



AL UMARA
DIGITAL

► ABOUT US

Al Umara Digital - is emerging as a leading IT Solutions provider in Qatar. We are a company that specializes in SMS Campaigns, Web Design & Development, Graphic Design, Search Engine Optimization SEO, PPC Campaigns, Branding, Social Media Management, and E-mail Marketing.

We have well experienced network of designers and programmers collaborate to meet the specifications of your project in high-quality standards. At Al Umara Digital we develop websites with comprehensive analysis to pass on the value to our clients. By using this model, we can provide you with a complete solution that is tailored to apply your needs and push your company's future growth.



MARKETING

► WHAT WE DO



SEO
(SEARCH ENGINE OPTIMIZATION)



SEM
(SEARCH ENGINE MARKETING)



SMM
(SOCIAL MEDIA MARKETING)



**WEBSITE
DEVELOPMENT**



**MOBILE APPLICATION
DEVELOPMENT**

► SEO (SEARCH ENGINE OPTIMIZATION)

Who doesn't like being on the first page of Google! We can make it happen for you. Through a structured SEO plan combined with an optimized website, we aim to help your page climb up the search ladders and reach to top spot of customer's attention. With new, revised Google algorithms, it is no longer just matter of adding a few backlinks to get your website up there. Now it is all about genuine and interesting content interspersed with the right amount of keywords.



► SEM (SEARCH ENGINE MARKETING)

For any business the best customer is one who is actively looking for the service your business provides. SEM does exactly that. You get to target the consumers who are specifically searching for a product or service that you provide and try to convert them into a business opportunity for you. Al Umara Digital has experience of handling multiple campaigns with varied budgets and delivering actionable results.



► SMM (SOCIAL MEDIA MARKETING)

Social media is one of the key pillars of digital marketing. Imagine your brand turning itself into a part of your customer's life. With the skyrocketing growth of social media across the world and especially in Qatar where it has over 90% penetration, social media is the ideal platform to reach out to the right customers at the right time and influence a purchase decision. Our team is composed of experts in using different Social Media platforms such as Facebook, Twitter, Instagram, Google+ and LinkedIn, primed to generate massive influence in the social space. We understand that this category of media is dynamic and changes every day, so we are continuously keeping up to date with the latest developments and digital trends. Contact us today to know how your brand can win on Facebook, Twitter, Google, Tumblr, LinkedIn, Pinterest, Instagram, Vine, YouTube and more!



► WEBSITE DEVELOPMENT

Website development is more than just having a page or domain online and giving brief information about yourself. Research has proven that more than 60% of the purchase decision by a customer is made online by researching the websites and social media platforms and analyzing the information available. With the growing trend of “googling” and smartphones / tablets, it has become crucial for a website to be responsive and adapt to the various screens. Websites of today have to be interactive, responsive, engaging, user friendly with clear call-to-actions to promote conversions. You can get this and more with Al Umara Digital, just ask for a consultation on how we can improve your existing website or build a brand new one for it.



► MOBILE APPLICATION DEVELOPMENT

Research in Qatar has shown that smartphones have over 100% penetration in the market. While responsive websites do help in improving the user experience on mobile or table screen, nothing can beat having a dedicated mobile app to enhance the customer experience and improving your brand visibility. Not to mention having an open and free marketing channel to your customers, through push notifications! Al Umara Digital can provide you with mobile app options ranging from a simple, information based app to a complex, customized application connected to your business systems that can truly provide your customers a 360-degree experience.



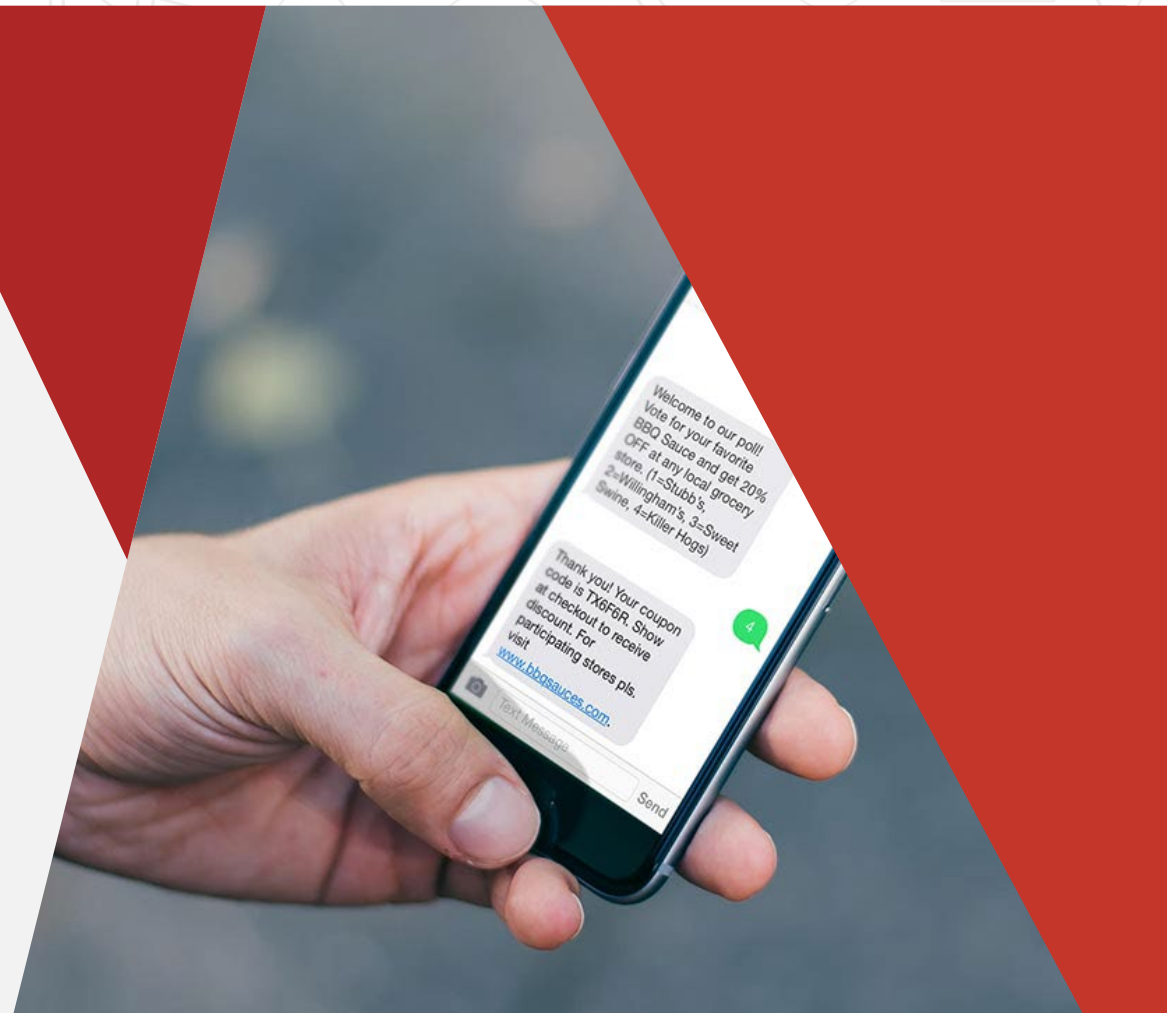
► MOBILE MARKETING

Mobile marketing is a new area in interactive marketing. It involves communicating with the consumer via cellular (or mobile) device, either to send a simple marketing message, to introduce them to a new audience participation-based campaign or to allow them to visit a mobile website. We provide mobile marketing service in Qatar. Mobile marketing is commonly known as wireless marketing. We provide mobile marketing services in all cities of Qatar. We will help you in creating better brand presence.

Mobile Marketing through SMS

Mobile Marketing via MMS

Location-based Services





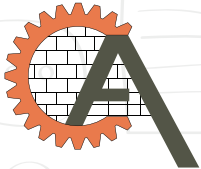
► EMAIL MARKETING

Email Marketing is one of the most productive way to advertise online. It is an extremely powerful marketing tool with use of email in marketing communications. It is a form of direct marketing which uses electronic mail as a means of communicating commercial or fund-raising messages to an audience. Through email marketing, it enhance the visibility of your brand and will keep your brand in your target customer's mind.



► OUR CLIENTS

We believe in partnering with our clients in delivering their success is our real winnings!



Al Umara Trading



سادن للخدمات
SADEN SERVICES

PHOENIX
RENT A CAR



Jawlati.com



الفرقان للسفر والسياحة
AL FURQAN TRAVEL & TOURS



AL-UMARA
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