

VERSION 1.5 2024

# COMPANY PROFILE

nexus  
GROUP

WE BUILD  
CHARISMATIC BRANDS





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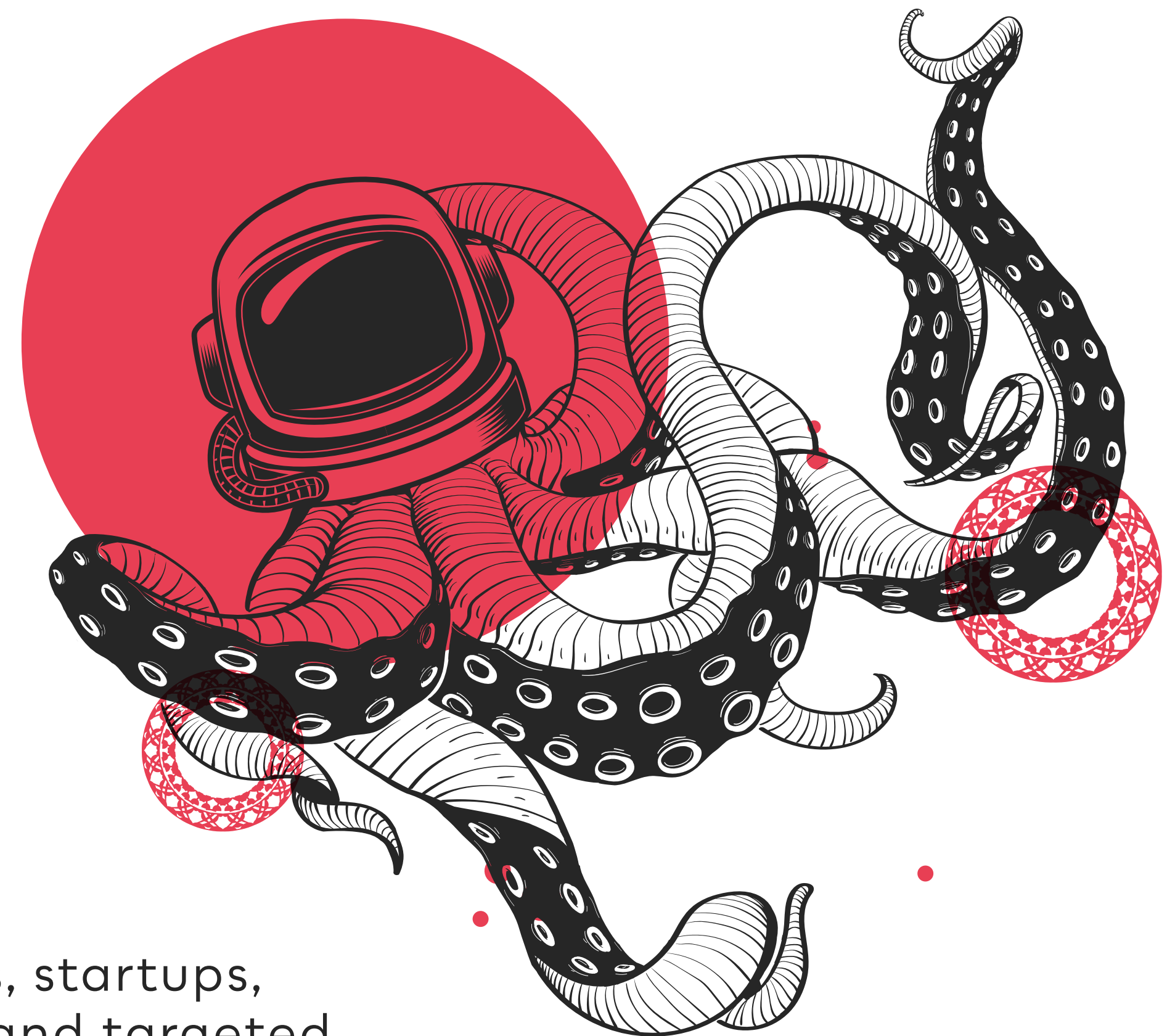
# nexus Group

aims to maximize your brand's impact by providing customized digital solutions that connect people and businesses with purpose.

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Nexus offers custom digital solutions to businesses, startups, and professionals. Using a data-driven approach and targeted research, we guide you through your whole journey, **from • ideation and planning • to • execution and support •**

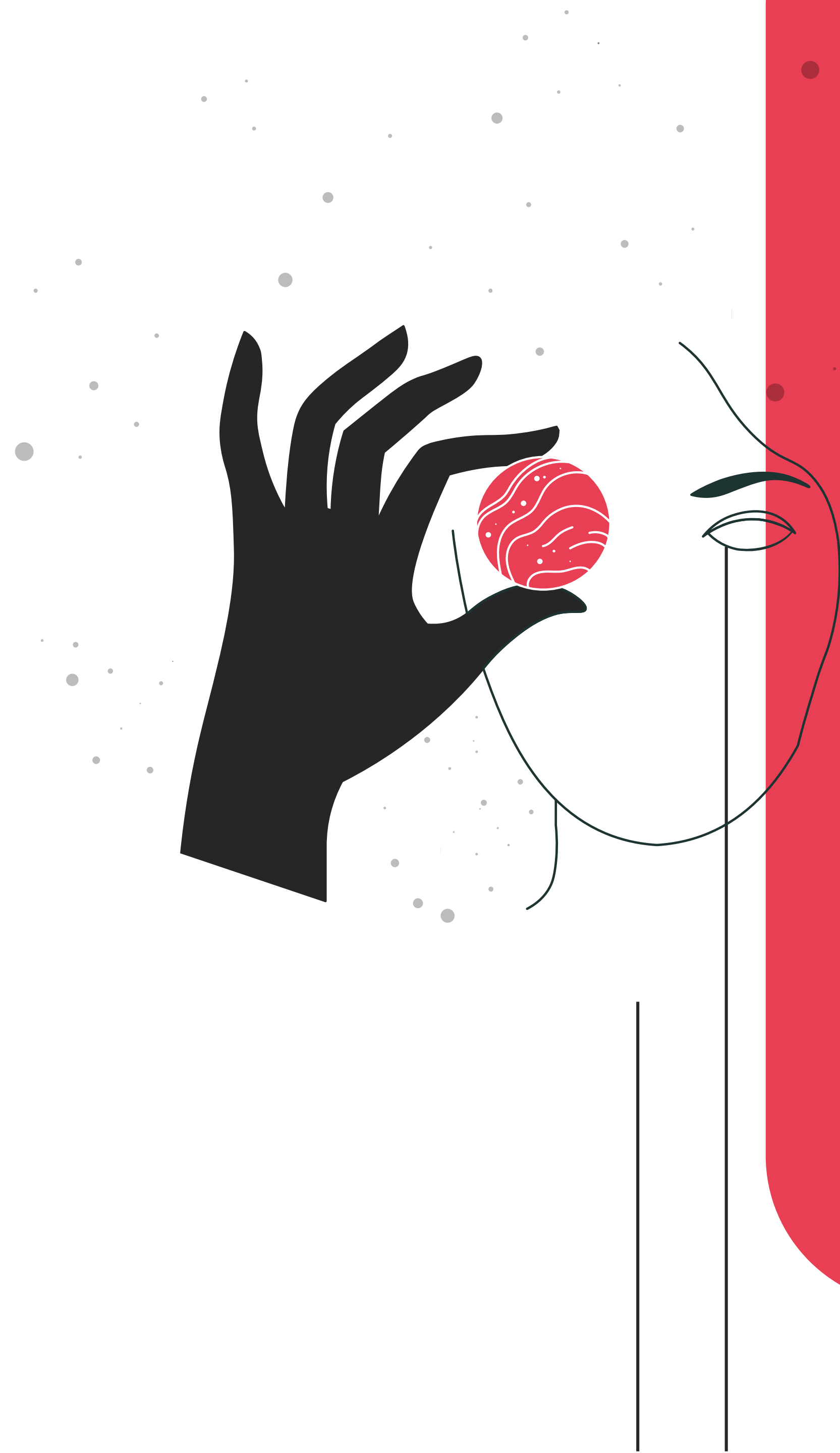
With Nexus, you get a trusted partner that helps you turn your ideas into actions and make your vision a reality.



# WHO ARE WE?

We are a team of innovators who utilize our unique vision and skill sets to enable a better future through forward-thinking initiatives and unexploited opportunities.





# OUR VISION

Lead the way in the digital reality by building innovative brands that transform, empower and impact lives.



# OUR MISSION

Grow and maximize our client's impact through customized digital solutions.





# OUR PHILOSOPHY

At Nexus, we believe that change is constant and the only way forward! We are dedicated to living up to our promises, and will always remain true to our identity and self while adapting to the transformations around us.

We continuously pursue growth and learning to lead in a world full of challenges. Embracing change is at the heart of our philosophy because innovation is key to grow ourselves and our customers.



Everyone at Nexus works efficiently and passionately towards achieving harmony to deliver the best results to our clients. We are more than a company. We are “creative engineers” who believe in teaming up to establish a new vision and a better future together.

**WE BUILD CHARISMATIC BRANDS**  
that make a real difference!



# OUR VALUES

**Integrity:** Living up to our promises and true selves

**Innovation:** Using creativity, imagination and intelligence to shape a better future

**Passion:** Always motivated to deliver the best through our excellence

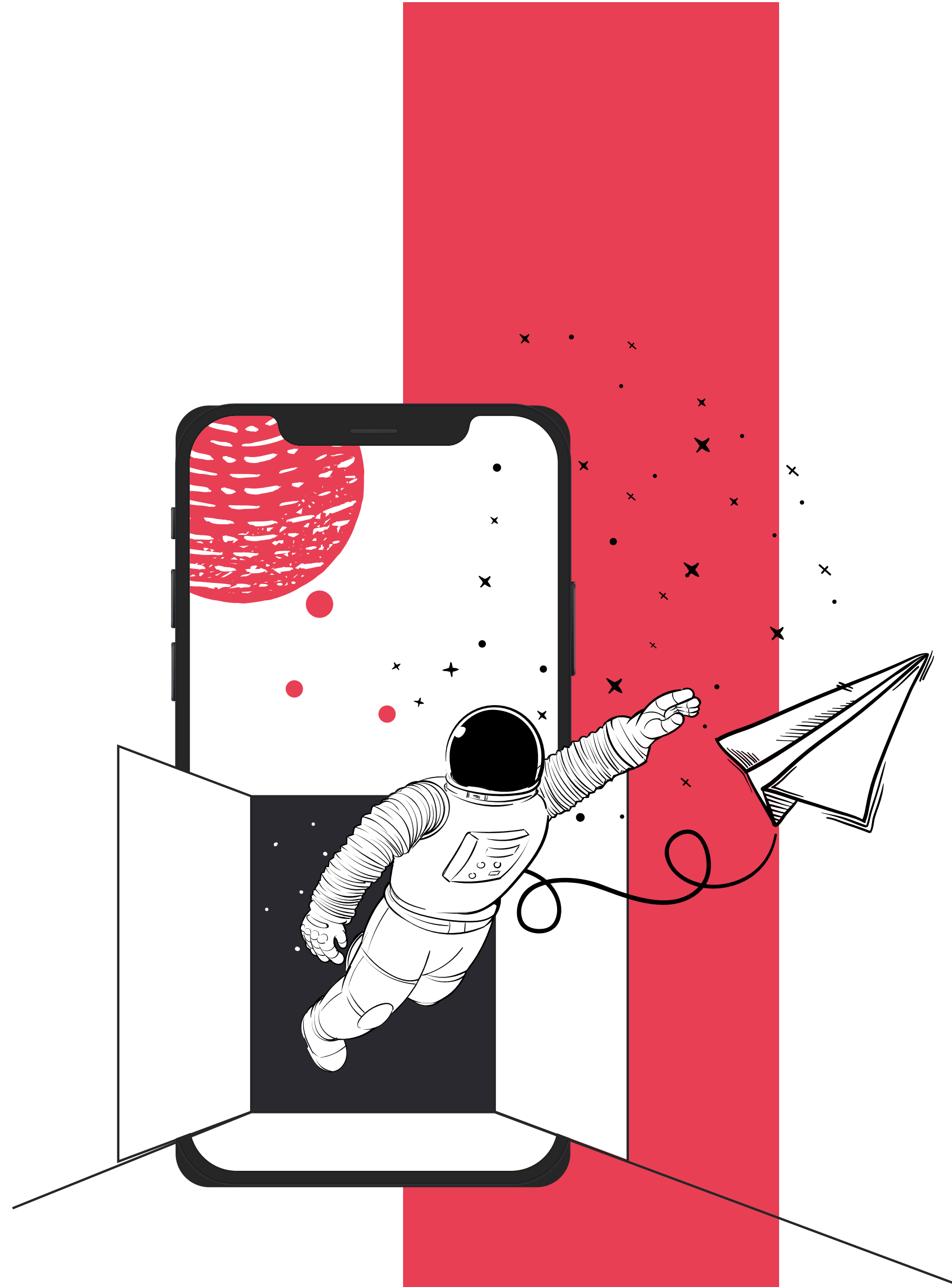
**Teamwork:** Passionately complementing each other as we collectively work as one to reach successful resolutions

**Continuous Learning:** Acknowledging the life-long need to adapt and evolve

**Discipline:** Working smartly and efficiently to achieve our goals

**Fairness:** Treating others with respect and openness to promote equity ecosystem



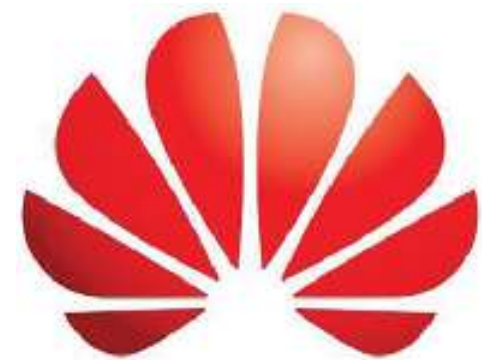


# WHY **NEXUS?**

We operate as your extended team putting all our expertise to achieve your digital goals and increase your profits.

We have quantifiable metrics, guaranteed results and credible performance that exceeded our clients' expectations.

# SOME OF OUR CLIENTS



HUAWEI



7NIGHTS



QUALITY. MADE IN GERMANY.  
PROJAR Kitchen Trading L.L.C.



RAFFLES

THE PALM DUBAI

رافلز النخلة دبي



الشركة العالمية لأنظمة إدارة المركبات  
Fleet Management System International



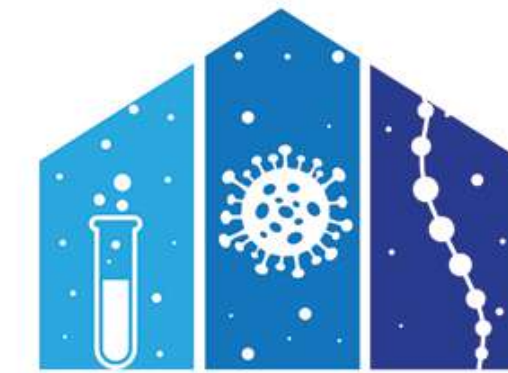
Studio 



Saudi Exam  
PRACTICE ONLINE EXAMS



مستشفى  
عبيه التخصصي  
ودار المسنين



WECARE  
SERVICE

Abu Dhabi | أبو ظبي  
Insurance Brokers | لوسطاء التأمين  
IT'S TIME TO EXPECT MORE



S E R G I O

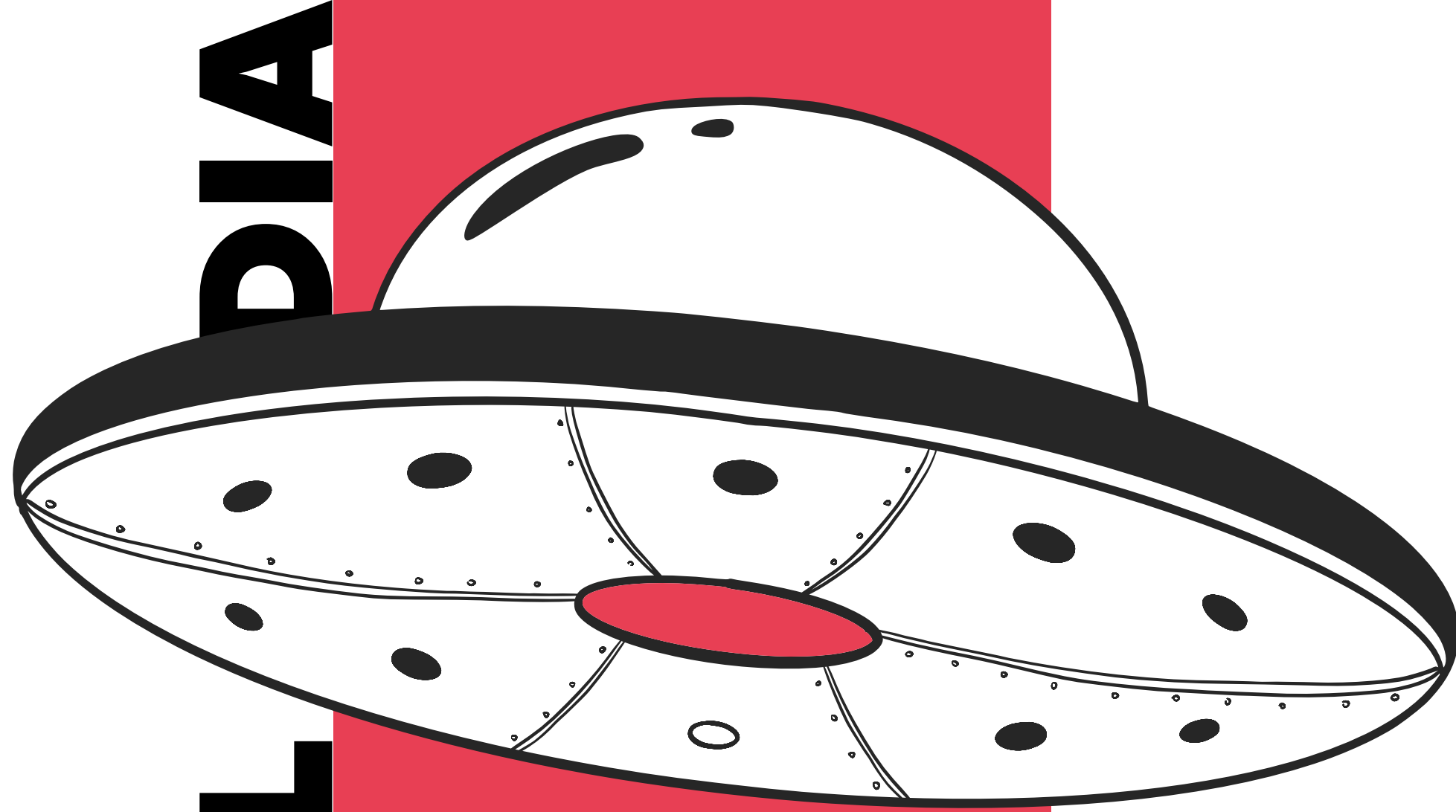
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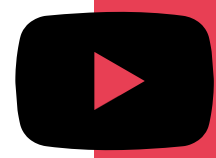




**DIGITAL**  
MARKETING



# SOCIAL MEDIA



## SOCIAL MEDIA **MARKETING**

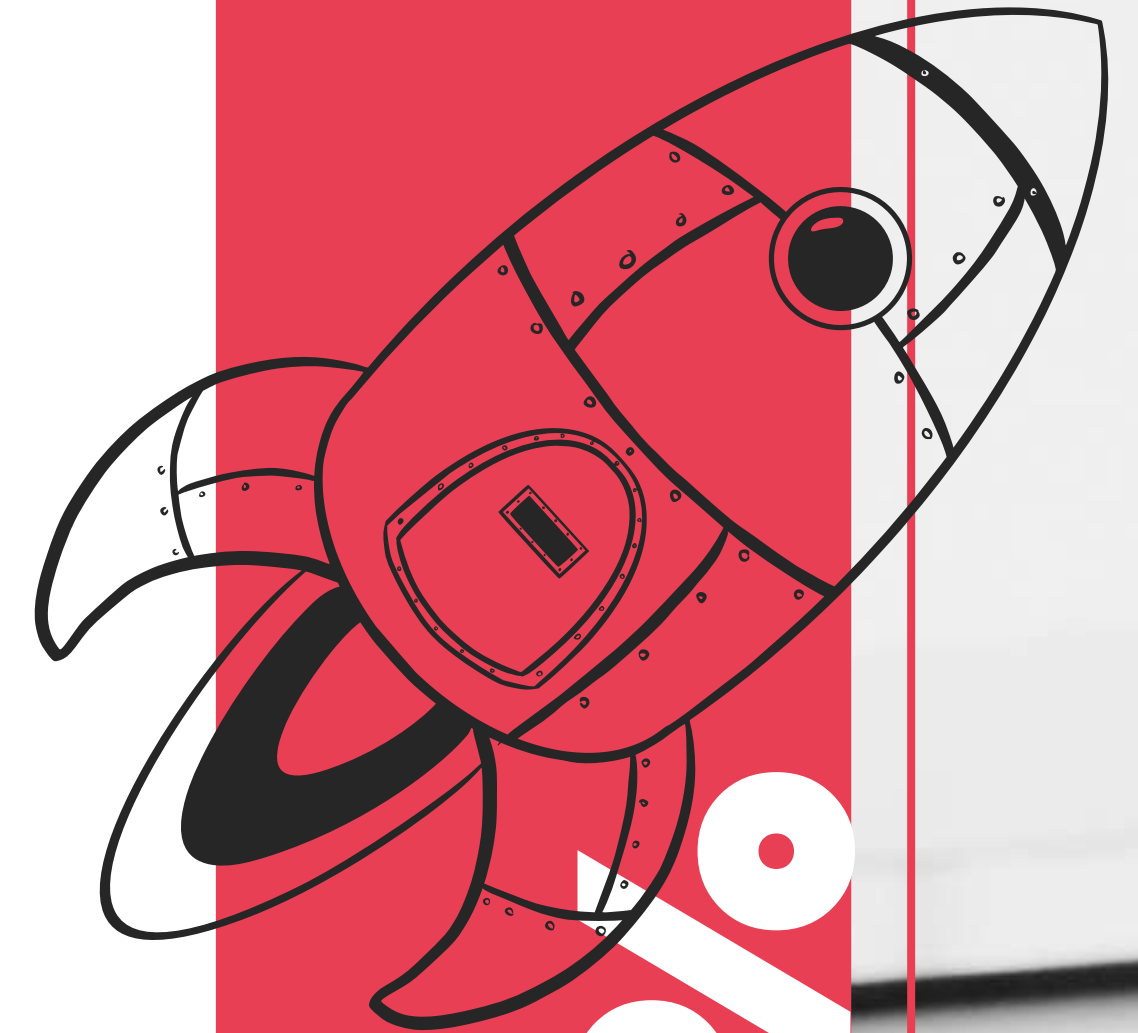
74% of global marketers continue to invest in social media marketing as social listening is still the #1 strategy used by marketers.

With our well-crafted social media strategy, we develop your brand's authentic personality and set of values. This allows your brand to stand out in a world of noise and limited attention on several social media platforms.

# PAID ONLINE ADVERTISEMENT

Advertising is used by 33% of marketers to increase brand awareness and by 24% to impact direct sales. For every \$1 you spend on Google Ads, you can earn an average of \$2 in return. **That's 100% ROI right in the bag.**

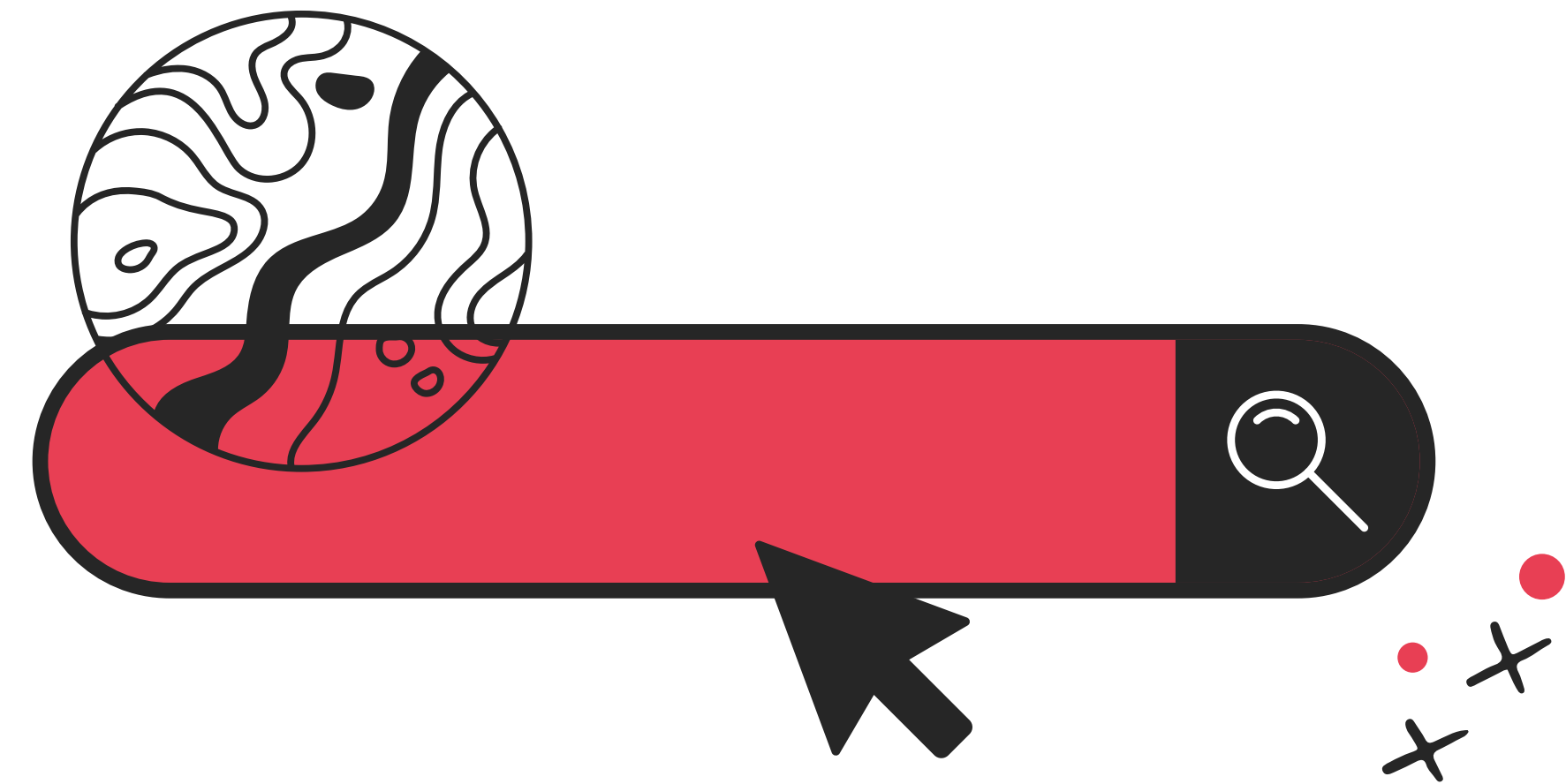
Our advertising plan focuses on understanding the psychology and behavior of users. We tailor your promotional strategy to ensure that audiences are seeing ads most relevant to them.



100%



# CONTENT MARKETING & SEO



Did you know that over **75,000 Google search** queries are performed every second?

Websites that have invested in SEO are getting over **50%** of the total traffic across the Internet, and SEO and content marketing is expected to drive more visibility in the future.

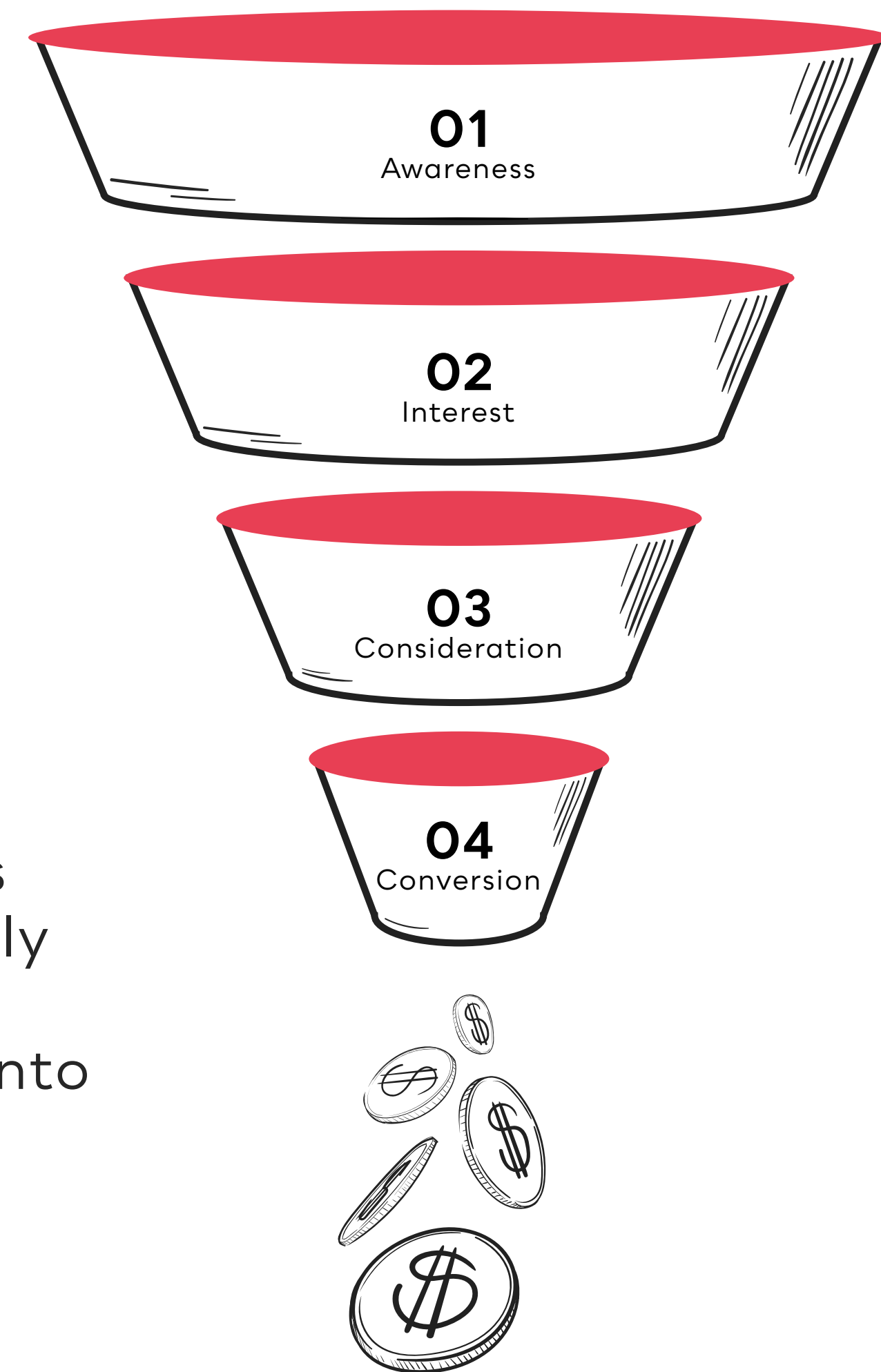
We focus on optimized and personalized content experiences adapted for different markets' needs and differences. You will be able to convey the main message of your brand while engaging your buyer personas, converting more leads, boosting brand awareness, and connecting with your audience.

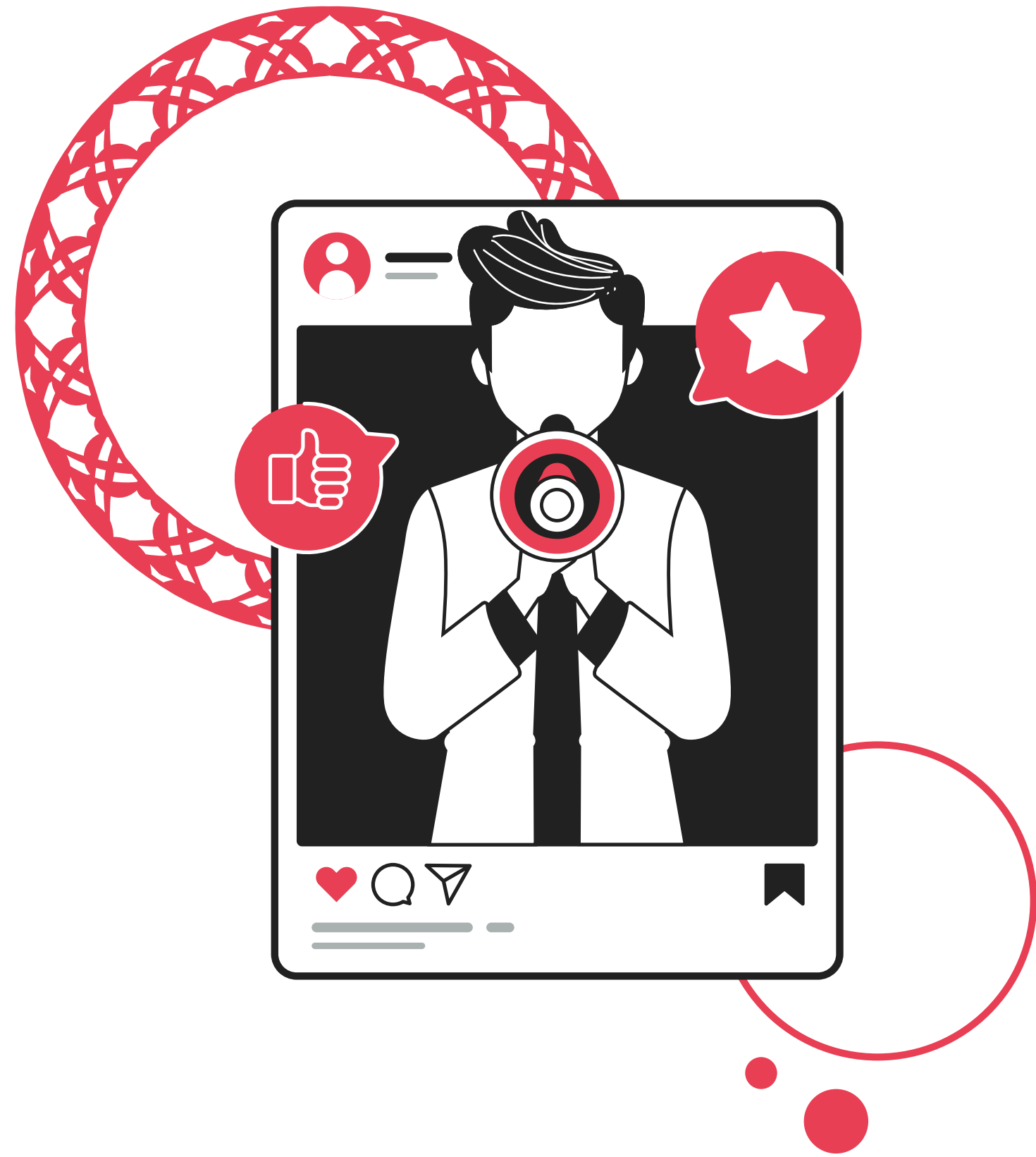
# FUNNEL BUILDING

**Creating an easy buying process makes you 62% more likely to win a high-quality sale.**

We visualize your customer sales journey from the awareness stage down to the conversion stage, which allows you to easily ascend them up to your value ladder.

We build and optimize sales funnels that convert prospects into customers.





# INFLUENCER MARKETING

The Influencer Marketing Benchmark Report 2023 reviewed that influencer marketing has grown to become a \$21.1 billion industry by a 29% increase in one year!

We guarantee that your brand is connecting with your target audience and promptly growing through the Fastest-Growing Online Customer-Acquisition Channel: Influencer marketing.



# EMAIL MARKETING

Email marketing has the highest ROI of any marketing channel.

According to Hubspot research, email ROI is an impressive \$36 for every \$1 spent!  
Worth it not?!

There are 4 billion daily email users. This number is expected to climb to 4.6 billion by 2025.

With our email marketing campaigns strategy, we tailor our content to your target audience, design it guided by the branding portfolio, and engage with the audience to boost customer loyalty.



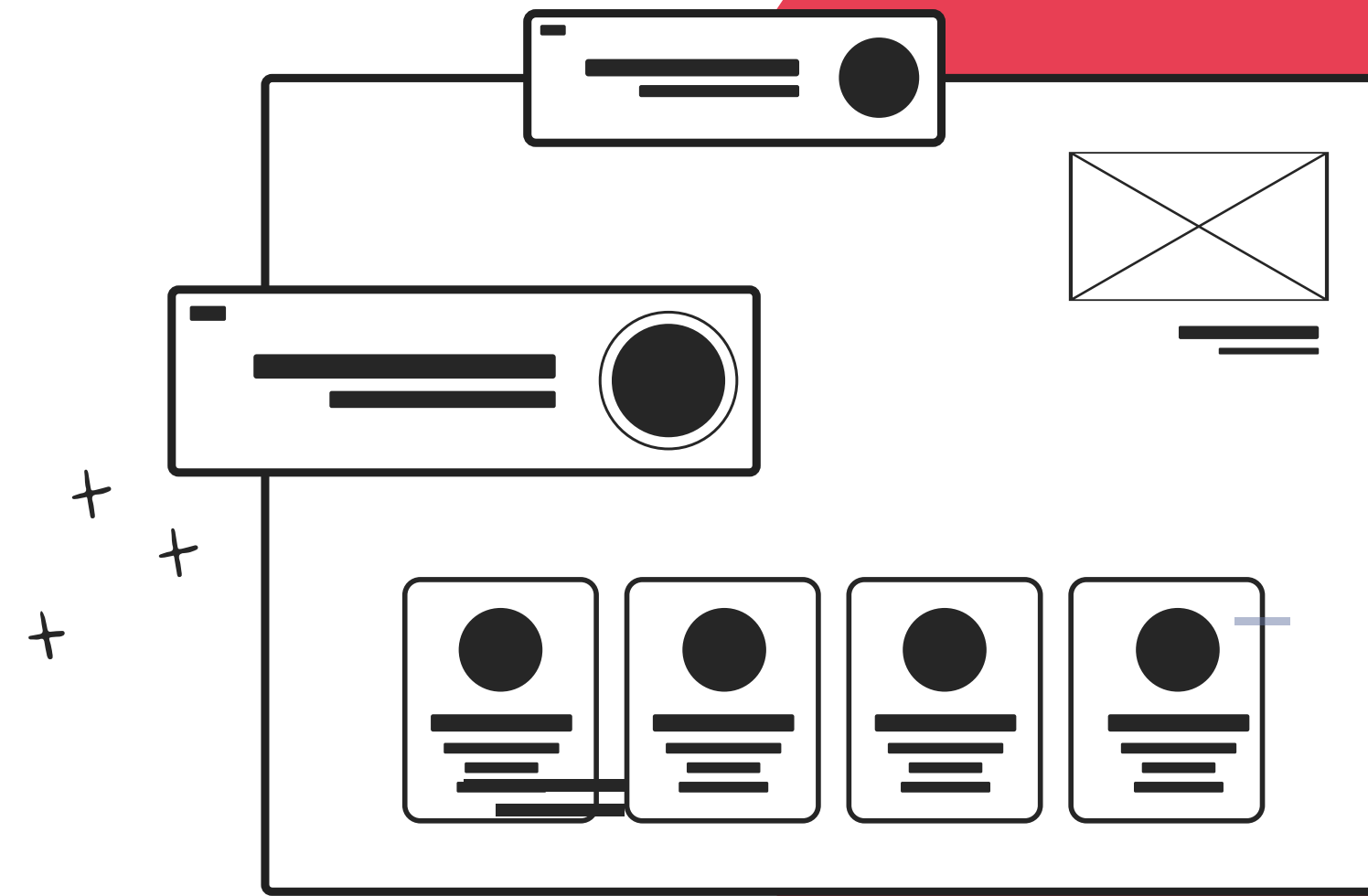


**WEB/APP**  
DEVELOPMENT

# UX/UI

**88%** of online users say they wouldn't return to a website after having a bad user experience, while **70%** of online businesses that fail do so because of bad usability.

Better UI could increase your website's conversion rate by 200%, and better UX design could increase conversion rates by up to 400%. We take you from ideation to execution. How does it go? We define your struggles and your goals and then our team of UX/UI experts will devote its time to provide you and your clients with the best possible digital experience that exceeds the needs of your brand.

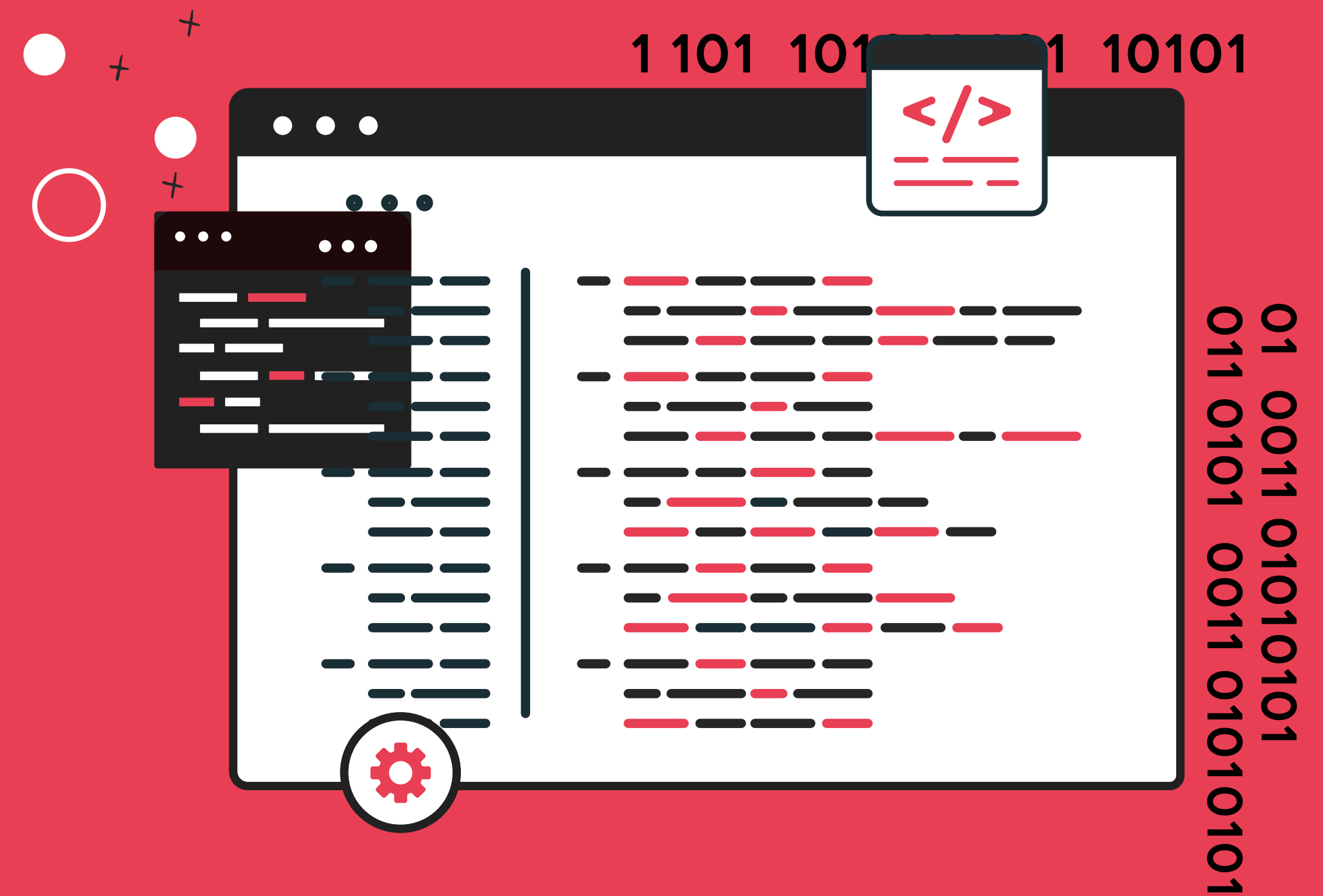


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# WEBSITES AND WEB APPS



Statistics state that **75%** of consumers admit to making judgments on a company's credibility based on the company's website design.

**63%** of marketers are looking to make a website upgrade this year. Are you? We build your website based on your audience's needs. We provide a concise and transparent user experience that allows you to easily deliver your message and meet your business goals.

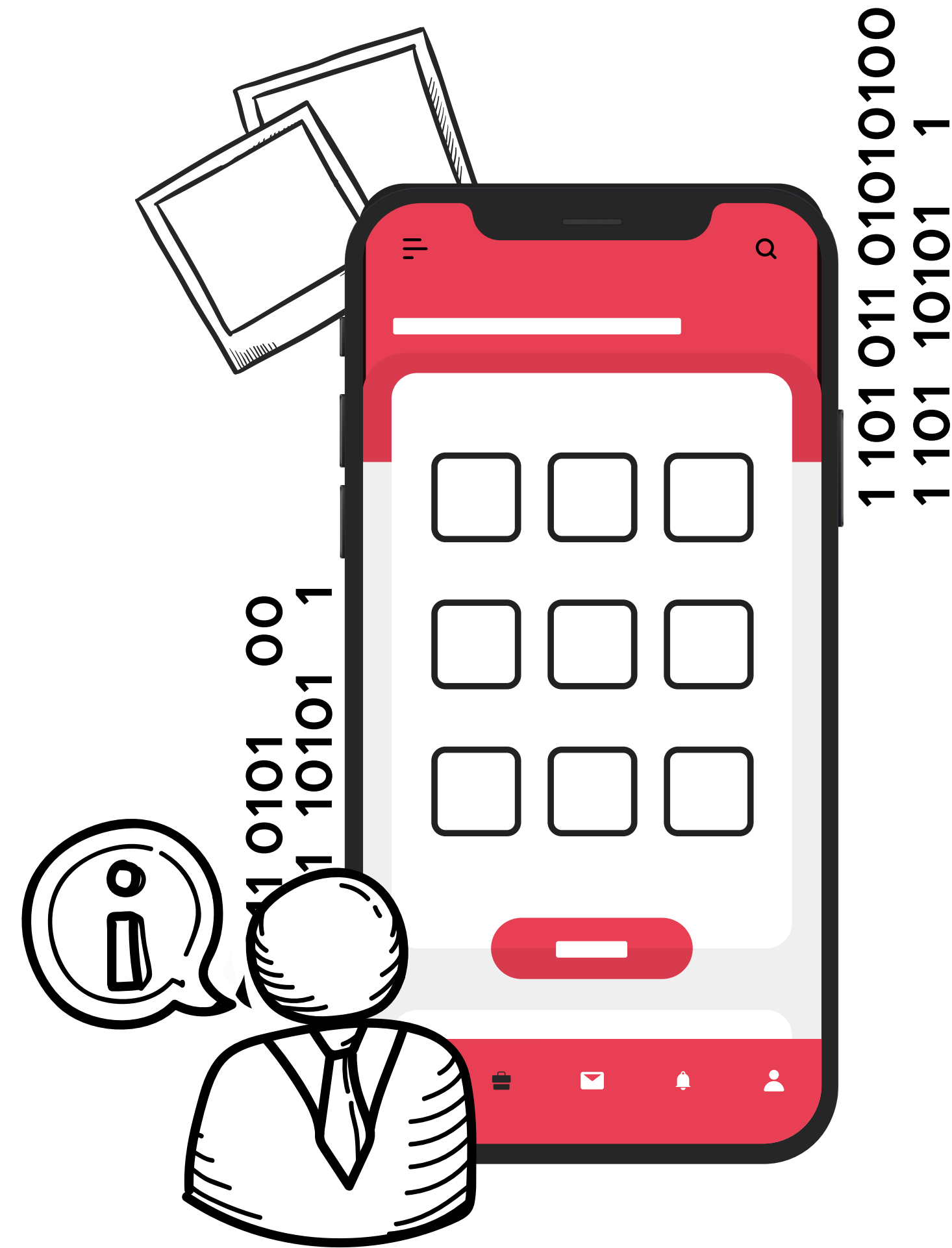
We leverage the power of open-source technologies to build your dreams, be it an informative website or a web app, cloud-based or on premise, we got you covered. We follow industry standards, to keep your code clean, maintainable, and highly scalable. We will build everything from scratch because our product is simply the best.



# MOBILE APPS

As the number of mobile users and app downloads continues to increase worldwide, it is now clear how crucial mobility is to your brand. We build Android and IOS applications that give your brand a competitive edge, increase visibility, and boost customer engagement.

If you want to create a more sense of belonging for your clients, then let's develop your app. Whether it IOS, Android, or even a hybrid solution, we have your back. Just focus on your goals, and let us handle the geeky part of your business.





**BRANDING &**  
CREATIVE DESIGN

# BRANDING & IDENTITY

**92.6%** of people consider the visual dimension the #1 influencing factor that affects their purchasing decision.

We offer a professional representation of visual communication from designing logos, brochures, posters, and other BTL tasks, to whole design identity and strategy.





# PACKAGING & LABELING

**30%** of businesses report an increase in revenue after improving product packaging.

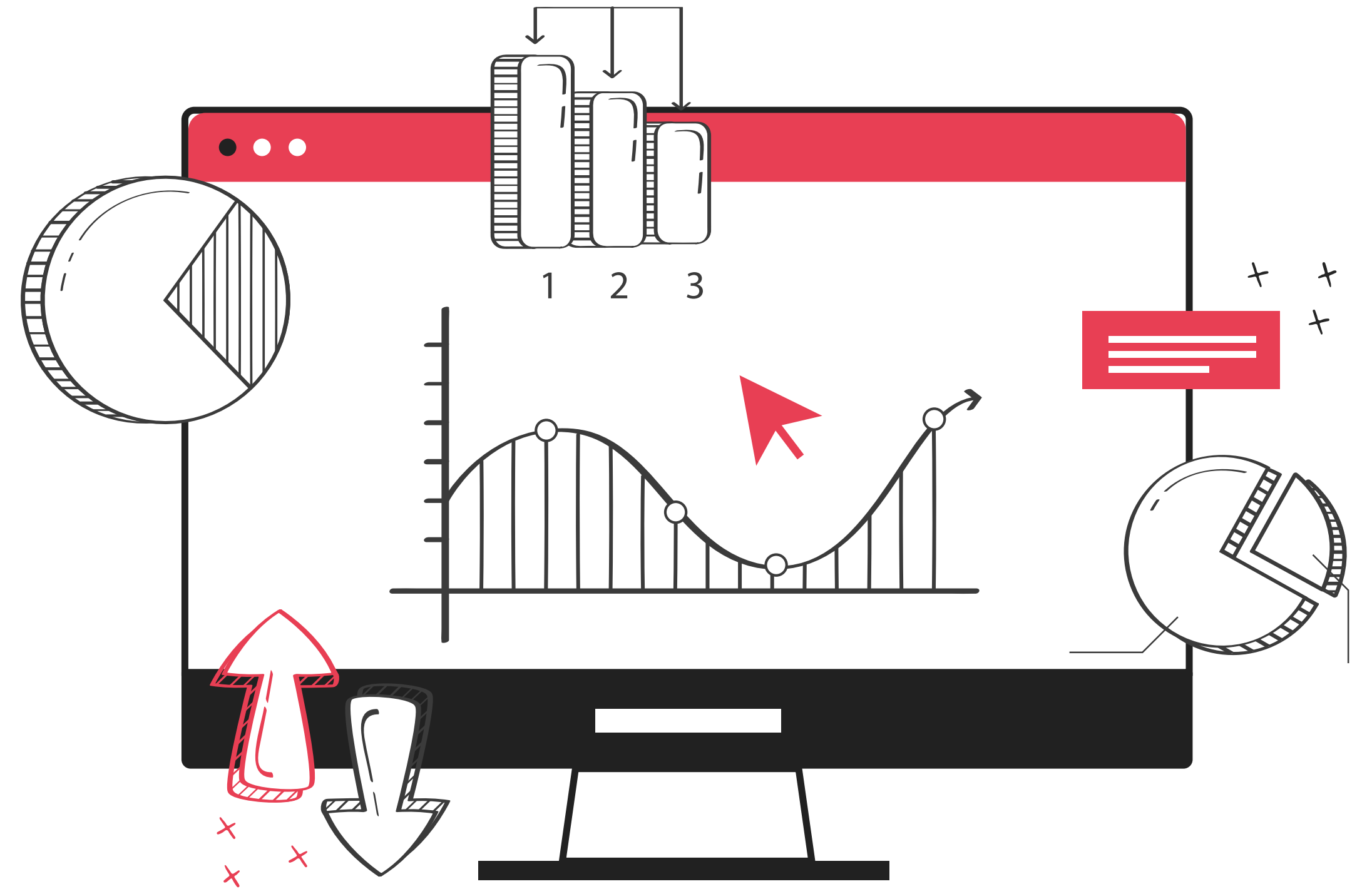
Our experts cover the whole process to ensure the elevation of your brand value proposition. Starting from the initial research to sketching, to studying the market, up to developing the brand concept, all through to executing the design idea and typographical character, and finally into the production of the packaging itself.



**30%**



# DESIGN INFOGRAPHICS



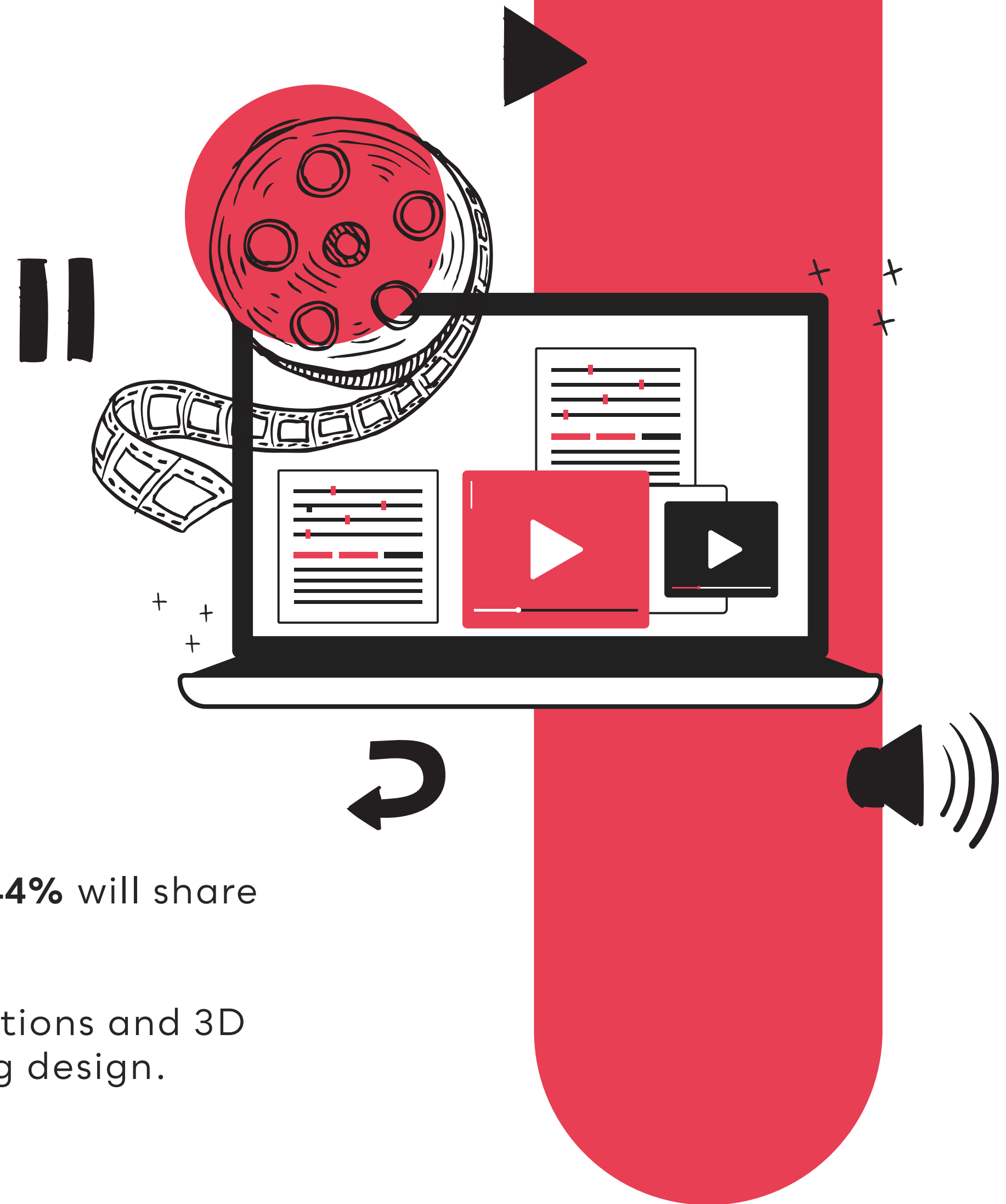
**65%** of brands use infographics for marketing purposes and infographics were reported to increase website traffic by up to **12%**.

Our design team delivers eye-catching infographics, from pictograms to detailed design systems that are built on consistency and creativity, to enrich your marketing campaigns and enhance your marketing content.

# ANIMATIONS & VIDEO EDITING

If people love a brand story, **55%** are more likely to buy the product, **44%** will share the story, and **15%** will immediately buy the product.

We turn images, texts, and visuals into reality through detailed animations and 3D techniques demonstrating the story behind your brand in an engaging design.



# PHOTOGRAPHY & VIDEOGRAPHY

73% of businesses report generating new customers by producing video content on Instagram.

Videos influence customers to buy, help spread brand awareness, build strong credibility with your audience, and compels viewer to take action.



• Thank You! •



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We are operating from  
UAE • Germany • Lebanon