

تطبيقات

GROW FASTER IN THE DIGITAL AGE



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ABOUT US

Tatbiqaty is a Local Retail and Digital Marketing Consultancy that provides Digital Marketing Strategy, Customer Centricity and Digital Media Buying Services for consumer businesses.

At Tatbiqaty, we are on a mission to make E-Commerce and Digital Marketing seamless and hassle-free for businesses.

We understand the challenges that come with managing an online presence, which is why we offer a comprehensive suite of services designed to alleviate those burdens.



TATBIQATY

PROGRESSIVE LEARNING

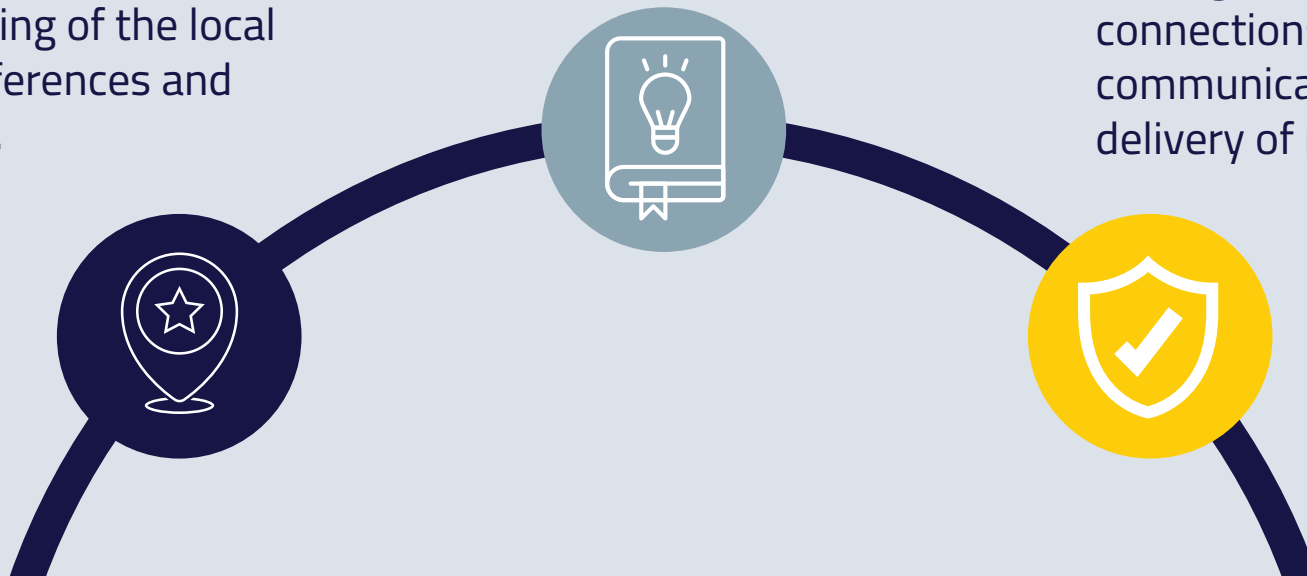
Keeping pace with modern technologies that enhance work processes.

LOCAL

Local team with a deep understanding of the local market preferences and regulations.

TRUST

Through building strong connections with transparent communication & consistent delivery of results.



OUR SERVICES

- | | | | |
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1 | ELEVATE YOUR BRAND WITH A WINNING DIGITAL MARKETING STRATEGY & AUDIT

Our Digital Marketing Strategy & Audit services ensure your brand's digital presence is strategic, data-driven, and aligned with your business objectives. With our expertise we:

Strategic Market Research:

Conduct thorough market research to understand your industry landscape, competitors, and target audience, creating a customized digital marketing strategy that drives measurable results.

Digital Marketing Audit:

Perform an in-depth audit of your current digital marketing efforts, identifying strengths, uncovering areas for improvement, and providing actionable recommendations to optimize your digital marketing performance and ROI.

2 | CUSTOMER-CENTRICITY: DRIVING PERSONALIZED EXCELLENCE

At Tatbiqaty, we blend cutting-edge AI & Machine Learning to put your customers at the heart of your business strategy. Our advanced approach ensures you deliver tailored, high-impact experiences that foster loyalty and boost profitability. Here's how:

1

Identifying Profitable Customers: Utilize artificial intelligence and machine learning to analyze customer data and identify the most profitable segments.

2

Targeting Them: Develop customized marketing strategies that effectively target profitable customers to increase engagement.

3

Retaining Them: Implement AI-powered analytics to monitor and enhance customer satisfaction by meeting their evolving needs in real-time.

4

Increasing and Developing Sales: Use machine learning to predict customer trends and needs, enabling marketing decisions that boost sales and development.

3 | PREDICTING & SHORTENING OF THE CUSTOMER JOURNEY

we simplify and speed up your customer journey using AI and machine learning to create smoother, faster, and more personalized experiences.

- **Understanding Customer Needs:** AI helps us analyze customer behaviors and preferences, allowing us to make smart product recommendations through cross-selling or up-selling.
- **Smart Algorithms:** Our advanced algorithms predict what your customers need, guiding them to the right products quickly and effortlessly.
- **Better Outcomes:** We craft strategies that not only enhance the customer experience but also speed up their decision-making process, leading to happier customers and better business results.



4 | SOCIAL MEDIA BUYING & MANAGEMENT

Our **Social Media Buying & Management** service guarantees your brand thrives across platforms like Instagram, Snapchat, Tiktok, and more. Here's how we drive success:

Strategic Ad Campaigns:

We craft and execute highly targeted paid ads, turning your goals into impactful strategies that capture attention and inspire action.



Creative Content Transformation:

We take your content and transform it into visually stunning, scroll-stopping ads that truly connect with your audience.



Optimized for ROI:

Using data-driven insights, we analyze your goals, define precise audience segments, and smartly allocate your budget to deliver maximum returns.



5 | EMAIL MARKETING & AUTOMATED MARKETING

Our Email Marketing & Automated Marketing Services streamline your campaigns for maximum impact. As following:

- **Craft Engaging Emails:** Develop compelling email content and designs that resonate with your audience, driving higher open rates and click-throughs.
- **Implement Automation:** Set up automated workflows to deliver targeted messages at the right time, nurturing leads and increasing conversion rates.
- **Analyze and Optimize:** Utilize analytics to track campaign performance, identifying areas for improvement and refining strategies for better results.



6 | SEARCH ENGINE OPTIMIZATION (SEO) & SEARCH ENGINE MARKETING (SEM)

Our SEO & SEM Services enhance your online presence and drive traffic. With our expertise, we:

Leverage Paid Advertising:

Utilize SEM techniques, including keyword optimization and ad campaign management, to target specific demographics and increase your online reach.

Maximize Performance:

Continuously monitor and adjust strategies using analytics to ensure optimal performance and ROI.



Optimize Keyword Strategies:

Conduct thorough keyword research and application to improve your website's visibility and attract your target audience.

Boost Organic Traffic:

Develop and implement customized SEO strategies based on industry trends to drive organic traffic and enhance your search engine rankings.

8 | OUTSOURCING DIGITAL MARKETING FUNCTION

Our digital marketing management service aims to seamlessly oversee and elevate your digital marketing department with the highest level of professionalism. We provide:

Comprehensive Management

Managing every aspect from strategy development to implementation, delivering seamless and impactful marketing campaigns across all digital platforms.

Specialized Expertise

Collaborating with a team of highly experienced professionals in digital marketing disciplines including Search Engine Optimization (SEO), Pay-Per-Click (PPC) advertising, social media marketing, and content marketing.

Cost Efficiency

Minimizing expenses related to hiring and infrastructure while guaranteeing maximum returns on your digital marketing efforts.

9 | RETAIL PLATFORM MANAGEMENT

MARKETPLACES:

We help you join and thrive on platforms like **Amazon, Noon, Namshi, 6thStreet, Styli, Centrepont, Vogacloset, SIVVI**, and more.

E-COMMERCE PLATFORMS:

We create and manage your online store on top platforms such as **Zid, Salla, Shopify, and WooCommerce**.



10 | RETAIL CONSULTANCY

- **Reducing Stock Shrinkage:** Strategies to minimize inventory losses and improve accountability.
- **Developing an Effective Stock Management System:** Enhancing inventory accuracy, reducing stockouts, minimizing excess inventory, and increasing overall inventory turnover.
- **Establishing a Robust Merchandise Planning System:** Aligning inventory with customer demand and improving forecasting.
- **Optimizing Order Processing Across All Points of Sale:** Streamlining workflows to ensure efficiency and accuracy in order management.
- **Creating an Effective Loyalty Program:** Building customer retention and enhancing lifetime value through targeted engagement.
- **Implementing Omnichannel Strategies:** Integrating online and offline channels to provide a seamless customer experience.
- **Business Process Reengineering (BPR) and Process Optimization:** Refining Store Operating Procedures (SOPs) for improved efficiency and effectiveness.



تطبيقاتي

OUR EXPERIENCE

ELIXIR
UNITED
شركة الإكسير المتحدة للتجارة



لويس ناييس
Louis Nice

Qastana
بساتنة

فقيه

مستشفى د. سليمان فقيه
Dr. Soliman Fakeeh Hospital

BULAGG
the Bag

My Clinic عيادتي

موتاجبة
ALMOTAHJIBA

BONIA

activitta

SEMBONIA

DESIGN
KSA

DOTS

خميل

تطبيقاتي

OUR PARTNERS



CONTACT US



info@tatbiqaty.com



966 55 305 5738



Jamjoom Center Tower 1 – 5th Floor
Palestine Street, Saudi Arabia – Jeddah

