

SKITMEDIA SERVICES.

SKITMEDIA
Creativity that takes flight.





THE 3 CORE ELEMENTS TO YOUR BRANDS SUCCESS.



Branding

Brands In The Twenty-First Century Are Like People, There's Just Too Many Of Them, And Each Wants To Look, Feel And Talk Different To Show Its Character. We Get To Know Your Brand Inside Out, And Tailor The Brand Identity To Suit Its Character And Personality To Reach Desired Target Segments And Market Position With The Right Look Whether The Business Is Offering Product Or Service.

Development

Launch A Website, A Mobile App, An Instagram Filter Or Make Your Dream Desktop App With UX/UI & Development Services That Has A Clean, Straight To The Point, Smart And User/Admin-Friendly Experience Including User Interface And Content Development. We Design And Develop Your Dream Application Preserving Your Brand/ Corporate Visual Identity And Personality.

Advertisement

When A Brand Has A Lot To Say To Its Clients Such As Multiple Services, Brand Features, Complex Mechanisms, Usage Instructions, Or Even The History Of The Company. We Help In Grabbing Your Client's Attention With Visual Storytelling From Live-Action To Animation. We Offer All The Video Production Requirements To Accomplish To Show Off Your Most Unique Selling Points And Methods To The Public.



BRANDING.

- 01** Discovery Session
- 02** Market Research
- 03** Brand Strategy
- 04** Brand Naming
- 05** Brand Identity Design
- 06** Competitor Research
- 07** Stationery Design
- 08** Marketing Materials

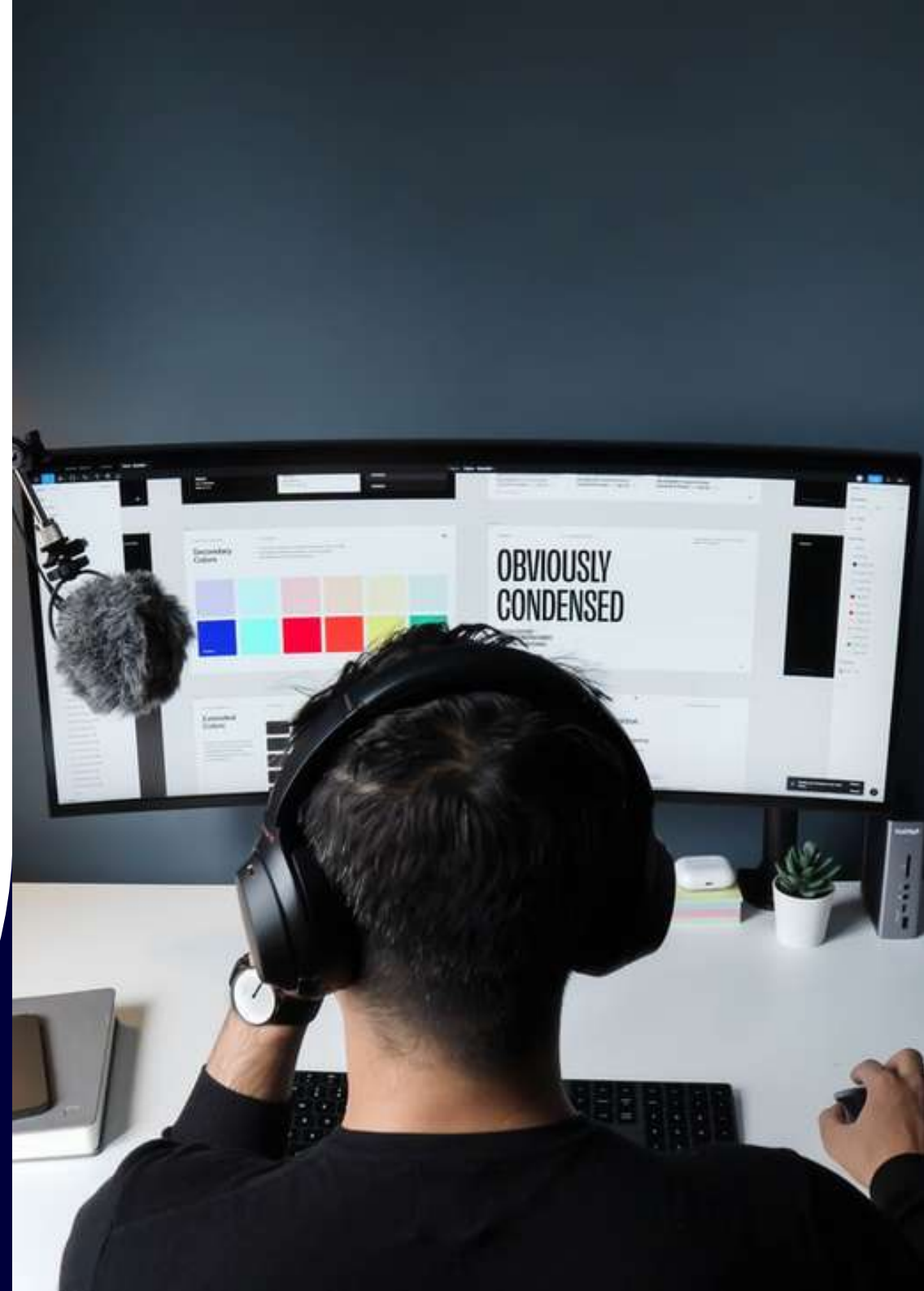


Discovery Session.

Skitmedia holds discovery sessions with each and every new client. It helps us better understand the goals of your company and your branding project. You can also make sure that the entire team participates in the discovery session and that everyone is on the same page as the project. First, we will conduct a branding survey created for our clients. This will help clarify the project at hand. Agreeing on goals, strategies, and market paths at the roundtable is a solid foundation for any project, so we place a great deal of emphasis on these sessions. It also allows us to get in touch with the markets and competitors you are dealing with. We also talk about the ideal customer and build the ideal customer persona in the process. This helps keep the laser focus on the project. Towards the end of the session, when the business side of things is done, we'll look at the visual style. This will help you identify which type of brand identity may or may not work for you. It is important to "put" everyone in one room, either virtually or directly. Completing the discovery session gives everyone a common understanding of the task at hand.

Who Needs a Discovery Session?

- Everyone. You just can't skimp on this stage at all. Without it, you're doomed. The Discovery Session helps loop everyone in, and makes sure everyone understands the project.



Market Research.

Market research is conducted at two levels and provides a macro view of the market in which you are doing business. Imagine you were in the package snack business. In the marketplace research for a packaged snacks company, we'd be looking at: What works, What doesn't, Region of business – what's popular, Who's competing, and what performs? It is important to gather insights at both industry and geographic levels. You can then contact prospects to gain insights into their preferences and behavior. This type of market research helps you make decisions later in the branding process.

Who Needs Help with Marketplace Research?

- Small business and above.
It is always good to have an idea of the market you are entering. But a completely comprehensive report can be booked for large companies.



Brand Strategy.

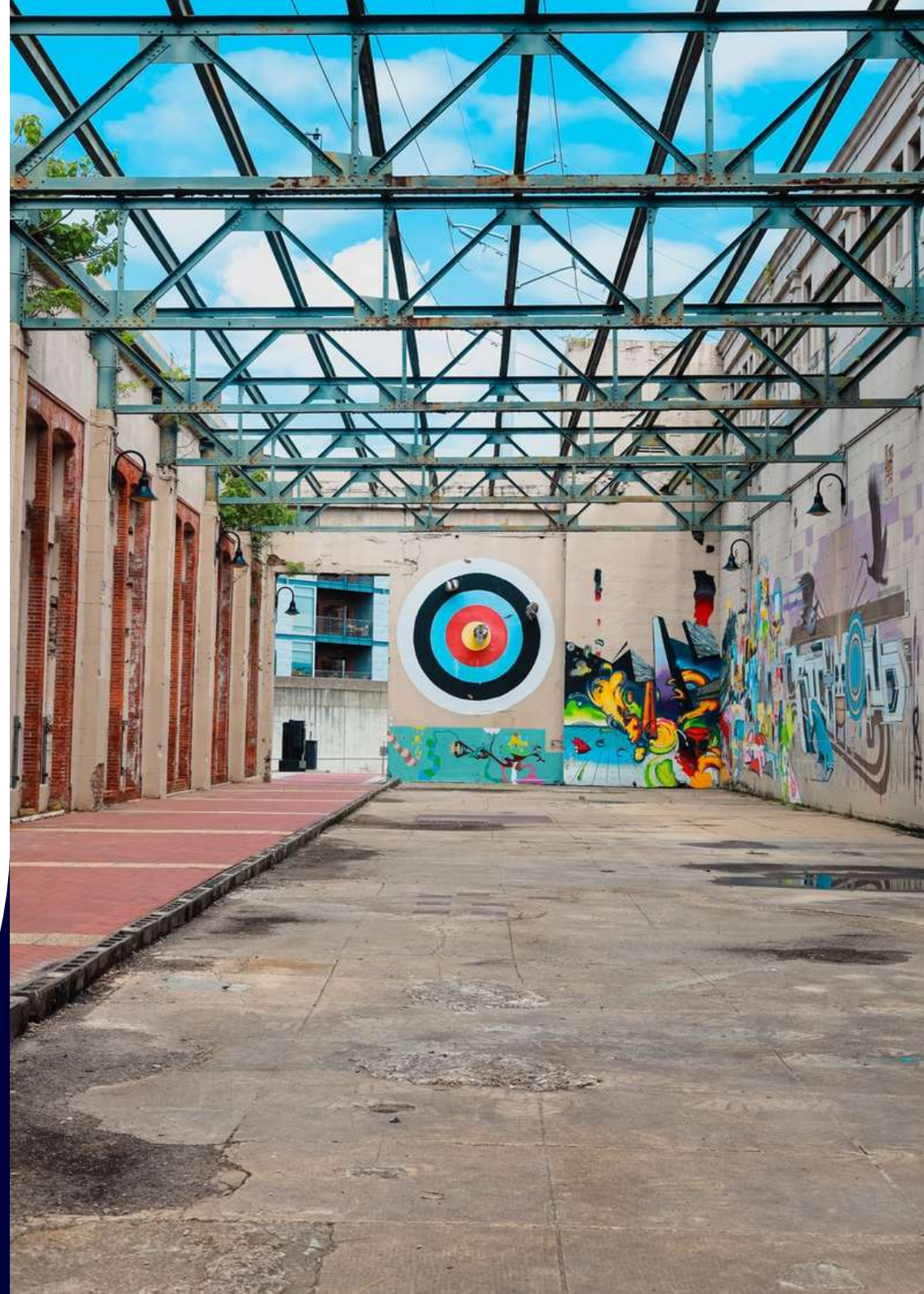
To be successful, companies need to develop a branding strategy. A defined action plan that guides you and your team where they want to go and how to get there. Without a branding strategy, you're setting your business up to fight in a lose lose situation. Ultimately, what do you want your brand to look like and function? And how do you and your team plan to get there? Your brand strategy determines how you want your company's customer experience from start to finish, and how things work for your brand in the process. If your goal is to build a very strong brand and you don't need to tell who you are because your potential customers already know, then setting up a solid branding strategy, should be the main focus. Your Brand Strategy is a framework that your entire company embodies. You can't go far without your framework.

Our Methodology

- Understanding the business ecosystem
- Finding Missing Pieces
- Ideating implementation
- Connecting the dots

The Deliverables

- Brand Values
- Brand Mission
- Brand Positioning
- Brand Storytelling
- Brand Messaging



Brand Naming.

Every company needs to have a story behind their Brand Mark. This helps build brand image and value, which creates loyal customers who believe in your product and support your vision. Nothing forms more direct brand awareness than the name. A good brand name can appear at the moment of inspiration or it can be the result of constant search. For a new brand or an established brand trying to reposition itself, that first impression can mean a difference in interest, indifference, engagement or rejection.

The Deliverables

- Branding Naming
- Tagline & Slogan
- Trademark Support

What do names mean to customers?

- The one thing to note is that changing brand name and subsequent changes in customer expectations is a clear pattern in research. One study found that “when customers see a brand-name change, they expect radically new features.”

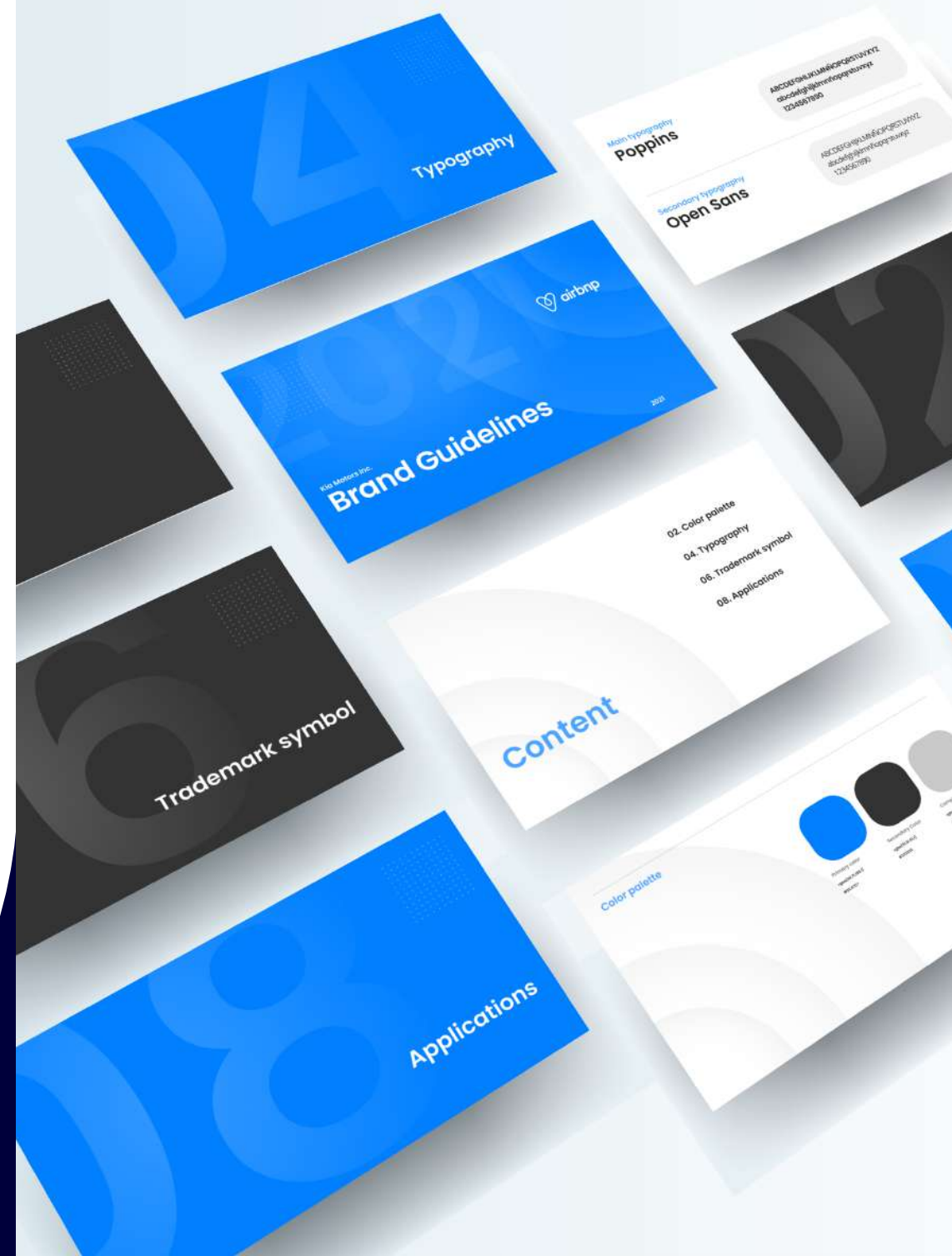


Brand Identity Design.

Every business needs to design a brand identity to generate recognition from both potential and existing customers. Think about the Apple Store. First of all, there are clear, clean ads that will captivate you. If you go to the store from there, you will find the same cleanliness and quality appearance. Inside the store, the Apple logo is displayed on the walls and employee T-shirts. Then you get to the products, and they look great, but familiar. There is something consistent about the whole experience. By using a consistent visual language for all your brand's touchpoints, you can give your customers the opportunity to know you. Branding isn't just about the visual elements that people associate with your business. This is the design of your brand identity. It should always be treated professionally, as your brand identity gives people an easy way to identify you.

The Deliverables

- Brand Logo & Usage
- Brand Typography
- Brand Colors
- Brand Pattern
- Presentation Template
- OG Zoom & Image
- Social Media Assets
- Brand Guidelines



Competitor Research.

From the smallest owner-controlled businesses to the world's giants, everyone needs to know what they are against in order to succeed. Branding is much deeper than creating pretty graphics. Competitive research is an important step in a branding project. It helps to understand "land placement" before deciding exactly where to put the tent. When conducting a competitive survey, we consider the following: Who are your competitors? What are they good at? What are they not good at? How do your clients view them? What do you offer compared to them? Why would people choose you over them? Having valuable information as such makes us take informed decisions and reverse engineer your brand to success

Who Needs Competitor Research?

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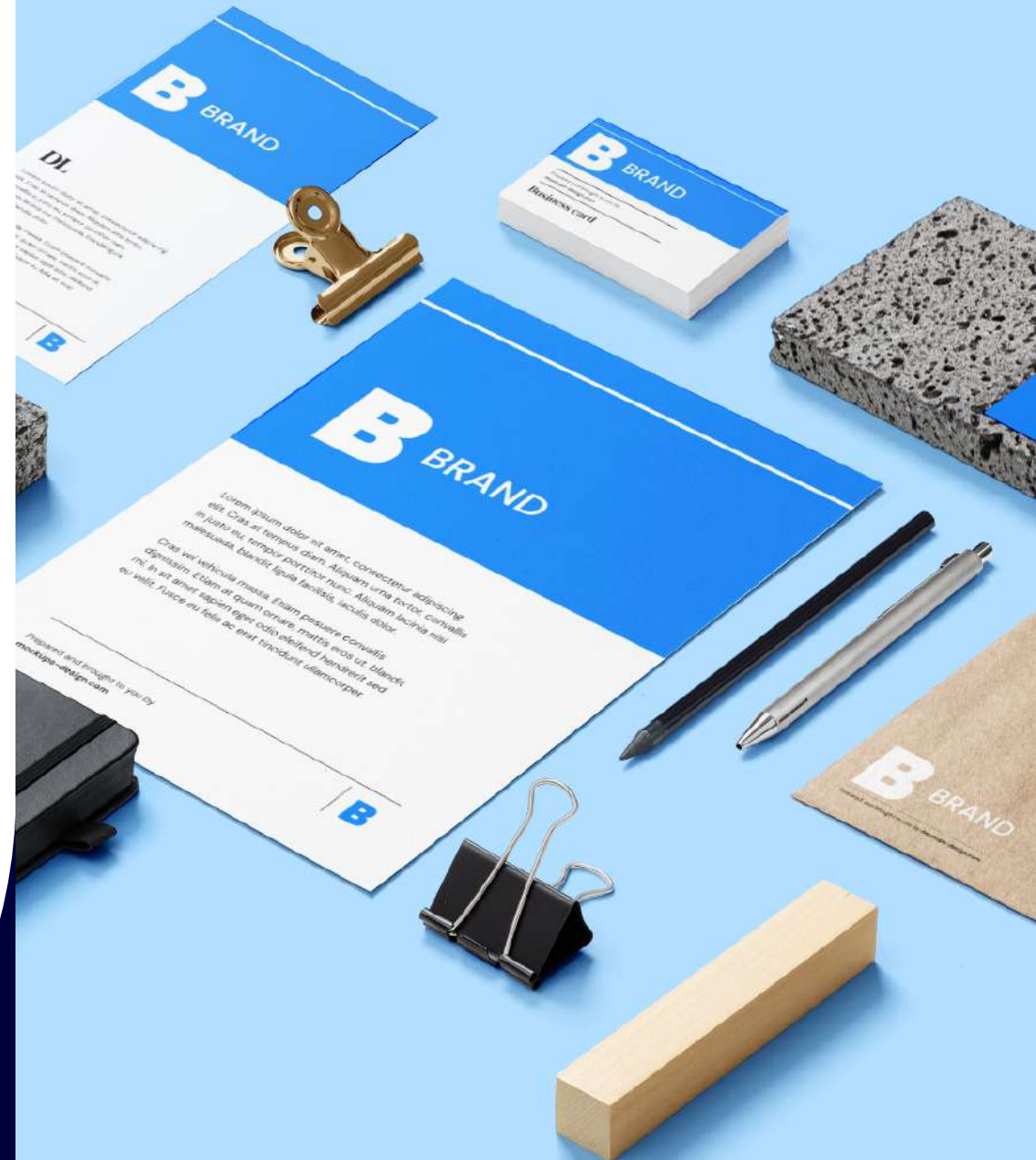


Stationery Design.

A business that is meticulous in its attention to detail will never pass up an opportunity for good publicity and promotion. And stationery branding is one such way to promote your brand. Stationery branding is a small but important part of promoting a company and developing a positive brand image. Businesses are sticking to digital and social media marketing as a result of technological advancements and social media connectivity. This calls for an upgrade in your branding both in the physical and digital sense. Your stationery with your logo and brand name ensures that you get more exposure for a longer period of time.

The Deliverables

- Business Cards
- Letterheads & Envelopes
- Invoices & Proposals
- Notebook & Pen
- Email Signature
- Calendars
- Identity Card
- Custom Designs



Marketing Materials.

Marketing and advertising for small businesses can be difficult. Costs can also skyrocket in corporate marketing and advertising. To market your business effectively, you need to go where your customers are. If you're in the B2C (business to consumer) space, it doesn't make sense to advertise at a trade fair. Similarly, if you sell professional business products, you don't want to hand out pamphlets or leaflets. So arriving at the right marketing material for your business crucial. Typical marketing materials that we end up designing include:

The Deliverables

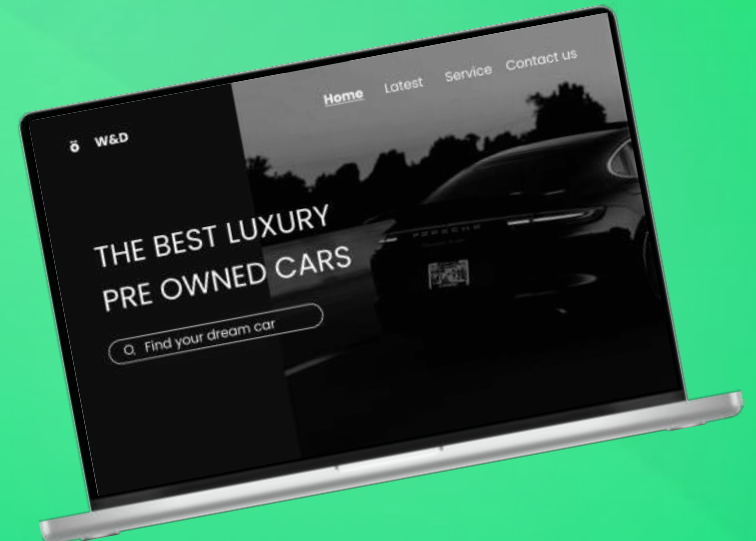
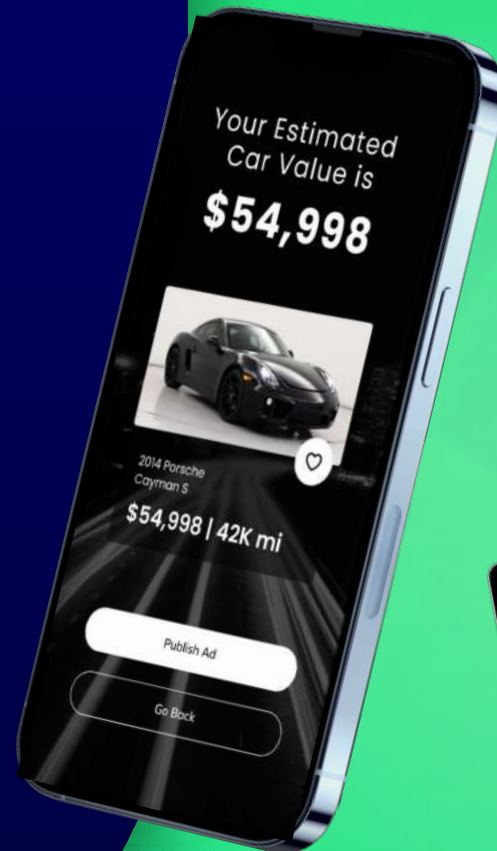
- Brochures
- Pitch Deck
- Promotional Items
- Flyers and Leaflets
- Exhibition Stands & Signage
- Booklets & Catalogues





DEVELOPMENT.

- 01 Web development
- 02 App development
- 03 Sass development
- 04 Ecom Solutions
- 05 Instagram filters
- 06 UX/UI Development
- 07 Custom Development
- 08 Maintenance & Support



Web Development.

Your website is your online storefront. Putting your URL in Google is the first thing people do when they hear about your brand. That's why you need to grab your consumers and prevent them from hitting the back button and finally finding your competitors. There are millions of companies offering the same to their customers. Give them a reason to choose you. From website design to website hosting, Skitmedia manages everything. If your website is out of date, let us help you fix that and give you a makeover.

The Deliverables

- Website discovery session
- Marketplace research
- Competitor research/analysis
- Website design and development
- Domain Name Registration
- Web Hosting / Migration
- SSL Certificates
- Payment Integrations



WHY CHOOSE US

Problems trying to resolve the conflict between the two major realms of Classical physics: Newtonian mechanics



App Development.

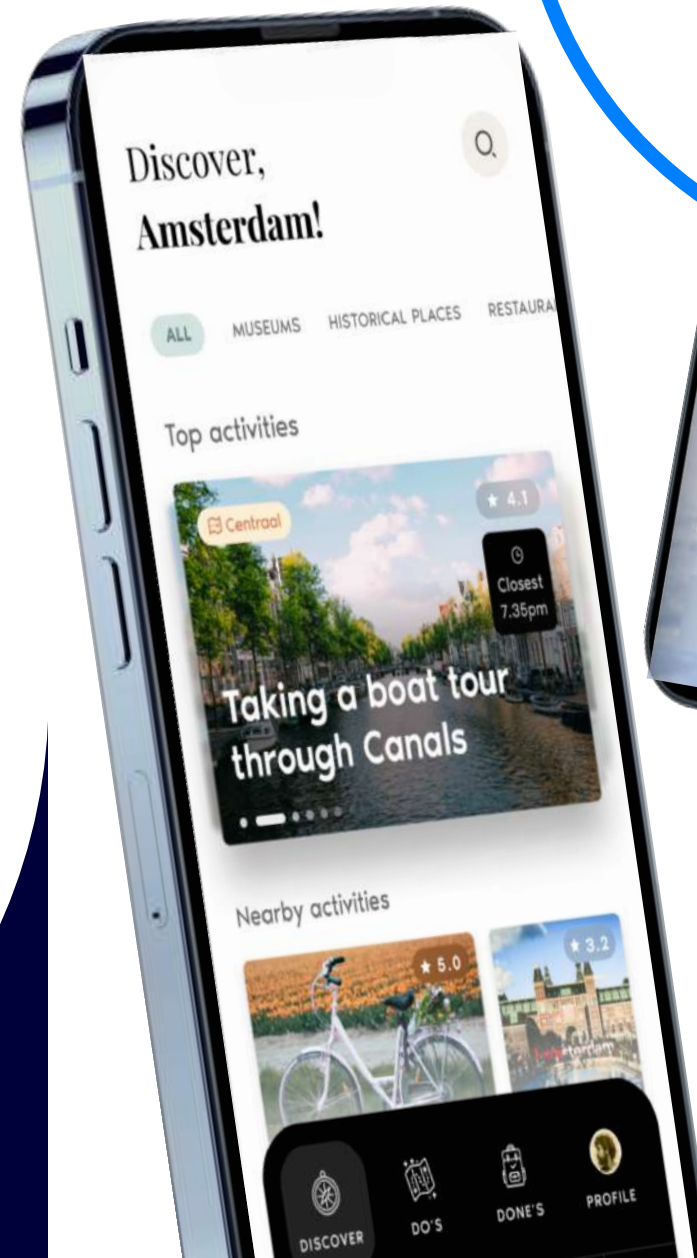
We offer a full cycle of application design, integration and management services. Whether it's a consumer app or an innovative enterprise-class solution, the company guides the entire mobile app development process from ideas and concepts to delivery and ongoing support. Whether you're looking to create a mobile application for smartphones, tablets or both, Skitmedia covers your business regardless of the platform you build or the device you use.

The Process

- Discovery Phase Workshop
- Project initiation
- Iterative Development
- User Acceptance Testing
- MVP/Soft Launch
- Launch
- Support

Capabilities

- iOS App Development
- Android App Development
- Cross-platform App Development
- Progressive Web App Development



Sass Development.

We offer An end-to-end approach to SaaS development. Our service implements all the components needed for a successful SaaS solution: mobile apps, web apps, cloud hosting, APIs, efficient data storage. Our SaaS development team follows the latest software development practices to ensure product safety and quality while delivering SaaS products as quickly as possible. After the release of the SaaS product, new features of the project will be developed to maintain the entire SaaS application.

Sass Services

- SaaS App Design & Development
- Multi-Tenant SaaS Architecture
- Third-party Integration Services
- SaaS App Development Consulting
- Tech Migration and Re-Engineering
- Support and Maintenance

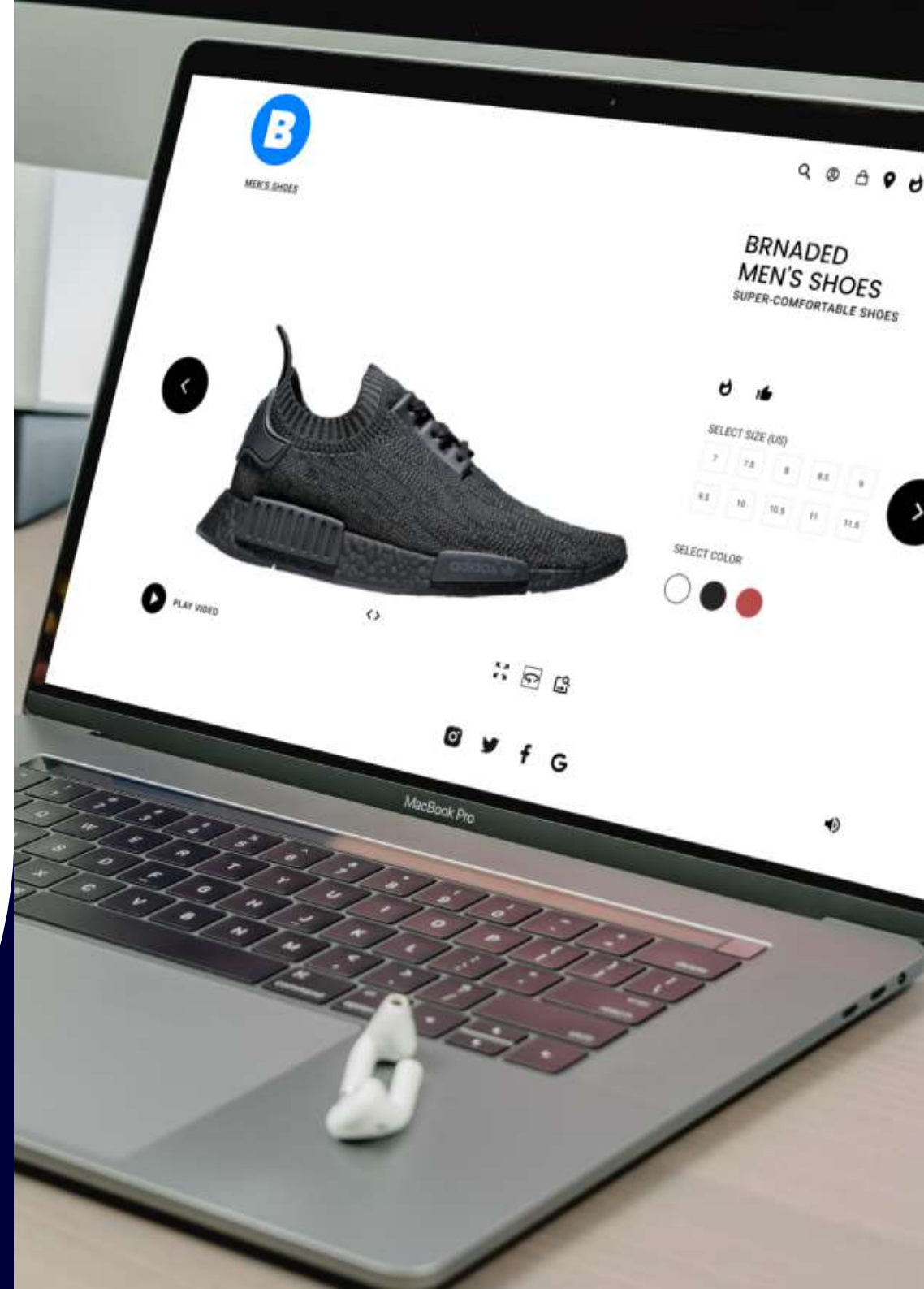


Ecom Solution.

In e-commerce, competition is fierce. The offer is short-lived and transparent to the user. Therefore, website operators are constantly faced with the challenge of observing the market and constantly creating unique content with added value to their users on new product pages. Doing so gives you a competitive advantage while still being visible to search engines and users. We look forward to supporting you on the road to success with our solutions to optimize your store and each of your websites.

The Deliverables

- Image & Video Tagging
- Advisors and Guides
- Search Relevance
- Online Competitor Research
- Sentiment Analysis
- Product Data Management
- Product Descriptions
- Product Categorization & Tagging



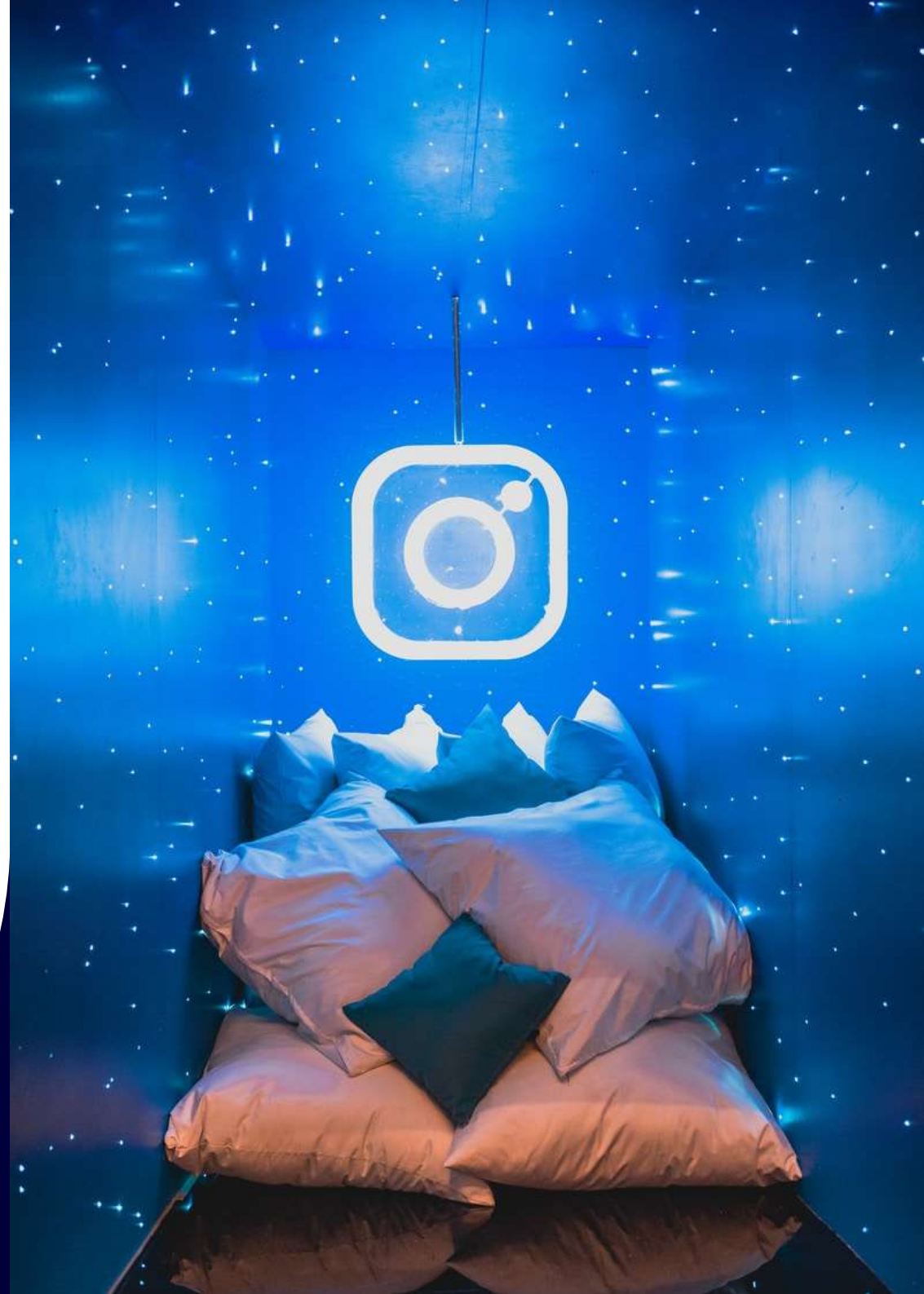
Instagram Filters.

Since 2019, Facebook and Instagram have provided businesses with the opportunity to create their own AR filters for story features.

Whether it's a recognition campaign or an e-commerce campaign, AR effects bring endless marketing potential to any business. With Skitmedia you can get your own AR filter and Use them to increase reach and sales. Added value to customers is a priority. We subtly integrate your brand message. Viral effects are created by displaying the filter name and brand account each time the user views an AR filter in the story. You can also share filters with just a tap. Custom AR filters allow users to virtually experience beauty and fashion products. In the future, it should be possible to add products to Instagram's shopping cart.

The Deliverables

- AR Insights & Optimization
- Account Management
- 3d Modelling & Animation
- Social Media campaigns
- Approval Support
- Filter Maintenance
- Filter Icon & Demo Video
- Filter Development



UI/UX Development.

Discover innovative digital experiences by offering a blend of technology, creativity and personalization in UI and UX development services. We design compelling user experiences that have a significant impact on customer satisfaction, brand equity and conversions. Knowledge and experience in UX research and design using the best tools, technologies and services has carved out a success curve in many ways. A team of experienced creative designers understand the design concept and provide stunning UI and UX design for strategic business growth.

UX/UI Services

- Prototyping
- Information Architecture design
- User Experience (UX) Development
- User Interface (UI) Development
- Wireframing
- Usability Testing



Custom Development.

Transform your business into a software-first company with a custom software design and development approach. Leverage industry-specific technology expertise to deliver scalable, flexible, and interoperable web, mobile, desktop, and hybrid applications. Our Agile End-to-End Product Lifecycle Management (PLM) approach covers everything from conceptualization to simultaneous front-end and back-end coding, delivery, and quality assurance.

Custom Software Types

- Enterprise Process Management (ERPs) tools
- Customer Relationship Management Software (CRMs)
- Human Resources Management Software (HRMS)
- Content Management Systems (CMS)
- Social media apps
- ECommerce apps



Maintenance & Support

IT and software application development goes through the process of planning, building, testing, and deploying information systems, also known as the software development life cycle. Maintenance is the result of changes and implementations of new strategies to support evolving customer expectations, struggle to survive in existing markets, technological improvements, sustainability and maintain ambition. We Help companies reach their application portfolio efficiently through customizable solutions. Skitmedia leverages proven delivery practices and industry-leading practices to build, modify, and operate business and cross-functional IT solutions to deliver transformational value to our customers.

The Deliverables

- Remote Development & Support
- Testing and Maintenance
- Off-site/Remote IT Resource
- Pitch in support
- Project Outsourcing





ADVERTISEMENT.

- 01 Film Production
- 02 Storyboarding
- 03 2D/3D Animation
- 04 Photography
- 05 Offline Marketing
- 06 Media Strategy
- 07 Digital Marketing
- 08 Copywriting



Film Production.

We are a generation with short attention spans and getting attention can be challenging, but by using a combination of graphics, transitions, sound and animation, you can capture Engage your audience on a deeper level and get your message across in half the time. We partner with companies and continually help them achieve their growth, marketing and success goals. We don't generalize about your video content, we create your content strategically, intelligently and effectively so it resonates with your audience. To do this, we leverage not only our experienced video and content team who will arrange the shooting and editing of your video project, but also the experience of the brand and design team as well as their unparalleled sense of visual impact.

Production Expertise

- Corporate / Explainer Videos
- Product / Testimonials Demos
- Testimonials / Interview Videos
- Restaurant Advertising
- Event Coverage / Drone Videos

Did You Know?

- In 2016, market research found that 61% of businesses used video marketing in some way. In 2021 that number had risen to 86%. The way video is being produced, consumed, and interacted with, is evolving and your brand needs to keep up.



Story Boarding.

Skitmedia's storyboard service is designed to allow directors and cinematographers to visualize the scene before shooting. Our creative and detailed storyboards are invaluable not only to highlight potential issues in the script, but also enhance the script's vision so we can deal with them prior to pre production. Bring your story to life by developing a comprehensive storyboard from detailed or simple scripts and concepts. Our artists are familiar with all forms of illustration and use the latest animation technology to create high quality interactive or static storyboards to suit your unique needs.

Why StoryBoard?

- Easily share your vision
- Simplify production
- Identify script incongruencies
- Test punchlines and dialogue
- Script Error Minimization
- Smoother Production Pipeline

Save Time & Money

- A storyboard reveals whether a concept will work or not. It is during the storyboarding phase that most of the errors related to narration, media, and other relevant details are identified. This saves the much necessary time, effort, and cost that could disrupt the production phase.



2D/3D Animation.

Motion images are memorable and entertaining. It creates more attention for your work and your brand rather than a still image. It doesn't have to live on YouTube or TV. You can use an animation everywhere, whether social media or landing page of your own website. This is exactly what you need when trying to increase engagement. 3D animations that easily conveys your message. We create dynamic 2D/3D animations, motion graphics and explainer videos to tell your story in the best way possible. Communicate complicated messages easily and inspire your target audience to take action and Discover a new and innovative way to bring your brand to life.

2D/3D Services

- 3d/2d Animation
- Motion Graphics
- Interior Design
- Product Design
- Typographic
- Character Animation

Did You Know?

- Studies have shown that 64% of people are more likely to engage with your content if it moves.



Photography.

Whether you're looking for photos to utilize on your company website, for social media, or in an advertisement, Skitmedia offers a variety of professional photography services. We create beautiful imagery to showcase your products or services for your target audience. People love to say a picture is worth 1,000 words, and there's a reason for that. Pictures tell a story. They capture what words can't. When it comes to telling people about your business, sometimes the best answer is not to tell them, but to show them.

The Deliverables

- Corporate Photography
- Food and Beverage Photography
- Product and Lifestyle Photography
- Architecture and Interior Photography
- E-commerce Photography
- Portrait Photography
- Event Photography

Did You Know?

- 63% of social media is made up of images and videos 66% of new posts on social media are visual contents 50% users repost the images/ videos they come across online The content with images gets 94% more views.



Offline Marketing.

Connect with people on a personal level. While digital marketing is currently the most effective way to reach customers, offline marketing methods still offer significant advantages for those who know how to use them. Customers are drawn to distinctive print designs such as flyers and posters, and personalized direct mail can be used to stand out from your competition. Much research on multi-channel marketing has shown that offline and online media can work together to generate higher ROI and be more successful when combined than when used alone. If you want people near you to get your service or use your product, you need to focus on offline marketing. It gives you a great opportunity to build good relationships with people. This increases customer loyalty.

Offline Marketing Services

- Marketing Collateral
- Outdoor Marketing
- Video Marketing
- Mall & society activation
- On-Ground Visibility
- Product Testing & Sampling
- Print Marketing
- Airline/Airport Marketing



Media Strategy.

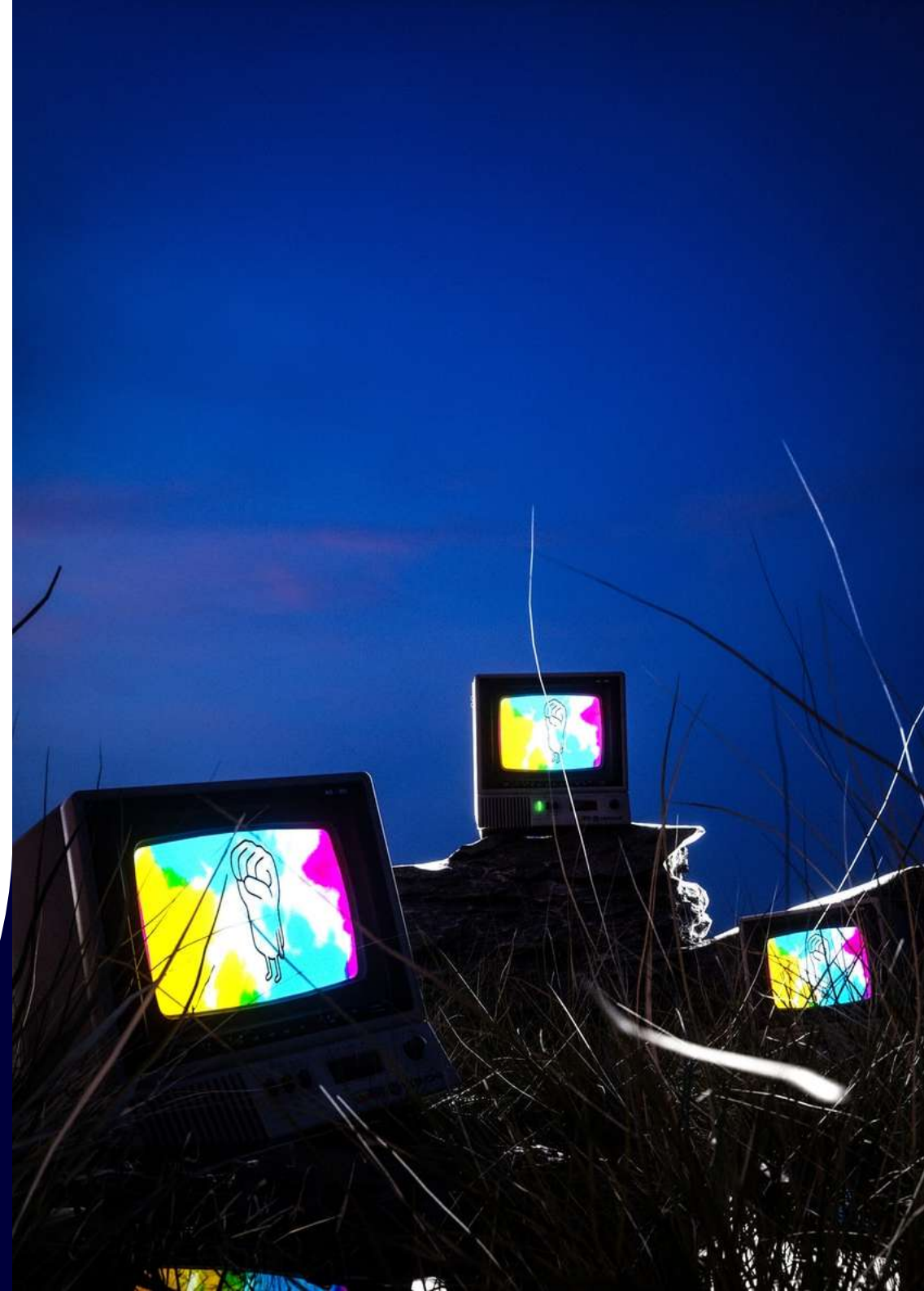
Media strategy is an action plan that helps businesses reach their target audience and improve overall customer conversion rates. Conversion rate is the percentage of people who take the desired behavior after using a website or other behavioral media. The media strategy used in the advertising or content delivery industry concerns how messages are delivered to consumers or niche markets. Defining and establishing these strategies is very important. There is a meticulous analysis of the goals and the profits expected from the media strategies. Then, a proper plan is made to contact the concerned media and supply the necessary information to be published

Strategy Mediums

- Print Media
- Mass media
- Folk media
- Social media

Did You Know?

- Social commerce revenue is projected to total \$30 billion in 2015. If you thought that social media was only good for improving brand awareness, you'll be happy to know that social commerce is projected to reach \$30 billion in 2015. That's a 50% increase over 2014, meaning that social media sales took off over the past year.



Digital Marketing.

Online marketing, also known as digital marketing, is the main business tool of today's businesses as it allows them to harness the power of the Internet to take their business to the next level. This helps them gain visibility on search engines, increase website traffic and engage users so that they are converted into customers. With most of the market competitors investing in digital strategies, staying in the game has become a must. More importantly, a strong digital presence has turned into a powerful brand idea that propels the business to the next level. So every business must benefit from digital marketing services to get a winning edge.

Marketing Services

- Search Engine Optimization
- Search Engine Marketing
- Local SEO
- Conversion Rate Optimization
- Influencer Marketing
- Social Media Marketing
- Email Marketing
- Mobile App Marketing
- App & Web Analytics
- Pay Per Click
- Content Marketing
- Ecommerce Marketing



Copywriting.

Our content creation services contribute to the brand's overall digital growth. We understand that strong digital presence can help us grow any business dramatically and build a loyal customer base. Our content creation services help your business grow and succeed. Copywriting is about persuading viewers to understand or feel a product or service in a particular way. Internet marketers, small business owners, and other entrepreneurs are looking for the best copywriting services to outperform their competitors. Good writing serves as the basis for the voice of all brands. Without this foundation, leads cannot be turned into loyal customers.

Copywriting Services

- Social Media
- Onsite Copywriting Services: Blogging
- Onsite Copywriting Services: Web Pages
- Email Content
- Ad Copy/Sales Pages
- Copywriting for Marketing Content





Let us help identify your business needs.



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SKIT MEDIA

Creativity that takes flight.

