

TBG

The Best Group

Your IT & Digital Marketing Partner....



Consulting company in IT Engineering, Digital Marketing and Communication

*Assisting companies in their digital transformation
is our N°1 priority*



STRATEGY | CONSULTING | DIGITAL | TECHNOLOGY | OPERATIONS

www.thebest-group.com

ABOUT US

THE BEST GROUP YOUR IT & DIGITAL MARKETING PARTNER

The Best Group (TBG) is a company specialized in the development of digital projects, with a solid background and experience in IT development. Thanks to the creativity, expertise & experience of our team of talented consultants we offer innovative and cutting edge marketing and digital solutions to our clients. Our daily challenges sum up at supporting clients in creating their brand identities, building customer loyalty and conquering new markets.

OUR STRENGTHS

○ — Our expertise

TBG puts all its skills and know-how at the service of its clients

○ — Our cutting-edge technology

Innovation: a key to our success

○ — Our expert team

Enthusiastic about new technologies and meticulous

○ — Our price-performance ratio

Offers studied for all budgets



DIGITAL MARKETING

A USEFUL DIGITAL EXPERIENCE

TBG's mission is to think and develop along with our clients an innovative and efficient digital strategy responding to the clients economic and marketing challenges around a unique user experience over the internet, on mobile and video.



PERFORMANCE-BASED WEB MARKETING CAMPAIGNS

- Search & Display
- Social Media Marketing
- Events



SEARCH ENGINE OPTIMIZATION (SEO)

TBG offers SEO services with a particularity on traffic generation. Get your targets to converge towards your website at the best possible cost



FEASIBILITY STUDIES FOR WEB PROJECTS

Within the framework of a web project, this study may also include one or more audits related to search engine optimization and competition.



EDITORIAL STRATEGY AND CONTENTS

Corpus of content, editorial direction, content writing, creation and production of publishing materials, speech and presentations, websites, intranets, videos, movies and slideshows.



ADVERTISING COMMUNICATION

Communication strategies for multi-media campaigns (print, TV, press, social media), creation and production.



STAKEHOLDER RELATIONS

Speaking tactics and strategies, press relations, social networks, brand ambassadors program, media training.



EMAIL CAMPAIGN

Our team of experienced designers will design for you, unique & customized newsletters optimized to obtain a maximum click rate for you to prospect new customers and build customer loyalty.



COMMUNITY MANAGEMENT

Grow your online community, get contacts. Outsource the management of your social media pages to us. We will find the right words to respond to your customers and turn your Internet users into ambassadors of your brand!



PHOTOGRAPHIC/VIDEO COVERAGE

TBG takes care of the creation and management of all your photographic and video documentation as well as UAV aerial activities to complement your communication and promotional materials.



SMS CAMPAIGN / SMS MARKETING

TBG makes its expertise in Mobile Marketing available and assist clients in the realization of successful SMS communication campaigns thereby guaranteeing the best ROI to its clients.



REPUTATION & E-REPUTATION

Your e-reputation is part of your brand, it is the image your company will build on the internet. It corresponds to the very identity of your brand associated with the perception that Internet users have of it. Entrust us with the management of your E-REPUTATION.



MARKETING SOLUTIONS

Market research & commercial actions

IT SOLUTIONS INTEGRATION

Orchestrate your company with a complete, flexible, multi-user, multi-company & multi-organization and highly configurable scalable integrated enterprise resource planning (ERP) solution. A solution that gives you a 360 ° view of your business with which you keep track your customers and contacts, create your quotations, invoices and purchase orders, note your working time, manage your products and control your stocks, your tasks, your production, your accounting...



REPORTING

Reports for the main business processes are integrated into the system. The user also has the possibility to edit his reports base on data choice accessible through the data analysis tool integrated on the system.

Streamline the management of your business, for greater efficiency with our all-in-one management information system software.



TENDER MANAGEMENT

This module permits you to launch procurement procedures, launch consultations, evaluate offers, award contracts and monitor execution



ACCOUNTING & FINANCE

Record your accounting operations in a few clicks, manage all your financial flows in a single platform



HUMAN RESOURCES

Track information about your staff, evaluation, attendance, training, leave, expenses, recruitment and departures.



PROJECT MANAGEMENT

Track and manage your projects by defining tasks for the execution of short-term projects or the planning of different phases for long-term projects.



POINT OF SALE

Our point of sale module allows you to manage easily your sales in shop. Web-based, no need to install or deploy software's.



PROCUREMENT MANAGEMENT

Procurement management enables the creation and tracking of vendor orders, manage your vendor information, control your goods receipt process and check your vendor invoices.

Deployment within your company premises or on the cloud



CUSTOMER RELATIONSHIP MANAGEMENT

With the CRM module you will be able to track your leads and opportunities, personalize your sales cycle, control your sales forecasts, manage your marketing campaigns and sales performance, etc.

WEB & MOBILE APPS DEVELOPMENT

Our job is to design and develop functional web projects that meet your needs. As a Consulting firm in IT Engineering, our motto is commitment, professionalism and transparency. Our mission is to provide our clients with the best suitable solutions in line with their project objectives, scope, time and budget.

FEASIBILITY STUDY

From a simple quote to a complete feasibility study, TBG response to your request to ensure you realized your project.

WRITING OF SPECIFICATIONS

You wish to implement a project on a specific IT need, and you want to streamline the management of this project through the writing of specifications with a contractual value ?

UI/UX DESIGN

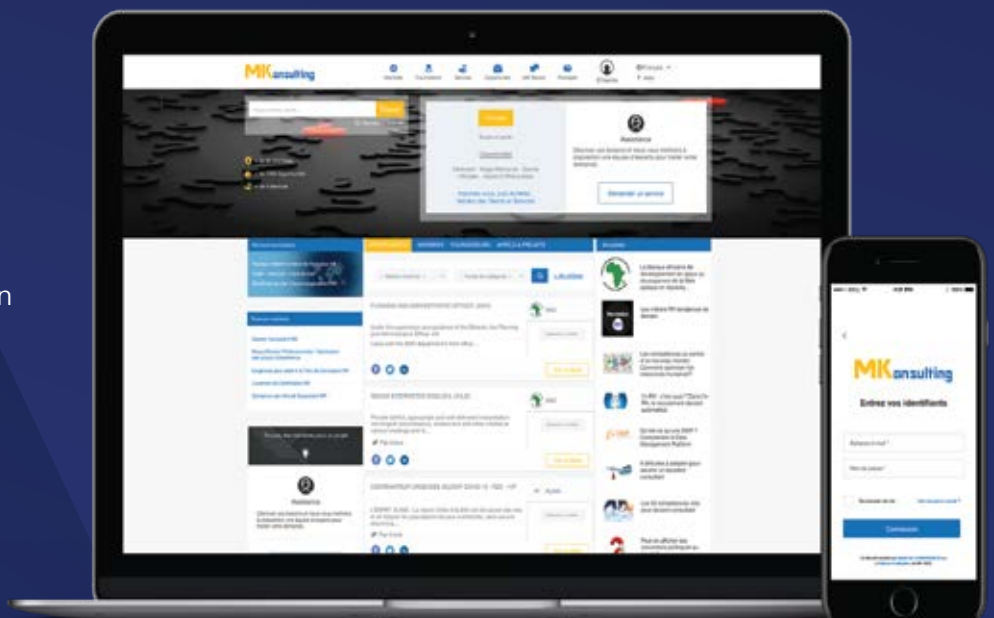
A creative, ergonomic design which adapts to your web charter for your projects

IT PROJECT MANAGEMENT

At TBG, all our development services focuses on the quality of this project management

WEB & MOBILE DEVELOPMENT

- Web Apps ● API
- Website(Corporate/Showcase, E-commerce, Multi-Vendor Market place...)
- Intranet et extranet
- Software ● Facebook application
- Integrated Enterprise Resource Planning solutions (ERP)
- Mobile Application (Android &/IOS)



COMMUNICATION, MEDIA & ADVERTISEMENT

DON'T MISS IT OUT !

Your business Visual/Corporate Identity is one of the most important pillars it's communication strategy! Your Corporate identity pursues the goal of coordinating the form and content of all company activities with regard to the general public (behavior, communication and appearance) in such a way as to depict the company in as clear, uniform and sympathetic way. Under the supervision of a Quality Assurance team, TBG handles the design/redesign of your brands Corporate Identity and equally deploy it on all communications materials/gadgets.



YOUR VISUAL IDENTITY MUST BE REFLECTED EVERYWHERE!

COMMUNICATION, MEDIA & ADVERTISEMENT

PROPERLY IDENTIFY THE MESSAGE TO BE VEHICULATED!

Arouse envy by putting forward your strength to stand out. To make your Business known and recognized, advertisement has a key role. Your advertisements must capture the attention of future customers and it must be seductive, Create a need, create desires, reassure, convince and inform, thus being accompanied by professionals is a necessity.

Singboard & Billboard



Vehicle Wrapping

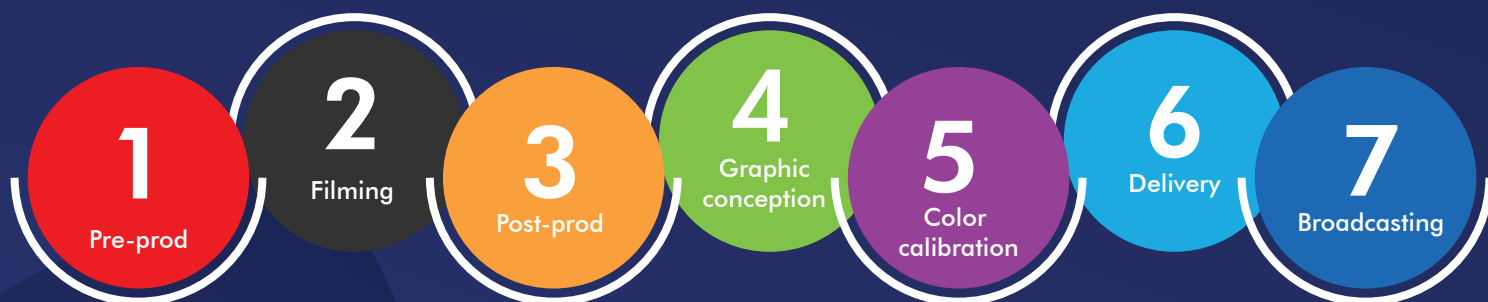
VIDEO AND MOTION GRAPHICS

TBG will advise you on the type video and take care of the production process from the scripting to final delivery.

WE PRODUCE FOR YOU

- ▶ *Corporate videos*
- ▶ *Product presentation videos*
- ▶ *Movie ads*
- ▶ *Training video*
- ▶ *Event video*
- ▶ *Video clips*
- ▶ *Construction site supervision video*
- ▶ *Motion Graphics videos*
- ▶ *Advertisement video*
- ▶ *After movie*
- ▶ *Logo animation video*
- ▶ *Product / Business Promotion video*
- ▶ *Company presentation video*
- ▶ *End of year greetings*

YOUR PROJECT IN 7 STEPS



AND FOR YOUR MOTION VIDEOS



TRAINING & CONSULTING

BOOST YOUR CAREER BY BECOMING A DIGITAL SPECIALIST

Our Business unit in charge of training advise you on training offers delivered online, face-to-face or through blended learning on several themes splitted across several sectors of business.

We also offer you a complete range of tailor-made training courses designed for both companies and individuals to develop and strengthen your skills or that of your team.

We offer a wide range of training courses including:

- — *Certified and non-certified training courses in the digital industry*
- — *Online or distance learning*
- — *Modular training courses*
- — *Short Sessions*



OUR PEDAGOGICAL APPROACH

PREPARATION



TRAINING



ASSESSMENT

INDUSTRIES WE SERVE



Agriculture, forestry and fishing



Mining



Manufacturing



Electricity, oil, gas, water and waste services



Construction



Wholesale Retail trade



Financial and insurance services



Rental, hiring and real estate services



Professional, scientific and technical services



Administrative and support services



Public administration and safety



Education and training



Accommodation



Transport, postal and warehousing



Information media and telecommunications



Health care and social assistance



Arts and recreation services






Others

COMPANIES & BRAND WE'VE WORKED FOR

In almost 5 years , THE BEST GROUP has gained trust of several clients, ranging from small and medium-sized businesses (SMBs) to large National & International Groups of Companies as well as Nonprofit organizations across several industries. We are committed to serving them with excellence for years to come as you equally.



DO YOU HAVE A PROJECT OR QUESTIONS?

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