



TOTAL TECHNO

Advertising Marketing

we totally connect you...

Company Profile 2023/24

**Crafting Connections,
Igniting Growth:** Your
Brand's Success Story
Starts Here

**Your Marketing
Partner for
Success**

www.totaltechno.ae

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**“Creativity without
strategy is called
art, creativity with
strategy is called
advertising.”**

– Jef Richards

About Us

Established in 2012, Total Techno emerged as a pioneering force in the realm of media marketing services. Founded in Al Ain and Abu Dhabi, we set out on a journey fueled by a passion for innovation and a commitment to excellence. Our team, comprised of highly experienced and academically certified professionals, was handpicked to deliver comprehensive solutions tailored to elevate your brand.

From our humble beginnings, we have grown to encompass all the UAE emirates, ensuring that our clients have a strategic partner in every corner of the nation. In 2015, we further solidified our presence by opening our Sales and Marketing office in the vibrant city of Abu Dhabi.

At Total Techno, we are not just marketers; we are architects of connections, builders of brands, and creators of success stories. We understand that the ever-evolving media landscape demands innovation and adaptability. This insight has driven us to stay at the forefront of industry trends, delivering cutting-edge strategies that enable our partners to reach out to their clients effectively.

Our journey is one of continuous growth, fueled by our unwavering dedication to our clients' success. With Total Techno by your side, your brand's aspirations become a reality, and your marketing goals find the perfect partner.

Join us in transforming possibilities into achievements and experiences into milestones. Together, we will create a future where your brand shines brighter and reaches farther than ever before.



totaltechno.ae



CEO's MESSAGE

***“Your brand identity
is not just a logo; it’s
the heartbeat of your
business.”***

At Total Techno, we’ve always believed in the power of innovation and the strength of meaningful connections. As the CEO, I’m proud to lead a team that is dedicated to helping your brand thrive in a dynamic and ever-evolving media landscape. We’re committed to turning your vision into a reality and ensuring that every step of your marketing journey is marked by success.

Total Techno began with a simple yet powerful idea: to provide comprehensive media marketing services that make a difference.”

Driving Sales is our
way of having fun!

Wesam Jouhaid
CEO - TOTAL TECHNO



Why Us?

Our Vision

Our Vision is to pioneer the media marketing landscape in the region, driven by unwavering expertise and boundless creativity. We are dedicated to delivering holistic, result-oriented media marketing services that not only meet but exceed the expectations of our partners and clients. Our commitment is to redefine excellence in the industry, crafting innovative strategies that empower brands to thrive in an ever-evolving media landscape.



“The aim of marketing is to know and understand the customer so well the product and services fits him and sells itself.” – Peter Drucker

Our Plans

At Totaltechno.ae, our plans are grounded in a relentless pursuit of innovation and excellence. We are dedicated to continuously expanding our offerings, exploring new horizons, and forging strong partnerships to drive the success of our clients. With a forward-thinking approach, we aim to stay at the forefront of the media marketing industry, empowering brands to thrive in an ever-evolving landscape.

Our Mission

Our Mission is to elevate the business growth of our valued partners through a relentless pursuit of innovation in media marketing services. We are dedicated to pushing the boundaries of creativity and strategy, continuously evolving to deliver solutions that not only meet but anticipate the evolving needs of our clients. By fostering strong partnerships, we empower brands to unlock their full potential in a dynamic and competitive market.

Code & Values

- **Pioneering Excellence:** Leading innovation in GCC's media marketing.
- **Unmatched Quality:** Delivering top-tier media services consistently.
- **Team Excellence:** Nurturing the best talent in the industry.
- **National Impact:** Actively shaping the media marketing landscape.
- **Global Expertise Locally:** Equipping local talent with world-class skills.

**“People don’t buy what you do;
they buy why you do it.”**

Our Services

1 Digital Marketing

2 Social Media Management

3 Healthcare Marketing Solutions

4 Graphics Design & Company Branding

5 Video & Photo Production

6 Radio & T.V Commercials





7 Website Development

8 Mobile Application Development

9 Search Engine Optimazation

10 Email & Website hosting Services

11 Outdoor Marketing Services

12 Customer Relationship Management





Digital Marketing

Cultivating Connections, Crafting Conversions:

In the digital landscape, your brand's story unfolds with every click, and we're here to ensure it's an epic tale of success.

Digital Marketing

We proudly offer a comprehensive suite of cutting-edge digital marketing services. At **Total Techno**, we boast an extensive track record and deep expertise in the dynamic realm of digital marketing.

Our mission is to empower our clients to not just exist but excel in the digital sphere. We achieve this by employing innovative methods and bold strategies that elevate online presence and visibility. From search engine marketing (SEM) to a full spectrum of online marketing solutions, we are your dedicated partner, committed to meeting and exceeding your every digital marketing need. Choose Total Techno for a transformative digital journey that propels your brand to new heights.”



How Can Digital Marketing Benefit Your Business

Global Reach:

Digital marketing allows you to reach a global audience, breaking down geographical barriers and enabling you to connect with potential customers worldwide.

Cost-Effective:

Compared to traditional marketing methods like print or TV ads, digital marketing often costs less with better return on investment.

Targeted Advertising:

You can precisely target your audience based on demographics, interests, behavior, and more, ensuring that your marketing efforts are directed towards potential customers.



Measurable Results:

Digital marketing tools and platforms provide detailed analytics and insights, allowing you to track the performance of your campaigns in real-time and make data-driven decisions.



Enhanced Customer Engagement:

Social media, email marketing, and other digital channels enable businesses to engage with their audience directly, fostering relationships and building brand loyalty.

Brand Awareness:

Digital marketing strategies such as content marketing, SEO, and social media can help increase brand visibility and recognition among your target audience.

24/7 Availability:

Your digital presence is always accessible, allowing customers to interact with your brand and make purchases at any time, even outside of business hours.

Competitive Advantage:

Staying up-to-date with digital marketing trends and technologies can give you an edge over competitors who rely solely on traditional marketing methods.



How Can Digital Marketing Benefit Your Business

Data-driven Decision Making:

By collecting and analyzing data, digital marketing enables you to make informed decisions and refine your strategies for better results.

Personalization:

Tailoring your marketing messages and offers to individual customer preferences can lead to higher engagement and conversions.

Improved ROI:

With the ability to track and analyze campaign performance, you can allocate your budget more effectively and optimize your marketing strategies for a higher return on investment.

Access to Mobile Users:

As more people access the internet via mobile devices, digital marketing allows you to reach this growing demographic effectively.

Improved Conversion Rates:

Through techniques like A/B testing and optimization, digital marketing can help improve conversion rates, turning website visitors into customers.

Scalability:

Digital marketing can easily scale with your business. Whether you're a small startup or a large enterprise, you can tailor your digital strategies to match your growth.

Flexibility & Adaptability:

Digital marketing allows you to quickly adjust your campaigns in response to market changes or emerging trends, ensuring your marketing efforts remain effective.

Integration Opportunities:

Digital marketing channels can be integrated with other business systems, such as CRM (Customer Relationship Management) software, for a seamless customer experience.

Easier Customer Support:

Digital channels provide convenient ways for customers to reach out for support or inquiries, improving customer service.



The background features a dark, moody illustration. In the center, a pair of hands is shown holding a smartphone and a tablet. Surrounding these are various social media icons, including a Wi-Fi symbol, a heart, a speech bubble, and a magnifying glass. The overall aesthetic is modern and tech-oriented.

Social Media Management

Cultivating Connections, Crafting Conversions:

In the digital landscape, your brand's story unfolds with every click, and we're here to ensure it's an epic tale of success.



Social Media Management

Social media management/marketing is a vastly popular strategy for gaining website traffic by engaging the audience through social media websites.

Total Techno's Social media marketing programs focuses on creating attractive contents for attaining Audience's attention. Using Social networking helps your company spread its business very fast between people since it appears to come from a trusted third-party source, as opposed to the brand or company itself. It is easily accessible to anyone with internet access.

To provide increased communication for your organization, by raising brand awareness and improving customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.



How Can Social Media Management Benefit Your Business

Increased Brand Visibility:

Effective social media management can help your brand become more visible to a wider audience, raising awareness and recognition.

Enhanced Brand Image:

Consistent and professional social media management can strengthen your brand's image, making it more trustworthy.

Audience Engagement:

Engaging with your audience through social media fosters a sense of community and builds stronger relationships with customers and followers.

Data and Insights:

Social media platforms offer detailed analytics, providing valuable insights into audience behavior and campaign performance, aiding in data-driven decision-making.

Increased Website Traffic:

Social media can drive traffic to your website, potentially leading to more conversions, sales, or engagement with your content.



Lead Generation:

Well-planned social media strategies can generate leads and potential customers through content, promotions, and contact forms.

Customer Support:

It provides a direct channel for customers to reach you, improving overall customer service.

Competitive Advantage:

Active social media management can set you apart from competitors who may not be as engaged on these platforms.



Targeted Marketing:

There's precise targeting, ensuring content reaches the most relevant audience based on demographics, interests, and behavior.

Cost-Effective Marketing:

Compared to traditional advertising, social media marketing can be more cost-effective, allowing you to achieve results with a smaller budget.

Social Media Management



How Can Social Media Management Benefit Your Business

Content Promotion:

Share your blog posts, articles, videos, and other content on social media to increase its reach and impact.

Community Building:

Building a loyal online community can result in brand advocates who actively promote your products or services.

Feedback and Insights:

Engage with customers to gather feedback, suggestions, and insights to improve products or services.

Management:

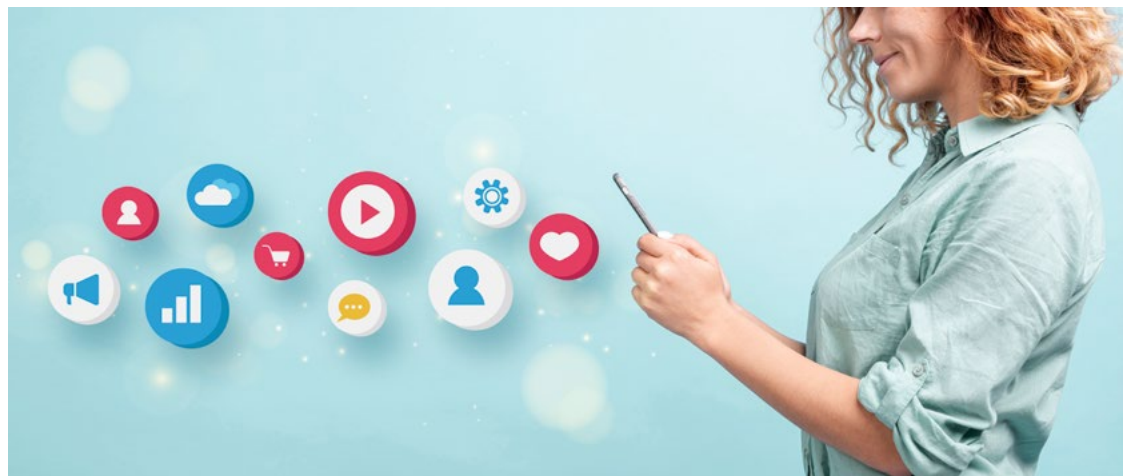
Effective management can help in addressing & managing any potential crises or negative situations swiftly.

Social Selling:

Utilize social media platforms to showcase and sell products directly, especially effective for e-commerce businesses.

Real-time Updates:

Quickly share news, updates, & promotions with your audience in real-time.



Content Scheduling:

The ability to schedule posts in advance can save time and ensure consistent posting even during busy periods.

Ad Campaigns:

Utilize paid advertising on social media to reach a wider audience and achieve specific marketing objectives.

Brand Loyalty:

Building a strong online presence and providing value through social media can foster brand loyalty among customers.



Health care Marketing Solution

Cultivating Connections, Crafting Conversions:

In the digital landscape, your brand's story unfolds with every click, and we're here to ensure it's an epic tale of success.



Health care Marketing Solutions

A healthcare marketing solution is a comprehensive strategy or set of tools and techniques designed to promote healthcare services, facilities, or products to a target audience. These solutions aim to enhance the visibility of healthcare providers, attract new patients or customers, and build a strong brand presence in the healthcare industry.

Revolutionizing Healthcare Marketing: Crafting Engaging Content, Cutting-Edge Design, and Advanced SEO to Attract Patients and Clients.

At Healthcare Success Strategies, we have honed our expertise in digital marketing, tailoring it exclusively to the healthcare industry. Our goal? To inspire individuals to connect with your healthcare services. When executed with precision, internet marketing can wield remarkable influence as a strategic tool for promoting your healthcare offerings.

We specialize in the art of healthcare marketing, driven by a commitment to helping you thrive in the digital age.”



Transforming Healthcare Marketing with Our Expertise

Healthcare Marketing Matters: In an increasingly digital and competitive healthcare landscape, effective marketing can mean the difference between growth and stagnation.

Why Healthcare Marketing is Important:

Patient Awareness:

Building awareness among patients is crucial for healthcare providers. Effective marketing helps patients find the care they need when they need it.

Trust and Credibility:

Building trust is at the heart of healthcare. Well-executed marketing can enhance the reputation and credibility of healthcare providers.

Patient Engagement:

Engaging patients through various marketing channels, from informative content to interactive campaigns, can lead to better health outcomes.

Competitive Edge:

In a crowded marketplace, marketing sets you apart. It helps healthcare providers showcase their unique strengths and services.

Compliance and Education:

Healthcare marketing can be used to educate patients, ensuring they make informed decisions and comply with treatment plans.



Why Choose Us for Health-care Marketing:

We are Specialized Expertise:

We specialize in healthcare marketing, with a deep understanding of the industry's unique challenges and regulations.

Data-Driven Strategies:

Our data-driven approach ensures that every marketing campaign is backed by insights and metrics for continuous improvement.

Patient-Centric Approach:

We put patients at the center of our strategies, creating meaningful and informative content that resonates.

Compliance Assurance:

We are well-versed in healthcare regulations, ensuring that all marketing efforts are compliant and ethical.

Customized Solutions:

We tailor our services to the unique needs of each healthcare client, delivering personalized strategies that work.

Proven Results:

Our portfolio of successful healthcare marketing campaigns demonstrates our ability to drive tangible outcomes.

24/7 Support:

We understand the urgency of healthcare marketing and provide round-the-clock support to address your needs.

Competitive Pricing:

We offer cost-effective solutions that provide exceptional value for healthcare providers of all sizes.





Branding & Graphic Design

Cultivating Connections, Crafting Conversions:

In the digital landscape, your brand's story unfolds with every click, and we're here to ensure it's an epic tale of success.

UI, UX, Branding & Graphic Design

In an increasingly digital world, aesthetics, usability, and brand identity hold unparalleled significance. At Total Techno, we understand the pivotal role of design in shaping an impactful digital presence. Our suite of design services encompasses User Interface (UI), User Experience (UX), Branding, and Graphic Design, ensuring that every facet of your visual identity aligns seamlessly with your business objectives.

Total Techno is your partner in design, a guiding force that doesn't just meet but exceeds expectations. We believe that design isn't just a facade; it's the cornerstone of memorable experiences and successful brands. Let us transform your vision into captivating, user-centric, and unforgettable design experiences.



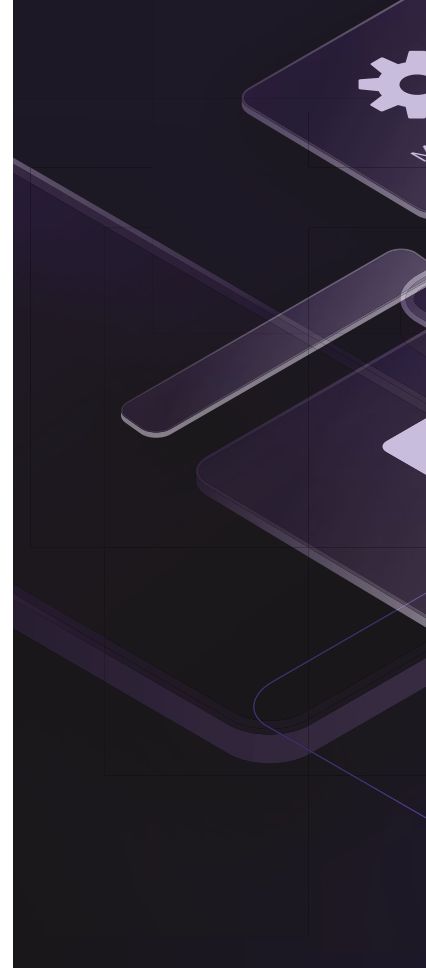
UI & UX Design

Elevating User Experiences to the Extraordinary

User Interface (UI) and User Experience (UX) design are the keystones of crafting not just good but exceptional digital experiences. Our proficient design team doesn't merely create visually appealing interfaces; they engineer intuitive, user-centric journeys. We adhere to a human-centric approach, mapping out user interactions meticulously, and using wireframing, prototyping, and iterative design to optimize every touchpoint.

Our UI/UX services extend across both web and mobile applications, where aesthetics and functionality unite seamlessly. Whether we're simplifying complex workflows, enhancing accessibility for all users, or fine-tuning interactive elements, our UI/UX designs are guided by an unwavering commitment to ensuring users not only find their way effortlessly but also relish their journey.

DESIGN





Branding

Forging Indelible Connections

Branding transcends the visual; it's about forging emotional connections. Our branding services are an alchemy of art and strategy, encompassing logo design, brand strategy, and visual identity development. We embark on a profound exploration of your unique narrative, values, and objectives, crafting a brand that resonates profoundly with your target audience.

Our designers breathe life into your brand identity, ensuring that every color palette, typography choice, and visual element is a reflection of your essence. We don't just create a brand; we sculpt a visual language that communicates trustworthiness, reliability, and authenticity. Through our branding expertise, your business emerges as a beacon, distinct and unforgettable in a crowded digital landscape, fostering loyalty and recognition.



Graphic design

Crafting Visual Narratives

In the realm of digital communication, the ability to convey your message with arresting visuals is paramount. Total Techno's graphic design services infuse creativity and precision into every pixel. Whether it's designing captivating marketing collateral, attention-grabbing social media graphics, or informative yet visually engaging infographics, our graphic designers are virtuosos at transforming concepts into visual masterpieces.

Our graphic design isn't just about aesthetics; it's a medium of storytelling. Each design element is chosen with meticulous care to evoke emotions, convey information, and etch an enduring impression. Through our graphic design prowess, your content transcends the ordinary and becomes an immersive visual experience, leaving an indelible mark on your audience.





**“Good design is like
a refrigerator—
when it works, no
one notices, but
when it doesn’t, it
sure stinks.”**

— Irene Au, designer



Photography & video production

Our Photography and Video Production services transcend mere imagery and clips; they serve as conduits to convey your brand's essence, values, and aspirations. We understand that every photograph and every frame of video is a canvas for communication—a chance to articulate your message and etch an indelible memory in the minds of your audience.

Photography & video production

In an era where visual narratives reign supreme, the art of photography and video production holds unparalleled sway. At **Total Techno**, we are the custodians of this captivating art form, dedicated to breathing life into your stories through our exceptional Photography and Video Production services. Our commitment to infusing creativity, innovation, and technical finesse into every frame ensures that we not only capture moments but also craft compelling narratives that resonate, engage, and inspire.

At Total Techno, we don't just create videos; we sculpt experiences. Our Video Production services are designed to breathe life into your marketing campaigns, bringing your vision to vivid reality. Let us be your creative partners in transforming your marketing strategies into captivating visual stories.

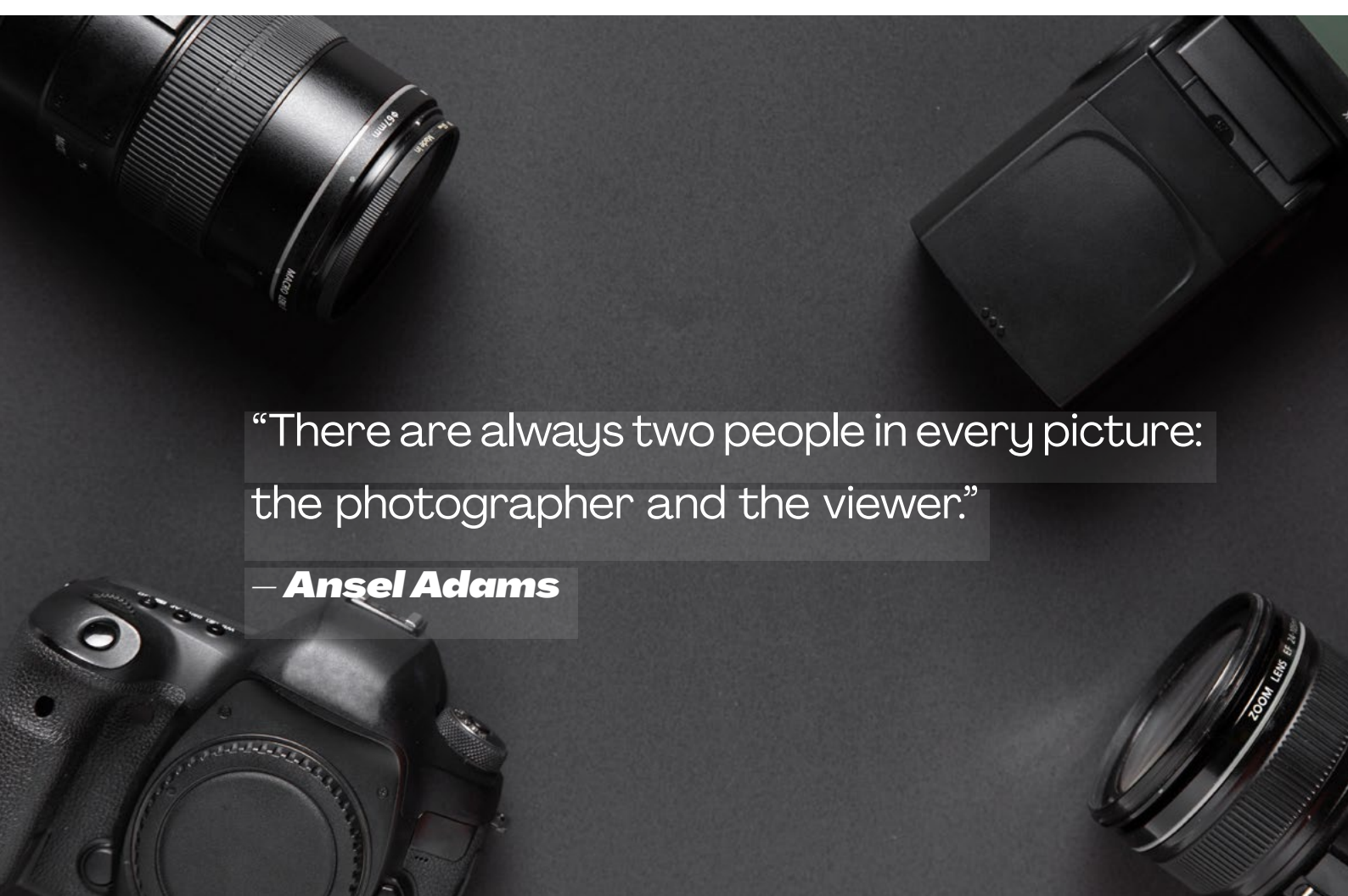


Photography

Moments in the Blink of a Shutter

Our Photography services are your portal to freeze moments in time, encapsulating emotions, and experiences within the confines of a single frame. Our seasoned photographers possess an innate ability to transform the ordinary into the extraordinary. Whether it's preserving corporate legacies through headshots, showcasing product allure with meticulous photography, documenting memorable events, or unleashing artistic expression, our lens reveals the unseen.

We believe that each photograph has the potential to tell a unique story, convey depth, and invoke sentiments. Our photographers have mastered the art of creating visual poetry, and our photography services are more than just clicks; they are a testament to our commitment to infusing authenticity and impact into your visual identity.



“There are always two people in every picture:
the photographer and the viewer.”

— **Ansel Adams**

Videography

Scripting Reality, Frame by Frame

Video, a dynamic medium in its own right, allows for the conveyance of intricate messages in a compelling and immersive manner. Our Video Production services serve as the canvas for your vision. Be it corporate narratives, promotional spectacles, documentary journeys, or cinematic storytelling, we meticulously script, shoot, edit, and post-produce videos that breathe life into your concepts.

Our team of videographers and editors are masterful storytellers who grasp the transformative power of moving images. We do not merely create videos; we craft cinematic experiences that captivate and forge a profound connection with your audience. Whether your goal is to inform, entertain, or inspire, our Video Production services deliver captivating results that linger long in the memory.

Visual Excellence:

Where Imagination Meets Technology

At **Total Techno**, we believe that the fusion of creativity and technology is where visual excellence thrives. Armed with state-of-the-art equipment, our team of visual artisans captures the essence of moments and breathes life into narratives. Whether you seek striking visuals for your marketing campaigns, training materials, or brand storytelling, we possess the expertise and ardor to transform your concepts into vivid realities.



Radio & T.V Commercials

SEO is a critical component of modern digital marketing, offering numerous advantages for businesses seeking to establish a strong online presence and drive sustainable growth.

Radio & T.V Commercials

Unlock the full potential of your advertising campaigns with **Total Techno's** Radio and TV Commercial services. We go beyond traditional advertising, offering a blend of creative storytelling and cutting-edge technology to craft commercials that captivate audiences and leave a lasting impact.

The composing and writing of the advertisement scripts and the story board take place in our digital studio, where they are completely made ready to be shown on different stations as TV & Radio commercials. Visual effects using computer generated imagery has recently become accessible to the independent filmmaker with the introduction of affordable and user friendly animation and compositing software.



Concept Development:

Our journey begins with the inception of innovative ideas that resonate with your brand and target audience. From there, we meticulously compose and write advertisement scripts, sculpting narratives that compel, entertain, and inspire.

Digital Studio Excellence:

Behind the scenes, our digital studio serves as the creative epicenter where scripts and storyboards come to life. Here, your vision is transformed into dynamic and engaging advertisements, primed for broadcast on TV and radio stations. Every detail is refined, ensuring your message shines with clarity and authenticity.

Visual Effects:

In today's digital landscape, visual effects are the magic that brings stories to life. Our experts harness the power of computer-generated imagery (CGI) to infuse your commercials with stunning visual effects. What was once a luxury reserved for major productions is now accessible to independent filmmakers, thanks to our affordable and user-friendly animation and compositing software.

Captivating Audiences:

Whether you're aiming for the airwaves or the screen, our commercials are strategically designed to capture attention and make a lasting impression. We understand the nuances of each medium, tailoring our approach to maximize engagement and drive results.



Websites Apps & Mobile App Development

“We strive for two things in design: simplicity and clarity. Great design is born of those two things. Styles come and go. Good design is a language, not a style.”

Websites Apps & Mobile App Development

Transforming Visions into Digital Realities:

In an increasingly digital world, your online presence is your first impression, and your applications are your gateway to the digital landscape. At **Total Techno**, we're your partners in turning ideas into dynamic, user-friendly, and impactful digital solutions. Our Web and Mobile App Development services are designed to empower your brand, streamline operations, and engage your audience like never before.

At **Total Techno**, we don't just develop websites and apps; we engineer digital solutions that transform businesses and redefine user experiences. Let us be your trusted partner in bringing your digital vision to life. Together, we'll navigate the ever-evolving digital landscape, creating solutions that empower your brand, engage your audience, and drive success.



Web Development: Crafting Digital Masterpieces

Your website is the cornerstone of your online presence. It's where your audience forms their first impressions, seeks information, and engages with your brand. Our Web Development services are a blend of creativity and technical excellence. From sleek and responsive designs to robust backend functionalities, we build websites that not only look stunning but also function flawlessly.

Our web development team specializes in crafting tailored solutions that cater to your unique goals. Whether you need an e-commerce platform, a content management system (CMS), a corporate website, or a cutting-edge web application, we have the expertise to transform your vision into a digital masterpiece.



Mobile App Development: Empowering Your Brand in the Palm of Your Hand

In a mobile-centric world, having a mobile app is no longer a luxury; it's a necessity. Our Mobile App Development services are designed to bring your brand closer to your audience, providing them with a seamless and engaging experience on their devices of choice.

We cater to both iOS and Android platforms, ensuring your app reaches a broader audience. Our team of skilled app developers takes your concept and transforms it into an intuitive, user-friendly, and visually captivating application. Whether you're launching a business app, a game, a utility tool, or a social networking platform, our mobile app solutions are engineered for success.



Responsive Design: Where User Experience Reigns Supreme

User experience (UX) is at the core of our development philosophy. We design with the end-user in mind, ensuring that every digital solution we create is responsive, intuitive, and visually appealing. Our responsive design approach guarantees that your website or app looks and functions flawlessly across desktops, tablets, and smartphones, enhancing user engagement and satisfaction.

Cross-Platform Development: Efficiency Meets Versatility

In a world where diversity in devices and platforms is the norm, cross-platform development is the key to reaching your audience everywhere. Our expertise in cross-platform development allows us to create applications that work seamlessly on various devices and operating systems, reducing development time and costs while maximizing reach.

```
//fires the appear event when appropriate
var check = function() {
  //is the element hidden?
  if (!t.is(':visible')) {
    //it became hidden
    t.appeared = false;
    return;
  }

  //is the element inside the visible window?
  var a = w.scrollLeft();
  var b = w.scrollTop();
  var o = t.offset();
  var x = o.left;
  var y = o.top;

  var ax = settings.accX;
  var ay = settings.accY;
  var th = t.height();
  var wh = w.height();
  var tw = t.width();
  var ww = w.width();

  if (y + th + ay >= b &&
      y <= b + wh + ay &&
      x + tw + ax >= a &&
      x <= a + ww + ax) {

    //trigger the custom event
    if (!t.appeared) t.trigger('appear', settings.data);

  } else {

    //it scrolled out of view
    t.appeared = false;
  }
};

//create a modified fn with some additional logic
var modifiedFn = function() {

  //mark the element as visible
  t.appeared = true;

  //is this supposed to happen only once?
  if (settings.one) {

    //remove the check
    w.unbind('scroll', check);
    var i = $.inArray(check, $.fn.appear.checks);
    if (i >= 0) $.fn.appear.checks.splice(i, 1);

  }

  //trigger the original fn
  fn.apply(this, arguments);

  //bind the modified fn to the element
  t.one('appear', settings.data, modifiedFn);
};
```



Why have a Websites Apps & Mobile Application in 2023/24

Global Accessibility:

The world is your audience. A website or mobile app provides unparalleled access to a global audience 24/7. No geographical boundaries, no time constraints—your digital presence is always open for business.

Showcase Your Portfolio:

For creative professionals, artists, or photographers, a website or app is your digital portfolio, enabling you to showcase your work to a global audience.

Brand Visibility:

Your competitors are online, and so should you be. A digital presence ensures that your brand is visible where your potential customers are looking—search engines, app stores, and social media.

Competitive Edge:

In a competitive landscape, a website or mobile app sets you apart. It showcases your commitment to innovation and customer-centricity, giving you a competitive edge in the eyes of your audience.



Convenience for Customers:

Websites and mobile apps offer unparalleled convenience for your customers. Whether it's making purchases, accessing information, or seeking support, users appreciate the ease and accessibility digital platforms provide.

Data-Driven Insights:

The digital realm provides an abundance of data-driven insights. Analytics tools allow you to understand your audience's behavior, preferences, and interactions, empowering you to make informed decisions for business growth.



More reasons to have a Websites Apps & Mobile Application

Adaptability:

Digital platforms are adaptable and can evolve with changing market trends and customer expectations. This flexibility ensures that your brand remains relevant and resilient.

Efficiency and Automation:

Streamline operations, reduce overheads, and enhance efficiency through digital solutions. Automation features can simplify tasks and workflows, freeing up resources for strategic initiatives.

Marketing and Engagement:

Digital platforms offer a dynamic space for marketing & engagement. Through your website & app, you can leverage various marketing strategies, from content marketing to email campaigns and push notifications, to engage your audience effectively.

Sales and Revenue:

E-commerce is booming, and a mobile app or e-commerce website can significantly boost your sales and revenue. The convenience of online shopping is driving consumers to digital storefronts.

Customer Loyalty:

A well-designed app or website can foster customer loyalty through personalized experiences, loyalty programs, and easy communication channels.

Credibility and Trust:

In the digital era, consumers equate legitimacy with an online presence. A professionally designed website or app establishes trust and credibility, signaling to your audience that you're a legitimate, modern, and trustworthy entity.

Let us build your Website And Or Mobile App

In 2023, the question isn't "Why do you need a website or mobile app?" but "How can you thrive without one?" Embracing the digital frontier isn't an option; it's a mandate for those looking to succeed, connect, and thrive in a rapidly evolving world. Your digital presence is the gateway to endless opportunities, global reach, and sustained growth. The time to embark on your digital journey is now.

Search Engine Optimization

SEO is a critical component of modern digital marketing, offering numerous advantages for businesses seeking to establish a strong online presence and drive sustainable growth.

Search Engine Optimization

Search Engine Optimization (SEO) is a dynamic process geared towards elevating a website's visibility in organic search results on search engines. However, it's much more than just boosting visibility; it's about driving both quantity and quality traffic to your website. By meticulously analyzing and employing research techniques, SEO optimizes your web presence, enhancing its performance in search engine rankings.

Yet, it's essential to recognize that SEO isn't solely about appeasing search engines; it's about creating a website that's user-friendly and informative. A well-executed SEO strategy ensures that your website is easily indexed and comprehended by search engine spiders, ultimately bolstering its potential to secure prominent placements in the coveted Search Engine Result Pages (SERPs).

Our dedicated and innovative Technical Team excels in evaluating your existing website to ensure it aligns with SEO best practices. Beyond that, they specialize in implementing cutting-edge technical functionalities that not only enhance the SEO process but also provide robust monitoring capabilities. We're committed to optimizing your online presence, ensuring that your website doesn't just exist but thrives in the competitive digital landscape.



How Can SEO Benefit Your Business

Increased Visibility:

SEO helps improve your website's visibility on search engines, when users look for relevant keywords or phrases.

Improved Click-Through Rates (CTR):

Higher rankings and compelling meta descriptions can lead to increased CTR

Higher Organic Traffic:

You can attract more organic (non-paid) traffic to your website, resulting in more potential customers or visitors.

Enhanced Credibility and Trust:

Appearing at the top of search results are often perceived as credible and trustworthy by users, hence increased trust in your brand.

Cost-Effective Marketing:

Organic search traffic generated through SEO is essentially free, making it a cost-effective long-term strategy compared to paid advertising.

Targeted Traffic:

SEO allows you to target specific keywords and demographics, ensuring that your website reaches the right audience, which is more likely to convert.

Competitive Advantage:

Investing in SEO can give you a competitive edge over competitors who may not have optimized their websites for search engines.

Measurable Results:

SEO provides detailed analytics and tracking tools, allowing you to measure the effectiveness of your efforts and make data-driven decisions for continuous improvement.

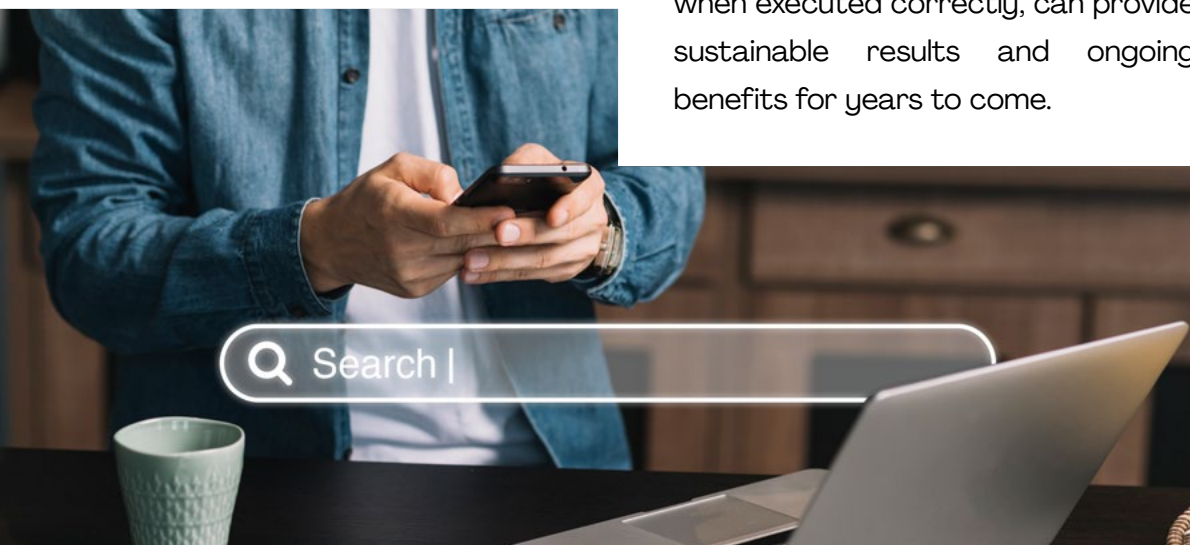
Local SEO Benefits:

For brick-and-mortar businesses, local SEO helps you appear in local search results, attracting nearby customers to your physical location.

Long-Term Strategy:

SEO is a long-term strategy that, when executed correctly, can provide sustainable results and ongoing benefits for years to come.

Search Engine Optimization



Mobile Optimization:

With the increasing use of mobile devices for internet browsing, SEO also includes optimizing websites for mobile, ensuring a seamless experience for mobile users.

Content Quality:

SEO encourages the creation of high-quality, informative, and valuable content, which can establish your website as an authority in your industry.

Global Reach:

SEO can help your website reach a global audience, allowing you to expand your market beyond geographical boundaries.

Adaptability:

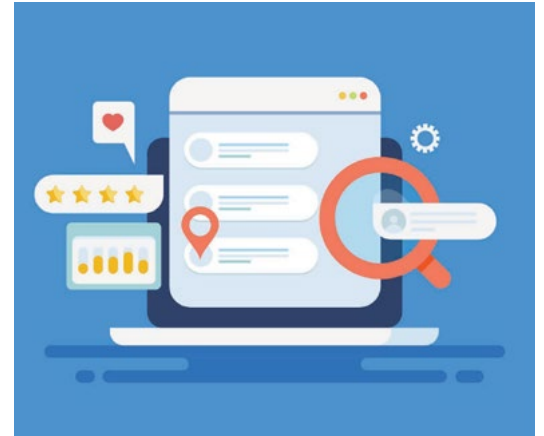
SEO strategies can be adapted to changing search engine algorithms and evolving user behaviors, keeping your website relevant over time.

Brand Awareness:

Consistent appearance in search results can lead to increased brand awareness, even if users don't click on your link immediately.

ROI (Return on Investment):

A well-executed SEO strategy can provide a significant ROI, as the benefits continue to compound over time.

**Reduced Bounce Rate:**

Optimized websites tend to have lower bounce rates (users leaving the site quickly), as visitors find the content more relevant and engaging.

Data-Driven Insights:

SEO tools and analytics offer valuable insights into user behavior and preferences, helping you refine your marketing strategies.



What do you need to start running your SEO?

Before embarking on an SEO journey to boost your online presence and drive organic traffic, there are several key prerequisites and considerations that can set you up for success. Here's a guide on what you need to have in place before seeking professional SEO services:

Clear Goals:

Define your specific objectives for SEO, such as increasing website traffic, sales, or brand visibility.

Functional Website:

Your website should be fully functional, mobile-friendly, and easy to navigate.

Keyword Research:

Identify the keywords and phrases your audience uses when searching for products or services like yours.

Analytics Tools:

Set up Google Analytics and Google Search Console to track and analyze website performance.

Local SEO:

If your business serves a specific location, optimize for local search by ensuring consistent NAP (Name, Address, Phone Number) information.

Technical SEO:

Address technical issues on your website, such as site speed, mobile-friendliness, and crawlability.

Target Audience:

Have a deep understanding of your target audience, including demographics, preferences, and behavior patterns.

Quality Content:

Ensure your website features high-quality, relevant, and informative content that addresses your audience's needs.

Competitor Analysis:

Study your competitors' online strategies to identify strengths and opportunities for differentiation.



Link Building:

Plan your approach to acquire high-quality backlinks from reputable sources.

**Social Media Presence:**

While not directly SEO-related, a strong social media presence can complement your efforts.

Patience:

Understand that SEO results take time to materialize, and commitment to the process is essential.

**Content Strategy:**

Develop a content strategy that outlines the type, frequency, and promotion of content.

Budget:

Determine a realistic budget for ongoing SEO efforts, considering it's a long-term investment.

SEO Provider:

If you choose to work with an SEO provider, select one with experience and a good reputation that aligns with your goals, and now you know why you should choose Total Techno

Good News For you

Total Techno can help you get started with Search Engine optimization you won't even need to do any of the above mentioned studies and tasks;

“

No matter how niche or mainstream your market is, great content remains a significant focus for SEO.”

Kristopher Jones, Founder of LSEO



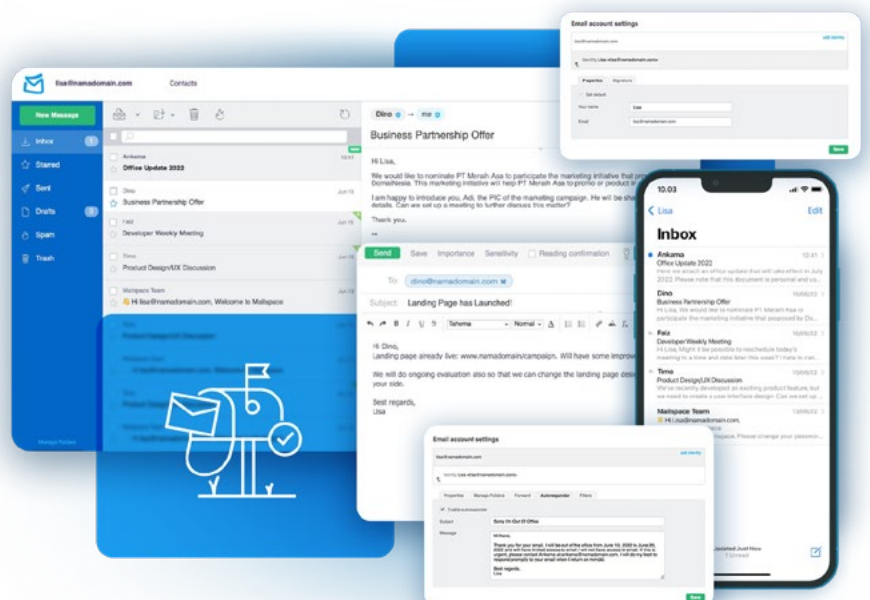
Email & Website hosting Services

SEO is a critical component of modern digital marketing, offering numerous advantages for businesses seeking to establish a strong online presence and drive sustainable growth.

Email & Website hosting Services

In the digital landscape, your online presence hinges on reliable email and hosting services. At **Total Techno**, we recognize the pivotal role these services play in connecting you with your audience, ensuring seamless communication, and providing a secure digital home for your business. Our Email and Hosting Services are designed to empower your online endeavors, enhancing your brand's visibility and credibility.

We understand that email and hosting are the digital foundation upon which your online presence stands. Our services are not just about reliability and security; they're about empowering your brand to thrive in the digital age. Whether you're a small business, a large enterprise, or an individual professional, our Email and Hosting Services are tailored to meet your unique needs, providing the infrastructure and tools to elevate your digital presence. Let us be your trusted partner in creating a robust and reliable online ecosystem.



Email Services:

Professional Email Addresses:

Your brand deserves an email address that reflects professionalism. Our email services provide you with custom email addresses, such as yourname@yourdomain.com, elevating your brand's image.

Security:

Email security is paramount. Our services include advanced security measures, such as spam filtering and encryption, to protect your communications and data.

Webmail Access:

Access your emails from anywhere, anytime, using our webmail interfaces. Stay connected on the go without the need for specific email client software.

Reliability and Uptime:

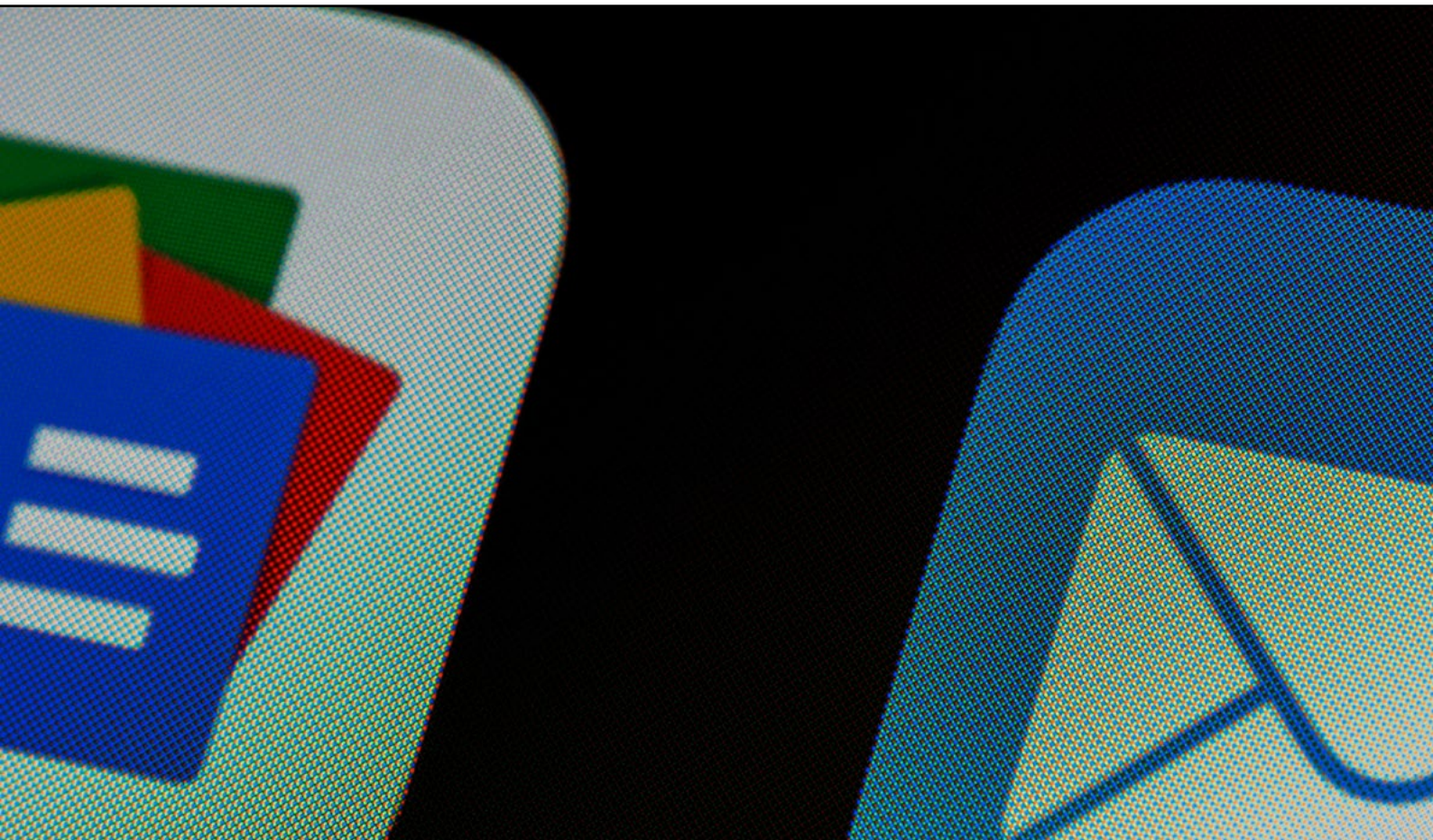
Uninterrupted email communication is crucial for business success. We offer robust email hosting with high uptime guarantees, ensuring that your emails are always accessible.

Scalability:

As your business grows, your email needs may evolve. Our scalable solutions allow you to easily add or remove email accounts to accommodate your changing requirements.

Synchronization:

Sync your emails, contacts, and calendars across devices for a seamless workflow and enhanced productivity.



Hosting Services:

Web Hosting:

Your website is your digital storefront. Our web hosting services provide a stable and secure environment for your website, ensuring it's always accessible to visitors.

Domain Management:

Simplify domain registration and management. We assist you in securing and managing your domain names effectively.

High Performance:

Slow websites deter users. Our hosting infrastructure is optimized for speed and performance, delivering a smooth and responsive user experience. If you're using a content management system (CMS) like WordPress or Drupal, our hosting services are optimized to support these platforms, ensuring efficient content updates.

Data Security:

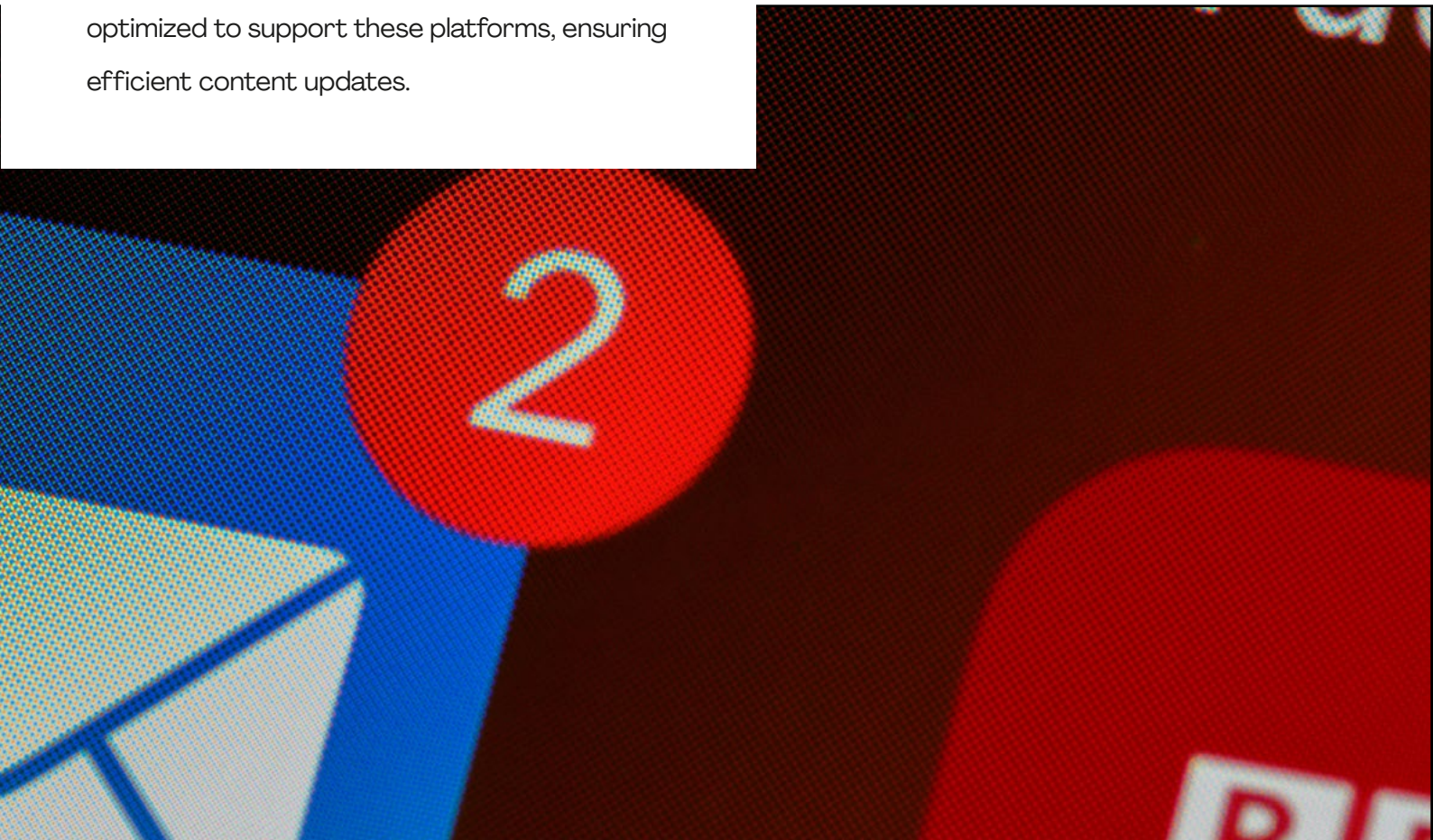
We take data security seriously. Our hosting services include regular backups and robust security measures to safeguard your website's data.

Scalability:

Whether you're launching a small business website or managing a complex e-commerce platform, our hosting solutions can scale to meet your needs.

Technical Support:

Our dedicated support team is available to assist you with any hosting-related queries or issues, ensuring your online presence remains seamless.





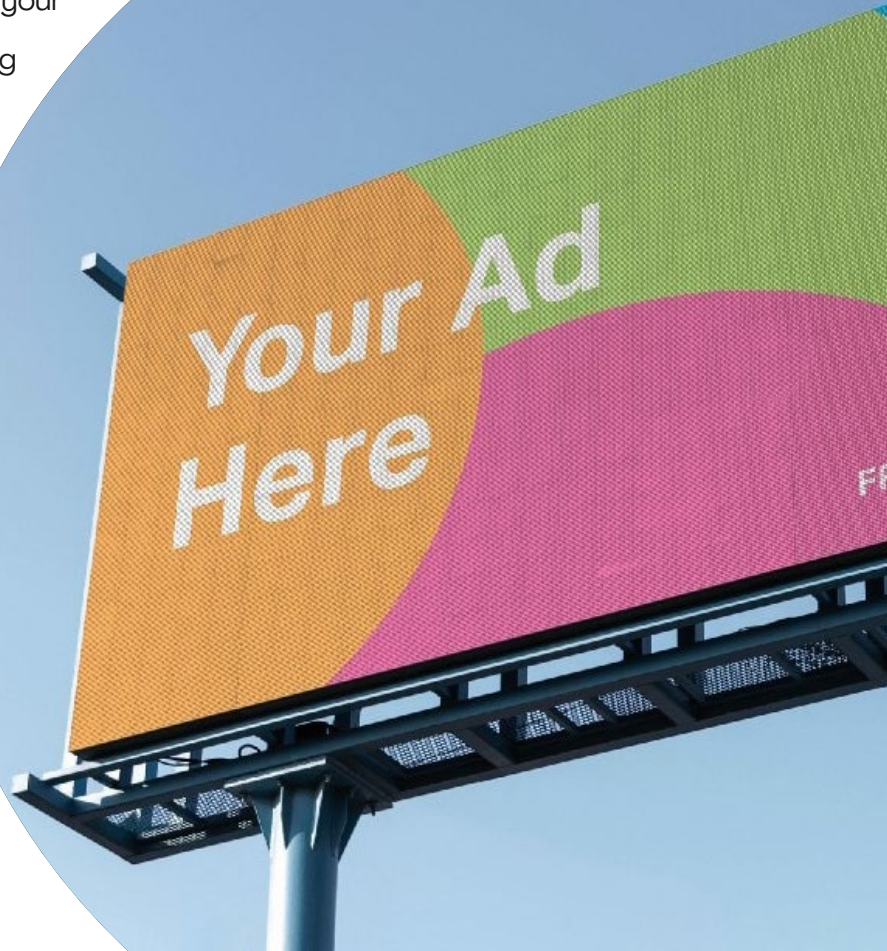
Outdoor Marketing Solutions

Stand out from the crowd with outdoor
marketing.
Reach new customers with outdoor
advertising.

Outdoor Marketing Solutions

In a world dominated by screens and devices, outdoor marketing stands as a tangible testament to the enduring power of physical presence. At **Total Techno**, we understand that the world beyond the digital realm holds immense potential for brand visibility and engagement. Our Outdoor Marketing Services are designed to seize this potential and place your brand in the spotlight, where it can't be ignored.

At **Total Techno**, outdoor marketing isn't just about visibility; it's about creating impactful moments that resonate with your audience. Our Outdoor Marketing Services are designed to ignite brand recognition, foster engagement, and transform physical spaces into canvases for your message. Let us be your partners in stepping out into the world and showcasing your brand's presence in a way that can't be ignored. Together, we'll turn streets, billboards, and events into stages for your brand to shine.



Our Solutions Includes

Billboard Advertising:

Billboards are iconic symbols of outdoor marketing. Our billboard advertising solutions are strategically located in high-traffic areas, ensuring that your message reaches a vast and diverse audience. From eye-catching designs to compelling messages, our billboards are engineered to leave a lasting impression.

Outdoor Events & Sponsorships:

Active participation in outdoor events and sponsorships is a dynamic way to engage with your target audience. We help you identify and leverage opportunities to sponsor or host events that align with your brand's values and goals.

Transit Advertising:

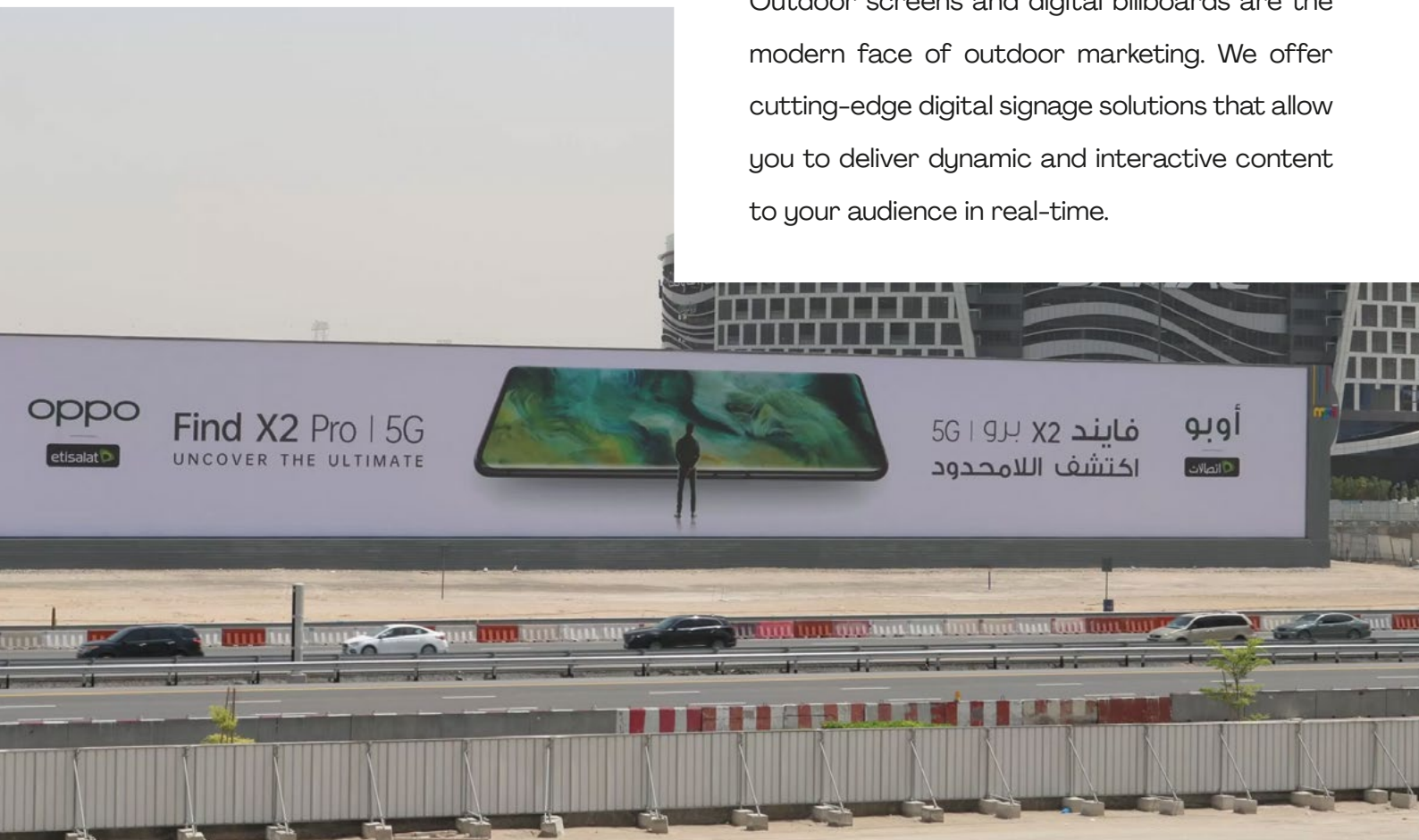
In-motion advertising is a powerful way to capture attention. Our transit advertising services transform buses, taxis, and other public transport vehicles into mobile billboards. Your brand travels with your audience, extending its reach to various corners of the city.

Street-Level Advertising:

Engaging with pedestrians and passersby is a fundamental aspect of outdoor marketing. Our street-level advertising strategies encompass everything from sidewalk signs to chalk art and interactive displays, creating memorable moments that foster brand awareness.

Digital Signage:

Outdoor screens and digital billboards are the modern face of outdoor marketing. We offer cutting-edge digital signage solutions that allow you to deliver dynamic and interactive content to your audience in real-time.



Experiential Marketing:

Experiences linger in memory. Our experiential marketing initiatives create immersive brand experiences that evoke emotions, spark conversations, and forge lasting connections.

Location-Based Marketing:

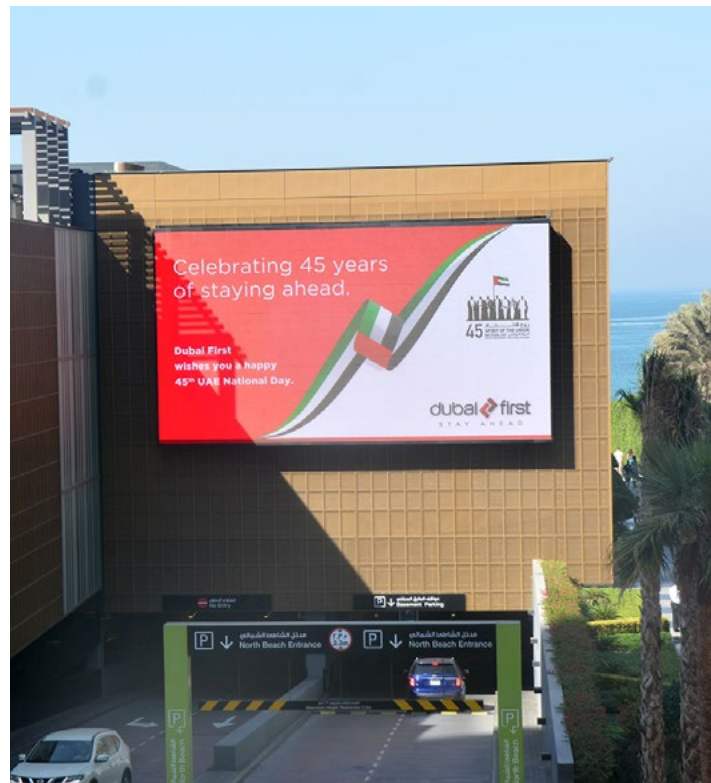
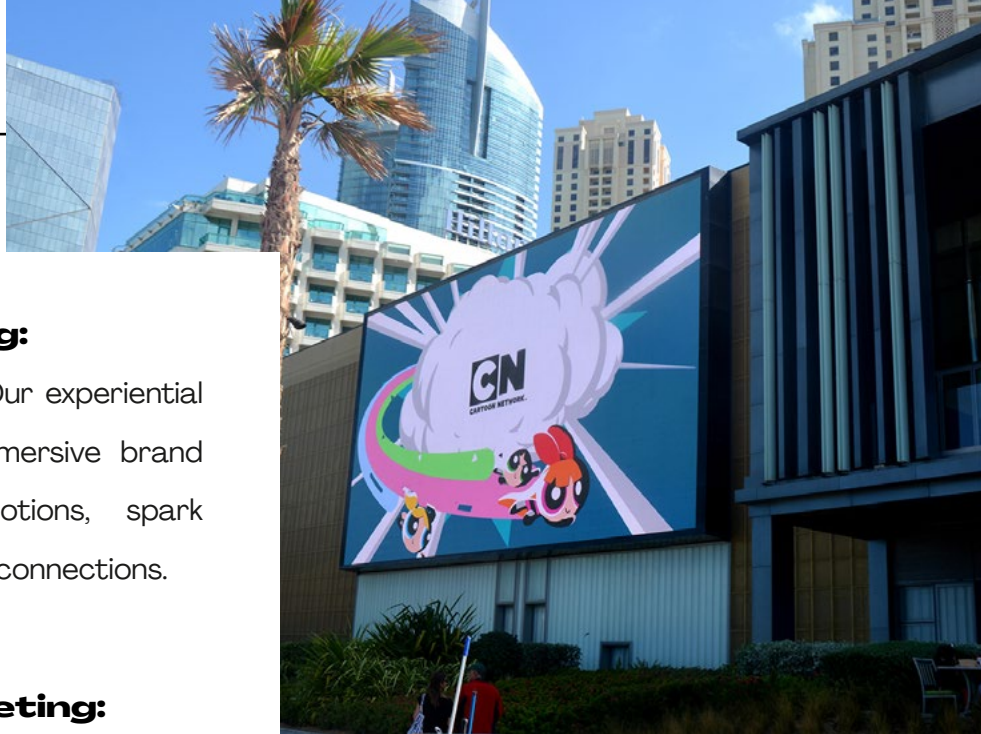
Tailoring your message to specific locations and demographics ensures that your outdoor marketing efforts resonate with the right audience at the right place and time.

Taxi Screen Marketing:

The taxi screen is a dynamic canvas for your brand. We leverage taxi screen marketing to deliver captivating and interactive content to passengers, turning their commute into an engaging brand experience. Taxi screens ensure your message is front and center during the entire journey.

Promotional Materials:

From banners and flags to flyers and brochures, we create compelling promotional materials that are perfect for outdoor events, trade shows, and street-level activations. Our designs are crafted to grab attention and drive engagement.



Customer Relationship Management

“Courteous treatment will make a customer a walking advertisement.” – J. C. Penny.

“A brand is what a business does, reputation is what people remember.” – Ted Rubin.

Customer Relationship Management

Total Techno's Customer Relationship Management training covers the essential skills required to develop a strategy for managing your company's interactions with customers, clients and sales prospects. CRM training will help you to handle a variety of customer situations and issues and is fundamental to providing effective customer service in business-to-business relationships.

By completing this Customer Relationship Management training, delegates will be able to apply the principles of exceptional customer service and the CRM strategy. In addition, they will enhance their personal attributes to achieve success with challenging relationships and learn how to balance their needs in order to increase income from customers.



Our Clients

At Total Techno Marketing and Advertising, we take pride in our successful partnerships with a diverse array of clients who have entrusted us with their marketing and advertising needs. Our portfolio includes a wide spectrum of businesses, from cutting-edge tech startups to well-established brands across various industries. We have had the privilege of collaborating with forward-thinking companies in sectors such as e-commerce, finance, healthcare, and

more. These valued clients have witnessed remarkable growth, increased brand visibility, and enhanced customer engagement through our tailored marketing strategies and creative advertising campaigns. As a media agency, our dedication to delivering results is evident in the satisfaction and success of our clients, who continue to thrive in the digital landscape with our expertise.



“In an **ever-evolving digital world**, we are your steadfast partners in navigating the complexities of marketing & advertising, transforming challenges into opportunities, **product and services into profitable businesses.**”

**We look forward to
working with you!**



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