



the
marketing
house

Ideal house
for your business growth

MARKETING AGENCY



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www.themarketinghouse.net

WHO WE ARE?

We The Marketing House provide customers with integrated services.

We are fond of technology and our efforts are dedicated to excellence and quality, which supports our perseverance as well as accuracy in this craft and our reliability towards you.

Our flexible management entails meeting up with our clients change of vision at any given moment, Obeying a budget, and a punctual time plan.





OUR STORY

2008 ... We began,

2008 ... We began, as an offline marketing agency targeting marketing plans of small to medium-sized entities. Listening closely to what the market offers and blending those with our marketing plans, had a huge impact on our clients' progress turning them from small to medium and larger entities with an annual turnover of 100 million L.E.

We are currently focused on the medical field whether pharmaceutical companies, hospitals, medical associations as well as pharmacies.

First: Marketing Consulting

WE KNOW HOW TO APPROACH YOUR CUSTOMERS, WHAT THE MARKET NEEDS, AND HOW TO HIGHLIGHT THE NEEDS FOR YOUR PRODUCTS. WE DESIGN AND IMPLEMENT MARKETING CAMPAIGNS AND PRODUCE THE NECESSARY TOOLS. WE SET OUR PLANS BASED ON THE NATURE OF EACH ACTIVITY AND THE NATURE OF EACH PRODUCT (OR SERVICE) IN ORDER TO ACHIEVE YOUR DREAM, WHETHER THE TARGET IS TO BRAND YOUR COMPANY OR TO ACHIEVE THE DESIRED SALES VOLUME.

OUR SERVICES

We provide both off-line
and online marketing
consulting

- 🏠 Prepare marketing and economic feasibility studies for projects
- 🏠 Study the product/company perception and measure customer satisfaction
- 🏠 Help in setting marketing strategies
- 🏠 Creating solutions for marketing difficulties.
- 🏠 Develop e-marketing strategies for the company

Market Research

This includes the collection, recording, analysis of information and data about current markets and future possible targeted markets, in addition to the identification of competitors, market trends, customer needs for products and services and how the organization can satisfy these needs.

This part includes:

1. Full definition of the market (target market and target segments).
2. The size of the market, competitive environment, competitors and the competitive advantage of the institution.

Marketing plan

The marketing plan is considered the cornerstone of all the work, it sets the 3 years and 5 years objectives clearly.

In order to reach these objectives, a complete market analysis is carried out.

This marketing analysis identifies all the possible segments and chooses the most appropriate one to target.

Targeting is based on satisfying their needs by using the 4 pillars of marketing (place /price/products and promotion).

Furthermore, identifying possible future market trends is a crucial point in order to make sure that the 5 year plan will be achieved.

Marketing plan

In brief a successful
marketing plan should:

- 🏠 Identify the client's core business, his objectives, and his targeted audience.
- 🏠 Know your target market and determine the channels that should be used to reach this target market by pinpointing competitors and developing a marketing strategy that will ensure both competing with them in the same the market as well as highlighting our clients' competitive edge
- 🏠 Develop marketing strategies, that ensures achieving the 3- and 5-years marketing objectives
- 🏠 Pricing strategy is a crucial point for success; hence it is set based on both competitors' as well our client's service/product provided.

Branding

We simply deliver your brand promise in a way that is appealing to your target audience we make it remarkable just for you ,your product or the service you offer.

Brand definition ,logo creation are the first lines we draw in the brand book of your company/product or service.

We help you to create the tone of voice, color scheme and every pits and pieces that make you reach your unique brand identity and hence market position.



WE ARE DIGITAL

We create full digital marketing and brand campaigns.

We have creative directors, designers, copywriters, video producers, developers, UX, and rich media experts.

- 1- Social Media
- 2- Web Development
- 3- E-mail Marketing

- 4- WhatsApp
- 5- Video & Motion Design
- 6- SEM&SEO



SOCIAL MEDIA

We create successful social media campaigns that ensure both brand awareness and engagement as well creating customer loyalty.

Paid social media

If applied right the outcome is extremely satisfying.

Social media is not just about a number of posts or attractive pictures it's more about choosing the right audience and the right content to promote your brand and traffic driving to websites.

WEB DEVELOPMENT

There are plenty of benefits of having a website both for small business owners and for big business owners, for startups and for large corporations.

Now, when modern people spend about 8 hours a day on the Internet, influencing the way we live and work, any successful business should have a web presence.

Good websites consider the visitor first, provide a great user experience, and can become a powerful marketing engine.

And in that case “content is the king”, so the SEO technique is a cornerstone that facilitates targeting the right audience whether your website is designed to increase sales or just to fully integrate your brand in the customers’ mind.





E-MAIL MARKETING

Marketing your products or services by email can be a fast, flexible, and cost-effective way of reaching new customers and retaining existing customers by encouraging repeat website visits. Email marketing can allow you to create targeted and personalized messages.

We just tailor it according to your vision.

WHATSAPP MARKETING

WhatsApp is the new trendy marketing channel. We customize and adapt your brand persona a bit or we create a virtual person that is acting on behalf of your company.

We just create an appealing brand persona for your target audience to be able to attract them, as for them WhatsApp has always been used as a messaging platform for people, for families and friends to reach out to each other and to discuss personal things.

The first thing we do is to make your business fit into these conversations.





1:03/2:56

VIDEO & MOTION DESIGN

Video content is the perfect way to substitute actually having to read the content. easily engaging all types of audience. we create original content that connects with people. With product videos, animated gifs, and infographic videos.

we personalize your message.

SEO & SEM

Search Engine Marketing is the science that cares about positioning your website (and social profiles indeed) on the first page of search engines.

We help you to compete in certain Keywords in the most famous search engines like Google.

Search Engine Marketing (SEM) is dividing into 2 parts:

- Search Engine Optimization (SEO)
- Paid Ads by Google Adwords Program

The Marketing House makes the magical mixture between both of them to transfer your website to be one of the first 5 results in SERP unless is the first.





Events Management

Online Events

We do online events webinars, zoom, webcasts, live streaming on different social media platforms and Microsoft Team.

We bring the globe to u, making the whole world your target audience.

We don't just do technical hosting, but we ensure proper pre-event marketing to Guarantee a huge number of qualified attendees.

We don't just stop there, but the customer satisfaction after online events continues either as an e-certificate or as a post-event survey.

It's not just a virtual event to us .. it a whole experience for our customers and their targeted audience.

















Medical conferences

We focus on attendee engagement and the achievement of organizational objectives through thoughtful and impactful events.

We utilize our global reach and resources to offer complete logistical support and create innovative strategies that deliver value-added services for our clients.

MEDICAL CONFERENCES

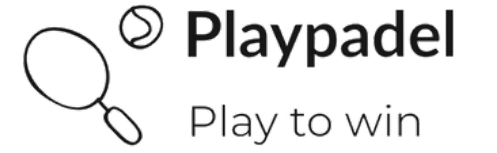
SERVICES OFFERED

-  Budget Management
-  Creative Concept & Design
-  Entertainment, Speaker and Emcee Selection & Management
-  On-Site Coordination and Staffing
-  Print Material Design & Production
-  Production– “Call Show”, Stage Management, Scripting, and Show Flow
-  Public Relations and Media Outreach
-  Registration & Mobile Apps
-  Seating
-  Technology and Multimedia Services
-  Transportation and Travel Management
-  Venue Selection and Contract Negotiation

A group of people's hands are stacked together in a circle on a wooden table. The hands are of various skin tones and are wearing different colored sleeves. In the background, there are several business documents with charts and graphs, and a laptop computer. The overall scene suggests a collaborative work environment.

Our partners









Get in touch



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Thank You