Gyanow Infotech

About us:

Idea Network is an agency that specializes in creating, maintaining and launching brands, as well as rebranding.

The role of a branding agency is to create, plan and manage branding strategies for clients also creates marketing plan, advertising and other forms of promotion.

It's a **World** with A **digital Perspective**

The rise of digital technologies has changed practically every aspect of business operations. From how employees communicate with one another, to how you connect with your buyers and customers, an online marketing strategy is crucial to every industry.

In fact, businesses without dedicated digital marketing campaigns are behind, and will quickly become obsolete.

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IDEA NETWORK
is a full digital
marketing agency
think?
good!
CONNECT
click
Share
Inspiration
LIST:
cloud
NETWORK
idea
inspired thoughts

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WE **HELP CLIENTS** TO FULFILL THEIR **NEEDS**

We help our clients to fulfill their needs By pursuing business through innovation and advanced technologies, and made them truly matter to people. As we build our agency and our relationships with our partners, we focus on long-term health for our company through steady controlled growth and always invest in our selfies to bring the latest technologies to our clients.

THE **TEAM**

Our team includes brand consultants passionate marketers, certified designers, creative Directors in the media industry, and customer retention experts. We believe that through creative thinking and strategic planning, we will reach the marketing objectives of our clients.

"The Idea is everything; we understand every layer of the business established in the MENA region"

DRIVEN BY **SUCCESS**

We Take your business to a new level of success and reach your needs with customized marketing campaigns regarding your budget ultimate, helping you to rise growth and sales. Developing and executing your social media campaigns ,online ads, TV ads, press, radio, outdoors, website development and all the Printing staff.

Gyanow Infotech

TARGET AUDIENCE
What we do
GRAPHIC&DESIGN
MULTI PLATFORM
SOCIAL MEDIA
TARGET MARKET
STRATEGY
PRINT AD
MEDIA PRODUCTION
INSPIRED
THOUGHTS

Brand Consulting

We provide analysis, solutions, and general marketing expertise to help companies successfully sell their products. We develop and help implement strategies for both new and existing products, and influence all phases of marketing, from design and distribution decisions to advertising and public relations messaging. by gathering data, performing market research to identify target markets and assess consumer perceptions, competition, business trends, and product value to build a detailed situational analysis.

Brand Strategy

Developing or revising a brand position is a delicate blend of strategy and creativity. Our aim is to create a brand that is perfectly placed to maximize the market opportunity and positioned for success. We make sure to brand a unique business to be born and grow rapidly by creating strong brand positioning through communicative planning and strategy. Developing engaging, designing executing, and interacting with digital communities to create social media strategy combined with creative ideas to reach our target audience through different social media channels to engage with brands fans by efficient monitoring, tracking and reporting.

Brand Positioning

We don’t just reposition your brand with a new logo and brand manual. We help you shape its future direction across the your market. We then redefine your strategic communications on platforms.
We take the core brand values and your target market’s brand perceptions and create a messaging hierarchy that translates into a marketing communications plan which will successfully build your brand collaboratively with your target markets.

“ YOUR CULTURE IS YOUR BRAND ”

DIGITAL MEDIA STRATEGY

**“Marketing without data
Is like driving with your eyes closed.”**

We make sure to develop successful strategies to determine client needs and raise business performance. we translate research insights into marketing strategy with a clear plan to creates a core brand with business goals and profitability. specify clients’ needs to be able to determine which online media channels to these potential customers see, read, hear or engage with the them.

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“Marketing Strategy + Media = Growth.”

MEDIA
PRODUCTION

- TV commercials.
- Documentaries.
- Film making.
- Radio Ads.
- Corporate videos.
- Visual effects (VFX).
- Instructional clips.

GRAPHIC
& DESIGN

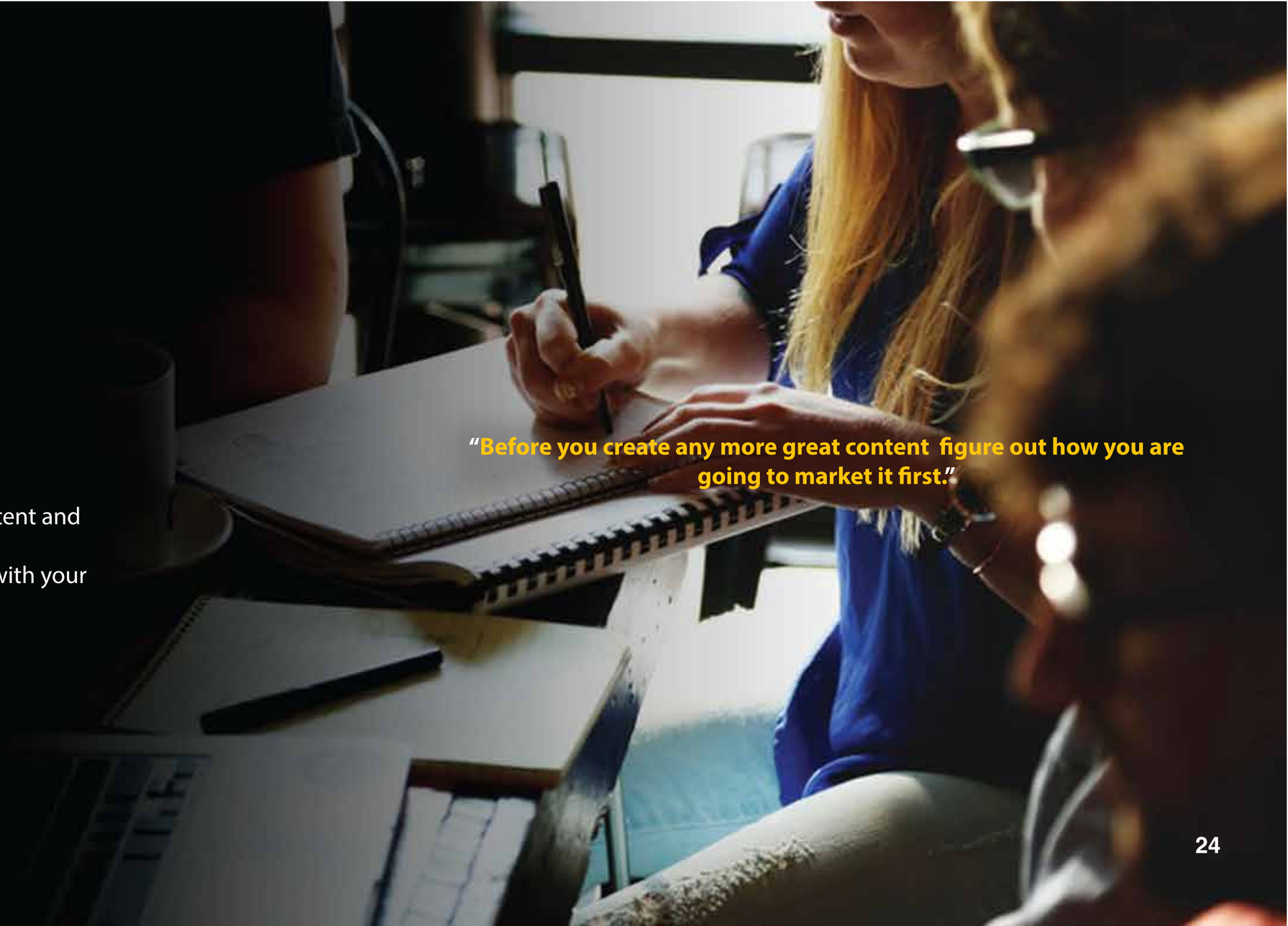
- Corporate identity.
- Art work.
- Packgaing
- Infographics.
- Illustrations.

CREATIVITY
IS OUR
PRIORITY

we create your world with inspiration and innovation.

CONTENT **MARKETING.** COPYWRITING/ CONTENT **EDITING.**

Our writers team specialized in marketing content and scripts. personality and a voice that targeted communities will take pleasure in interacting with your business.



"Before you create any more great content figure out how you are going to market it first."

HOW **WE** **DO IT?**

We do research in order to understand our clients core marketing needs to reach the desired success. Defining client's needs and developing marketing plans with Co-ordination and Co-operation among all departments to achieve overall customer satisfaction.

We address the clients market and problems which is complex and difficult to resolve in order to develop efficient solutions to achieve the desired success

We execute efficient campaigns in a unique creative ways and customized tactics with the latest technological tools to achieve effective and efficient business goals.

OUR
CORE VALUES

We integrate business ethics to be fair and honest in all our business dealings.

We honor our commitments and take personal responsibility for our actions, In addition we treat everyone
fairly.

We desire to measure success for our clients through awareness, increased sales, or other criteria mutually agreed upon between the agency and the client.

OUR **CLIENTS** IS OUR **BUSINESS PARTNERS**

Our effort is to ensure that we are satisfying the client's needs and providing materials that are strategically on target as well as having the ability to produce superior results.

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THANK YOU

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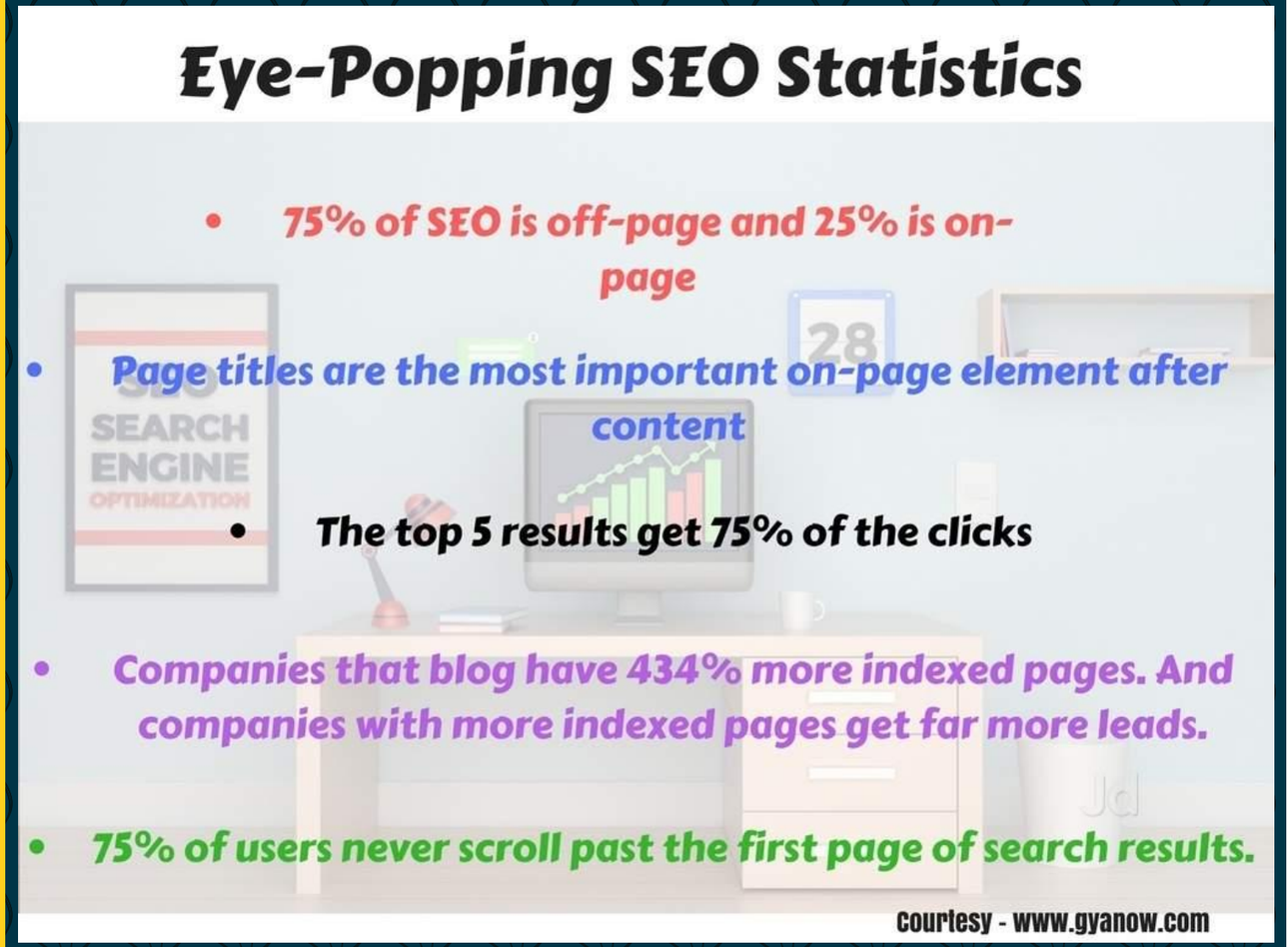
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