PICKSIL

DIGITAL AGENCY

PICKSIL IS A DIGITAL AGENCY EXPERIENCED
IN BRAND STRATEGY, DESIGN, IDENTITY AND
DIGITAL MARKETING.

COMPANY DEVELOPMENT TIMELINE

2017

App Development

More focused on application development with a couple of projects like directory and on-demand apps. And also a web app.

2018

UX & UI

Focused on Web, UX-UI with a number of definition websites, E-Commerce and Prototypes. (Digital marketing was just being added here at the end)

2020

Brand Strategy

PICKSIL elevated from Design and Digital Marketing to Brand Strategy as its core .

2025

To be the leading agency in the middle east

Developing new solutions in marketing and build a number of shelf products and courses.

VISION

To lead with a user-centric, result-based marketing solutions. And re-defining how marketing agencies interact with their clients. And put a new standard on how brands evolve from marketing and exposure perspective

MISSION

Mission 1

Strong Brand Image & Equity Good Quality of After Sales Very Relatable to todays Society

Mission 2

Uphold the spirit of innovation and creativity in shaping a solution that can be accepted by the wider community.

Mission 3

Revolutionize the concept of traditional marketing agencies and become a leading firm in the Middle East raising the bar to an innovative mindset.

S.M.A.R.T
Methodology

Approach

Specific

Think about exactly what you want to achieve when setting your goals, don't just aim to finish your campaign but rather think about what knowledge you want to retain and why.

Measurable

Break your goal down into measurable elements and track them at each stage. Think about the result you want to achieve from your campaign or the amount of work experience you would like to gain at each stage of your campaign. This will help to better define your goal and it will also make you think about why you are aiming to achieve that specific thing.

Attainable

It may sound obvious but it's crucial that you set goals that you can realistically achieve. If maths isn't your strong point, then don't aim to get 90%. Set a goal that is achievable according to your time, energy, commitment and ability.

Relevant

This relates to the 'why' of your goal. A goal may be specific, measurable and attainable but if it's not relevant to you and your interests then you shouldn't be pursuing it. Ask yourself the purpose behind the goal and what you hope it will bring in order to gauge how relevant it is.

Time-Bound

One very important aspect of goal setting is to develop a realistic timeline that you can stick to. You can include specific milestones along the way that will help keep you on track and have a certain timeframe in which you want to fully achieve your goal.

SOLUTIONS

Brand Strategy	Digital Marketing	Integrated Marketing
Paid Ads	Media Plan	Signages & Boards
Photography	Cinematography	Videography
Influencers	Product Modelling	Launches + Coverage
App Development	Programming	SEO/SEM
Advanced Reporting	Consultation	Website Development

REFERENCES

SALAM
Enterprises
السلام
مشاريـــع

ANBAR
SEA FOOD
عنبر البحر لتجارة الأغذية
Anbar Sea Food Trading Est.

رغوة الياسمين
JASMINE FOAM

مؤسسة محمد إبراهيم
الجمعان للتجارة والمقاولات
Mohammad Ebrahim Al-Jumaan (MEJ)
for Trading and Contracting Est.
MEJ

EASTERN ROAD
General Contracing

ANDA
FOR MEDICAL
SERVICES

Thank You

PICKSIL
DIGITAL AGENCY

YOUR GO TO AGENCY

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in PICKSIL
https://www.linkedin.com/company/picksil/

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