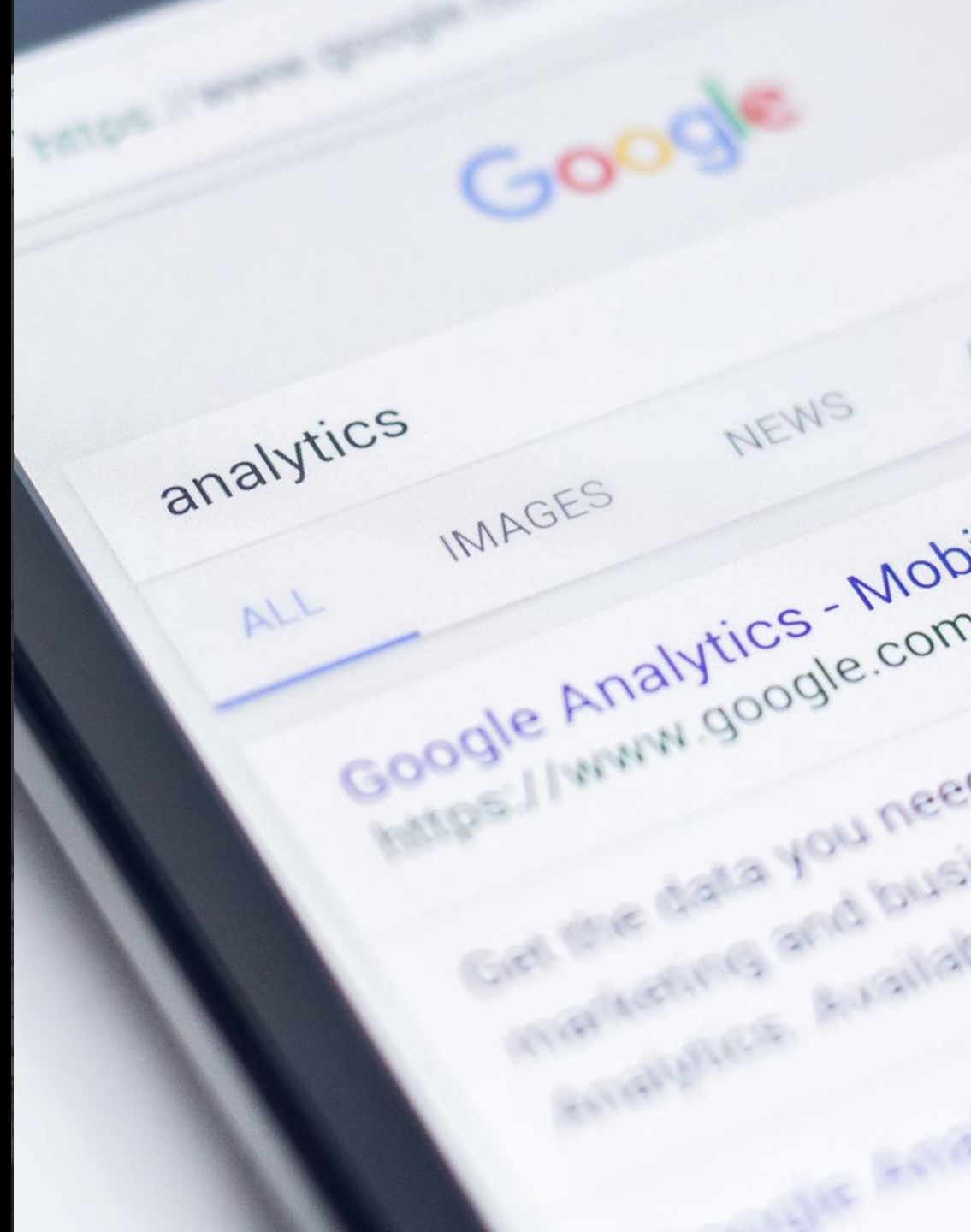


SEO & SEM OPTIMIZATION

SEO is a complex system of digital techniques, strategies and practices designed to increase the quantity and quality of online traffic to your website through organic search engine results. With quality SEO, businesses are able to generate traffic from their target audience through the customer's own searches.

SEO is necessary to create online exposure for your brand and strengthen your company's position in the competition. A website that can't be found is not beneficial to any business and certainly does not deliver results.

Search Engine Optimization is the art of improving your website so that you climb search engine rankings and increase your online visibility to increase sales and generate a digital brand awareness for your organization.



DRONE VIDEOGRAPHY SERVICES

UTILIZE our services for live TV, podcasting, event coverage or global news broadcasts. We can film live events anywhere in the UAE and stream it anywhere.

Our technology and solutions experts will ensure the right platforms are utilized to reach your audience.

- INDOOR & OUTDOOR EVENTS
- MARKETING VIDEO
- CORPORATE VIDEO
- INTERACTIVE VIDEO
- VIRTUAL TOUR
- CONTENT PROMOTION



WHY INCEPTION

INCEPTION MEDIA is a specialized agency in creating Beautiful concepts for your brand and it is always considered to be one of the strongest muscle of any company.

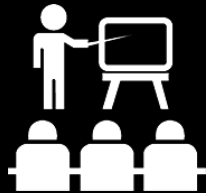
We at Inception Innovation have a diversely talented team working day by day to develop great products and solutions to reshape the future.

We have a culture of cooperation, collaboration, and commitment have always driven the Innovation team to journey forth in the making of a greater and better future.

Get in touch with us to meet the people behind the success and get yourself a free tour to our Inception World.



Lets Have Coffee




And Brain Storm Together



So We Can Do Our Magic



To Increase Your Results



A SUCCESSFUL BUSINESS IS ABOUT
A RIGHT STRATEGY
IN THE RIGHT TIME
WITH THE RIGHT TEAM.

INCEPTION

MEDIA



DUBAI – JEDDAH

Head Office : +971 4 4224622

Jeddah Office : +966 505620225

Business Development: +971 55 166 8872

Direct : +971 5 51668872

www.inceptionmedia.ae

www.inception.ae

