



**mekadia**

**Engineering Clarity to  
Build Market Leaders**

[www.mekadia.com](http://www.mekadia.com)

# ABOUT US



**Mekadia** is a software development, AI automation & digital marketing agency that identifies your technology needs, builds tailored solutions & elevates your digital presence. From concept to completion we turn vision into measurable success.

In a digital-first world businesses turn to us to cut through the noise. We develop custom software, implement AI-powered automation, craft unforgettable brand identities, launch campaigns that convert & create content that sells.

Our priority is understanding what your business truly needs. We simplify complexity into clear strategies, engineering seamless digital experiences defined by precision, scalability & effortless usability.

Whether refining your brand voice, automating workflows or building custom applications, every detail is intentional. Every design, message & action crafted to drive results.

## **No clutter. No confusion.**


Just clear, impactful digital solutions built for growth.

## **What We Do**

- Brand & Strategy Architecture
- High-Impact Creative & Content
- Marketing & Media Performance
- SEO & Organic Visibility
- Web, E-Commerce & Mobile
- AI Automation & Intelligent Workflows

## **The Next Move Is Yours!**

### **Get In Touch**

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# BRAND & STRATEGY ARCHITECTURE

*Where market leaders are made*

We build clarity, design dominance & turn ambition into a blueprint for growth

## The Core Challenge

Most brands chase every opportunity. They burn time, money & momentum. We give you focus, alignment & a roadmap that actually works, so every move is calculated, connected & conversion-driven

## Engagement Scope

### Brand Positioning & ICPs

Defined audience, pain points & value proposition

### Messaging & Voice System

One-liners, elevator pitch, homepage copy, tone guidelines

### Offer & Funnel Map

Lead magnets, core offer, upsells & a seamless path from awareness → conversion → retention

### Competitive & Category Research

Market gaps, opportunities & your “how we win” plan

### 90-Day Growth Plan

Channels, budgets, targets & weekly actions

## Our Approach

**Discover** – Workshops + deep market intelligence

**Decide** – Positioning + messaging + funnel strategy

**Deploy** – 90-day plan + scorecard + next moves

## Success Metrics

Higher Conversions

Sharper sales conversions

A brand that owns its category

# HIGH-IMPACT CREATIVE & CONTENT STUDIO

*Design that connects, Content that converts*

Brand visuals and words that make people stop, understand & buy

## The Core Challenge

Beautiful design alone doesn't sell. We create conversion-led identities, advertising & content your audience actually responds to, built to inspire action & deliver measurable growth

## Engagement Scope

### Visual Identity & Brand System

Logo refinements (if needed), color & type scale, layout rules & social/ad templates

### Ad Creative Packs

Static, motion & UGC-style variations built for multi-channel testing

### UX/UI Design & Consult

Wireframes or page designs for high-impact flows (landing, pricing, checkout)

### Copywriting & Scripting

Website, landing pages, ads, emails & UGC scripts tailored to each stage of the funnel

### Content Engine Starter

30–60 day content calendar with creative hooks, story angles & compelling calls to action

## Our Approach

**Plan** – Creative brief aligned to your growth strategy

**Produce** – Design, copy & rapid iterations

**Prove** – Launch, measure & refine based on results

## Success Metrics

Higher click-through rates

Lower cost per acquisition

More add-to-carts & demo requests

# MARKETING & MEDIA PERFORMANCE

*Paid, organic, and social campaigns that build demand and drive revenue*

We fuse ad strategies with social storytelling to drive awareness, trust & conversion, campaigns across Google, TikTok, Meta & LinkedIn that win customers & scale profit

## The Core Challenge

Ad budgets leak when targeting, creative & landing pages misalign. Social posting without narrative has no impact. We connect every touchpoint, paid & organic, so campaigns sync, content builds authority & results compound

## Engagement Scope

### **Paid Media Campaigns**

Google, Meta, TikTok, LinkedIn, YouTube

### **Full-Funnel Structure**

Prospecting, retargeting & retention mapped to offers

### **Creative & Content Production**

Ads, reels, carousels & posts with hooks, angles & calls to action

### **Brand Narratives & Social Strategy**

Story pillars that build authority & demand

### **Influencer Collaborations**

Shortlists, briefs, offers & performance tracking

### **Community Engagement**

Commenting, direct messages & lead-advancing playbooks

### **Performance Reporting & Optimization**

Weekly refinements & monthly strategy reviews

## Our Approach

**Launch** - Setup tracking, target audience, deploy creatives

**Engage** - Narrative content, engaging, cross-channel consistency

**Scale** - Scale winners, boost reach, protect ROI

## Success Metrics

Lower acquisition costs

Higher return on ad spend

More qualified leads & sales

# SEO & ORGANIC VISIBILITY

*Long-term visibility, built the right way.*

We ensure you're found, by the right people, without paying for every click

## The Core Challenge

Ranking is more than keywords. It requires technical excellence, content that matches search intent & links that build authority

## Engagement Scope

### Technical & On-Page SEO

Site health, speed optimization, schema markup, internal linking  
& page-by-page refinement

### Local SEO (U.S. & Canada)

Google Business Profiles, citations, reviews playbook & service-area pages

### Topic Cluster Strategy

Pillar content & supporting assets mapped to buyer intent

### Backlink Outreach

Quality placements & targeted digital PR

### YouTube SEO & Repurposing

Titles, descriptions, chapters & social/search-ready clips

## Our Approach

**Fix** — Technical audit & immediate improvements

**Build** — Content calendar & on-page enhancements

**Boost** — Outreach, authority growth & repurposing

## Success Metrics

Higher search rankings & visibility

Better organic traffic

Steady flow of leads

# SMART WEB, E-COMMERCE & MOBILE EXPERIENCES

## *Cross-platform, conversion-focused digital assets*

Fast, beautiful & built to sell on Shopify, WordPress, Webflow, Framer, or mobile

## The Core Challenge

Slow websites & confusing user flows kill sales. We design experiences that load fast, look exceptional & convert

## Engagement Scope

### **Shopify & WordPress Development**

Theme setup or custom builds with conversion rate optimization (CRO) best practices

### **Webflow & Framer Builds**

Design-first sites for speed & storytelling

### **Conversion-Led Landing Pages**

Offer pages tailored to each campaign or channel

### **Mobile App UI/UX & Development**

From wireframes to launch, including analytics & push notifications

### **App Store Optimization (ASO) & Speed/SEO Optimization**

App store metadata, Core Web Vitals & on-page SEO

## Our Approach

**Blueprint** – Architecture, wireframes, content mapping

**Build** – Design, development, quality assurance, & analytics

**Boost** – Launch, heatmap analysis & CRO iterations

## Success Metrics

Faster load times

Higher conversions & order values

More demos & stronger retention

# AI AUTOMATION & INTELLIGENT WORKFLOWS

## *Smarter processes. Faster results*

We design AI-powered solutions that remove bottlenecks, cut costs & free your team to focus on high-value work

## The Core Challenge

Manual workflows delay growth & drain resources. Many businesses collect data but don't use it effectively. We implement AI-driven automation to streamline operations, improve accuracy & drive measurable efficiency gains

## Engagement Scope

### **Workflow Automation**

AI tools that handle repetitive tasks, from data entry to report generation

### **Custom AI Integrations**

Linking AI capabilities into CRMs, e-commerce platforms & internal systems

### **Predictive Analytics**

Machine learning models that forecast trends & inform smarter decisions

### **Customer Experience Automation**

Chatbots, AI assistants & personalized content delivery

### **Data Processing Pipelines**

Automated data cleaning, categorization & reporting

## Our Approach

**Assess** – Audit existing workflows

**Automate** – Deploy & integrate AI-driven tools

**Advance** – Monitor, optimize & scale automation

## Success Metrics

Lower costs & faster turnaround

Higher data accuracy

Better productivity & customer experience