



feenixlab
360° DIGITAL BUSINESS SOLUTIONS PROVIDER



STORY

Feenix Lab, a 360-degree digital business solutions provider based in Banani, Dhaka, was launched in 2015. The vision is to help organizations, particularly small, medium, and big enterprises, by using current innovation and cutting-edge technology to fulfill all of their digital needs.

We formed this company with a pool of seasoned and experienced professionals in managing and growing digital properties and online market presence and operations spanning more than 5 years. We can custom cater our clients' requirements and deliver solutions to fulfill their business objectives by our process-based approach and unique content ideas.

Is Your brand
VISIBLE Enough To
Make The Right Impact
in the **Digital World** ?



Our Services

Search Engine Optimization- SEO
Digital Marketing Strategy
Software & IT Solution
Content Marketing
Content Creation
Creative Design
Email Marketing
IOT solutions
Training



Website Design &
Development Mobile App
Development Social Media
Management Campaign
Activation Cinematography
Post Production
BPO Solutions
Photo-shoot
Audio Visual

Digital Marketing Strategy



Are you visible in this highly crowded digital space?

Marketing is a process which facilitates reaching your target customers. The effective marketing is doing it fast, with low cost and high return on investment. Digital marketing is reaching out your customers through all possible digital media channels. With the latest trends in the digital media, there are more possibilities than ever to reach your customers. At the same time the customers have more choices than ever and bombarded with more information through various channels than they can possibly make sense of.

The current age customer expects the brands to be relevant, to listen, to interact and be result oriented. In other words there are many dots that need be connected to make the marketing process successful.

All you need is the right strategy, which makes this process simple and effective. At feenix lab we closely work with our clients to formulate the right digital marketing strategy to materialize their marketing objectives.

Content Creation

Does your content connect well?

People perceive you by the content you present.



Content is King! We all know that. With our experience and on going research on content development, we understand the value of content very much. Good content needs a good strategy. The content we write is backed by a strong research process. We write to sell. We are good at aligning the content with your marketing objectives. Our state of the art content development process ensures maximum communication of the intended message and makes the target user take an action.

We develop content for all marketing initiatives which include, websites, blogs, social media, newsletters, presentations, videos, podcasts, brochures, whitepapers and any other marketing vertical. We also make sure that the content we develop is original, Unique unmatched. Our content is also optimized for the search engines.

Web Design & Development

Did you know, a website is equal to your best salesperson?

It never goes for sick leave, always approach with the best pitch, and can handle unlimited customers at the same time.

When you need a website it has to be developed for your social & digital marketing needs, our team of expert developers can develop a fully functional website in your choice of development method.

Our developers are equipped with proper knowledge & experience to develop websites using WordPress, PHP Javascript & other cutting edge technologies available today. Our years of experience in working with content management systems helps us analyze your website requirement quickly and suggest you the right development method, if you are not sure about it. A content management system will give you the flexibility of managing it on your own.



Creative Design

“Good design is obvious. Great design is transparent”
– Joe Sparano

When you choose to get help from a graphic designer or a graphic designing company, you can establish your own unique tone, style, and differentiate from competitors. As a result of your unique identity, customers and potential clients will also become more familiar with your brand and distinguish you from the crowd.

Creative design is the most powerful art that has breathed fresh life into digital marketing. This modern form of art has added a contemporary flair to the advertisement profile of every company. It also acts as one of the key components to build brand awareness and influence the customer's decision-making process.

So, let's dive into the concept of creative designing and the role it in the digital marketing world.



Email Marketing

Email Delivers a Strong Return on Investment

Email has made its way from being simple messages between academics to a global academic. In 2019, global email users amounted to 3.9 billion users. This figure is set to grow to 4.3 billion users in 2023. That's half of the world's population. This statistic clearly shows that email marketing is an opportunity that you shouldn't be missing out on.

For every \$1 you spend on emails marketing, you can expect an average return of \$42 (DMA, 2019). There's a tonne of email marketing benefits, but this one tops the charts for keeping your business steady and going.



Did you know?

Billions of pages are sharing
across the web on a daily basis.

Are they sharing yours?

Search Engine Optimization (SEO)

Do you have a strong content structure for your website?

Can your target customers find you in search results?

SEO can help you enhance your audience's experience, raise your authority, generate more traffic to your site, get an advantage over the competition, and increase conversions, which equals more sales, more loyal consumers, and more growth for your company.

It might shock you to realize that when you are creating a new piece of content for your website, all the effort you put into creating that content will only count for 25% of Google's ranking factors.



Social Media Management

Are you on Social Media, Silly question right?

Social media allows marketers to connect and engage potential customers where they are at: LinkedIn, Twitter, Youtube, Facebook, Instagram, and even some of the younger platforms like TikTok. With a strong social media strategy and the ability to create engaging content, marketers can engage their audience

Today, it is almost impossible for any business to thrive without a social media presence. It is a low-cost method of connecting with customers and creating brand awareness. Regular updates of the right social media marketing strategy will lead to an increase in traffic, a better SEO, improvisation in brand loyalty and much more

Whether it is Facebook, Instagram, Twitter, LinkedIn, we have got you covered!



Mobile Application Development

One of the most important benefits of business mobile applications is that they increase consumer knowledge and familiarity of your brand, allowing for better communication. This consistent engagement with your target market sows the seeds of trust and belief between you and your clients.

We at **feenix** lab choose the right development approach for your projects, our developers consider the desired user experience, the computing resources and native features required by the app, the development budget, time targets, and resources available to maintain the app.



Software and IoT Solutions

Our software & IoT team helps our customers build customized software - everything from web to desktop to enterprise to mobile and beyond.

Our thriving working environment helps us retain our talents and our skill development programs ensure that we are always on the top of recent technologies. Whether they are in mobile application development or building web apps or custom desktop tools, our clients get top professionals working for them.

We have been building software for various industries and companies. We have worked with many technology platforms and have collaborated with many teams over the years.

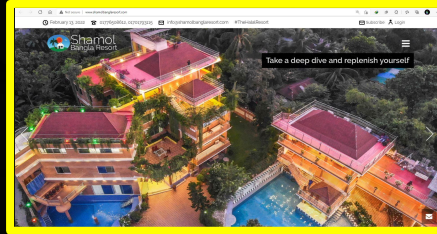
BPO Solutions

You will save both time and money. Outsourcing your customer service to a BPO solutions provider will save your organization a significant amount of wasted time, while also dramatically reducing costs. The investment in a BPO is far cheaper than the cost of purchasing these technologies and full-time staff in-house. Various domain specific solutions that are provided by Feenix lab are:

- Customer Relationship Management
- Human Resource Outsourcing
- Banking and Capital Markets
- Supply Chain Management
- Finance and Accounting
- Healthcare and Pharma
- KPO/Analytics
- Insurance
- Telecom



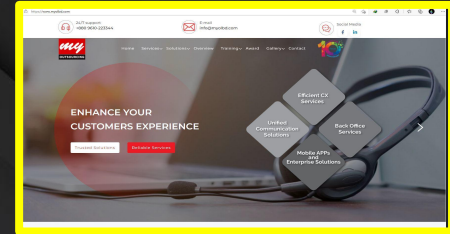
SOME OF OUR WORK SAMPLES “WEBSITES”



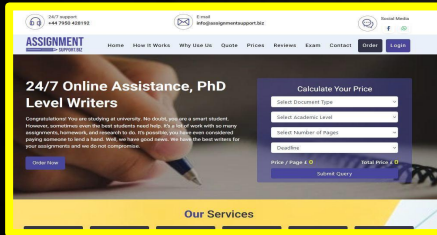
Shamol Bangla Resort



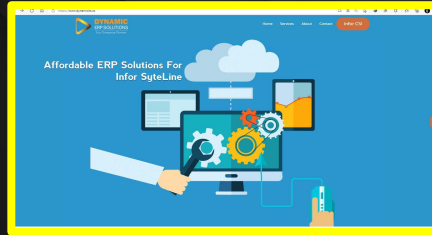
Gummy Specialists



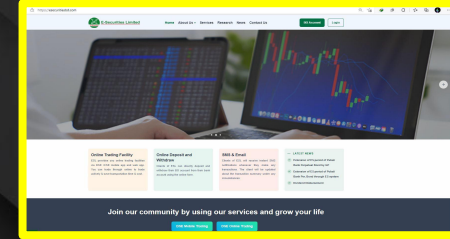
MYOL Limited



Assignment Support



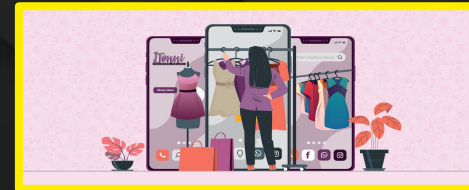
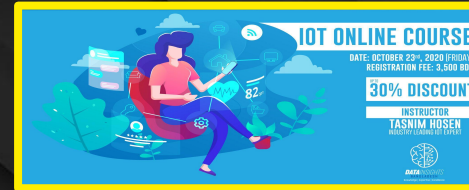
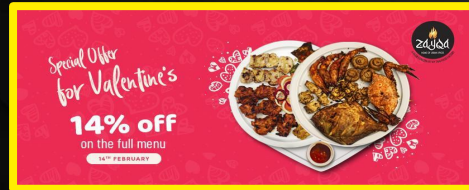
My Outsourcing Limited



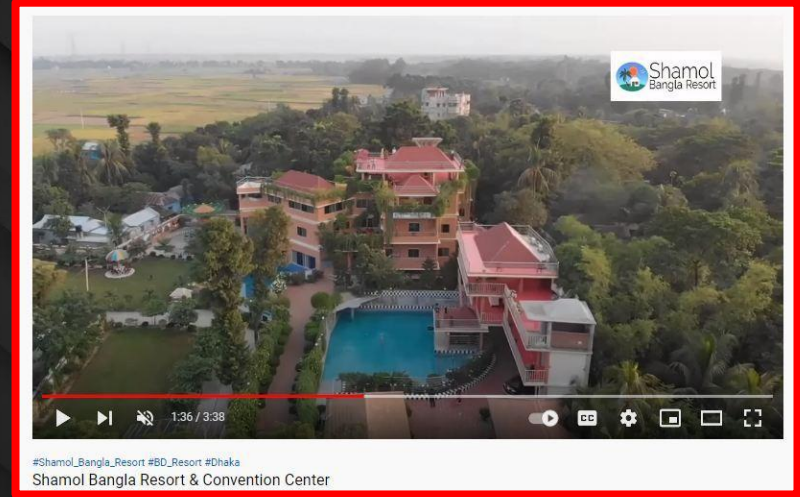
Dynamic ERP

SOME OF OUR WORK SAMPLES

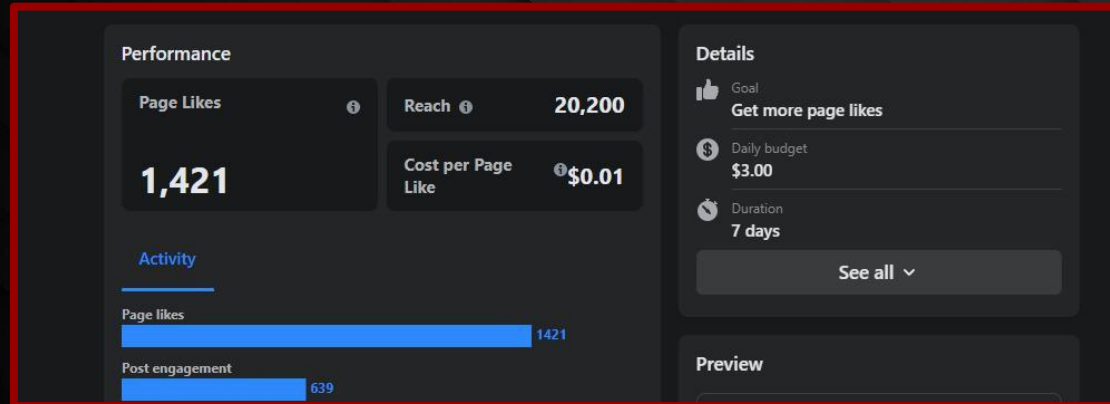
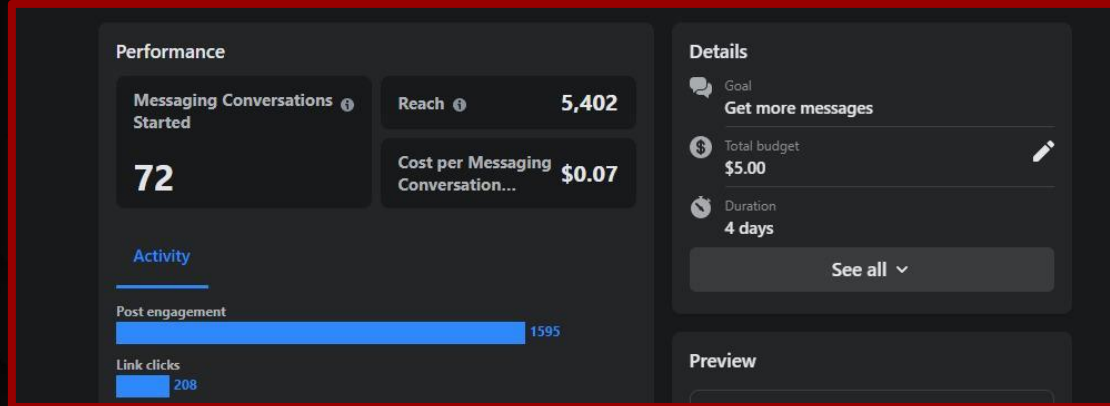
"GRAPHICS"



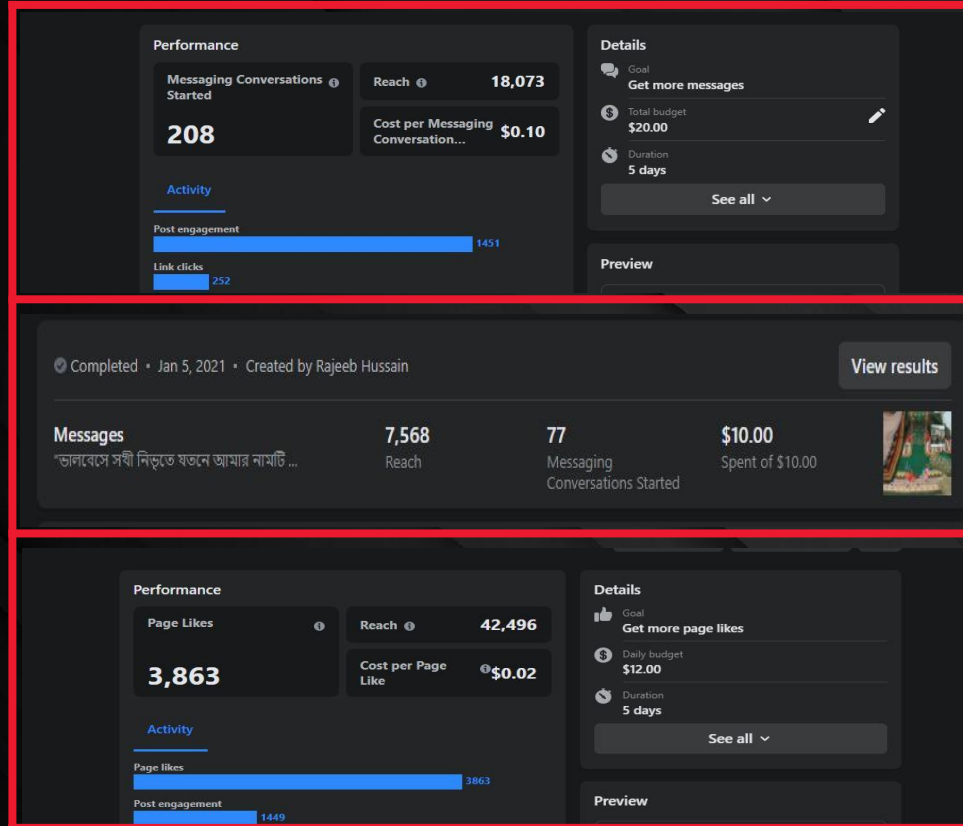
SOME OF OUR WORK SAMPLES “VISUALS & CINEMATOGRAPHY”



Some Of Our Work Samples “Ad Campaigns”



Some Of Our Work Samples “Ad Campaigns”



Some Of The Happy Clients Of Feenix Lab And Its Subsidiaries



