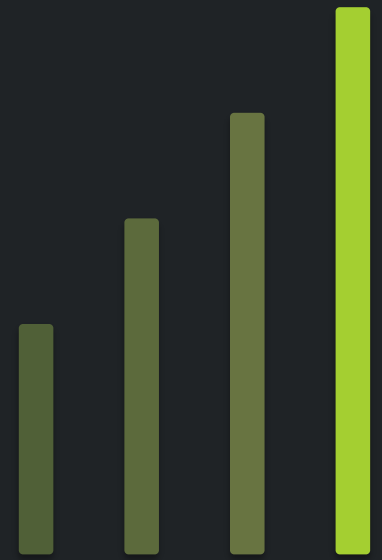
DIGITAL MARKETING · TECHNOLOGY · AUTOMATION

Your complete digital growth partner.

We help businesses build visibility, create high-performing digital experiences and streamline operations through connected marketing, technology and automation.

11 YEARS **1000+ BRANDS** **9 CORE SECTORS**

iContent
Digital Marketing and Automation Agency



WHO WE ARE

An 11-year digital marketing and automation partner.

A joined-up team for strategy, content, search, social, web, CRM, applications and workflow automation.

A business-first partner

We work as an extension of client teams, designing practical solutions around how each organisation attracts, converts and serves customers.

Marketing + technology

We connect brand and demand generation with the systems and processes that turn interest into customer relationships.

Built for execution

From planning and creative delivery to websites, CRM and automation, we help move work from recommendation to implementation.

Our role: make growth more visible, customer journeys more connected and everyday operations more efficient.

ICONTENT AT A GLANCE

Experience, breadth and delivery capability.

A snapshot of the business profile and experience stated in the current company profile.

11

YEARS OF EXPERIENCE

1000+

BRANDS SERVED

9

CORE SECTORS

Experience across industries, formats and platforms — from growing businesses to established enterprises.

OUR CAPABILITIES

Three connected pillars. One growth partner.

A clear overview of the work iContent can own — from attracting demand to building digital systems and automating follow-through.

01 DIGITAL MARKETING & BRAND GROWTH

Social media • Digital campaigns • SEO • AEO • GEO • Content strategy • SEO-based content • Performance and lead generation

02 WEBSITE & TECHNOLOGY

Website design and development • SEO-friendly websites • Landing pages • Ecommerce • Web and mobile applications • Integrations

03 AUTOMATION & BUSINESS EFFICIENCY

WhatsApp automation • Email automation • Customised CRM • Lead routing • Automated follow-ups • Workflow and reporting automation

ATTRACT → CONVERT → MANAGE → RETAIN

Marketing that builds visibility, trust and demand.

A coordinated approach to brand presence, audience engagement, search discovery and lead generation.

Social media

Strategy, content calendars, creatives, reels, publishing, community engagement and performance reviews.

Digital marketing

Campaign planning, channel coordination, audience targeting, lead generation and optimisation.

Content & brand

Brand messaging, website copy, blogs, articles, white papers, company profiles and marketing collaterals.

Performance marketing

Campaign support, conversion-focused landing pages, measurement and continuous improvement.

01 / SEARCH VISIBILITY

Be discoverable across search and AI-led discovery.

We develop search-focused foundations and content designed for how people find information today.

SEO | Search engines

Technical health, keyword strategy, on-page optimisation, search-focused content and site structure.

AEO | Answer engines

Answer-ready content structured to address user questions and improve eligibility for featured answers and conversational search.

GEO | Generative AI

Content organisation and topical clarity designed to improve how brands and expertise can be understood by generative AI platforms.

SEO builds the foundation. AEO and GEO extend the discovery strategy into answer-led and generative experiences.

01 / CONTENT STRATEGY

Content that gives the brand a consistent voice.

Useful, audience-aware content supports discovery, credibility and conversion across channels.

Website content

Clear service pages, product pages and conversion-focused copy.

SEO-based content

Keyword-informed pages, blogs and articles built around search intent.

Social content

Platform-native posts, creatives, reels and thought leadership.

Business communication

Company profiles, pitch decks, annual reports and marketing collateral.

02 / WEBSITE & TECHNOLOGY

Digital experiences designed to work for the business.

From the first impression to the enquiry or transaction, the website should support both brand and business goals.

Website design & development

Corporate websites, WordPress and custom builds, responsive layouts and scalable site structures.

SEO-friendly websites

Search-ready architecture, page hierarchy, metadata foundations, performance and content structure.

Conversion experiences

Landing pages, lead forms, ecommerce stores, product content, plugins and integrations.

The objective: a website that is clear to users, discoverable in search and connected to the next step in the customer journey.

3D & interactive websites that make brands stand out.

Turn digital visits into memorable experiences with immersive visuals, purposeful motion and intuitive interaction.

IMMERSIVE 3D EXPERIENCES

Bring products, spaces and ideas to life with dimensional visuals and interactive models.

INTERACTIVE STORYTELLING

Guide visitors through your message with scroll-led moments, responsive animation and meaningful micro-interactions.

BUILT FOR REAL-WORLD USE

Balance visual impact with responsive layouts, accessible interactions, fast-loading pages and clear conversion paths.

DESIGNED TO ENGAGE. BUILT TO PERFORM.

Every interaction has a purpose.



03 / AUTOMATION

Make every enquiry easier to capture, route and follow up.

Automate repetitive, rules-based work across marketing, sales, operations and customer service.

WhatsApp automation

Instant acknowledgements, enquiry flows, notifications, reminders and customer updates.

Email automation

Welcome journeys, lead nurturing, follow-up sequences, newsletters and scheduled campaigns.

Workflow automation

Lead capture, auto-assignment, internal alerts, task reminders and data movement between systems.

Reporting automation

Dashboards, recurring reports and visibility into team activity, conversions and pipeline.

Less manual handling. Faster response. More consistent customer journeys.

Systems built around the way you sell, serve and report.

Configure or build practical systems that connect enquiries, customer records, teams and business reporting.

CUSTOMISED CRM

- Lead capture, assignment and tracking
- Custom sales stages and pipeline
- Follow-up reminders and task ownership
- Client records, calls, notes and documents
- Dashboards for activity and conversions

APPLICATIONS & INTEGRATIONS

- Responsive web portals and dashboards
- Android and iOS applications
- Internal workflow tools
- Forms, notifications and analytics
- Payment gateways and third-party systems

ILLUSTRATIVE WORKFLOW

One enquiry. A connected journey.

An example of how a lead can move from first contact to follow-up and reporting.

01

Capture

Website form, ad or WhatsApp

→

02

Record

Create or update CRM record

→

03

Assign

Route to the right owner

→

04

Follow up

Trigger email / WhatsApp reminder

→

05

Measure

Update pipeline and dashboard

Illustrative workflow only. Each solution is designed around the client's own processes, platforms and requirements.

THE BUSINESS CHALLENGE

Growth creates work. Much of it is repetitive.

As organisations scale, manual processes can slow response, fragment information and reduce visibility.

Manual lead handling

Enquiries arrive through multiple channels and are logged or assigned by hand.

Delayed follow-ups

Responses depend on individual availability and memory.

Disconnected systems

Website, CRM, spreadsheets and messaging tools do not share information.

Repetitive reporting

Teams spend time compiling reports that may already be out of date.

Inconsistent execution

Campaigns and customer communication vary with workload.

Limited visibility

Leaders lack a current view of pipeline, activity and performance.

HOW WE WORK

From discovery to continuous improvement.

A clear process keeps strategy, creativity and technology aligned.

01

DISCOVER

Business goals, audience, competitors, current channels, processes and systems.

02

DESIGN

Messaging, channels, funnels, website structure and automation opportunities.

03

BUILD

Content, campaigns, websites, CRM, applications and automated workflows.

04

LAUNCH & IMPROVE

Deploy, measure performance, learn and refine as the business evolves.

We start with the business need — then choose the right mix of marketing, technology and automation.

POTENTIAL BUSINESS IMPACT

What changes when work is connected and automated.

Illustrative outcomes; actual impact depends on each organisation’s processes, systems and adoption.

AREA	TYPICAL MANUAL STATE	WITH CONNECTED WORKFLOWS
Lead handling	Manual logging and assignment	Automatic capture, recording and routing
Response	Follow-up depends on availability	Instant acknowledgement and timed reminders
Consistency	Communication varies by person	Standardised customer journeys
Reporting	Reports compiled manually	Dashboards and scheduled reporting
Team focus	Time spent on administration	More time for sales, service and strategy
Growth	Higher volume needs more manual effort	Workflows designed to scale with demand

TECHNOLOGY CAPABILITY

A practical technology stack behind every build.

The current company profile identifies capability across frontend, backend, data, design, quality, deployment and integrations.

FRONTEND	Flutter • React Native • Progressive Web Apps • Web interfaces
BACKEND	Java • Spring • REST APIs • Microservices • Messaging queues
DATA	MySQL • MongoDB • Oracle • MS SQL • Firebase • Analytics tools
DESIGN & QA	UI/UX • Figma • Manual testing • Automated testing • Security testing
DEPLOYMENT	CI/CD • Jenkins • App store publishing • Performance optimisation
INTEGRATIONS	Payment gateways • Website plugins • CRM • Forms • Workflow tools

WHY ICONTENT

Experienced enough to guide. Agile enough to execute.

We connect marketing with the systems and processes behind it — and stay involved to make the work useful.

11 years of experience

Hands-on work across industries, formats and platforms.

Marketing + technology

Content, search, social, web, CRM, apps and automation together.

Business-first thinking

Solutions begin with how your organisation actually operates.

Practical implementation

Working deliverables, not recommendations alone.

Connected operations

Campaigns, data and workflows designed to work as one system.

Long-term partnership

An extension of your team, focused on assets that last.

SEO & AEO CASE STUDY 01

Vasudha Chemicals

Search visibility for a specialist chemicals business.

CLIENT SPOTLIGHT

Vasudha Chemicals

Speciality chemicals & intermediates

vasudhachem.com

REPORTED OUTCOME

iContent-reported outcome: all tracked target keywords are ranking on Google's first page, alongside reported AEO visibility.

iCONTENT APPROACH

SEO and answer-focused optimisation aligned to the company's products, specialist terminology and buyer search intent. Add the verified keyword list and dated search / answer-engine captures to substantiate this result.

Evidence recommended for final client-facing version: dated keyword-ranking export, target market/location, and AEO answer screenshots.

SEO & AEO CASE STUDY 02

Vasudha Life Science

Building discoverability in a specialist life-sciences market.

CLIENT SPOTLIGHT

Vasudha Life Science

Life sciences & related products

vasudhalifescience.com

REPORTED OUTCOME

iContent-reported outcome: all tracked target keywords are ranking on Google's first page, alongside reported AEO visibility.

iCONTENT APPROACH

Search optimisation and answer-focused content designed around the company's product categories and the questions prospective buyers are likely to ask. Add dated keyword and AEO evidence for a substantiated case study.

Evidence recommended for final client-facing version: dated keyword-ranking export, target market/location, and AEO answer screenshots.

CLIENT SPOTLIGHT 03

Infiniti UPVC

Five tracked commercial keywords reached Google position #1 in the latest reported snapshot.

CLIENT SPOTLIGHT

Infiniti UPVC

UPVC windows / doors and building products

infinitiupvc.com

ENGAGEMENT FOCUS

5 of 5 tracked keywords at position #1 in the 30 September SERP snapshot.

iCONTENT APPROACH

iContent approach: SEO-led landing-page optimisation and keyword-focused content aligned to product and category searches. Reported movement includes UPVC Fins Manufacturer (42 to 1) and Facade Solutions (not in Top 100 to 1).

Source: keyword-tracking table supplied by the client. Rankings are the reported SERP positions; search location, device and tracking platform were not specified.

NEXT STEP

Let’s build a more connected growth engine.

Start with a discovery conversation. We will review your business goals, digital presence and operational workflows.

A practical first conversation

We identify where marketing, website experience, CRM and automation can work together — then outline the most useful next steps.

CONTACT

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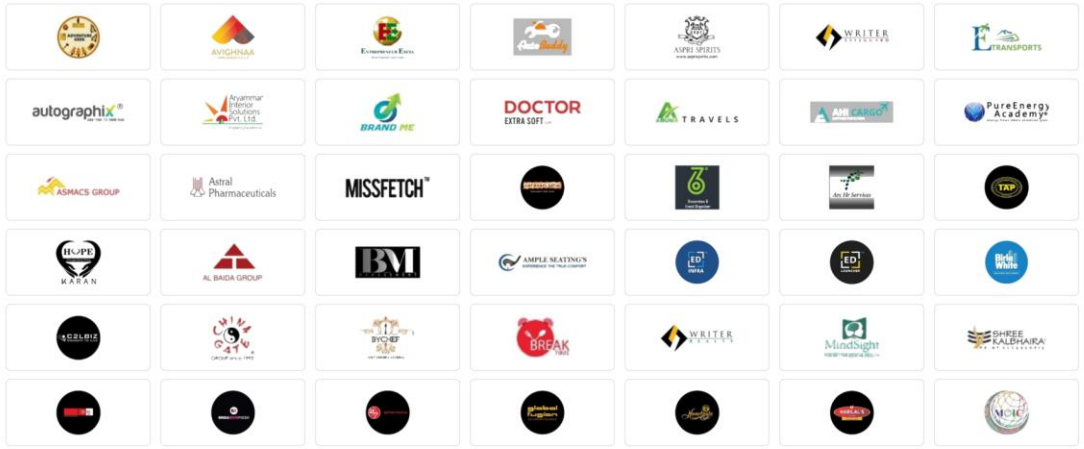
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iContent

CLIENTS WHO TRUST US

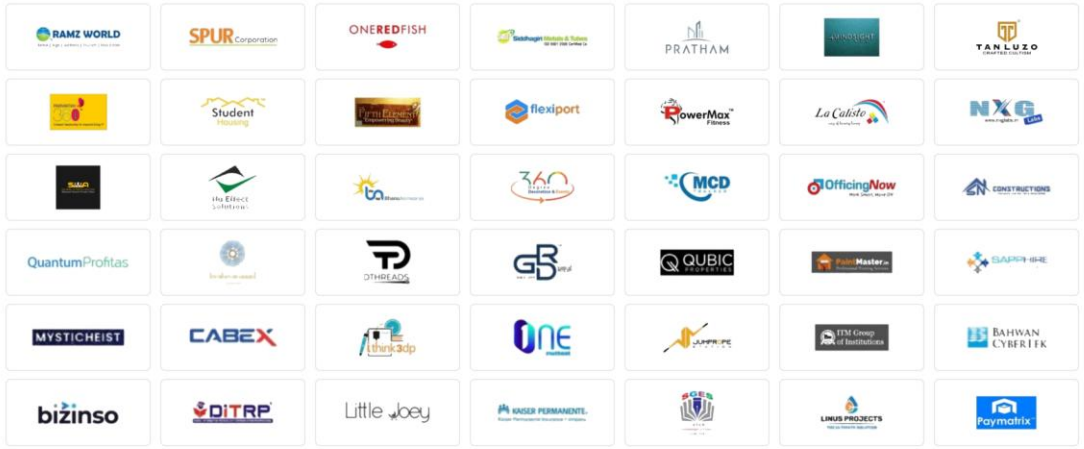
A selection of client brands across industries





CLIENTS WHO TRUST US

A selection of client brands across industries





CLIENTS WHO TRUST US

A selection of client brands across industries

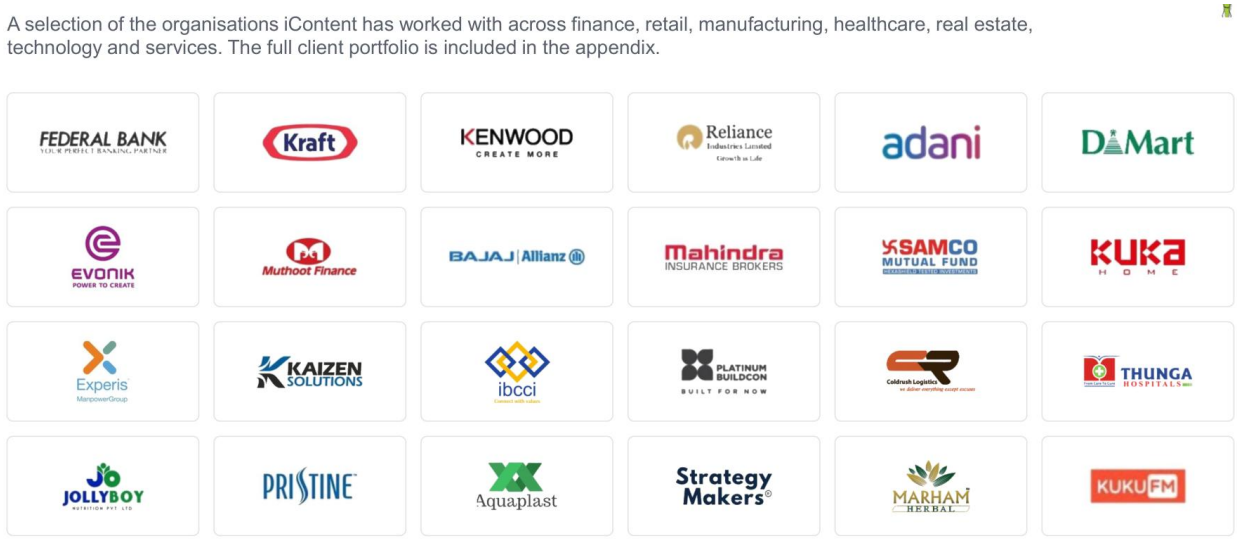


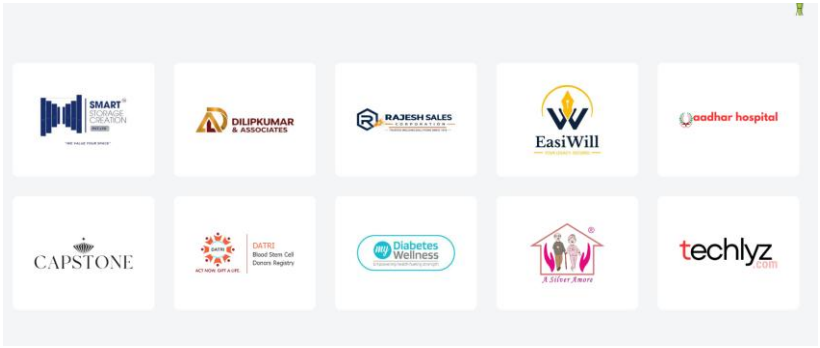


CLIENTS WHO TRUST US

More organisations and brands that have trusted iContent

A selection of the organisations iContent has worked with across finance, retail, manufacturing, healthcare, real estate, technology and services. The full client portfolio is included in the appendix.





AIA

VUPICO

LET'S TALK

CONTACT US

Let’s discuss how iContent can help your business grow, connect and work smarter.

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Start with a conversation. We’ll explore your goals and identify the right next steps.