



digitology

DIGIBYTES ARE FLAMMABLE

The digital environment is located in a computer network by definition. We speak and live with the digital terms. We are a networked team with ties spanning the digital marketing ecosystem to fulfill your business needs. Partnering with digitology is like accessing a hub.

Our Formula

SCIENCE **NETWORKING** **TALENT**

Our team is obsessed with “-ology” in all its bifurcations. From sociology to psychology, ecology, biology, geology, climatology, just to name a few. “-ology” is science and also refers to “communicate”. We are empowered with science that stems not only from books but also from experience.

We value the community outliers. Because those are the leaders of social change. Through investing in youth by internships and hiring the distinguished ones, our team is different. We excel in our own way.



WE CREATE **EXPERIENCE**

THAT CHANGE HOW PEOPLE
TALK, ACT & FEEL
ABOUT BRANDS

These experiences utilize traditional, digital, social and mobile Media, as well as new technologies and invented media. They are the product of our creativity and expertise in data, analytics, strategy, user experience, media and technology.





OUR VISION

To meet tomorrow's challenges today, we have improved upon the traditional advertising agency model by integrating our capabilities in strategic thinking, digital/emerging media, social media, search engine marketing, direct response, multicultural, original content creation and ROI analytics into our core service offering, under one roof. We have aligned all our creative and implementation teams into a single, unified structure to maximize flexibility and to take advantage of multi-platform opportunities.

To help brands truly connect with their customers through social media, creative campaigns, and engaging digital platforms. We love technology, but we also understand that in front of every PC, mobile or device are real people. So, to truly connect, Pusher places people front-and-center and follows social design principles based on human behavior and consumer psychology in our digital age.



digitology

Give brands the
power to
communicate,
share and **interact**
with the crowds,
and make the
world more **open**
and **connected**.

OUR CLIENTS



HIRE ONE, **GET ALL**

Get rid of your business pains with one digital marketing agency. No more partnerships is needed because we offer integrated solutions that work together to make your business get well sooner than expected and get the digital presence that it deserves.



More traffic.



More views.



More engagement.



More conversions.



Engraving brand identity.

**“ ARE JUST EXAMPLES
OF WHAT YOU CAN GET... BUT...”**



WHAT CAN YOU **GET** ?

To turn your business pains into business gains, there are a lot of solutions and services that need to function in harmony. Here is a glance on the different digital dominance bundles that we provide to help you have an amazing online presence that actually drives sales.

Social Media Marketing

We provide your business with live videos, video productions, storyboards, infographics, motion graphics, animation, audio content, in addition to textual content that keeps your audience engaged.

Search Engine Marketing and Optimization

Our SEM and SEO strategies are tailored to your business such that it boosts your presence on search engines while keeping the GoogleAdWords campaigns optimized. Be at the top of the search results!

Media buying and Online Ads

Our team hunts the space and pick the correct time to convey your marketing message. Four phases are involved: research, planning, negotiations and buying. These phases insures that you get the best value for your budget.

Digital Public Relations

Through our powerful content creators and public relations officers, digital public relation connects you directly to your target audience in a timely manner and reinforce your relationships with your audience.

Events and digital activations

We manage the logistics, plan the flow, go live and we are responsive to the unexpected problems. Let's make the event boom!

HD live streaming

With Digitology, broadcast like a pro! Whether you are streaming to social media or a website, your message will breakthrough in HD. Let your customers engage on air and make your live moment flash!

Web and mobile apps

Whether you need a small-business site, a built-from-scratch, or an e-commerce platform; no other agency can compete with the skills and experience that you'll find at Digitology. We customize designs with strategic insights to generate greater brand engagement, higher conversions and measurable results.

We offer web leading strategists and professional experts in search engine optimization, digital marketing, conversion, web productions and mobile applications.

Augmented Reality “AR”

We believe that through AR technologies the perception of printed media can be altered to the best. AR allows users to access information directly with the interaction of digital elements as if they actually belong to the real scene. It aims to reinforce user's perception of a real environment by imposing computer-generated sensory such as: Sound, video, graphics or GPS data.

In addition to the services above, we provide an integrated comprehensive service that we call: Digital accelerators...

Mixed Reality “MR”

Consumers nowadays live beyond the reach of classic advertising, they need something more impressive like a mix between real and virtual world. That's why, our first attention is to develop solutions that evoke emotions, engagement and sensory awareness.

Virtual Reality

Ordinary is dull. Your customers are busy and bored. Go for the outstanding solutions! With 360 Degree technologies and virtual reality, digital marketing is being lifted way beyond the ordinary. VR is on the rise. Use it to showcase your services and products or to build emotional connections with your customers. With VR, your customer lives inside your business experience.

Digital Accelerators

Startups and SMEs are now fading faster than ever due to the business crowd. We provide you a special service to digitally take over, especially in early stages of your business. If you have a startup, then this service is for you to harness the power of social media.

All these services are tailored to fit your size.....
Whether to your business size, or budget wise...

SUCCESS STORIES

120k
organic reach

Increasing your Facebook organic reach beyond expectations is one of our prowess. We created a Christmas greeting live-photo for Schneider Electric. The post reached 120k organically with +2200 engagement and +900 shares!

Facebook lead generation is expensive. digitology can get you lower costs per lead through the optimization of Facebook lead generation ad. With an average below \$4, our story with ProBrokers is a massive success!

%150
lower CPL

7x

the average CTR

Our goal was to drive more traffic to Schneider Electric's website and promote the "New Brand Business". With digitology, traffic increased with a 7 times more Click Through Rate than average!

We partnered with Schneider Electric and Book2trip to increase the awareness about their products and services through animated as well as static website banners. We achieved a Cost Per Click 0.08 EGP which is 19 times lower than average!

19x

lower CPC

%240

lower CPV

Amadeus's goal was to promote their CSR video on YouTube and reach the right audience. When partnering with digitology, the video got the most views with the assigned budget with a CPV, 0.15 EGP, which is 2.4 times lower than average!



STORY IN THE SPOT

MARRASEM VR

Imagine that you are able to explore a new apartment or villa before it is even constructed! Wandering in each room, trying different colors on the walls, changing the floor patterns, see the daylight and the moonlight!

You do not have to imagine, because we at Digitology make it real.

Marrasem VR is a virtual reality app that enables users to live a complete experience in a real estate before taking a decision to purchase it.

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حكاوي لمبة

Made for: Philips Lighting Egypt

The idea beyond the campaign is to drive engagement while putting into the posts some information regarding Philips Lighting bulbs. Here came the idea of creating animation videos where the story is built around the Led bulbs family. Adding a humorous touch and a question followed by each episode, the campaign led to massive success and customers began to wait for the next episode.

CAMPAIGN RESULTS

4 Episodes	13 Posts
223.1K Total Reach	282.3K Total Impression
8.7 K Total Engagment	37.4K Video Views



OUR ROLE AT **L'ORÉAL DIGITAL SALON SUMMIT**

Started by creating an identity for the First Digital Salon Summit and a page from scratch, into tackling the live event coverage.

We effectively targeted Hairdressers that use L'ORÉAL products in their salons through:

Facebook & Instagram pages

Social media ads on the mentioned platforms

Along the day of the Summit, We propagated the Summit with online coverage on Facebook and Instagram in parallel.

Our role didn't stop at handling the online marketing for the event, we also participated in powering hairdressers digitally by giving workshops in 3 different aspects of the digital world.

Successfully we achieved our target and attracted more than 300 hairdressers through the power of DIGITAL.



SAMPLE
FROM OUR WORK

رقم 1
في حياتنا



ZANUSSI

البخار هو
الاختيار



ZANUSSI





اشترى Power bank APC
و احصل علي خصم
٢٥٪ علي الثاني
قودافون
القوة بين ايديك

سوق ال

Life Is On | APC
by Schneider Electric

بنكامل
نجاحك

Life Is On | Schneider
Electric

عبقرينو
للاضائه الحديثه

و النور للكهرباء

يا ناس
يا عسل
ال Easy Line
وصل

Life Is On | Schneider
Electric

PARTNER WITH



digitology

TIME IS RUNNING. TIME TO ACCELERATE

LET'S DO IT TOGETHER!

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