



Laurea People's Signature

Laurea People's Signature – *Corporate Profile 2024*

www.laureapeoplessignature.com

LAUREA PEOPLE'S SIGNATURE

Optimize your online potential with our top-notch and comprehensive digitalized solutions in different departments.

Driven by Technology to the Digital Future—We bring innovation to your business.

1

2018

Starting as a accounting, audit, and taxation services provider, Laurea People's Signature came into existence.

2

2019

Laurea People's Signature started off with digital marketing services and eventually became Malaysia's pioneering B2B digital marketing agency.

3

2020

With 100+ satisfied customers in a year, we continued Digitalization and became much more needed during Covid 19 Outbreak.

4

2021

LPS officially expanded its renowned services with a exclusive UK branch, providing the top-notch IT support, branding, and marketing services.

5

2022

Within a short span of 3 years, LPS was approved as a top-ranking digital marketing agency. We excel at what we do with 2000+ satisfied customers around the globe.

6

2023

We are successfully growing and expand a new branch in Dubai. With immense customer satisfaction, we brought more marketing and IT solutions to all businesses around the world.

7

2024

LPS partnered on government projects, bolstering portfolios among multinational corporations, while also venturing into the cutting-edge realm of AI technology.

About Us

Starting as an accounting, audit, and taxation services provider in 2018, we foresaw the evolving landscape and recognized the potential of **Laurea People's Signature (LPS)** to emerge as the pioneering **B2B Martech Agency**. As businesses increasingly sought to bolster their digital footprint, we evolved our offerings to encompass IT tech support, web development, and a diverse suite of B2B Marketing Solutions.

Through a fusion of analytics, targeted audience engagement, and compelling storytelling, our digital marketing agency empowers businesses to forge robust brands, attract new clientele, and foster meaningful connections with existing customers. Embracing the ethos of technological advancement and cutting-edge support, we proudly dub ourselves the ambassadors of Technology.

At our company's core, a powerhouse team of seasoned professionals thrives across multiple domains, including **Data Analytics, Website Development, Social Media Marketing, IT Technical Support, Branding Management, UI UX Designing, and more**. Furthermore, we integrate **AI ventures to adapt to the latest technology trends**, crafting advanced systems as part of our IT development initiatives.

Embark on a journey of exponential growth and realize your business's ultimate marketing aspirations through **our data-driven strategies** and the collective expertise of our adept team.



Vision & Mission

Vision

Our vision is to become the customer-centric Martech that offers diverse solutions merely on customer satisfaction. We strive to be at the forefront of technological advancements and use our expertise to help businesses navigate the rapidly-evolving digital landscape. With a deep commitment, expertise, and skillset, LPS strive to acknowledge the rapidly transforming changes in the world.

Mission

Our mission is to empower businesses to reach their full potential through innovative, updated strategies that provide proven results. We understand the motive, distinction, and target audience of different audiences and aim to deliver solutions that resonate with their customers and brand story.

A person in a business suit is standing in front of a large window, holding up the word "VISION" in large, bold, black letters. The window shows a sunset or sunrise with a bright sun and clouds. The word "VISION" is positioned in the upper right quadrant of the image, partially overlapping the window and the blue box containing the vision statement.

VISION

OUR SERVICES

As a fast-growing Digital Media company, we provide the following tailored and precise services

Digital Marketing

With continuous efforts, we provide social media management, business marketing, content marketing, content creation, conversion optimization and lead generation management.



E-Commerce Management

Your e-commerce store will thrive with our exceptional product and market research, strategy development, search engine optimization, e-commerce marketing, and ads management.



IT Technical Support

We provide expert-driven IT services, including IT consultancy, frontend & backend services, web portal and app development, custom software and API development with professional 24/7 assistance.



Data Analytics

Harnessing advanced corporate data analysis techniques, we provide actionable insights, facilitating informed decision-making and robust strategic planning processes.



OUR SERVICES

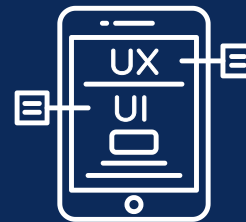
Web Designing & Development

With well-curated skills, we offer top-notch e-commerce website development, landing page development, website designing, corporate website, video streaming website and 3D interactive websites.



Branding Management

To make your business visible and credible, we provide brand positioning, logo designing, brand marketing/communication, brand guideline and photoshoots/video shoots.



UI/ UX Designing

We craft intuitive interfaces that prioritize user experience, ensuring seamless navigation and engagement across all platforms. From wireframing to prototyping, we blend creativity with functionality to deliver designs that captivate and convert your audience.

Our Core Objectives

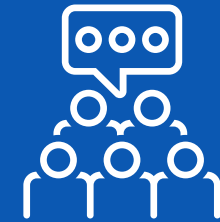
“Best results come with the strong objectives and determination.”

As a recognized IT Technology, Marketing and Branding hub, our company has several core objectives that guide our work and drive our success.



Deliver Desired Results

Our primary objective is to deliver tangible results for our clients. We aim to help them achieve their goals and objectives, whether that's increased website traffic, higher conversion rates, or stronger brand awareness.



Drive Innovation and Creativity

We are committed to staying at the forefront of technological advancements and using the latest tools and techniques to deliver cutting-edge solutions. We continuously explore new ideas and approaches to help our clients succeed in the rapidly-evolving digital landscape.



Provide Personalized Service

We believe that every business is unique and deserves a customized approach. We strive to provide personalized services that are tailored to the specific needs and goals of each client.



Induce Collaboration

We view our clients as partners and believe that collaboration is key to achieving success. We aim to build strong, collaborative relationships that last for years to come.



Build Trust and Loyalty

We understand that trust and loyalty are essential to building long-term relationships with our clients. We aim to earn their trust through transparency, honesty, and a deep commitment to their success.

How We Work?

To never disappoint our customers, our work process is well-organized and accessible.

Step 1

At our agency, we take pride in our **unique approach** to working with clients. We believe that every client is different, and therefore requires a customized approach that is specifically designed to achieve their goals.

Step 2

Our process starts with a **thorough understanding** of our client's business, industry, and target audience. We conduct extensive research to gain insights into their customers' needs and behaviors, as well as their competitors' strategies and tactics.

Step 3

Once we have a clear understanding of our client's situation, we **develop a comprehensive branding and marketing strategy** that is designed to deliver results. We work closely with our clients to ensure that their goals and objectives are reflected in the strategy, and that they are fully aligned with the overall business strategy.

Step 4

Our **IT, Branding, and Marketing teams collaborate** to implement the strategy with meticulous precision. Employing a diverse set of techniques such as SEO, PPC, social media marketing, email marketing, and content marketing, we strive to achieve the targeted outcomes with careful attention to detail.



Why is Laurea People's Signature Winning Customer's Hearts?

Since there are thousands of **digital marketing agencies** providing multiple services, we always stood at the top due to the following reasons;



Firstly, we are **one-stop solution** offering **IT, development, branding** and **marketing**. We believe in staying up-to-date and positively integrating technology advancement into our strategies.



With an **ethical commitment to transparency** and communication, we indulge clients every step of the way. We believe that **trust** and **honesty** are crucial to building long-term relationships.



We stand out with the **constant support** and efforts of our **experienced professionals** dedicated to providing personalized and tailored services.



Lastly, we implement a **customer-centric approach** and strategies with commitment and years of experience to deliver the quality our customers expect from us.



Driving to AI Marketing & Branding

Revolutionizing Marketing with AI

At **Laurea People's Signature (LPS)**, we leverage artificial intelligence to transform your marketing strategies. Our AI-driven tools provide deep insights and automation, enabling us to create personalized and effective campaigns. By analyzing data, our AI helps predict trends and optimize efforts in real-time.

Enhancing Branding with AI

Our AI technology strengthens every aspect of your brand management. From smart logo design to automated brand monitoring, we ensure your brand stays consistent and impactful. AI **analyzes market trends** and consumer feedback, refining your brand's identity to **better connect with your audience**.



Revolutionizing Marketing & Branding with AI



Personalized Customer Experiences

AI allows us to deliver personalized experiences to your customers. Using machine learning, we segment audiences precisely and tailor messages that resonate with each individual, boosting engagement and conversions.



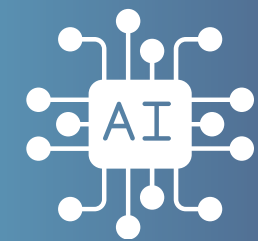
Data-Driven Decisions

Our AI tools provide actionable insights for making informed decisions. We constantly monitor and analyze campaign performance, quickly identifying what works. This ensures we maximize your return on investment.



Efficient Operations with Automation

Automation is key to our AI strategy. By automating repetitive tasks and managing workflows, we enhance efficiency, allowing our team to focus on creative and strategic work. This means faster project turnaround and high-quality results.



Future-Proofing Your Business

We stay ahead of technological advancements to keep your business future-proof. Our AI tools and methods are continuously updated to provide cutting-edge solutions that drive growth and success.

The Industries of Our Clientele We've Served



**KEMENTERIAN
SUMBER MANUSIA**



ALCOM



INTEKSOFT



KAT SOLUTIONS



SECOM



**UOUTDOORS
(INTERNATIONAL)**



LABUAN IBFC



**MYDIGITAL
CORPORATION**



**DIVA SECRET
INTERNATIONAL**



JOJO PETS TAXI



BUSYRA HOLIDAYS



CONSTANT CO.



**ASGHAR ADVOCATES
& SOLICITORS**



RCG CONSTRUCTION



VMEDIA VENTURE



TS SPAREPARTS

Client's Testimonials

Our clients' satisfaction is our top priority.

BLACKDIME
THE ALLEY OF EMINENT

Blackdime International



"Great customer support is very important for every business. For Blackdime we would say "Laurea people signature " response very prompt and professional. The whole team handle us very patiently and helpful and very responsive on delivering what we want. The proof with results as what they promises to us. Recommended."



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"Working with Laurea People's Signature Sdn Bhd has been an incredibly positive experience, largely due to the excellent team guidance and support. We never hesitated to reach out for assistance or guidance, knowing that we receive the support we needed . Overall, the supportive environment from Laurea People's Signature Sdn Bhd has made it a pleasure to deal with them."



KAT Solutions



"Exceptional digital marketing agency! Their expertise is unmatched, delivering stellar results. From strategic planning to creative campaigns, they excel in every aspect. Professional, responsive, and innovative, they truly understand clients' needs. Highly recommended for businesses seeking impactful online presence and growth. A game-changer in the industry!"

Our Prestigious Awards for 2023 & 2024



Laurea Peoples Signature Sdn Bhd

Most Comprehensive Customer Experience
& Market Research 2023 - Malaysia



Contact Us

"Your success is our priority in the digital world."



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Thank you

