



ALLIANCE

Business Profile

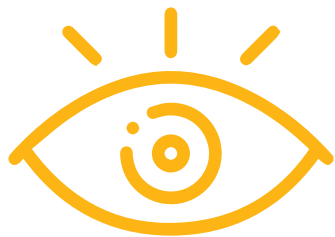


www.alliance-bs.com



Who We Are

We Aim to boost the competitiveness of our clients by improving the competency levels of their staff,



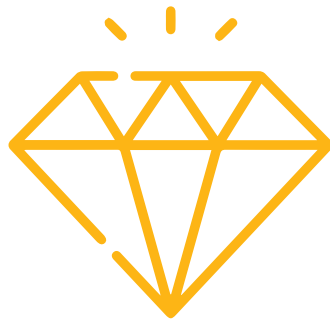
Our Vision

Providing business solutions aligned to current global best practices, that seek to continuously improve the business bottomline.



Our Vision

Qualifying and developing the most valuable asset - people – by providing innovative, value-driven, and flexible learning solutions that are aligned to the specific needs and have a direct impact on our clients' performance.



Our Core Values



Trust



Respect



**Commitment
to Customers**



**Continuous
Improvement**



Marketing Services



We create better customer experience by combining the use of technology, creativity, insights and analytical expertise to improve marketing of your products and services.

Alliance one stop digital services partner' for all your requirements related to Digital Marketing solution. Our young passionate team of digital marketing enthusiasts comprising of specialists in insights and analytics, strategy and planning, search marketing, social media, content development, web design are always motivated to do world class work.

We Build Solutions For Your Everyday Problems

Seo

There has never been a more a crucial time for a business to maximize its online presence in the savviest, most effective way possible. There are so many companies with great products and services, but if your company is buried in search results to the point that consumers can't find you online, you essentially don't exist. hpa is here to solve that problem through Search Engine Optimization Services.

Search Engine Optimization, or SEO, is one of the best tools that companies have in terms of gaining visibility online because it allows them to bring in more visitors through free, organic search results. The major search engines like Google, Bing, and Yahoo rank websites based on specific parameters they deem most important and they do so at no cost to the website owners. In optimizing your website and increasing your ranking in search engines results, you will gain more visibility and will, in turn, see an increase in visitor traffic to your website.





Marketing Services



Website development

We develop websites of all sizes and complexity. Platform agnostic, we can accommodate your technology needs, working with WordPress. In-house creative options range from innovative design and development, professional photography and videography, SEO best practices, search engine optimized copy-writing, e-commerce solutions, and website maintenance solutions.

Our website redesign strategy includes a strong focus on UX with a design that improves conversions and ROI, as well as the aesthetics and functionality of the final website. Finally, at the end of this website redesign process, you will own your website and all creative assets. We provide training on the back-end of every platform, giving you the option to manage your own website updates or you can contract with us for ongoing website support and updates.

Content Marketing

Create the perfect content marketing strategy with our full service marketing and creative agency. We have everything you need under one roof to create, design, publish and promote relevant content for your business. We help a wide range of industries develop an integrated content strategy using a variety of formats. These include blog posts, articles, whitepapers, eBooks, info graphics, podcasts, website copy, and videos.

At the heart of every content marketing plan we create, you'll find a true client-agency partnership. First, we learn how your business works, your goals, your customers' buying habits and pain points. Based on that research, we devise a content plan tailored to the needs of your organization – no more, no less.





Marketing Services



Website Analytics

As a company doing business on the web, you have a mass of data at your disposal. However, most companies are unable to effectively synthesize that data and determine which metrics matter. And more importantly what to do next.

We help companies become more accountable to executives and provide the necessary feedback loop to marketing using in-depth data analysis to improve business outcomes.

Website analytics have always been recognized as a measurement vehicle, though few understand the importance in discovery and customer experience optimization like our team at Arab Marketer Online Marketing. The people who visit your website, social media networks and other web presences are providing priceless information regarding their preferences and online buying behavior. Our job is to dig deep and find those insights, then use them to maximize your marketing spend.

Social media management

The experimentation era in social media marketing is long over. Social media has proven to be a viable and potentially lucrative marketing channel for B2B and B2C companies of all sizes, across the globe.

As more and more companies jump on the social media bandwagon, it is more important now than ever that you provide value, not add to the clutter already on the social web. The reigning champions of social media are the brands that listen to their community, and deliver worthwhile information based on what they hear.





Ecommerce Development Services

UX and UI design

- › Target audience research: interviews, personas, user stories.
- › Wireframing and prototyping.
- › Usability testing.
- › Forming a UI kit to reflect the personality of your brand.
- › Webstore setup

Webstore setup

- › Bringing to life all the functional requirements planned.
- › Front-end and back-end development.
- › Mobile development.
- › Advanced technologies and approaches

Custom ecommerce development

- › Headless and PWA development.
- › AI-driven personalization.
- › Voice-powered commerce.
- › AR-powered experience.
- › Integration areas
- › Ecommerce integration



Ecommerce Development Services

Integration areas

- › Enterprise resource planning.
- › Marketing automation.
- › Customer service.
- › Content management.
- › Product information management.
- › Support and Maintenance Services
- › Ecommerce testing

Ecommerce testing

- › What we test.
- › Website functionality for various user scenarios.
- › Ecommerce solution integrations.
- › SEO-related aspects.
- › Website performance.



Our Courses

DMD – Digital Marketing Diploma

- Digital Marketing Introduction
- Content Creation & Optimization – SEO
- Copywriting & Blogging
- Social Media Marketing
- Digital Advertising & Performance Media
- Digital Analytics & Measurement

PMD – Professional Marketing Diploma

- Marketing fundamentals
- Marketing plan steps
- Objectives & Strategies
- Segmentation, Targeting & Positioning “STP”
- Marketing mix
- Product
- Price
- Place
- Promotion



Our Courses

Digital Marketing Toolkit

- › Introduction to Digital Marketing
- › Social Media Marketing Tools
- › Content Marketing
- › Social Media Ads
- › Digital Marketing Tools
- › Digital Marketing Reports

TOT – Training of Trainers Diploma

- › The Fundamentals of Training
- › Audience Psychometric Assessment
- › Facilitation Skills

SSD – Sales Skills Diploma

- › Management Skills Outline
- › Meeting Skills Training Outline
- › Telephone Sales Training Course Outline
- › Closing Sales Technique Masterclass



Our Courses

Professional Medical Representative Diploma

- › Personal selling
- › Sales process
- › Presentation
- › Handle of Objections
- › Closing
- › Effective Remote Detailing
- › Communication skills & handling difficult personalities
- › Negotiation skills
- › Problem solving & Decision Making
- › Time and stress Management
- › Business Etiquette & Business Ethics

Psychology-Based Management

- › Introduction on Management
- › How to Manage your Team using Psychology?



Our Courses

Time Management

- › What is Self-Management?
- › The value (cost) of your time
- › Typical time-wasters in your workday
- › Key steps to value and control yourself
- › Barriers to successful Self-Management
- › Demonstrate how to say “no.”
- › Delegation as a Self-Management tool
- › Relation between Self-Management and stress management

Effective Presentation Skills

- › Introduction to presentation
- › Designing Effective Presentations
- › Presentation skills



Our Courses

Business Etiquette

- › General etiquette tips on: how to sit, walk, shake hands and use business cards.
- › How to Make an Impression?
- › Business Attire and Professionalism
- › Colors of success
- › Telephone etiquette
- › Greetings
- › Introducing people
- › Meetings etiquette
- › Wrapping up



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