

TechMatrick

Full-Funnel Digital Marketing Agency

Explore the industry-leading
digital marketing agency

Digital Marketing
Company

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Who We Are

We Make Digital Beautiful

At TechMatrick we provide a service that is unparalleled anywhere, in terms of design excellence and the sheer passion we inject into every project we work on. Our passion, dedication, and love towards what we do is something we find appeals most to the customers.

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IDEAS THAT MATTER

Digital
Marketing
Company

Our Capabilities

DELIVERING AN UNPARALLEL CUSTOMER EXPERIENCE



Digital Marketing Services

- Search Engine Optimization
- Social Media Optimization
- Content Marketing
- Branding and Creative
- Pay-per-click (PPC)
- Social Media Marketing
- E-mail Marketing
- eCommerce Marketing

IT Services

- UI/UX Design
- Graphic Designing
- Web Development
- Mobile Application
- Consultation

Digital Marketing Capabilities

SEARCH ENGINE OPTIMIZATION (SEO)

Through careful keyword research and white-hat practices, we can help you achieve high rankings on the major search engines.

[Learn More](#)

SOCIAL MEDIA OPTIMIZATION

Social media optimization can be used to increase awareness of new products and services, connect with customers, and ameliorate potential damaging news.

[Learn More](#)

CONTENT MARKETING

Our content writers know SEO and create great marketing copy, designed to be informative pushing your business objectives.

[Learn More](#)

BRANDING & CREATIVE

Creative branding and video marketing services from TechMatrick to enhance your brand & marketing strategy.

[Learn More](#)



Digital Marketing Capabilities

PAY-PER-CLICK (PPC)

TechMatrick's PPC campaign ensures that the money you spend on PPC is put to the very best possible use.

[Learn More](#)

SOCIAL MEDIA MARKETING

SEM is a critical element in staying connected with your audience. We help keep your social community engaged.

[Learn More](#)

E-MAIL MARKETING

Our email marketing plan works with other marketing initiatives to build a valuable relationship with your audience.

[Learn More](#)

E-COMMERCE MARKETING

E-commerce platform management and marketing strategies with guaranteed return on investment.

[Learn More](#)



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Digital
Marketing
Company

Client Profiles We Work With

01 Manufacturing

02 Automotive

03 Information Technology (IT)

04 Healthcare

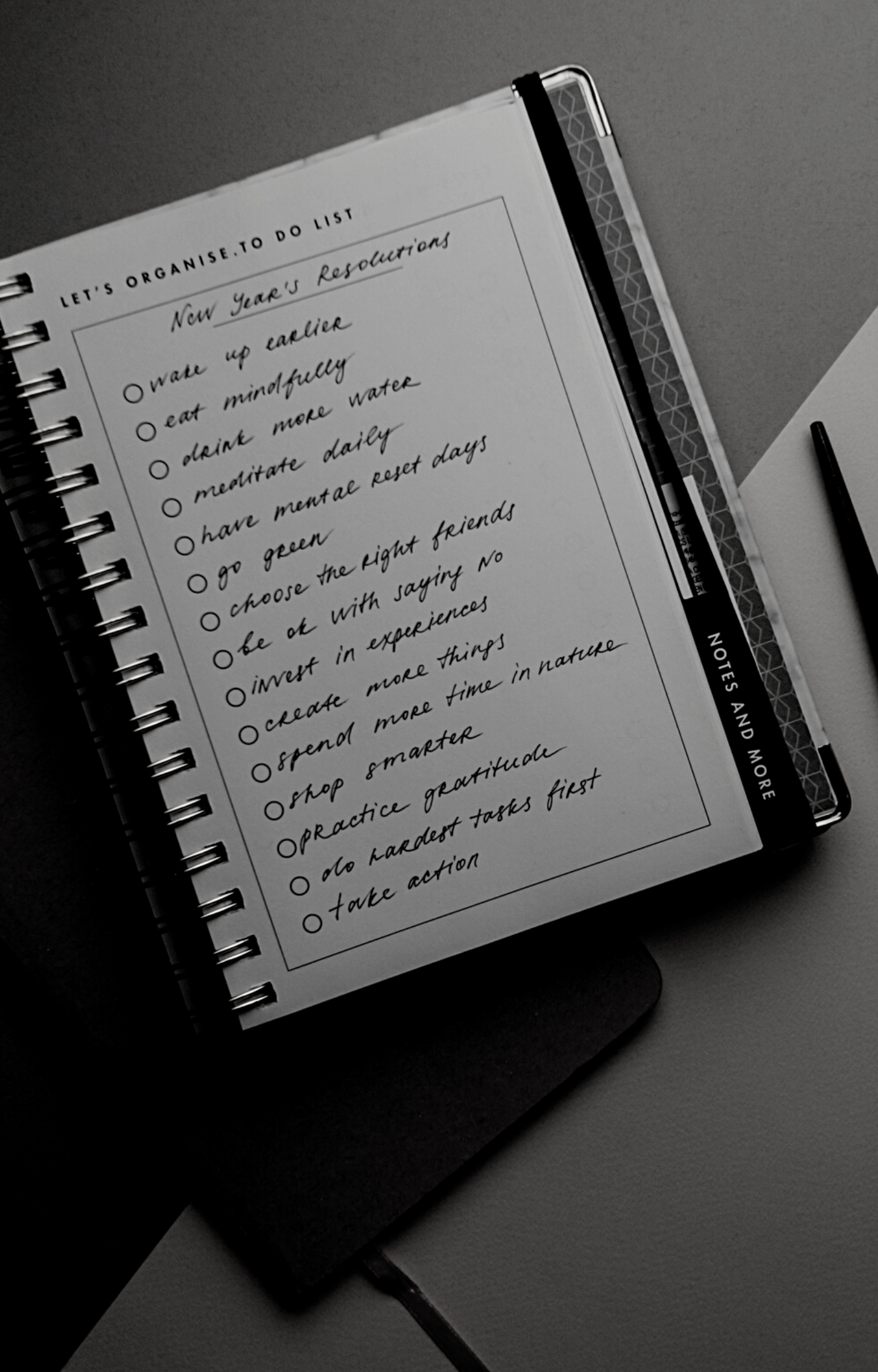
05 Consumer Goods

06 Restaurant

07 Real Estate

08 Banking





Notable Work

CASE STUDIES

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Project 1

Chemtron Pte Ltd

Founded in 1996, Chemtron Pte Ltd was struggling to set up a customer base using their digital marketing campaigns in early 2019. They approached with a vision in mind to get conversions through digital platforms.

SEO | SMM | PPC | Content Marketing | Graphic Designing | E-mail Marketing

164%↑

Increase in Conversion Rate

235%↑

Increase in New Users

120%↑

Increase in Organic Traffic in first 6 months



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Solution

A focus on driving organic traffic and conversions

We engaged in a number of targeted strategies to help with SEO and drive organic search traffic and conversions. Performed landing page optimizations. On the technical side, we addressed all 404 errors, marked up all the addresses and relevant content with schema, performed a Google penalty audit to address any underlying issues, and added the website to various Webmaster Tools (Google, Bing, Etc.).

From there, we performed and implemented a number of new SEO strategies and optimizations, led by a new keyword phrase strategy implemented in H1s, title tags and meta descriptions across every page (YouTube videos optimized as well). To help with conversion optimization, we strategically added CTAs to the underperforming page and built up internal linking between relevant site content.

Finally, our team created citations and directories on relevant sites and launched a new link building outreach campaign to help grow Chemtron's site authority and search visibility.



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60%↑

increase in qualified
quote requests

19%↑

Decrease in cost per
click

33%↑

Increase in lead
volume

Project 2

Al-Zayani

Al-Zayani was founded in 1950 has become one of the most highly regarded luxury automotive retailers in the Gulf region representing some of the world's finest automotive brands. However, the company was not utilizing its website and digital marketing efforts to their full potential. So that's when we stepped in.

PPC | SMM



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Paid search is an essential part of our conversion strategy for Al Zayani. To help get there, we optimized all landing pages to ensure the click-through experience from our ads was seamless and user friendly.

To maximize ROI on ads, we increased bids on high converting/efficient keywords while dialling back bids on lower converting/inefficient keywords. We moved all keywords into more targeted ad groups to increase relevancy, while also adding exact matches and negatives for all campaigns.

Finally, we tested all ad copy and images, using multiple variations to identify the best performing ad combinations. In conjunction, we optimized targeting to bring in higher qualified users through paid search advertising.

Solution

Growing paid search
conversions while reducing CPA



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Project 3

Pocket Healthcare

Pocket Healthcare is a rapidly growing e-commerce company dedicated to providing compassionate care and increasing access to quality behavioural health products. They needed to scale marketing up and create a “repeatable” digital platform that could get them purchases

SEO | SMM | PPC | Content Marketing | Graphic Designing

37%↑

increase in purchase

94%↑

Increase in organic
website traffic

29%↑

Increase in revenue
from web



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Solution

Drive traffic by developing a robust SEO strategy

We breathed serious life into Pocket Healthcare's SEO metrics with a unique, multipronged approach. This included extensive link building, content marketing, and technical SEO that built a solid groundwork for growth, which can easily be reproduced for new acquisitions. Since the beginning of this engagement, organic search traffic has steadily increased.

Increase brand awareness through social media

As a rapidly growing business, Pocket Healthcare lacked brand awareness in many of its new markets, which hindered its ability to attract new customers. Choosing a healthcare product is a carefully considered decision, and people are unlikely to choose unknown brands. Multiple touchpoints are necessary before a prospect is ready to purchase. With billions of daily active users, Facebook, Instagram, and Twitter is effective tactic to build brand awareness and nurture prospective customers.



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36%↑

Increase in overall conversions

27%↑

Decrease in cost per acquisition (CPA)

52%↑

Increase in lead volume

Project 4

PIRS Capital

Founded in 2012, PIRS Capital is a financial firm that provides business financing. Their financing solutions offer a unique solution for businesses seeking business funding. PIRS Capital came to us looking for help reaching a broader audience. They wanted to become competitive in the crowded B2B market, with the goal of generating greater sales.

PPC | SMM | Graphic Designing | Landing Page Optimization



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We knew that PIRS Capital would have to invest in paid media campaigns if they wanted to have a successful campaign

We embarked on an aggressive paid media strategy that encompassed social media.

We can attribute much of our Facebook Lead Ads success to our ability to create an ideal custom audience for PIRS Capital's services, and then directly target our ads to that audience.

We were fortunate to gain access to PIRS Capital's current consumer insights, which we then modelled similar audiences based on shared characteristics. This became the foundation of our initial Facebook custom audience.

Based on the performance of our campaigns, how consumers were interacting with our ads, and the type of data we were getting back about new leads, we were able to adapt and expand upon these audiences to continue driving more leads.

Solution

We helped PIRS Capital find potential customers through paid media



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FOR QUESTIONS OR
COMMENTS

Let's Work Together

TechMatrick has a team of expert professionals that can present you a wide array of Digital Solutions.

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