



MEDIA MOMENTA



SHIFTING  
PERSPECTIVES...

# ABOUT

# COMPANY





Our experience predating Media Momenta is one of serial entrepreneurship, career and craft specialization in diverse contexts from solo endeavors to multinational corporations.

We bring to the table a thorough multi-dimensional business analysis and the ability to bridge the gap between customers' perception and clients' goals.

This also includes all necessary visual assets such as original photographs, video reels, coverage and interactive live-streaming functions, all the way to qualitative value-adding through team-building and product strategy consultations.

This holistic analysis and approach ensures, above all, maximum momentum for the business' performance.

# MISSION

# & VISSION

## OUR MISSION

To build a place that companies consider as a rich environment to grow in, whereby they can find expertise in every business aspect to support them in overcoming any hurdle throughout their journey. We pick up companies' performance in the beginning of their cycle up until their maturity, and we provide all the support at any point they're standing in.



## OUR VISSION

Our Mission is to create a success story out of fresh ideas and concepts, we will take you step by step and be your companion and advisor throughout your business success journey. By our knowledge and expertise we will lead you through the shortest path to growth



# OVERVIEW

Whether you're new to the market or have been operating for years, Media Momenta offers full scope of end to end services covering the business life cycle of a product to help your business grow and prosper.

At Media Momenta, our team has an undeniable passion for marketing and consulting while utilizing our practiced knowledge and **10+** years of combined experience to help guide and manage our customers through their business journey.





# OUR

# SERVICES



From social media account planning to fully branding your product, we manage everything from providing a roadmap or strategy to providing a full on ground implementation and project management.

We provide fully managed services, allowing our team to become your core market strategist, so your business can get back to focusing on the other important aspects of its brand and functions with confidence. Our services are illustrated in the figure below and the details of each service after that:



Business Consultation



Digital Transformation



Branding & PR







# Business Consultation

We Provide consultancy services for concept projects or up and running entities to help them overcome challenges, penetrate new markets, learn more about their target market by research and market trends or even locate profitable investment opportunities.

The consulting services could be categorized under the following areas:

**Financial, Operational, Organizational structure, Process Improvement, Mergers and Acquisition.** The client request will be assessed and categorized into the proper business aspect and could be customized if it doesn't belong to any of the specified categories. We will provide the consultation, planning and strategy phase in addition to the strategy implementation phase.

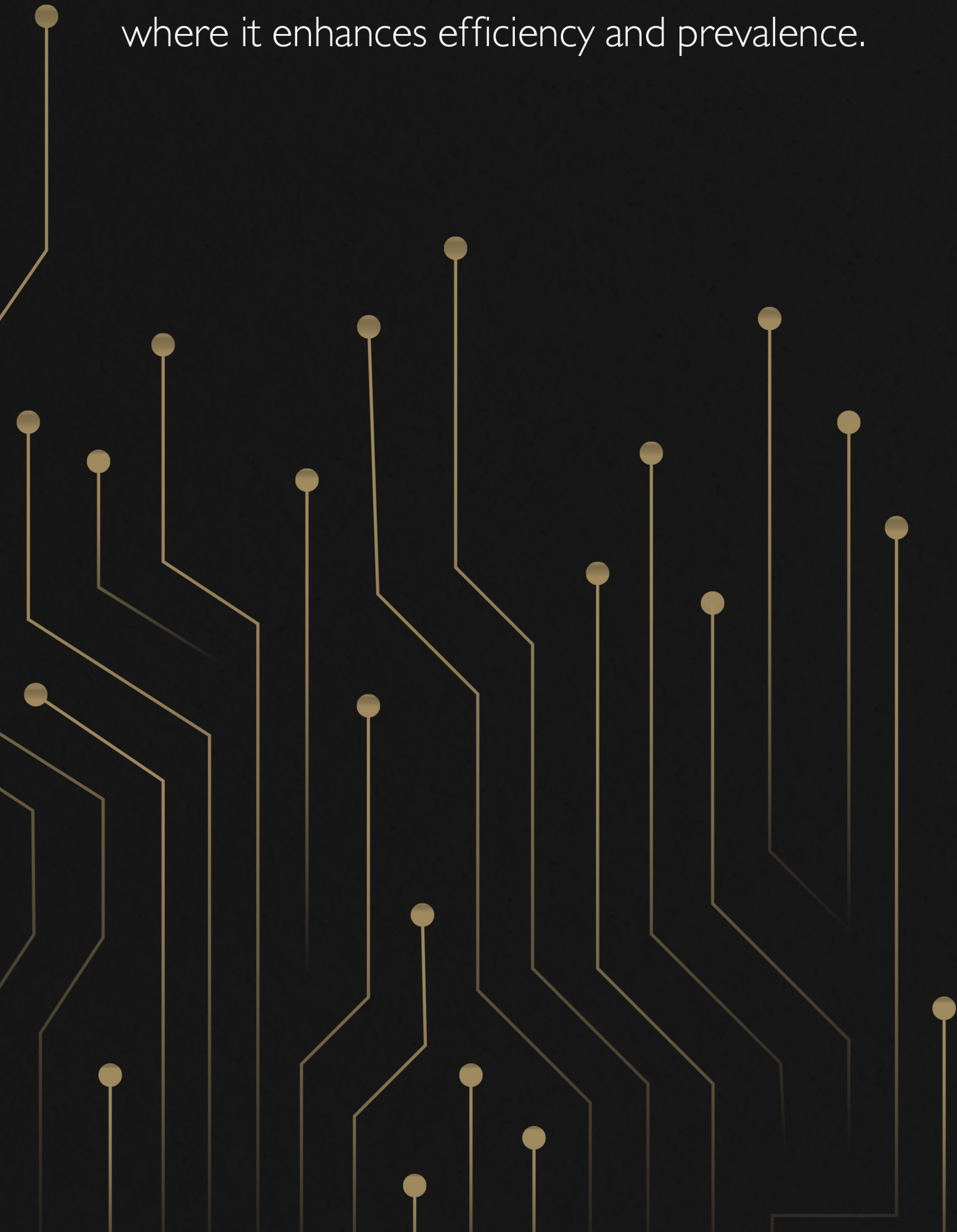
**Training programs** and seminars are also provided. Programs are designed and customized to serve the needs and the business objectives of the client. Top notch trainers and experts in the required field will be available to deliver a high quality training program.





# Digital Transformation

Digitizing businesses has been the main focus globally, which makes the digital transformation phase a crucial variable in the success formula of any entity. Going digital is the natural progression of any business in the 21<sup>st</sup> century, where it enhances efficiency and prevalence.





We at Media Momenta will provide you with all the essential digital customized tools needed in order to achieve all the benefits and goals of digital transformation. We will help you customize websites, mobile apps or software that are tailored to your business needs that will help you better reach and serve your audience.




## Branding & PR

Branding is all about awareness, communication and positioning your product/service, we will help you with all the tools and marketing knowledge that will enable you to be well positioned according to your target market.

We will also work on creating awareness of the brand using a methodology that is matching the positioning and targeting of the product/ service.





To put it simply, we will work with you hand in hand to create or fix your marketing mix structure, you can either choose from one component to the whole package.

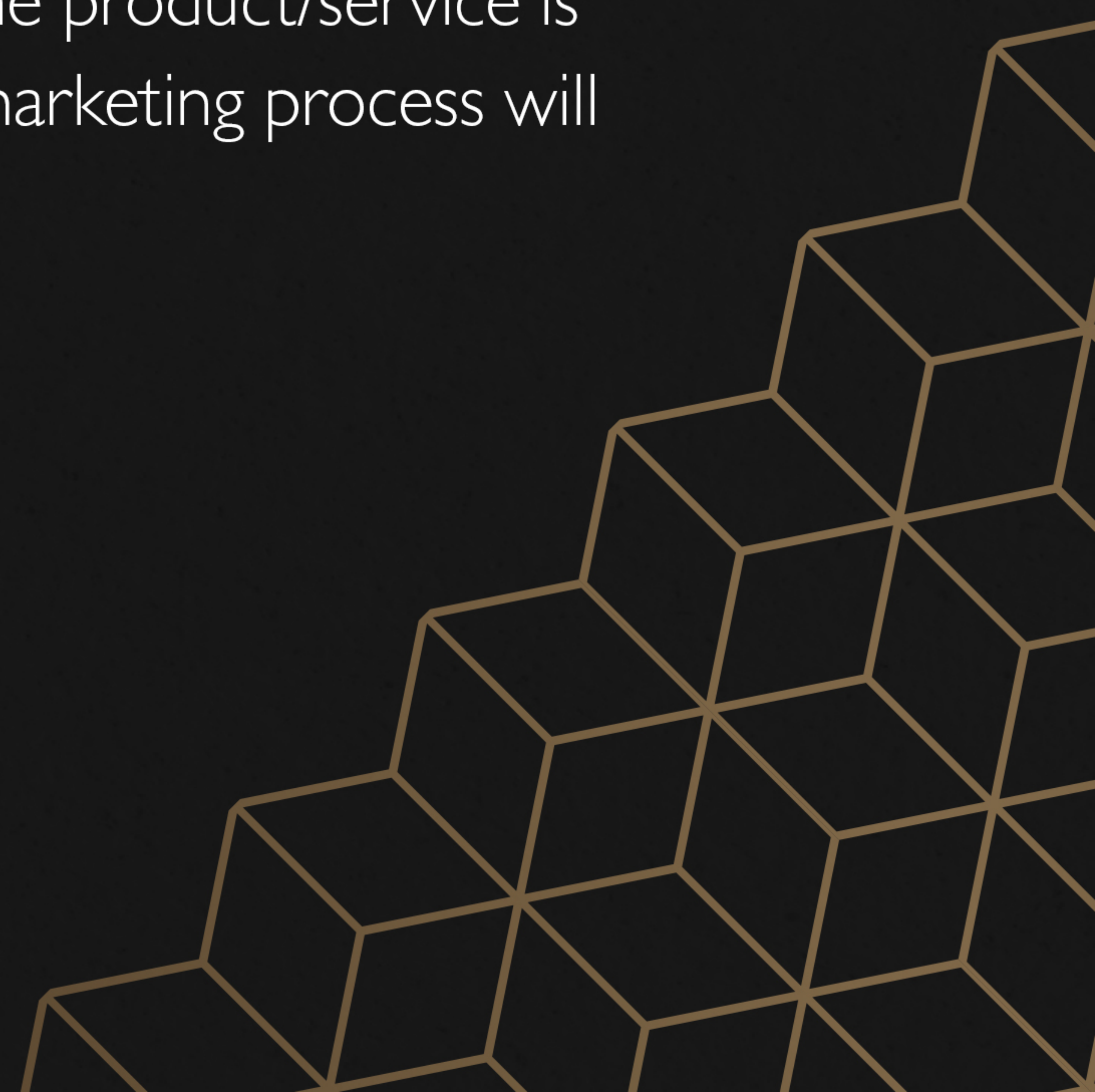
The sub-services are illustrated below:



## PRODUCT DEVELOPMENT:

Developing a plan for your product which involves the packaging, the logo, all the printings needed such as brochures.

This is considered the golden building block as every other step is dependent on it, the product/service is the foundation that the whole marketing process will be built on.



## PRODUCT BRAND AWARENESS:

This step involves communicating all the hard work done to the audience and make sure it is presented in the most effective way that matches the target customers interest.

We will work with you in finding this match between the communication method and the audience style. This will be done using the following tools:

- **Advertising and Media production:**  
We will provide advertisement plan, media coverage and everything related to media according to your needs
- **Events Organization and Activations:**  
We will be able to fulfill all your company's requirements when it comes to event organization, conference participation and on-ground activations needed to put your brand on the map.



- **Social Media Management:**

Also a social media plan will be crafted including the strategy, design material, posts and media buying campaigns



# OUR

# PROCESS



**01**

**PROBLEM  
IDENTIFICATION**

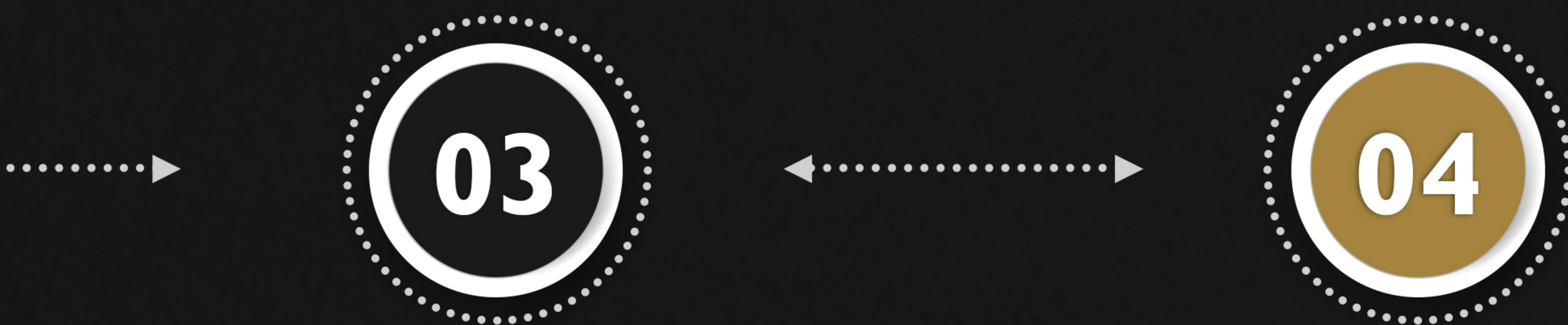
working hand in hand with client to identify the exact problem to be able to tackle it in the following steps

**02**

**DATA COLLECTION  
AND MARKET  
RESEARCH**

our research team will work on collecting primary and secondary market data, analyze it to come up with conclusions and market knowledge to be able to act upon it





**03**

### SUCCESSFUL STRATEGY DEVELOPMENT

using our expertise we will craft a strategy that is suitable to each case, that will act as a roadmap to overcome the specified problem

**04**

### IMPLEMENTATION

working on implementing the strategy developed by the team to achieve on ground results

# OUR

# PROJECTS

In the past years we launched several projects that have been through massive growth in size and users volume.

Below are some of our main projects and their trends, some statistics and performance indicators for each project:



VidUkation





THE **MOCK** HUB



Papersmore



# VIDUKATION

## & CO.

Vidukation is an educational platform that is customized to serve high school students in the Middle East and provide them with the needed material and tutorials through online tools.

Through 2018 and the unexpected Covid-19 situation, our well-developed business model was scalable enough to sustain a 10+ times growth in demand due to the acceptance of virtual communication during the lockdown.

The model was conceived and developed in a modular way and fulfilling the demands of class-given lectures with the benefits of e-learning.





Classes volume reached almost **200 students** per session with seamless individual follow-up and tutoring, and the subscribed users increased from **2k** to **12k** in **2 years** timeline.



**200** Students per session



**10×** Increase in demand in 2019



**500%** Increase in users in 2 years reaching 12.000

We were able to be on the winning side during the pandemic period and benefit from it to the maximum. With our experienced team that had a long-term vision we were able to convert the hardship into a win situation and capitalize on the openness to virtual work.

# PAPERSMORE

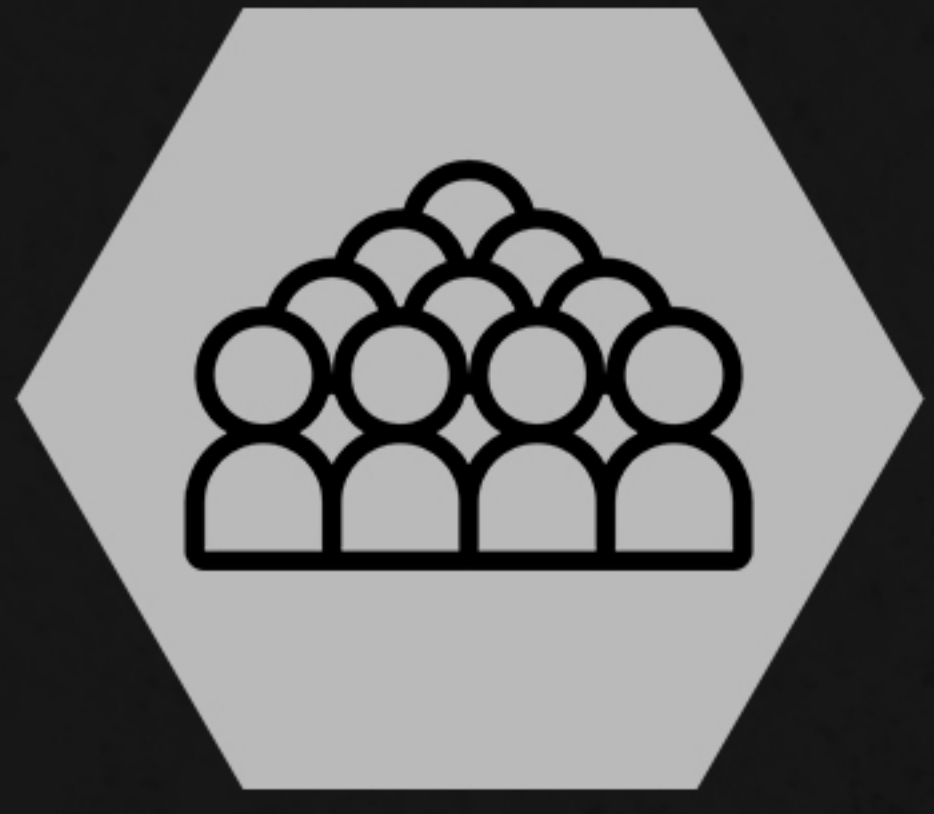
## .COM

Building on our success and experience in the education field, Papersmore.com was launched as an online experience for educational e-commerce; Exam papers, teachers notes, stationery and tech accessories are all offered on the site as an e-learning supply store.

So far it exhibited the most steady and consistent growth out of all projects.

Like most IPs, this project was conceived, manifested and continues to operate and scale upwards solely through relying on our internal resources to adapt and coordinate everything from designs, promotions, communications, supply chain and crisis management.





# 11,000

Users on the platform



# 5mins

Reached average time on page



# 20%

Average increase in new visitor sessions month over month



# THEMOCKHUB

## .COM

One of our most innovative additions to our educational portfolio was our partnership with The Mock Hub as their first international partner.

The Mock Hub provides mock examination services with a team of specialists and former examiners from the UK and Europe.

Through our partnership we transformed the business model into an international digital services complete with operational support, marketing and media services, communication channels and advertising campaigns.



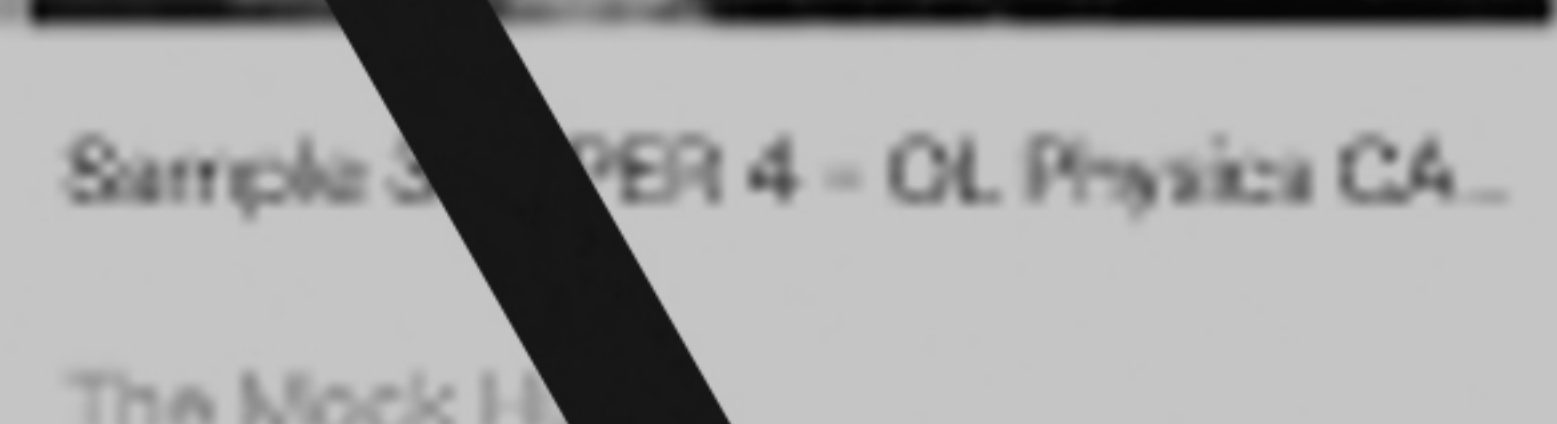
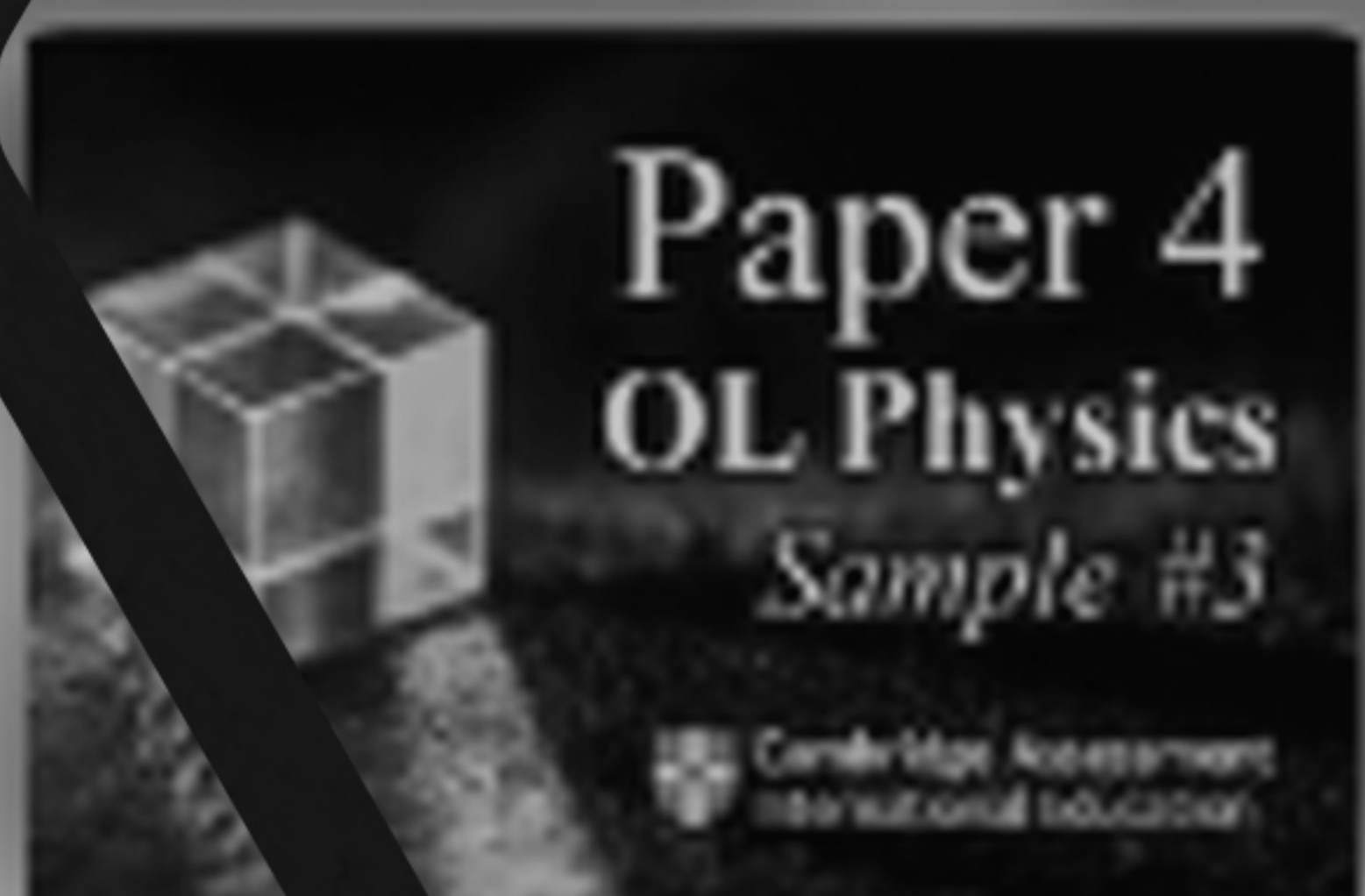
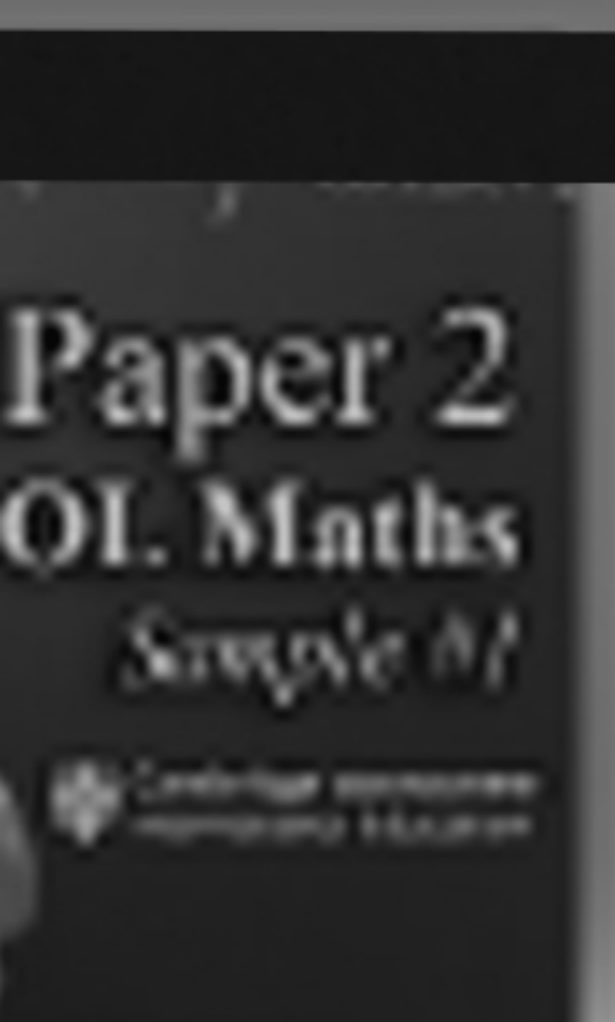


# 10 countries

Subscribers using the website  
from all over the world

# 25%

Conversion Rate on average last 6 months

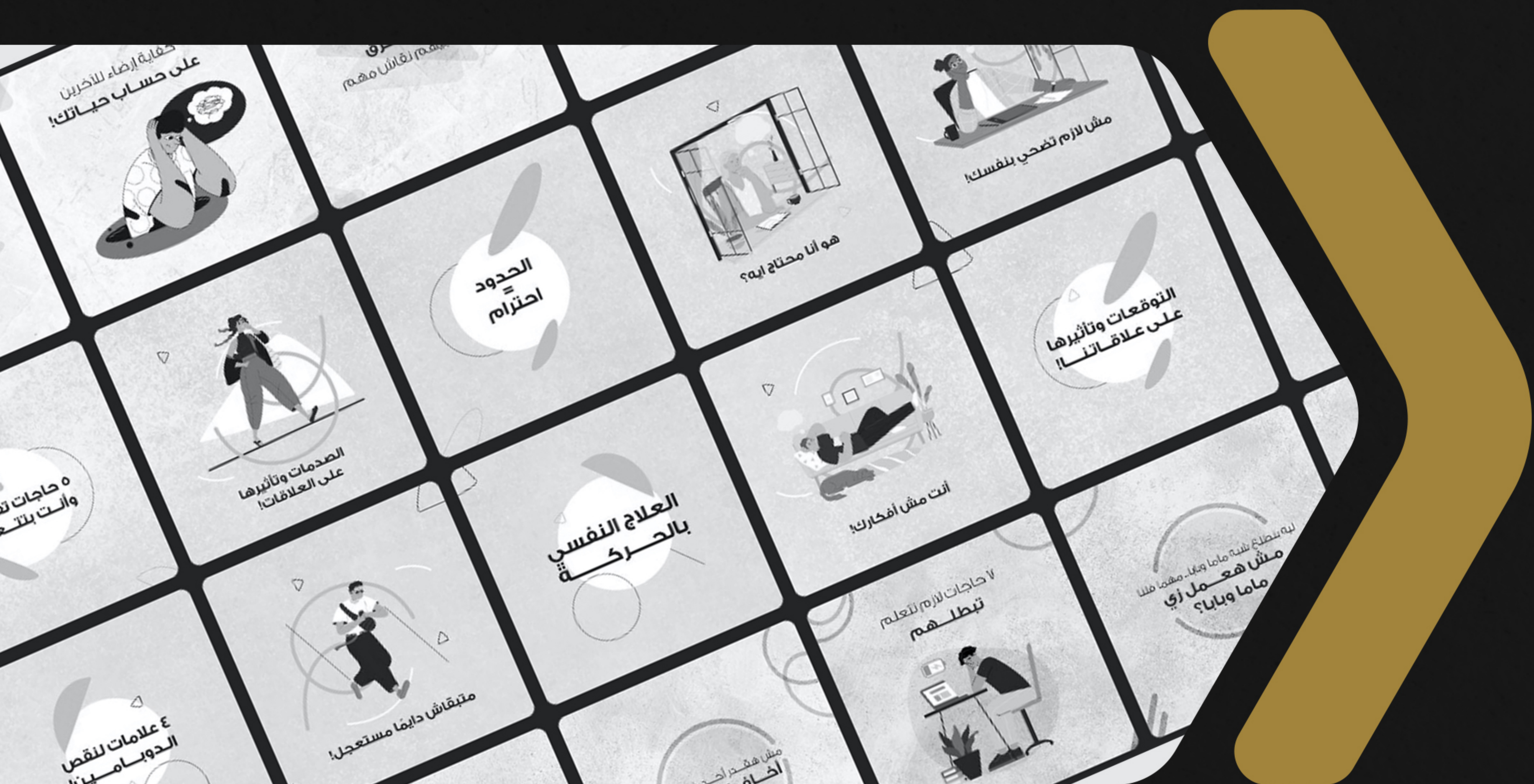


# HEALTHY MIND

## CENTER

What started as a private practice was soon able to evolve into a comprehensive psychotherapy center utilizing our experience in education and e-learning to spread awareness across different scales and contexts.

In addition to personal consultations the center offers seminars, webinars and on-location training for corporate teams and NGOs as well as households on how to tackle the most present and upcoming issues while prioritizing mental well-being.







MEDIA MOMENTA

## CONTACT US

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