



*Laurea People's Signature*

# **Laurea People's Signature – *Corporate Profile 2024***

**[www.laureapeoplessignature.com](http://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 an 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.

A brief history of LPS



# About Us

Starting as an accounting, audit, and taxation services provider in 2018, we learned that LPS (Laurea People's Signature) would become the pioneering **B2B Martech Agency**. As businesses increasingly sought to enhance their digital presence, we expanded our services to include IT tech support, web development, and a diverse range of **B2B Marketing Solutions**.

Through a combination of analytics, audience targeting, and creative storytelling, a digital marketing agency helps businesses build their brand, reach new customers, and engage with existing ones meaningfully. We call ourselves the ambassadors of Technology because we believe in modifying everything with technological advancement and updated technical support.

The hidden secret of the company is a team of skilled professionals who are experts in their respective fields, including **Search Engine Optimization (SEO), Advertising, Website Development, Social Media Marketing, Content Marketing, IT Technical Support, and more**. These specialists work together to create integrated marketing campaigns that maximize reach, engagement, and conversion on all your mainstream channels.

"Experience exponential growth and achieve your business's dream marketing goals with our **data-driven strategies and expert 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 silhouette of a person in a business suit stands in a room with a large floor-to-ceiling window. The person is holding up a large, dark, three-dimensional word "VISION" with both hands. The window looks out onto a bright sky with clouds and a low sun, creating a strong backlight effect. The floor is highly reflective, showing the person's silhouette and the light from the window.

# VISION

# OUR SERVICES

**As a fast-growing Martech 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.



## SEO & SEM Services

To ensure your website ranks top, we offer keyword research, competitor analysis, technical SEO audit, search engine marketing, and on-page/off-page optimization.



# 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.



## Ads Specialization

We choose the best budget and practical strategies to capture the new audience and potential customers with LinkedIn, Facebook, Instagram, TikTok and YouTube ads.

# 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.





# The Industries of Our Clientele We've Served



**KEMENTERIAN  
SUMBER MANUSIA**



**ALCOM**



**INTEKSOFT**



**KAT SOLUTIONS**



**SECOM**



**DIVA SECRET  
INTERNATIONAL**



**JOJO PETS TAXI**



**RCG CONSTRUCTION**





**UOUTDOORS  
(INTERNATIONAL)**



**LABUAN IBFC**



**BUSYRA HOLIDAYS**



**CONSTANT CO.**



**ASGHAR ADVOCATES  
& SOLICITORS**



**BIZGATHER**



**T9 MARKETING**



**TS SPAREPARTS**

# Our Prestigious Awards for 2023





# Contact Us

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



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# Thank you

