About Us

Spectra IT Solutions company is one of fast-growing advertising, branding, marketing companies in the state of Qatar.

We help new and existing brands, become new and exciting brands that color the world through brand strategy, brand creation, naming, identity, Websites, communications, campaigns, digital, mobile apps, and creative ideas generation.

- We partner with established and emerging businesses to design and transform their brands and experiences to thrive in the moving world.

- We help companies to ambitious start-ups, we partner with clients across sectors and industries providing specialist brand consultancy, brand design services and strategic communications’ expertise.

www.spectra.qa
What We Do

Spectra is a digital production partner. We provide custom softwares development services for world’s leading agencies and innovative brands. We use rich technology to create content that engages audiences and grows businesses. Our services are covering a mix-media solution on longer time frame that will cover all media needs. Spectra offers this/these area(s) of expertise:

- WEB DESIGN/ DEVELOPMENT
- MOBILE APPS
- ERP / CRM
- BRANDING / GRAPHIC DESIGN
- DIGITAL MARKETING
- SOCIAL MEDIA
Because your website works 7/24H for you, Websites in today's technologically advanced world are a basic necessity for anyone who is looking to target online audience. The potential that the internet has shown and delivered over the years has compelled firms and retailers to make their online presence solid and well structured.

We believe that the web is the future gate for your business. Inside has developed a proven and powerful website design process that will result in an improved performance for your business. Your new site's persuasive content, graphics, and navigation will work in harmony to make your site a standout success.

Our bold design style and use of ultra-clean standards-based markup code combine to produce websites that boast exceptional search engine result positions, increased conversions, compatible with various browsers and platforms with superior visitor loyalty.

**Website Development**

- **Design**
- **Development**
- **E-commerce websites**
- **Content Management System**
- **Online payment gateway integration**
- **Unlimited number of static and dynamic pages**
- **Professional website using industry standard web technologies**
- **Maintenance, for the remaining duration of the contract after official launch**

**What we can do:**
- Web-hosting
- Domain name registration
- Copywriting
- Translation

**Website key phases:**

- **Phase 1**
  - Site Landing
  - Home page
  - Landing pages
  - Promotions
  - SEO & URL strategy
  - Inquiries

- **Phase 2**
  - Service Discovery
  - Service browsing
  - Sorting & ordering
  - Products previews
  - Recommendations

- **Phase 3**
  - Service Presentation
  - Service description
  - Images & other media
  - Price & other options

- **Phase 4**
  - Requests Management
  - Request management
  - Related services
  - Recommendations

**Includes:**
- Web-hosting
- Domain name registration
- Copywriting
- Translation

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MOBILE APPS
MOBILE APPs

Our professional services

consulting engagements are designed to help you rapidly scale your team, transition to agile development methodology, and improve your time-to-market to meet your mobility goals. We offer on-site, off-site, or hybrid engagement options depending on your requirements.

■ Native Android Development

A team of Android developers will be assigned to your project headed by a Project Manager. We have reusable code that can quickly be stitched for common functionality. You will only pay for what is unique to you. This way you will have less cost and quicker delivery.

■ Native IOS Development

Our dedicated team of IOS developers will work on your project. If the app needs to be on both platforms then the team will work with Android team and get the project finished within the agreed timescale.

■ UX/UI Design

Our mobile app design services are integrated with product strategy and development, and include concepting and ideation, wireframes and user flows, UI and UX design and final polish. Our apps have received a variety of industry design awards, including Webbys, W3 awards, and Creativity International awards.

■ Product Planning & Strategy

Product planning and app strategy are fundamental features of our mobile app development services. We build a foundation for your product, provide market insights and competitive research, identify challenges and goals, gather needs and requirements, and create a mobile strategy that aligns with your vision.
Running your business takes planning and execution. Your customers are the backbone of your business, and for that reason, you’ve got to be able to reach them and nurture your relationship with them to keep your business growing. Being able to manage these relationships requires organized, well-established business processes. Two tools that can be used to establish and manage these processes are Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP). In this article, we will explore both of these tools, how they work, and what each of them can do for your company.

**Customer Relationship Management**

In its simplest form, CRM is the combination of practices your company uses to interact with customers. This can include direct interactions, such as sales-related processes, and indirect interactions, such as gathering data to analyze and forecast customer trends. Overall, the goal of CRM is to enhance your customer experience.

Although the management processes themselves are customer relationship management, CRM usually refers to software that assists in applying these practices. CRM software takes care of multiple tasks from storing customer data and contact information, to tracking communication and points in the sales funnel, to helping you create reports for analysis and forecasting.

**Benefits of CRM**

No matter what industry you serve, CRM software can benefit your business by making it easier for you to develop long-lasting relationships with your customers. CRM software does this by:

- Improving information organization by providing one easily accessible platform for contact information across all departments.
- Enhancing communication by tracking where that customer is in the sales (or service) funnel without having to start fresh each time.
- Automating sales tasks such as form completion and report generation, which frees up time for closing more leads and addressing pain points.
- Improving customer service by tracking customer preferences, past purchases, loyalty program participation, and other items relating to the relationship.
- Increasing team efficiency by easily sharing data, information, and communication among team members.
- Improving analysis and reporting by storing more data points for a richer generation of automatic and customized reports.
Enterprise Resource Planning

Although your company couldn’t survive without customers, it won’t last long without the day-to-day business functions, either. ERP encompasses all of the processes behind the scenes that make your company work. Whereas CRM can be thought of as a front-end function, ERP is the back-end, making sure that the company runs smoothly. ERP systems manage functions like:
- Payroll and finance processes
- Supply chain management and procurement
- Inventory management
- Onboarding and human resources

Just like CRM, ERP generally refers to the software that helps make all of these functions happen. ERP systems integrate data through all your business processes so that issues in one area can seamlessly alert all the other affected areas.

Benefits of ERP

Having one integrated software system can be a boon to some businesses. ERP can provide:
- Greater overall control of the business by accessing all functions through one platform with 360-degree visibility;
- Simplification of processes through automation and centralization;
- Higher productivity by providing employees with information and tools to complete their tasks efficiently;
- Integration of functions by connecting operations across departments and providing data easily;
- Easy resource allocation through increased communication capabilities.

CRM Activities Include:
- Organizing your marketing efforts
- Streamlining your sales processes
- Automating customer service tasks
- Sharing sales and marketing collateral
- Prioritizing leads
- Tracking customer interactions
- Viewing historical sales data
- Calculating time spent on conversions and closings
- Collaborating and managing sales teams

ERP Tasks Include:
- Managing the distribution process
- Managing the supply chain
- Improving financial data accuracy
- Assessing all business needs
- Applying accounting and financial principles
- Managing payroll & HR
- Reducing redundant tasks
- Standardizing business procedures
- Facilitating project planning and implementation
BRANDING GRAPHIC DESIGN

- Branding/Rebranding
  because success is a strong marriage of business and brand strategies
  Successful brands are built on a foundation of meaningful brand strategy. And, that strategy provides the framework for what your brands mean and how they should be organized.
  That’s where we come in. In our collaborative strategy process, we balance business planning with creative thinking to create a clear roadmap for where you want your brand to be in the future. But it doesn’t end there – we also design effective brand strategy tools to help you stay on the path to success.

- What is rebranding?
  Rebranding is a marketing strategy in which a new name, term, symbol, design, or combination thereof is created for an established brand with the intention of developing a new, differentiated identity in the minds of consumers and competitors.
  Often, this involves radical changes to a brand’s logo, name, image, marketing strategy, and advertising themes. Such changes typically aim to reposition the brand, occasionally to distance itself from negative connotations of the previous branding, and building new experience in minds.

- Why rebranding?
  - because the audience is changing.
  - because of competition; the presence of other companies force you to evolve and innovate.

- How to rebranding?
  building a new identity/brand strategy based on the same brand name but focus on brand business core “Football Magazine” and it is important, but with new concept has modern, sleek, trendy, balanced, inspired, unique and memorable impact, in addition easy to implemented and adapted.

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EXAMPLES OF MARKETING GRAPHIC DESIGN:

- Postcards and flyers
- Magazine and newspaper ads
- Posters, banners and billboards
- Infographics
- Brochures (print and digital)
- Vehicle wraps
- Signage and trade show displays
- Email marketing templates
- PowerPoint presentations
- Menus
- Social media ads, banners and graphics
- Banner and retargeting ads
- Images for websites and blogs
Our social media advertising services help you generate immediate results on social media. We connect your products or services to thousands of people who may be interested in them. Our social media advertising services will allow you to leverage the most cost-effective and targeted form of advertising available today.

**SETUP**

» Facebook Page creation (includes Biography, Logo, Call to action, Cover Photo Design)
» Business Manager Setup
» Advertising Account Setup
» Pixel Creation and Integration (Website)
» SDK Integration (Mobile apps)
» Audience insights and audience creation
» Vanity URL

**ADVERTISING**

» Advertising strategy
» Custom audience creation
» 2-5 campaigns per month
» Campaign optimization (Like campaign /Lead ads/Traffic to website/Engagement/Video views)
» Remarketing campaigns
» Reporting and analytics

**CONTENT AND COMMUNITY MANAGEMENT**

» Posting plan strategy
» Post Design and copywriting (15 posts per month)
» Message autoreply
» Matrix creation for frequently asked question
» Page management and daily monitoring
» Facebook competitions and polls
» Events and offer creation

How will it benefit you?

1. Sales
2. Great exposure and maximize reach to your target audience living in Qatar
5. Increase your reach and exposure to new clients, customers and businesses.
6. Reconnect with customers and engage with an audience.
7. Generate strong leads.
Search Engine Optimisation

SEO Program

There are many facets to SEO, since there are many components to building a stronger on-line presence that allows potential visitors to more easily find your website. This part covers a comprehensive SEO program ensures professional efforts and positive results. Our approach to improving SEO is also a process that takes place over time involving proven practices as well as some trial and error (since the SEO landscape is constantly changing). Simply redesigning the web pages and reworking some content does not guarantee results. That is just the foundation. Truly building SEO power takes an on-going effort over the course of months.

Based on the client industry, our Search Engine Optimization SEO methods can make your website appear on the very first page of a search engine’s listings for relevant keywords. As one of the best SEO companies we make the necessary changes to a website in order to achieve top rankings in all major search engines.

Our team at Search Engine Optimization is a group of highly skilled search engine optimization professionals that have over 10 years of experience. We stay ahead of the trends so that our clients receive optimal results. There is no greater sense of accomplishment than seeing our clients dominate their competition online.

Services & Technology

Spectra will assign a SEO project manager to oversee the program and serve as a single point for program communication. Inside may also consist of additional SEO specialists, web designers, content providers, and other staff members who will contribute as the program requirements dictate.

Project work will generally take place at the provider facilities, however the Provider project manager will coordinate regular on-site visits on client premises for meetings, evaluations, observations, reviews, testing, and other project purposes as needed. All program work will be in accordance with accepted best practices for SEO.
Our
Recent Clients

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