# NEXA

## GROWTH MARKETING AGENCY

**DUBAI | NEW YORK | MANCHESTER | MELBOURNE**

digitalnexa.com  |  n3xa.com

# About
## us

*"To help drive growth for forward-thinking companies combining innovative Marketing, Sales & Service technology and strategies to maximize customer acquisition and retention opportunities"*

Award winning Growth Agency, NEXA was established in 2005 in the UAE and has since expanded its geographical locations with additional offices in the USA, UK and Australia. NEXA is a founding member of the Digital Transformation Group (DXG), a strategic global alliance of 4 experienced HubSpot Solutions Partners with over 200 in-house experts.

NEXA is the only HubSpot partner in the GCC that has earned Diamond Tier status, allowing us to implement a fully integrated marketing and growth strategies for our clients.

- In-house team of over 100 digital media experts
- Over 600 clients around the globe in 30+ industries
- Offices in Dubai, New York, Melbourne and Manchester

HubSpot
**Diamond**
SOLUTIONS PARTNER PROGRAM

DXG | DIGITAL TRANSFORMATION GROUP

**PARTNERS**

PREMIER Google Partner

Meta Business Partner

vidyard PARTNER

TikTok Marketing Partners

Snapchat Marketing Partner

# The
# Team



**USA**

**UK**

**KSA**

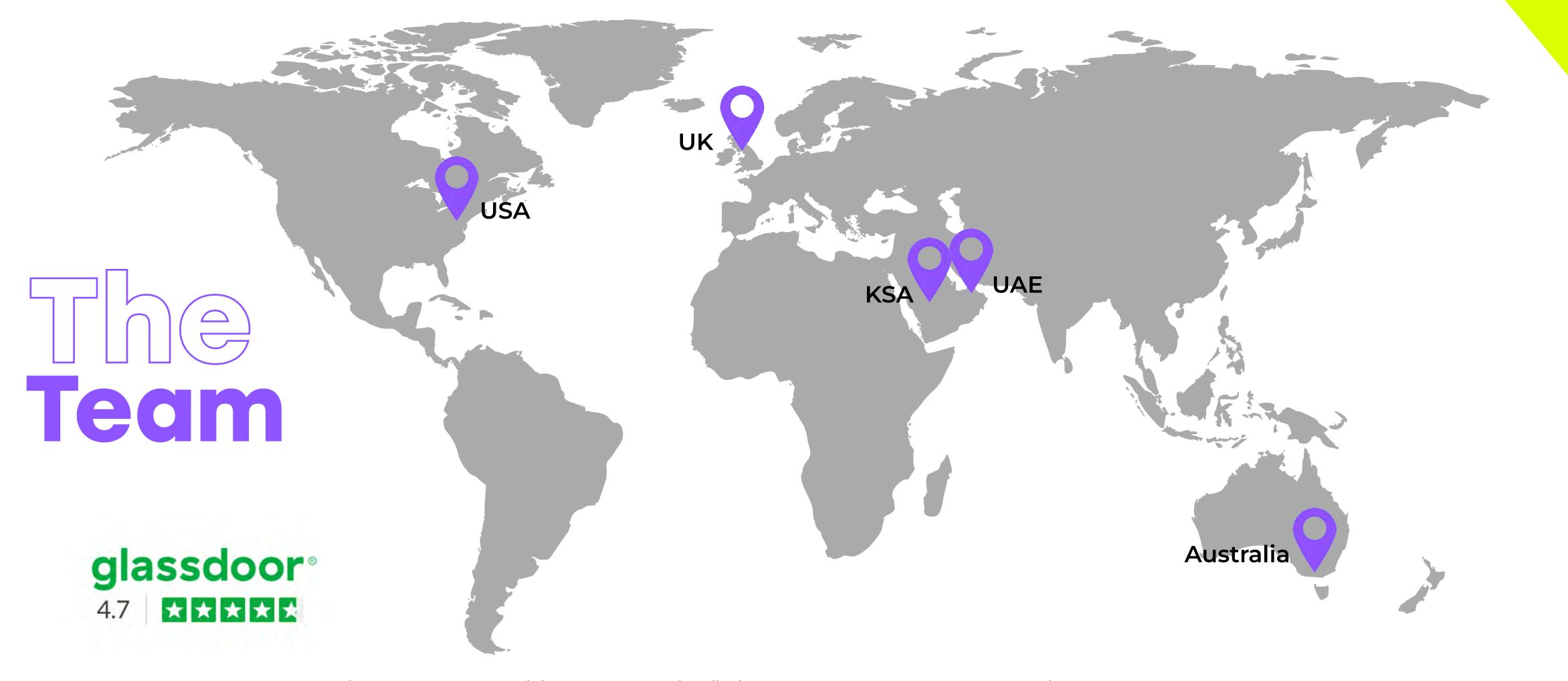**UAE**

**Australia**

**glassdoor®**
4.7 ★★★★★

At NEXA, we know that culture shapes creativity. The NEXA family is represented by a team spanning 5 continents. Having a pool of employees from around the globe helps us think differently, learn from each other, diversify our ideas, and expand our expertise. Our collective team spirit inspires a vibrant and engaging company culture, one we are all proud to be a part of.

# Award Wins

**BEST**
**IN-HOUSE TEAM**
2021

**BEST INTEGRATED**
**DIGITAL MARKETING**
**CAMPAIGN**
2017, 2018, 2019, 2022

**BEST**
**USE OF SEARCH**
2018, 2019, 2022

**MOST**
**INNOVATIVE**
**CAMPAIGN**
2021

**BEST USE OF**
**SOCIAL MEDIA** IN
SEARCH 2019

**BEST**
**LOCAL**
**CAMPAIGN**
2021

**BEST**
**PPC CAMPAIGN**

**WEB AWARDS**
2022

# Partners

### AMIT VYAS
Founder & CEO

Amit co-founded NEXA in 2005 as a leading digital-first growth marketing agency. In his capacity as CEO, Amit has been the strategic driving force behind NEXA's growth into one of the largest independent digital marketing agencies in the UAE with additional offices in the UK, USA and Australia. Having successfully led the business from Web 1.0 into Web 2.0, where Amit worked strategically with large global brands, his focus has recently been to help companies realise the opportunities provided by Web3 and he is currently working with companies around the world within this space.

### ANDREW THOMAS
Managing Director

With a passion for new technologies and leveraging the power they wield, Andrew's mantra is "go digital, or go home." Andrew takes a client-centred approach to achieving digital transformation - from developing winning social engagement strategies, viral videos and mobile apps, to enhancing dedicated web presence and lead generation. As Managing Director, he's the NEXA man with a plan.

### RAVI VYAS
Partner

As a co-founder, Ravi holds the reins of NEXA's social media and paid media endeavours, while also steering the commercial direction of the business. He is the go-to senior executive when it comes to social media and is highly respected in the industry.
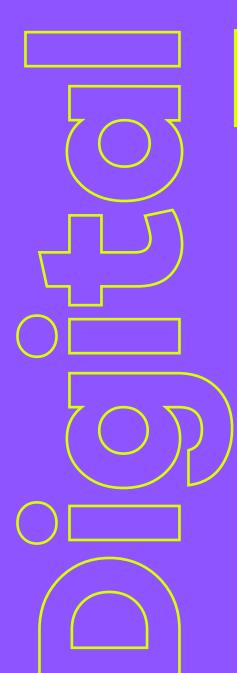
### JATIN MAVA
Partner

Taking the wheel of NEXA's website and mobile application development services, Jatin maps the direction of operations for the in-house team of designers, project managers, engineers and developers. As NEXA's co-founder with vast experience in web and digital business strategy, Jatin's ultimate destination is always success.

# Our Clients

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| amazon | ekar | nolte KÜCHEN | HYATT | THE DUBAI MALL | geidea | Barceló HOTEL GROUP | CBRE |
| Berkeley Group | IBM | Shell | serco | waagner biro | Ferrari | savills | TOSHIBA |
| Middlesex University | SIEMENS | NYU | GitLab | (Audi) | JOTUN | MOVENPICK HOTELS & RESORTS | MUSEUM OF THE FUTURE |
| American Heart Association. | Fairmont HOTELS & RESORTS | International Schools Partnership | HILTON WORLDWIDE | AVEVA | Emirates Nature WWF | ENGEL&VÖLKERS | opsbase |
| invisalign | HOSPINORM | AXA | JLL | Allianz | BOSCH | ŠKODA | sodexo |

# Marketing Services

**Digital**

## MARKETING & SALES STRATEGY

- Digital Growth and Consultation Services
- Ideation and Scoping Services
- Interactive Workshops
- Digital Presence Analysis, Audit and Reporting
- Sales Enablement Solutions

## WEB & MOBILE DESIGN & DEVELOPMENT

- Corporate / eCommerce and HubSpot Websites
- IOS & Android Mobile Applications
- UX/UI Optimization

## PERFORMANCE MARKETING

- B2B & B2C Lead Generation
- Brand Awareness and Elevation Campaigns
- eCommerce Conversion Campaigns
- Website SEO Audits
- Website Backlink Building
- Blogs, eBooks and eGuides

## CONTENT PRODUCTION

- Video Production
- Photography
- Graphic Designs

## SOCIAL MEDIA

- Community Management
- Content Creation & Distribution
- Community Growth & Campaigns
- Social Listening
- Social Media Advertising
- Live Event Coverage
- Influencer Marketing

# HubSpot Services

## SALES AND CRM HUBS

- Sales Strategy
- Setup and Onboarding
- CRM Migration to HubSpot
- Data Migration
- Advanced Sales Tools Setup
- Proposal Tool Integration and HubSpot Quote
- Payment Gateway Setup for HubSpot
- Sales Reporting and Dashboard Setup

## MARKETING HUB

- Setup and Onboarding
- Template Design and Development
- Blog, Landing Page, Email Marketing and Campaign Support
- Chatbot and Website Pop-up Setup
- Workflows and Automation Setup
- Marketing Reporting and Dashboard Setup

## CMS HUB

- Website Design and Development
- Domain Setup
- HubDB Setup
- Website Forms and Marketing / Sales Integration
- Website Reporting and Dashboard Setup

## SERVICE HUB

- Setup and Onboarding
- Net Promoter Score (NPS) Setup and Automation
- Customer Feedback Surveys
- Escalation Policy Setup
- Ticketing Setup
- Knowledge Base Setup - Technical and Content Services
- Service Reporting and Dashboard Setup
- Setup and Onboarding
- Business Process Automation
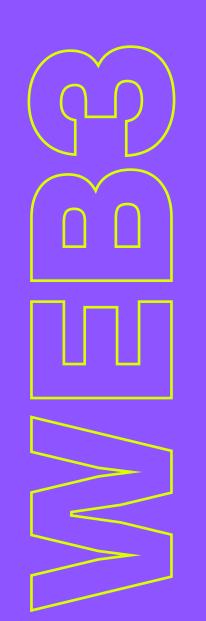
## OPERATIONS HUB

- Data Cleaning
- Operations Reporting and Dashboard Setup

## TRAINING AND WORKSHOPS

- Strategy Workshops Across All HubSpot Products
- Training - Half or Full Day

## ONGOING HUBSPOT SUPPORT

- Fixed Hour or Retainer Based Services
- Regular HubSpot Platform Audits
- New Hub Selection and Negotiation

# WEB3 and Metaverse Services

## WEB3 SERVICES

- NFT Strategy
- Launch and Support Strategy
- NFT Design and Minting
- NFT Minting Website Creation
- Smart Contracts & Blockchain Services
- Corporate Wallet Setup and Security
- Management of Social Media Channels
- DAO Setup

## METAVERSE SERVICES

- Metaverse Strategy
- Launch and Support Strategy
- Land Purchasing
- Decentraland Metaverse Building (public)
- The Sandbox Metaverse Building (public)
- Otherworld Metaverse Building (public)
- B2B and B2C Private Metaverse Building
- Corporate Wallet Setup and Security

# THANK YOU

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