

THE COMPANY PROFILE

Efficiency | Performance | Growth

SME_{TRIX}

EMPOWERING BUSINESSES - ENHANCING PERFORMANCE - ASSISTING GROWTH

Founder of SMEMetrix



**At SMEMetrix
It's not about ideas.
It's about making ideas happen**

Omer Khan



The Company

SME Metrix is a one-stop destination for various needs of Digitization in an existing or upcoming business ecosystem, to fine-tune their performance metrics for enhanced efficiency, performance and growth.

We believe that businesses today do not have the leverage of going digital to capture the best possible number of eyes and digital footfalls on their brand's presence in the digital space and exponentially increase their brand outreach.

SME tries to bridge the gap between a brand and prospective customers who are not physically present to witness the business. SME's aim is to target not just the passer-by interest, but also remotely available potential customers for a business.

In the past 4 years, we have successfully implemented digital footprints of multiple brands in our reach which we have offered our ideas & services to increase their business outreach, through multiple mediums like Social Media Marketing, Website Development, Mobile Applications, Search Engine Optimization, Search Engine Marketing, Google AdWords, Display Ads, Creatives, Videos, Animated Videos, Soft Media and many more tools of growing your business, with ease, in today's competitive markets.

We are SME Metrix, our no-nonsense data-driven approach towards businesses makes us unique and gives our clients a variety of services to choose from, to enable themselves in the digital world. Our team has one principal hardcoded in their training - how to take a business from its existing position and not just assist in going to the top, but also everywhere possible.

Why just stick to one geographic region? When you can reach people around the world. SME Helps in establishing multiple sales channels and avenues of opportunities this has always been our team's focus while interacting with clients.

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Our

Mission

To help our clients achieve sustainable business growth through market intelligence, creativity, and strategic vision, and to build an organization that attracts, develops, and retains people globally.

Our

Vision

To help our clients create a meaningful relationship with their audience by building better brands and approach towards providing the highest satisfaction to every customer through connected digital experiences.



Our Services

We offer a comprehensive list of services to businesses willing to experiment with the potential of their outreach. After all, our primary focus is to build a potential & powerful outreach for your brand, with our speciality in the following areas:

Branding
Market Research
Digital Marketing
Outdoor Marketing
Influencer Marketing
App Development Services
Web Development Services

Branding

The marketing practice of creating a name, symbol, or design that identifies and differentiates a product from other products. An effective brand strategy gives you a major edge in increasingly competitive markets.

The services that we provide under branding are

Graphic design

Logo design

Brochure design

Corporate branding

Seo centric Content

Content writing

Market Research

Market research is a compelling tool to help your business planning. It is tied in with gathering data that gives knowledge into your clients thinking, purchasing behaviors, & geographic region. Moreover, Market research can likewise help you to screen, showcase patterns and watch out for what your opposition is doing.

**We offer both primary and secondary
research**

Digital Marketing

Marketing is a business's ammunition in front of a market that is full of choosy, precise, and curious customers. It helps the business to answer questions, solve problems, present solutions, and build long-term associations with the customers. A similar concept that has surfaced in the 21st century is that of ONLINE MARKETING.

Email Marketing

Affiliate Marketing

Social Media Marketing

Search Engine Marketing (SEM)

Search Engine Optimization (SEO)

Outdoor Marketing

Advertising done outdoors that publicizes your business's products and services is outdoor marketing. We offer Hoardings & Banners, Lollipop Ads, Flexi Ads, Direction Boards, Magazine Ads, Newspaper Ads, Paper inserts, Automobile Ads.

Influencer Marketing

Imagine a world where you can interact with your favorite influencers from the digital realm, out in the real world. As it stands, influencer marketing is a billion-dollar industry with nowhere to go but up. According to a study cited by Forbes, 84% of marketers will be executing influencer marketing campaigns this HC year. That is astounding, considering years ago people didn't even know what being an influencer on the Internet was. But while this new industry is still stabilizing, and big brands are slowly allocating more and more of their budgets to high-impact social media influencers, it's worth questioning where this industry will move next.

App Development Services

Apps can be installed on phones by the user. Basically, these types of apps are helpful for those who want to learn about academics, hobbies, or even both. Another reason why apps are useful is because of the messaging apps that allow users to easily message their friends and family. Mobile apps can be used to enhance customer apps because it allows businesses to communicate directly with their customers through in-app purchases, ads, promotions, and notifications sent to consumer's phones through mobile apps.

App Consultation

Ionic App Development

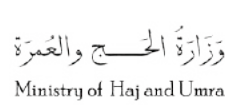
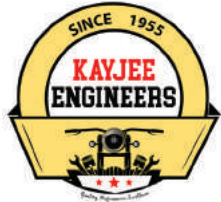
Hybrid Apps for iOS & Android

UI/UX Design Native to Hybrid App Migration

Web Development Services

It's an internet world and the world is on the internet. About 80% of consumers use the internet to search for products and services they need before they make a purchase. Most customers today will assume your company has a website and may search for your business only to know you do not exist on the world wide web. Most of your competitors probably already have a website. Don't let them snatch your customers away by not having your own company website.

Client Board



Contact Us



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