

Nextac

POWER OF NEXT-GENERATION TECHNOLOGY

DELIVERING
INNOVATIVE
USER EXPERIENCES
WITH NEW
Technology



"It's much easier to double your business by doubling your conversion rate than by doubling your traffic."

– Jeff Eisenberg –

Hello!

WE PROVIDE THE KEY SOLUTION TO YOUR NEEDS

You are at the just right platform for result driven online marketing strategies. At Nextac, we have designed and developed innumerable digital solutions to propel measurable results for your business through engaging digital marketing campaigns.

Our list of digital services consists of unique offerings that help you benefit from the latest digital trends. We thoroughly understand your business requirements and create the best innovative solution that delivers your desired outcomes.

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COMPANY *Overview*

Nextac Ltd is a Pakistan-based Digital Agency that empowers businesses to digitalize, our core expertise is to innovate digital goods and services locally and internationally.

We work to achieve higher. We have experience in associating with a wide range of business models, such as B2B services, SaaS, technology, and e-commerce. We provide 360-degree solutions to cover them on all fronts of innovative marketing.

Our core competencies are UI/UX Designing and Development, Mobile Applications, Web-Based Applications, and 3D Architectural Visualization. We help ambitious companies transform into powerful brands at a rapid speed. We hold command of online digital marketing and brand management globally. We formulate the best package of these channels for each client so that it works out the best way and derives ideal results. As one of the fastest-growing digital agencies, we always ensure continuous improvement in our processes to deliver the best value to our customers.

We consider it a core value for working in The IT industry where there is another tech innovation one after another day, so we make sure to grab hold of it and help other businesses to benefit from it. Our organizational values always prioritize diversity, inclusion, and fair treatment of all and are upfront in playing our part in corporate social responsibility.

OUR Vision

We are driven by our purpose: to enable businesses to be digitally empowered by using Next-Generation Technology. For that, we relentlessly strive to become and remain choice of our customers when it comes to digital

Our vision is to create a shared space for business sectors in Pakistan to get customized and cost-effective software. That doesn't just manage their business operation smoothly but helps them increase sales through many advanced digital solutions. Today's business world is all about visibility. Regardless of the industry, you are operating in, if people know you and your work, you win the game, becoming the choice of your customers. Our vision is not just to provide you that visibility but to mold it a little into your favor and turn your potential customer into loyal ones through our contemporary digital tools and techniques.



Who will take responsibility for raising the Next Generation?

-Ruth Bader Ginsburg-



OUR Mission

Our mission is to build a platform where Pakistan's most purposeful brands build their virtual existence, demonstrating how digitally enabled business drives better performance. Being the fastest-growing digital agency, we want the world to know us for our work in the field of information technology.

We are on a mission to build the best IT solutions and systems for small, medium, and large businesses. We take every measure to step ahead and achieve our envisioned future where every technological advancement is for the benefit of the masses, i.e., businesses, customers, partners, and stakeholders.



OUR *Story*

We recognize the importance of having a growth mindset with the sheer focus on actively looking for digital issues that our customers face and what solutions we come up with to resolve them in the most efficient manner.

The result-oriented approach to digital solutions rightly grouped with a good investment in research, development, and innovation helps us to be a trendsetter in Information technology, the very motto our slogan depicts;

"THE POWER OF NEXT-GENERATION TECHNOLOGY."

Since Nextac was incepted in 2017, we have stayed one step ahead of the competition, striving for excellence in every process and service offering to achieve the highest customer satisfaction in every aspect, work, delivery time, the value of money, and aftersale support. The company has always been contributing to the advancement in the field of information technology through research & development. We make sure to develop more innovative approaches and advance digital solutions for people.



OUR Industry



Education

We are helping all educational institutes by providing better learning platforms.



Health Care

Providing software and databases to save patient records and manage them safely.



Transport

Tracking, monitoring, and following route, providing all in one solution.



Hospitality

Versatile industry, all compacted in one solution.



Media System

Managing all information and news record in one custom system.



Defense & Security

Providing safe platform to save confidential information.

OUR Products

Our wide range of customized product helps client to identify their basic operation needs and helps them to accelerate in their day-to-day operations.



Contact Management

Its an automated system to write, edit, upload and manage content online.



Procurement

Helping businesses with their supply chain management



Recruitment

This system has helped recruiter to screen, evaluate and hire talented resources.



Finance

This software helps to analyze current financial conditions and take future financial decision making.



Online Payment

We work on blockchain technology for developing online payment systems and applications.



Administration

Our best seller software to manage all your day-to-day administration operations.



OUR History

Digital Marketing

Nextac started its operation with exceptional digital marketing services and hit its first milestone by successfully completing 500+ projects in 2017.

2018



Awards

Nextac was nominated as fastest growing digital agency in Pakistan with an annual growth of 400%

2020



Diversification

Nextac inaugurated its first subdivision in the publishing industry providing various writing, publishing, and marketing solutions to authors globally.

2022



2017

SAAS (Software Development)

We extended our functional scope by opening a new department for developing customized software that developed unique SaaS solutions for 150+ clients.



2019

Market Expansion

We outreached our service offering to global markets and hit an astonishing number of 100+ projects within the first quarter of the year.



2021

More SBU's

Expansion of SBUs by introducing animation, 3D design, and website design services for marketing and advertisement.

OUR *Community*

We, as an organization, strongly believe in playing a positive role in society on moral and ethical grounds. We tend to create such an environment where everything that is directly or indirectly associated with our organization prospers in the same manner as the organization. Our growth objectives aren't just restricted to the organization but equally associated with its stakeholders, employees, business partners, shareholders, and people in the community.

Our vision for prosperity is right aligned with the society we are operating in. This is why we always keep corporate social responsibility as our top priority. We have reduced the use of paperwork within our organization to a minimum of about 5%. As an alternative, we have adopted digital solutions and software that store data within the system. Such are the solutions we offer other businesses that are not just environment friendly but yield more remarkable turnover.



OUR *Services*

Below is the list of services with greater value and the most in-demand solutions that can help you yield higher ROI. Let's have a glance at our 360-degree services mix:

Brand Management

(We transform a business with a conceptual logo, attractive stationery, and a stunning business website to make them standalone within their competitors.)

Marketing and Promotions

Hands-on command of online marketing, influence marketing, organic marketing, advertisement, and building public relations.

Custom Solutions

Providing advanced technology for web-based applications, mobile applications, and custom software development

Digital Marketing

We excel in lead generation with content marketing, email marketing, affiliate marketing, and paid marketing from different resulting platforms.

Video Animation

We are helping businesses with TV commercials, 2D explainer videos, 3D Animatedclips, Documentaries, and corporate video.

3D Designing & Architectural Visualization

Our team of professionals holds expertise in Product Modelling, Exterior and InteriorModelling, Infrastructure Planning and Designing, 3D Architectural Walkthrough, andAerial View Rendering for real estate businesses.



BRAND *Management*

We commit to providing you with an exceptional branding experience via the unique logo design, an exquisite digital store experience, Brochures, and other promotional items such as stationary.

We provide our clients with the best-fit logo that reflects the entire business's idea into just one symbolic figure. We offer a wide range of logo designs as we have a specialized team for each category; typographic, abstract, iconic, emblems, and monograms.

We develop each website with advanced features aiming for a highly positive user experience. We create a user interface, considering your nature of business, suggesting superior website design, development, and hosting. You can maintain everything in a single website that will give your customers a digital store-like impression. You can receive orders and manage their fulfillment status along with payment, shipping, and a lot more within a single platform. Besides that, you can avail a great number of complementary services for guaranteed digital success, such as Maintenance, Software updates, content updates, and responsiveness.

MARKETING AND *Promotions*

Our marketing and promotional strategies help out build engagement, draw traffic and generate sales lead through various facets of Online Marketing. Using both the channels of organic and paid advertisement to yield the desired response.

If you are specifically interested in increasing page followers, promoting a particular product, or creating brand awareness through social media, in that case, we can help you run successful campaigns on Facebook, Twitter, Instagram, and LinkedIn.

We will design creative posts for your social media pages with consistent thematic posts aligning with your marketing objective. We will dig deep into the target audience's tastes and preferences and write creative copies specifically grabbing your target audience's attention while developing it with the most captivating graphic designs. We then would use advanced marketing tools and boost posts. With the help of search engine optimized keywords and hashtags, we will draw organic responses to your posts.

We have a team of marketing experts that will put in their insights and design a whole strategy aiming at real-time results. They know how to make incredible use of paid Facebook Ads, Influencer marketing, and highly responsive marketing stances.

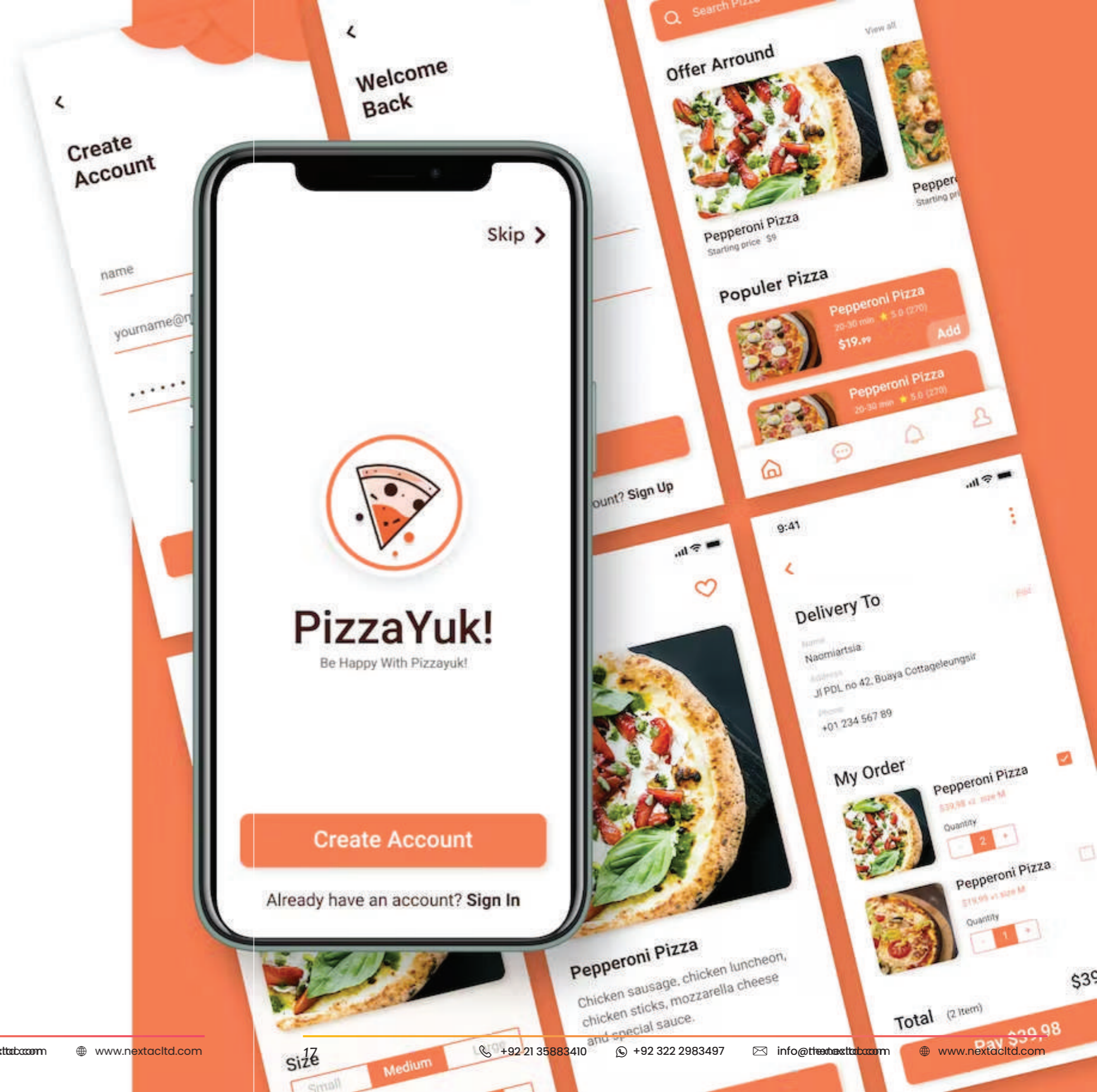


CUSTOM *Solutions*

We develop customized mobile applications that are web responsive where the user interface would automatically adjust within the device it's opened at, be it a laptop, tablet, or phone. To address the greatest number of target markets, we ensure that every application we develop works well with cross-platforms.

Be it an eCommerce application or a Fintech food delivery application, whatever idea you have in your mind, we make the finest digital solution for it.

We believe that an effective mobile application is our first success milestone, especially in this era where every single thing is digitalized for the sheer convenience of the customers. We resource everything it requires to develop a sophisticated and easy-touse mobile application. Whether you want it for IOS or Android, or hybrid, our developers can help you serve your audience on every platform. So, if you want to surpass your game in online applications, we have all the knacks to do it for you.





DIGITAL *Marketing*

Digital marketing is the best method to climb the ladder of success in this era, and you can even reach the top with the right strategy and consistency.

That's exactly what Nextac helps businesses by creating a laser-target digital marketing strategy. Let's learn how you can scale your business.

This facet of marketing requires creative thinking to come up with unique content in the form of podcasts, articles, and other content creations that actually helps a brand to create awareness.

Our Marketing specialists consider your organization's big data to pool prospect emails of your previous customers and use our advanced marketing tools to extract information about your potential customer.

Through effective email marketing, we will only derive the relevant audience to your website. Besides that, Google, itself provides an advertising forum for businesses to promote their products and services. Pay-per-click ad campaign where you get only the prospect leads against a small sum of charges.

VIDEO *Animation*

Video commercials are a foundation for your marketing strategy. You can market on a few social media platforms through image posts such as Facebook, Instagram, or Twitter. However, for YouTube, video content is a lot better. In general, if you want to depict an idea more vividly, then video ads are better. But if you do not want to hire models and shoot a video, you can simply go for the animated 2D and 3D Designs that we offer- which is more trendy now.

You can use Explainer videos to create awareness about your company's product and service, its features, or anything you want to share. They are mainly used for tutorials, so we use typography and icons to depict objects and explain the idea with a voice-over.

Another option is the Storyboards to portray story-based TV commercials, product tutorials, and many other purposes. In addition to that, we can help you shoot and produce corporate videos and documentaries.



3D DESIGNING & ARCHITECTURAL *Visualization*

While living in a digital era, we understand the importance of visual content and the power it has to change the whole game of marketing for you.

Just considering its unparalleled role in marketing, we provide our clients with incredible 3D product designs with high-quality graphics.

We can create a 3D stall exhibition and stand design with your products on to simulate an entire promotional idea of a promotional stand and stall. It has extraordinary outcomes if 3D Modeling is powerfully integrated with an organizational promotional strategy for stand design, especially for businesses that must have properly photographed images of their products to upload on websites and Decorations within the stores. The other services we offer in 3D graphics are Product Modelling, Exterior & Interior Modelling, Infrastructure Planning and Designing, 3D Architectural Walkthrough, 3D floor plan designing, Stall exhibition, Stand design, and Aerial View Rendering.



THE FUTURE *Looks Bright*

We believe in building a purpose-led, future-fit organization with a growth culture where every person has the freedom to reach their highest potential in a safe, supportive environment.

Our presence in the IT industry continues to become more prominent with our growing network within and outside Pakistan. We believe that consistency, commitment, and supportive work culture are the key factor behind it. As a team effort, we achieved each of our milestones and foresee a better future because there is no better way to guarantee a great future until you get everyone on the team on the same page. Just as Henry Ford says:

"If everyone is moving forward together, then success takes care of itself."




GLOBAL PRESENCE *and Clients*


We take pride in being one of the leading digital agencies in Pakistan, with a global presence in the major western and middle east countries besides working in Pakistan.


Nextac initially started its business in the international domain and served clients from the United States of America, the United Kingdom, Canada, the United Arab Emirates, and Turkey.


Over the last two years, we gradually began catering to domestic clients by selling them services such as digital marketing, website development, and Application development. Since our inception, we have generated a giant network of clients domestically and abroad by serving more than 5000 clients in various industries.



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Thank You





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