Enhancing Your

Digital Footprint

PRIME expression services

Company Profile

ABOUT

PRIME EXPRESSION

We are an innovative digital agency based in Nigeria with competence in software development, digital marketing, graphic design, and the sale of technological solutions that help to solve day-to-day human problems by improving the efficiency of systems and processes within the private and public sectors.

We Create Leading Digital Products

We help businesses elevate their value through custom software development, sales and deployment of business automation and business communication/collaboration solutions, product design, online marketing and consulting services.

• **126** Completed Projects

• **29** Satisfied Clients

• **4.8** Google Rating

SERVICES

we are committed to delivering outstanding software solutions that drive your business forward.

SERVICES

Software Development

Our professional software development service offer innovative solutions tailored to meet your specific business needs. Our team of experienced developers are dedicated to delivering high-quality software products that drive growth, enhance efficiency, and boost your overall competitiveness in the digital landscape. With our expertise in the latest technologies and industry best practices, we guarantee exceptional results that align with your business goals.

Custom Software Development

We specialize in creating custom software solutions from scratch, designed to address your unique requirements. Our developers work closely with you to understand your business processes, challenges, and objectives, allowing us to deliver tailored software that empowers your organization.

Web Application Development

Harness the power of the web with our expert web application development services. We leverage cutting-edge technologies and frameworks to build robust, scalable, and user-friendly web applications that streamline your business operations and provide an exceptional user experience.

Mobile App Development

Tap into the ever-growing mobile market with our top-notch mobile app development services. Our team is skilled in developing native and cross-platform mobile applications for iOS and Android devices, ensuring seamless functionality, stunning design, and optimal performance.

Quality Assurance and Testing

Ensuring the reliability and performance of your software is paramount. Our dedicated quality assurance team conducts rigorous testing and quality checks at every stage of development, guaranteeing a flawless end product that meets the highest industry standards.

SERVICES

Enterprise Business Solutions

We offer comprehensive and advanced software solutions tailored specifically for businesses. With our expertise in enterprise software development and deep understanding of industry challenges, we provide scalable, secure, and efficient solutions that drive productivity, streamline operations, and optimize business performance. Let us be your trusted partner in transforming your enterprise into a digitally empowered organization.

Enterprise Resource Planning (ERP) Solutions

Our ERP solutions provide a centralized platform that integrates and automates key business processes such as finance, human resources, supply chain, and customer relationship management. With real-time data insights, improved collaboration, and streamlined workflows, our ERP solutions empower you to make informed decisions and drive operational excellence.

Automation Software and Solutions

We deploy solution designed to revolutionize the way you conduct business. We offer cutting-edge automation technologies that empower organizations to streamline processes, increase efficiency, reduce costs, and drive productivity. Thes solutions include RPA, workflow automation, data integration automation, intelligent document processing, Task scheduling, IT Process Automation.

Collaboration and Communication Solutions

Facilitate seamless communication and collaboration within and outside your organization with our collaboration solutions. We offer robust platforms and tools that enable efficient team collaboration, document sharing, and project management, fostering innovation, productivity, and teamwork.

Unified Communication Solutions

Our unified communication solutions bring together various communication channels and technologies into a single platform, empowering organizations to communicate seamlessly, regardless of location or device. The features of this solutions include: omni-channel communication, video conferencing and collaboration, Unified Inbox and Mobile Integration, integration with business applications.

SERVICES

Digital Marketing Services

At Prime Expression, we offer a comprehensive range of strategies and tactics to help your business thrive in the digital landscape. Our team of experienced digital marketers specializes in leveraging the power of digital channels to drive brand awareness, increase website traffic, generate leads, and ultimately boost your online conversions and revenue.

Social Media Marketing

Engage and connect with your audience on social media platforms through our social media marketing services. We create compelling content, manage your social media accounts, and run targeted advertising campaigns to enhance brand awareness, foster customer loyalty, and drive website traffic. We tailor our approach to each platform, ensuring maximum impact and engagement.

Pay-Per-Click (PPC) Advertising

Our PPC advertising services leverage platforms like Google Ads and social media advertising to place your ads in front of your target audience. We create and manage strategic campaigns that drive qualified traffic to your website, increasing your brand exposure and delivering measurable results. Our team constantly monitors and optimizes campaigns to maximize your return on investment (ROI).

Programmatic Advertising

Our programmatic advertising service offer a data-driven and automated approach to digital advertising. Programmatic advertising revolutionizes the way businesses reach their target audience by leveraging advanced technology and AI to deliver highly targeted and personalized ads. This help businesses maximize ad campaign efficiency, increase ROI, and achieve their marketing goals.

Content Marketing

Our content marketing services focus on creating valuable and relevant content that attracts and engages your target audience. From blog posts and articles to videos and infographics, we develop content strategies that align with your business goals and resonate with your audience. By delivering valuable content consistently, we help establish your brand as an industry authority and drive customer engagement.

SERVICES

IT Consultancy

Our IT Consultancy Service offer strategic guidance and expertise to help businesses harness the power of technology. In today's rapidly evolving digital landscape, staying ahead requires a deep understanding of IT systems and their alignment with business objectives. Our team of experienced IT consultants are here to provide you with the knowledge and insights needed to make informed technology decisions and drive your business towards success.

IT Strategy and Planning

Our IT consultants work closely with you to develop a comprehensive IT strategy that aligns with your business goals. We assess your current IT infrastructure, identify gaps and opportunities, and create a roadmap for future technology adoption. With a well-defined IT strategy, you can optimize resource allocation, improve operational efficiency, and achieve your long-term business objectives.

IT Solutions Requirements Definition

We help businesses articulate and document their technology needs accurately. In today's rapidly changing technological landscape, it is crucial to clearly define your IT requirements before embarking on any technology project. Our team of experts is here to guide you through the process, ensuring that your IT solutions align with your business goals and deliver the desired outcomes.

IT Infrastructure Assessment and Optimization

We conduct thorough assessments of your existing IT infrastructure to identify areas for improvement. Our consultants analyze hardware, software, networks, and security systems to ensure they meet your business needs. We provide recommendations to optimize your infrastructure, enhance performance, and ensure scalability and reliability.

Industries

You can count on us for all your digital technology needs!

eCommerce & Retail

Employee Management

Digital Wallets

Finance & Banking

eLearning

Social Networking

Transportation & Logistics

Loyalty Rewards

Health & Medical

On-Demand Apps

Insurance

Government

Sports & Fitness

Energy

Real Estate

Food Delivery

Taxi & Car Rental

Facility Management

Our App Development Process

Ideation

You've an app Idea!

We work with clients to understand their business and we merge their initial concept with everything our team knows about mobile. We'll assess the possible challenges and identify the ways to overcome them

Design

Prototype

We establish what features go into the product and how they will
work together. Here, we're drafting a skeletal framework for the app in the form of wireframes

Develop

App Development

The development process is broken down into sprints based on feature sets. Our agile-based development process will allow you to regularly review and assess what we're building.

Deliver

Quality Assurance

We test the app after each development phase and once all major functionality is implemented, we'll prepare a Beta Build.

Technologies & Framework

Frontend Technologies

Backend Technologies

Frameworks

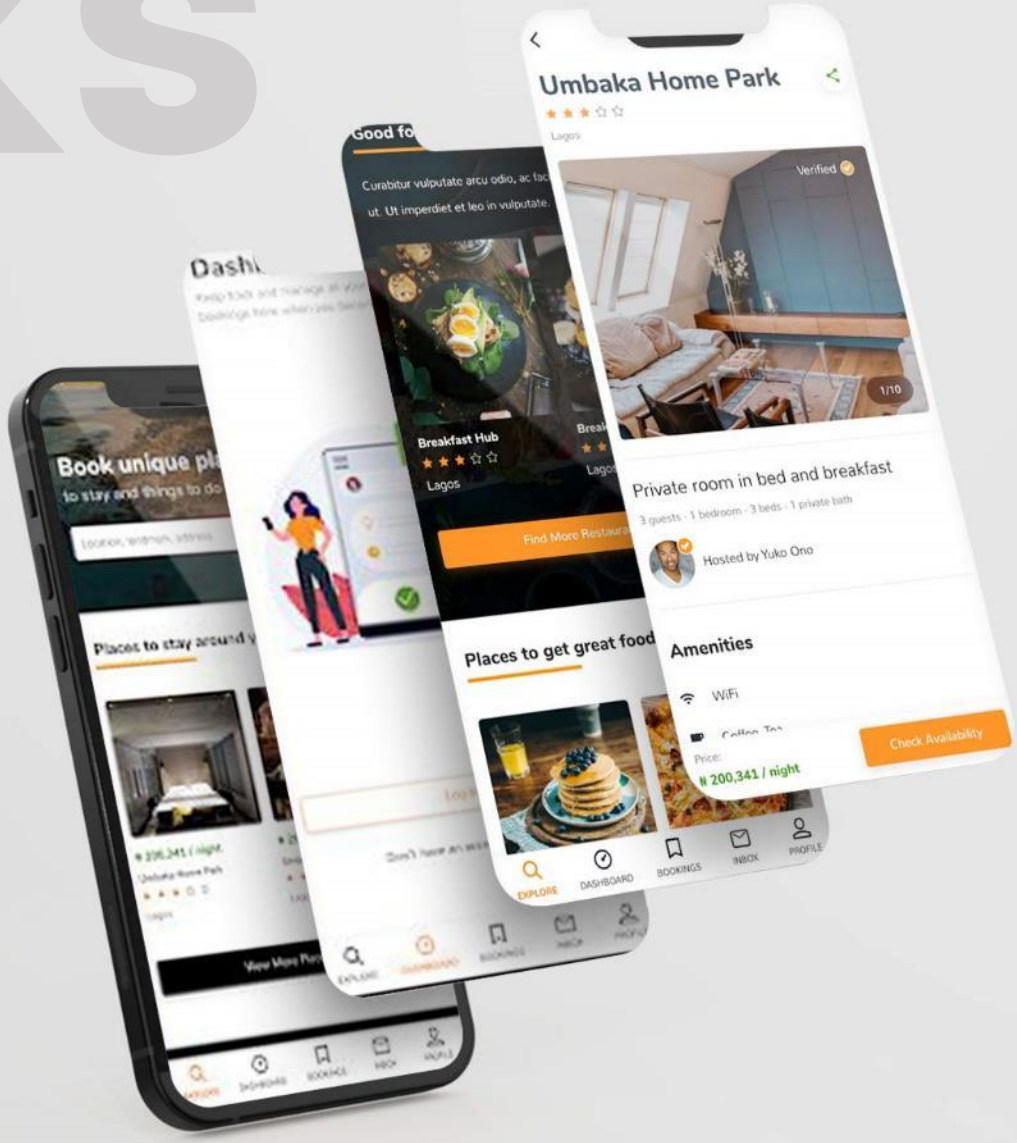
Database

Server

Works

TRANSCORP HOTELS – AURA

Aura is Africa's best platform for connecting travelers with great accommodation, good food, and memorable experiences.



Technologies used:

Mobile App Front-End
React Native

Admin Panel Front-End
React.JS

API's/Back-End
Node.JS

Database
MongoDB

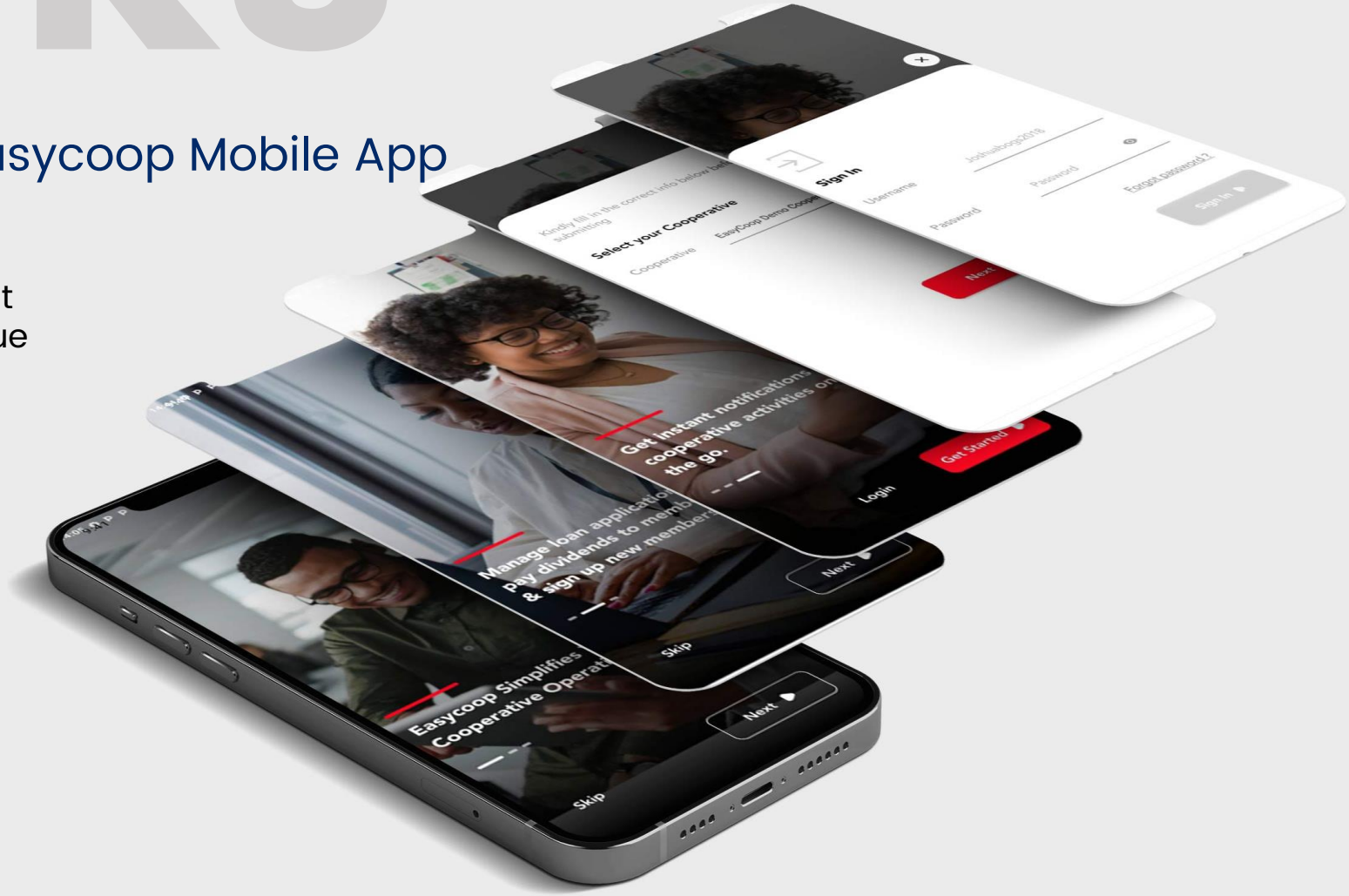
Language
Java, JavaScript

Server
Azure

Works

AFRICA PRUDENTIAL – Easycoop Mobile App

A multi-purpose cooperative solution that automates cooperative process with Value Added Service (VAS)



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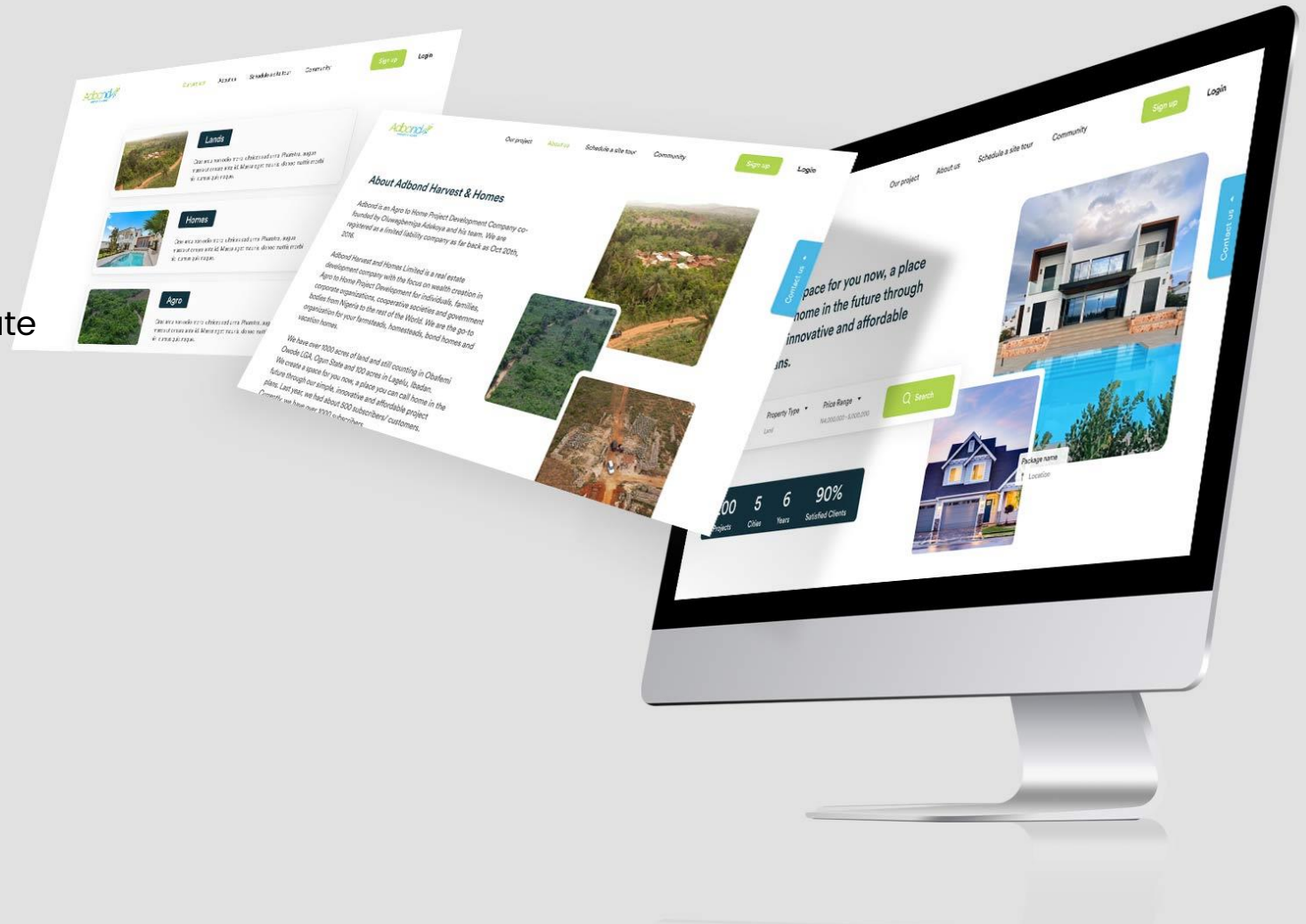
ADBOND – Web Application



Adbond Harvest and Homes Limited is a real estate development company with the focus on wealth creation in Agro to Home Project Development for individuals, families, corporate organizations

Technologies used:

Mobile App Front-End
React JS

Admin Panel Front-End
React.JS

API's/Back-End
PHP - Laravel

Database
PostgreSQL

Language
JavaScript, PHP

Server
AWS

Works

APEMS – Mobile Application

Apems solution is an hybrid event management solution use for use for coordinating all kinds of virtual and in-person meetings

Technologies used:

Mobile App Front-End
React JS

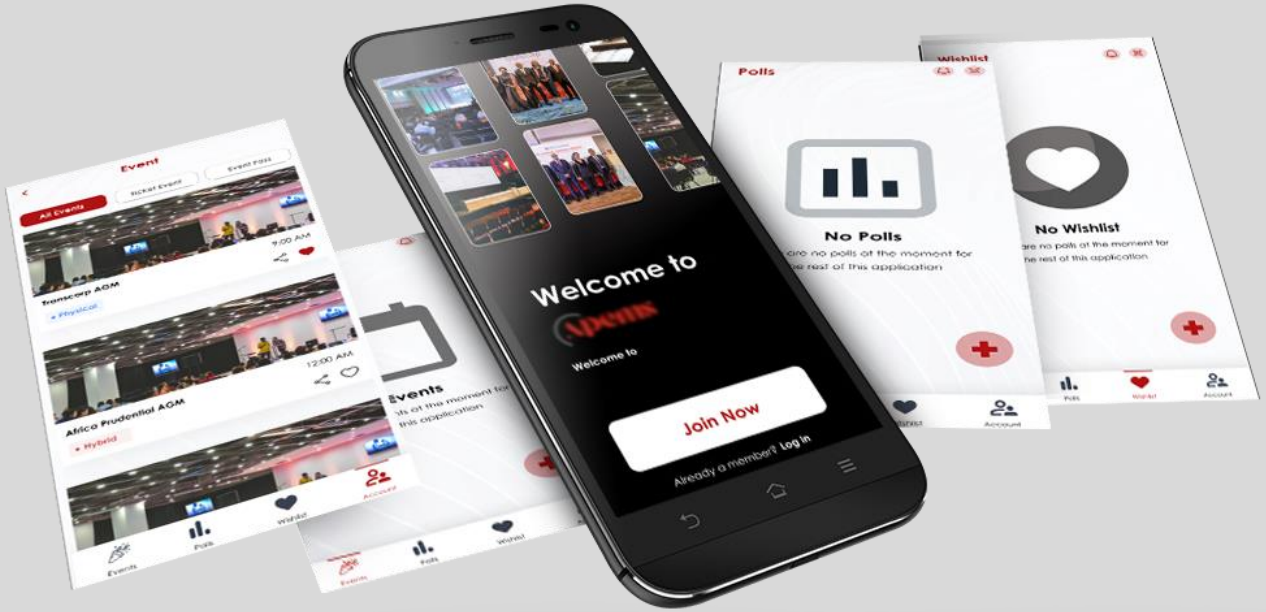
Admin Panel Front-End
React. Native

API's/Back-End
PHP - Laravel

Database
PostgreSQL

Language
JavaScript, PHP

Server
Azure



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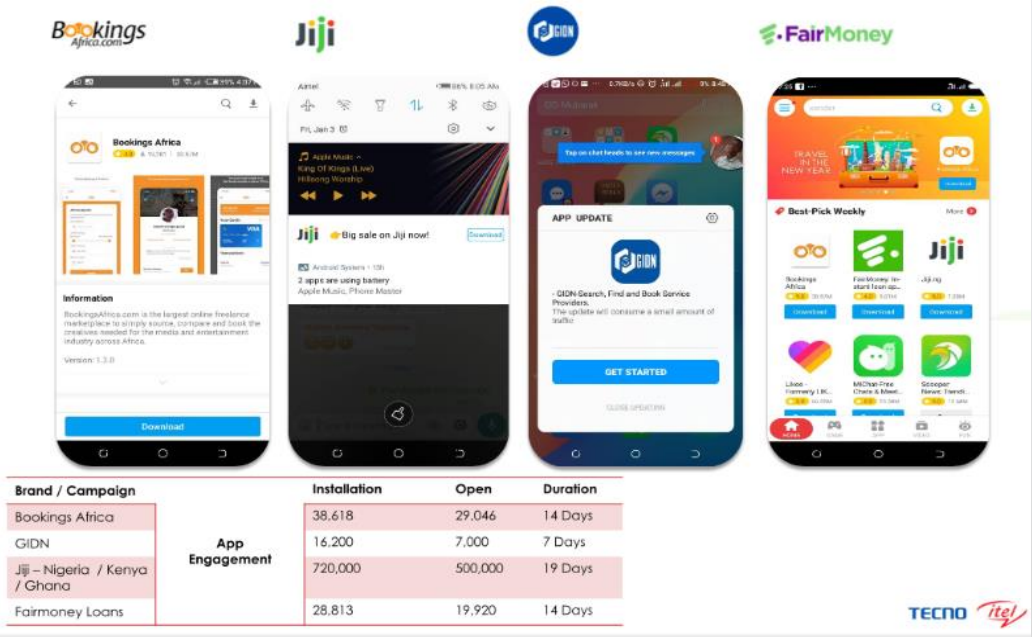
Digital Marketing Campaigns



Brand / Campaign		Installation	Open	Duration
Bookings Africa	App Engagement	38,618	29,046	14 Days
GIDN		16,200	7,000	7 Days
Jiji – Nigeria / Kenya / Ghana		720,000	500,000	19 Days
Fairmoney Loans		28,813	19,920	14 Days

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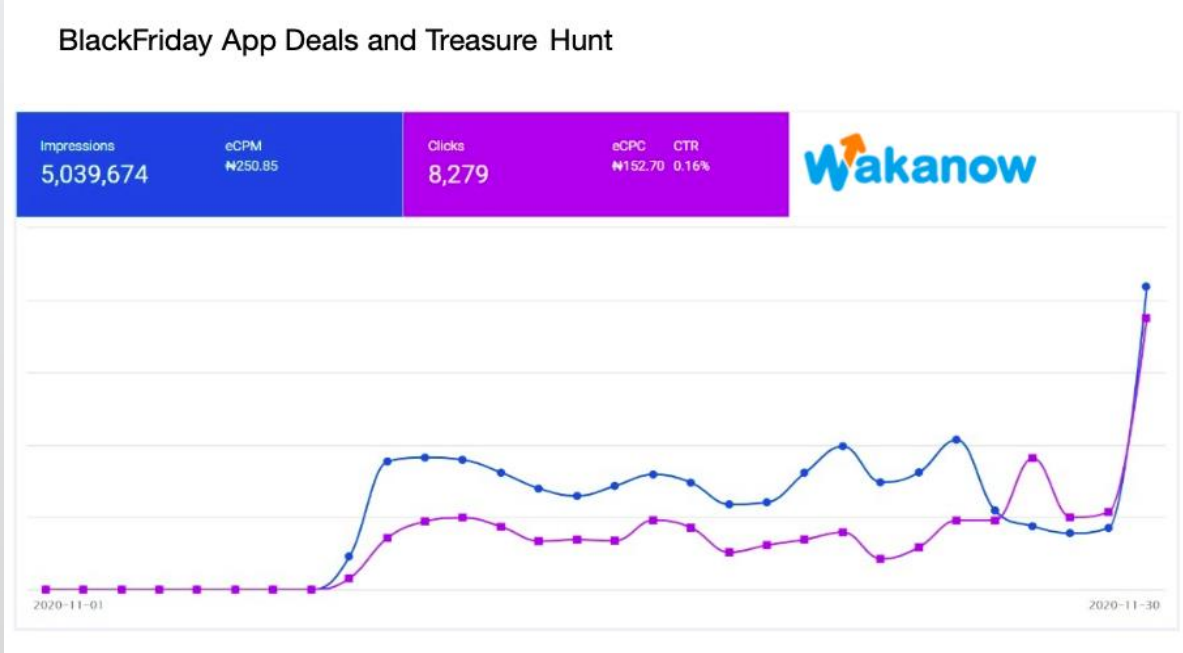

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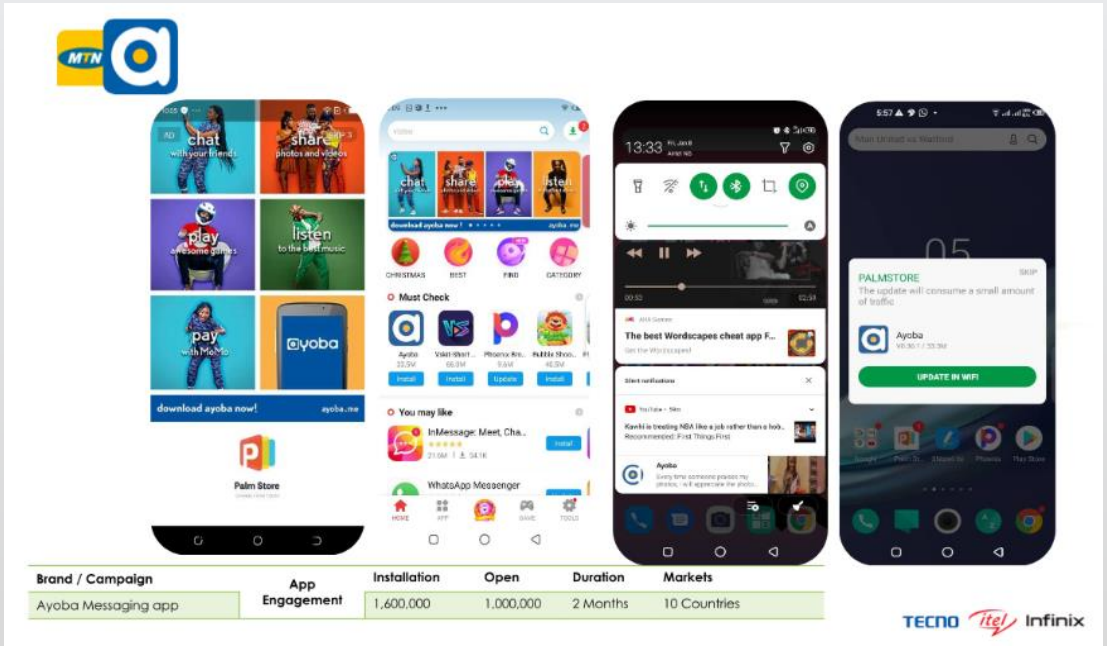
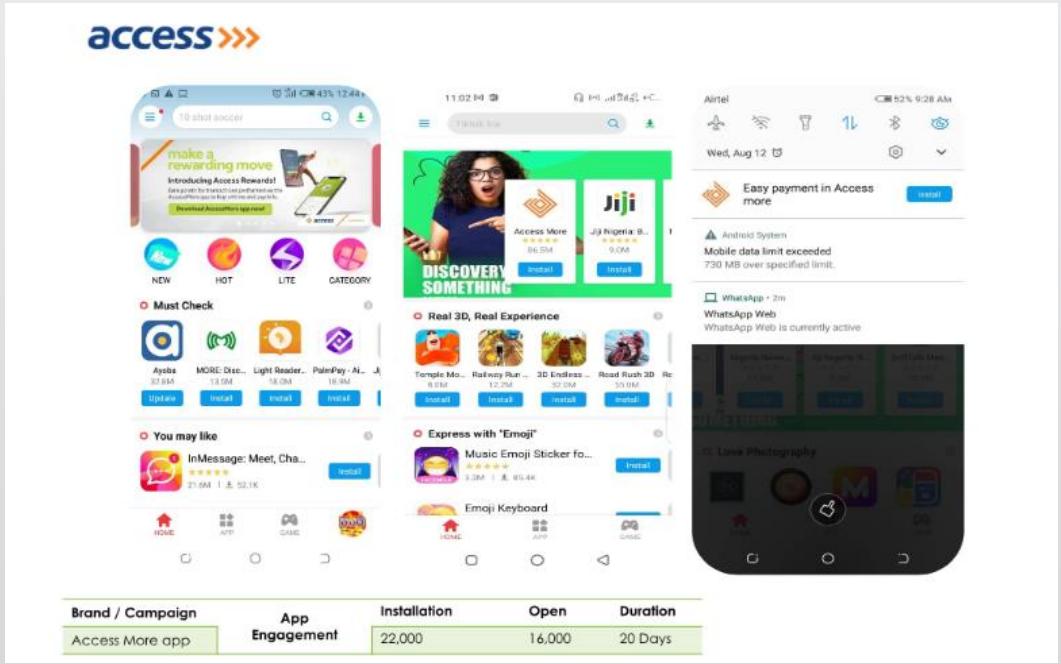
Digital Marketing Campaigns



Brand / Campaign	App Engagement	Installation	Open	Duration	Markets
Ayoba Messaging app		1,600,000	1,000,000	2 Months	10 Countries



Brand / Campaign	App Engagement	Installation	Open	Duration
Access More app		22,000	16,000	20 Days

Works

Digital Marketing Campaigns

Lend Me App Install

Campaign Objective: App install

Relevant Targeting

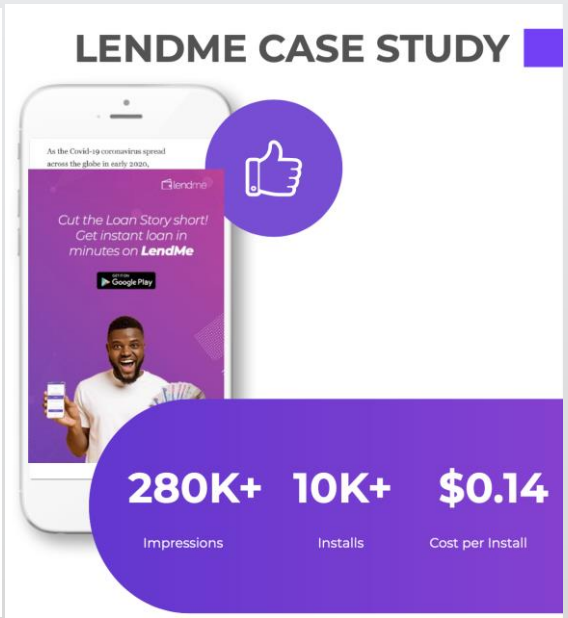
By reaching users while they were browsing about user behaviour traits like banking, finance and more it was possible to reach high intent users.

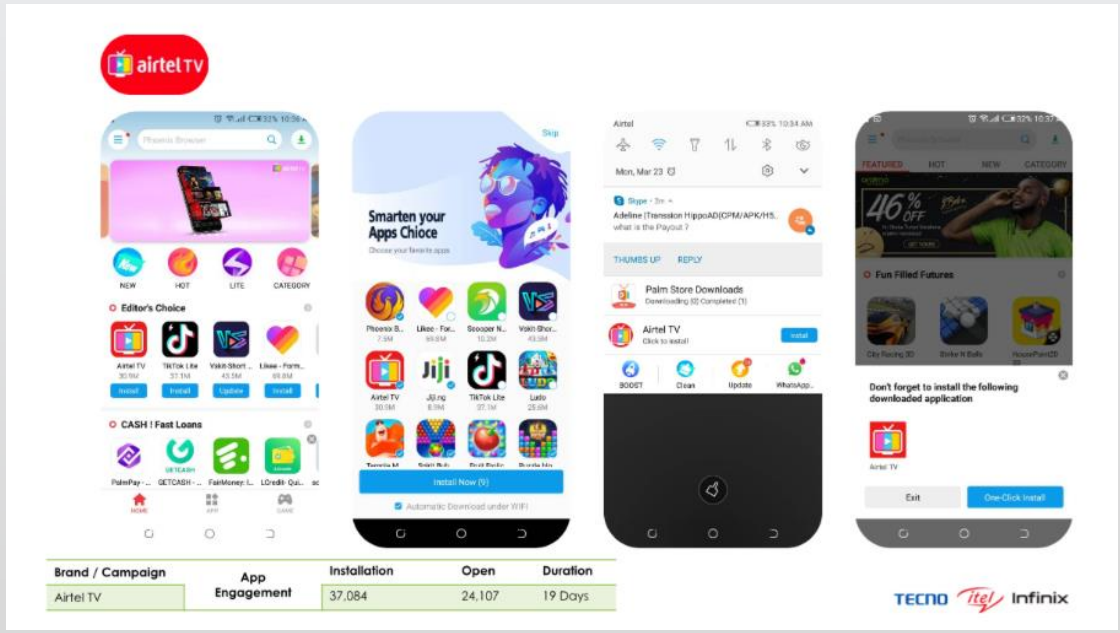
Monitoring

Campaign performance was closely monitored on a daily basis. Therefore, avoiding any discrepancies related with planned KPI.

Static and Native Ads

By using a mix of static and native ads, it was possible to reach **high-intent** audiences while keeping the cost per install at good rate.

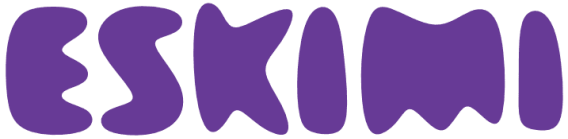




Brand / Campaign	App Engagement	Installation	Open	Duration
Airtel TV		37,084	24,107	19 Days

Our Clientele

Our Partners



LET'S WORK TOGETHER TO BUILD SOMETHING AWESOME!

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