

The Media Corner | Profile

Keeping values and priorities constant we strive to utilize the Internet to maximize our client's profitability. To do this we have strong business interests in Social Media Marketing, Search Engine Optimization, Web design, Web Development and a host of cutting edge services.

We work by our motto "Your Digital Strategy for Profit." Delivering the highest standards and exceeding client expectations. We aim to stay ahead of the curve generating a bespoke strategy customized to suit any brand's goals and needs, as we believe in long-term relationships with our clients. We're Media-Mad, our team strive to be the best and keep up with the latest trends to keep the edge over our competitors, but more importantly for our clients.

OUR TEAM

We all come from different backgrounds but here's what we all have in common:

Being unique and creative. We are proud to always come up with the most creative ideas that simply drive brands forward in the best possible way.

Experience. 'It's what we've done that makes us what we are today.' Combining fresh ideas with past experiences we can propose the best strategies to deliver results.

Loving what we do! We couldn't think of anything better than doing what you truly LOVE. Willing to grow and become better people our typical day is our best of days.

OUR SERVICES

The Media Corner excels in providing complete end-to-end business solutions to clients across the Middle East and the world. We are committed to our responsibilities; it becomes our sole mission to deliver on time with a 110% promise. The **core** of our services are:

- Web Development Services
- Search Engine Optimization (SEO)
- Corporate Videos
- Smart Phone Apps
- Website Analytics
- Pay Per Click (Google Ads)
- Social Media Marketing & Management
- SMS | Email Campaigns
- Branding

Search Engine Optimization (SEO)

As a business, do you require more traffic, leads and sales? Having a first class website isn't enough to generate more customers these days. All companies need to be on a higher search rank compared to their competitors.

SEO involves pushing you above your competitors through different search engines such as Google, Yahoo! & Bing. This involves an array of different techniques to push you to [number 1 on Google](#). With the potential and realistic view of having hundreds and thousands of new customer's to your site, SEO is a must for all businesses.

- **Key wording** – Your **SEO keywords** are the key words and phrases in your web content that make it possible for people to find your site via search engines. A website that is well optimized for search engines "speaks the same language" as its potential visitor base with keywords for SEO that help connect searchers to your site.
- **Research** – Website traffic is the bridge that connects your products and final sales. The driving traffic to your website ensures the "interests" of the consumers get translated to "buying intention" from your company rather than the competitors. The team does a thorough research to identify target keywords in order to get maximum traffic for your website
- **Unique Content** – One of the SEM strategies is to generate quality content that provides relevant information to the users. Unlike before where merely keyword stuffing in an irrelevant content body was the trend, focus has completely shifted to the user satisfaction. Generating unique content on a regular basis ensures improved keyword exposure, increase in natural search results, and an informative content generates interest in the prospective buyer.
- **Networking on the Social Platform** – Time and again, a mere mention of a brand name on any social network website can make it viral. In these days of instant viral brand awareness, it becomes an indispensable part of your SEO strategy to have a social media presence.

HOW OUR UNIQUE APPROACH TO SEO BENEFITS YOUR BUSINESS ?

- ✓ You get long lasting results
- ✓ You get high return on SEO investment
- ✓ You get free from all the hassles of SEO
- ✓ You get complete updates on all the activities and results
- ✓ You get targeted traffic from keywords with genuine commercial potential
- ✓ You get pages optimized for Search Engines with conversion rate in mind

The Media Corner are extremely consumer focused. We believe if every strategy is implemented keeping in mind the needs and requirements of the user, search engines will follow your company.

Google Ads - PPC (Pay per click)

PPC is a short term solution, to near guarantee you generate new customers with in the first few weeks. It's a service that is measurable and easily measured. There are many names, but only one right way to do it. At The Media Corner, we've developed a sound system of managing our client's accounts, and having the best possible team to deliver the best possible results. Through our experience with companies ranging from multinational corporations to exciting new startups, we know just what it takes to bring you the results you're dreaming of. The benefit of PPC to our clients is, it's direct to their target market and you appear at the top of up to 20 different key search terms. **Example Below;**

The screenshot shows a Google search for "diving abu dhabi". The search bar contains the text "diving abu dhabi". Below the search bar, there are navigation options: Web, Images, Videos, News, More, and Search tools. The search results show "About 3,590,000 results (0.37 seconds)". The top result is a paid advertisement for "Scuba diving - blueventures.org". The ad text includes: "www.blueventures.org/diving-trips", "+44 20 7697 8598", "Conservation Divers needed - Madagascar & Belize", "Blue Ventures has 127 followers on Google+", and "Dive Belize - Dive Madagascar - Our Awards - Why Choose Us?". Below the ad, there is a result for "Diving in Abu Dhabi - Al Mahara Diving" with the URL "www.divemahara.com/daily-scuba-trips/diving-in-abu-dhabi.html" and a snippet: "There is a plethora of lively marinelife in Abu Dhabi waters. Dive sites are suitable for all levels of divers from novice and junior divers to very experienced and ...". At the bottom, there is a link for "Emirates Diving Centre | Home".

Social Media Management:

Selling through *only* the traditional methods is a passé now. With the advent of social media, every business wants a piece of Facebook Virality and maximum number of re-tweets. Earlier, Television and banner ads were considered to be the only option considered good enough to catch the eye of the prospective buyer. Now, with millions of active Internet users within a country, it has become imperative for a business to grow and prosper by engaging users in live debates, polls, competitions, to capture the share of the market within the industry.

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How Does Social Media Marketing Work?

Brand value, brand recognition goes beyond the buying and selling procedure. By engaging with users on a public portal, we help connect the bridge between your brand and users by skillfully coming up with myriad of social media optimization techniques.

How relevant is it to SEO?

Web presence is achieved through multitude of options, out of which social media is the most effective. We focus on creating a virality effect for your product that instantly evokes user attention. We help build links for your products through the pages by creating different online activities that in turn sustain your SEO efforts as well. Our ubiquitous efforts ensure that your brand value climbs up the social media ladder and make sure your brand comes out of the one-size –fits-all approach by connecting you with the right users at the right time.

Website Development

The Media Corner want to design a website around you and what your vision is. Our team will work with you from A to Z to achieve the website that best suits your company ethos and image. From e-commerce to smart phone-friendly websites, we're always able to deliver with our core PACE values. We use all the latest coding and website language to keep up to date with the trends, thus enabling us to identify and informatively advise you regarding the most compatible options for your business; for now and the future. We make sure it's SEO ready, Responsive, Google Analytic, keeping you up to date at all times.

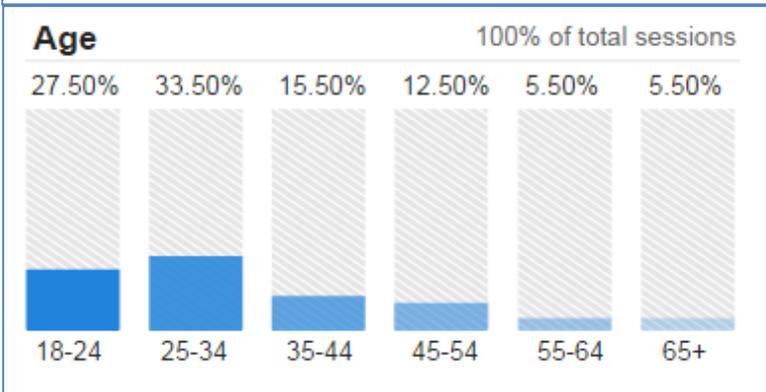
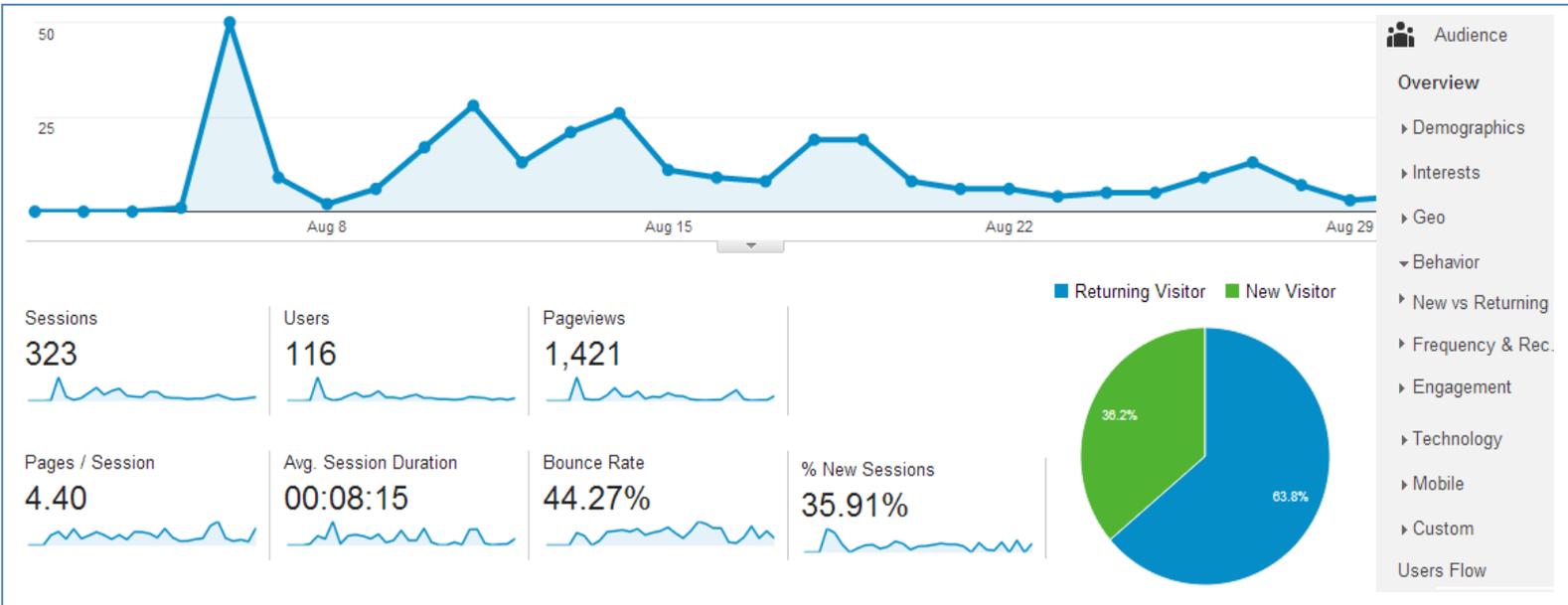
Website Analytics

Website Analytics is a must for all businesses that are focusing on marketing strategies. Possessing the statistics relating to your website is imperative which can be done through the web analytics services that we provide at The Media Corner. Website marketers are required to constantly monitor the website's traffic in order to gain the customized information on visitors of the site. Without the right knowledge about the traffic statistics of your website you would not be able to figure out that how many visitors are visiting your website, and hence it would become rather difficult to develop strategies for improving the website in order to draw in more traffic. With our Website analytics, we ensure following services:

- Clear understanding pertaining to accurate user demographics.
- Measuring ROI of the website is easier.
- Measuring Age, Gender, Location, Platform, Interests, Recurring visitors
- Real time web analytic services.
- Smooth-tongued analysis of quantitative and qualitative data on your website.
- Measuring of marketing conversions and marketing effectiveness.

- Off-site and On-site website analytics services.
- Measurement of Key Performance Indicators for the website.

It is quite clear that, by deploying our web analytics services you can enhance the performance of your website by obtaining results on various performance based parameters. **Example below:**



CONTACT US

Feel free to say hello!

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