

Agency Presentation

Overview

The TM Digital Agency was founded in 2012 to embody a constantly growing passion for making people's ideas come to life in one of the most permissive and creative digital contexts ever. Driven by the knowledge that one time or another every company will have to present clients with a digital solution, we prepared and pulled our resources to offer the most inclusive and up-to-date website and app development service.

The small team put together in 2012 grew to 15 collaborators around 2017 and we have been growing, learning, improving our skillset and what we can bring to the table one project at a time. With every challenging assignment which required a skill we did not yet possess, came a new certification or even a new and valued addition to our team, thus covering every need a client might have along the way to a digital market solution.

And we were given the chance to prove ourselves in challenging projects for local as well as international clients. By joining freelancing platforms, we were introduced to a vast and remarkably diverse clientele with project requirements that tested us and made us grow stronger as a team and as an agency.

Like all committed professionals, we keep an eye on the market and all technological advancements, try to get certifications and trainings in all departments to provide our clients with a competitive and integrated digital service. What is more, we strive to become a sort of one-stop-shop for anyone looking to create a digital gateway between their great idea or established business and any potential customer out there.

What we can do for you

As much as we appreciate freelancing and getting the opportunity to find and work on projects on our own, the truth is that there are fewer and fewer projects out there that only need the services of one professional. Be that only coding or only design or only copy. Therefore, most times, freelancers will usually have to either work with whoever a client already has onboard or find teammates themselves. This takes up time and resources on both ends and imposes restrictions regarding the size of the project one person can work on.

The great thing about slowly growing your own team for website creation and app development consists of having the right people for any possible phase of even the most complex project. As we have learned, a challenge for most people in the online workplace is having to sync with different teams on various projects. This is time and energy consuming both for the people working on the project and it takes a toll on time and resource management. Therefore, from code to design to copy and even to post-production management, we already have a team ready to meet any requirement.

Project management

We provide Agile Project Management which is the best qualitative approach to business demands. It creates a mindset of collaboration within the team as well as with the client to constantly adjust and bring value to every project stage. Its dynamic allows us to meet changing requirements if they are found to give the project more value. This is how we will coordinate, implement, and execute your project, as well as assure quality and help your project grow.

Compared to the traditional form of project management, Agile is, just as the name says, an adaptive management technique that moves along the line of pinning down each project requirement as it comes along while putting quality over resource distribution and aiming for the best project resolution. Compared to this, a traditional way of project management means setting a fixed target, assigning resources, and going down a very straight line to deliver results. This is a good technique for simple, surefire tasks. But it is outdated when it comes to complex tech projects and this has been the case in later years.

Why do we like working with the Agile methodology? Not only because most of the top 500 companies use it, but because it starts from the vision of the client, instead of a set target. Therefore, should the initial target be wrongfully set by the client, the result cannot be satisfactory. So, it's back to the drawing board for the whole team. On the other hand, with the Agile weekly meetings that keep the entire team engaged and updated on process evolution, the client can easily understand the direction in which things are going and it is easier to make a small detour in due time instead of letting a team of up to 9 people work for weeks in the wrong direction.

Code

Since it is the backbone of our operation, we take coding very seriously. Ours is a fast-changing industry with innovations at every turn. You cannot take your eye off the market for too long or you risk becoming outdated. We work with the newest technologies to meet client requirements, yet we maintain extensive knowledge of most other programming languages available in the coding industry. This is how we make sure we have all the resources a project might require.

The team is proficient in front-end as well as back-end programming languages, everything frameworks and CMS related. This means Angular, React, Ionic, VueJS, Laravel, RoR, WordPress, Magento, OpenCart, HubSpot, Shopify, Squarespace, and other technologies to mention a few of the best-known front-end options. Should your coding turn out to be more complex, we cover back-end needs with solid Java knowledge.

Therefore, if you wish to talk code, you will not need a translator. All you need is to get your business online and operational, and we got you covered from front-end to back-end. In this department, we are constantly learning, getting certifications, and even bringing on board experienced programmers to offer clients a vast range of options.

Design

Since the introduction of smart technologies to everyday life, people have become more demanding of digital products on the market. For most consumers, websites and apps make the difference between brands. The way the brand sees itself and its relationship with its clients is reflected in the design. Therefore, an investment in UI and UX design is imperative.

From intuitive to elegant, we cover everything design related to creating awesome programs for web, mobile, or any other Smart device. This service includes structure sitemap and wireframes for each page and providing an overall adaptive and responsive design. Our focus is on positive user experience and on creating relevant digital products that bring value to the lives of users and profit to clients.

More than this, and as mentioned above, UI and UX design is the talk of the industry. Why? Because one seeks to create the best-structured interface (the user interface), something even the newest of Internet users can comment on, while the other handles how people interact with the interface (user experience). You can study, you can prepare and ask for professional advice, and you can gather your own experience on the matter. But the truth is that you need someone with a good grip on consumer insight, not just design skills. As we see it, it is how marketing has transgressed into every other department making every brush and letter count as much as every line of code. It makes things more challenging and worth the effort.

Our designs stand out as we keep an eye on the market and trends, but our most prominent feature is our ability to really listen to the client. It is normal for clients to always want the freshest and most innovative type of design and this is a requirement we can meet. However, it is best to match a type of website or app and its functionality with the right type of design. And this is something a real professional will know how to recommend. Beyond the dazzle of new ideas, there is the right combination between the targeted audience and the design of the page.

Copywriting

There is no website or app without copy. Whether simply functional or wildly creative, we provide the right words for what we develop. The main advantage of getting your copy from the same team is a unitary approach and provides better time management. The project progresses at the same time. The copy is created as soon as the information about text length, structure and purpose is decided upon. What is more, we provide copy for the follow-up services such as blog writing and ad creation to secure a steady flow of visitors on the page. The texts are search engine optimized, and as far as keywords go, ours is relevance.

More than just words on a page, our copy experts will provide real content management to keep the information relevant and flowing. We know how to keep the user engaged and to optimize any presentation on page.

Quality Assurance

Programming has come a long way from simply offering a digital address and the bare minimum of information about an existing business. Online is now an experience and websites must be functional and cover almost 70% of brand interaction, while apps must be helpful and work smoothly. This cannot be done without Quality Assurance at every major phase of the project. The main aim of this service is to make sure that the delivered product meets all client requirements and specifications and that it is fully operational. This phase of the development process is done before the delivery of the product and, if done properly, should allow any agency to meet every expectation.

Postproduction management

To ensure the success of any project we work on we like to continue to manage its performance even after the development stage. Therefore, we offer services of traffic generation and conversion. The way we see it, it is a two-phase process:

- 1. Create an amazing digital solution that will attract consumers and keep them engaged**
- 2. Keep the website/app constantly updated and optimized so as to turn as many visits as possible into purchases.**

Because who better to promote a product or the service from a website or an app, than the team who has learned what it is, how it works, and how to present it in the best light? To cover this requirement, we stay tuned to the latest tech developments and online marketing trends. We are a Digital Marketing Google Partner, a badge we earned back in 2017.

Certifications & other skillset recognitions

As the digital market evolves, so do the requirements of the consumers and of the clients asking for digital products to be developed. Therefore, as a service provider, we must always keep an eye on what is new, keep learning, and get certifications attesting our skills. Credentials and past projects are great ways in which an agency can prove itself to new potential clients, but industry recognition is another important aspect of becoming an established digital company. Here are some of the certifications we have acquired:

03.2015 — We Became A UpWork Top Rated Agency

This means that the clients we worked with on the freelancing platform have given us great reviews, our projects were done on time, and with great client satisfaction. Once an agency passes this threshold, projects become more complex, they require even more dedication and better time management, and the challenge is to maintain this acknowledgment by keeping performance up. Which we did for the duration of our activity on the platform.

08.2016 — Scrum Certified Agency

This is a very coveted certification that comes with global acknowledgment of skills in scrum management practices. Getting this certification is not a formality nor an easy step as there are exams to pass. Such a certification implies that knowledge meets experience to get the best management solution for the development of a digital program. The scrum master certification was obtained in 2016 and it has helped us consolidate our team while improving our relationship with clients. It is a business changing approach designed to increase success rates on a variety of projects as well as deliver results that are closer to an initial vision, rather than specific fixed targets that may or may not be relevant by the end of the project.

03.2017 – Digital Marketing Google Partner

When a company starts an ad campaign, it wants to make sure it gets the best use of every dollar invested. This is where the experience of a Google Partner agency comes in. As a Digital Marketing Google Partner, we have passed certification exams and we are compelled to keep an eye on the market and any minor change, thus becoming fully aware of everything it takes to get your products moving off the shelves and into people's shopping carts. As a Google Partner our agency is equipped to come up with the most effective paid ad campaign getting our clients great ROI rates.

04.2017 – The Awwwards.Com Nomination For Mobile Excellence

It has brought great joy and we felt honored. The international competition is very tight, and the agency's best practices and elegant mobile solutions are thoroughly scrutinized by a panel of mobile experts. The fact that we managed to catch their eye was an amazing experience and one we wish to repeat in the future with some compelling mobile projects.

04.2020 – CSS Design Awards: Best UI, Best UX, Special Design Kudos

Founded in 2009 and launched in 2010, CSSDA is an international web design and development award platform that honors and showcases freelance designers, studios and agencies for work that pushes the boundaries of UI, UX and innovative development. Backed by an international panel of expert judges, winners are rewarded with official certificates, prestigious trophies and recognition from industry leaders along with tens of thousands of daily visitors to the CSSDA site.

Airbit

2020 — Ongoing

Project Type

The Project required the creation of a Beats Marketplace, meaning a place where people can browse through various types, classified by genres, and purchase the ones they are interested in. Many industries such as entertainment and marketing are interested in such a platform and it has to work well for both potential clients as well as for the music producers.

Client Industry

Music

About The Client

Worldwide beat selling platform that brings together music producers and clients. With the right kind of indexing, all of these beats can find their way to someone who can use them for a variety of creative purposes. Such platforms make it possible for music producers to sell their work and get the proper appreciation.

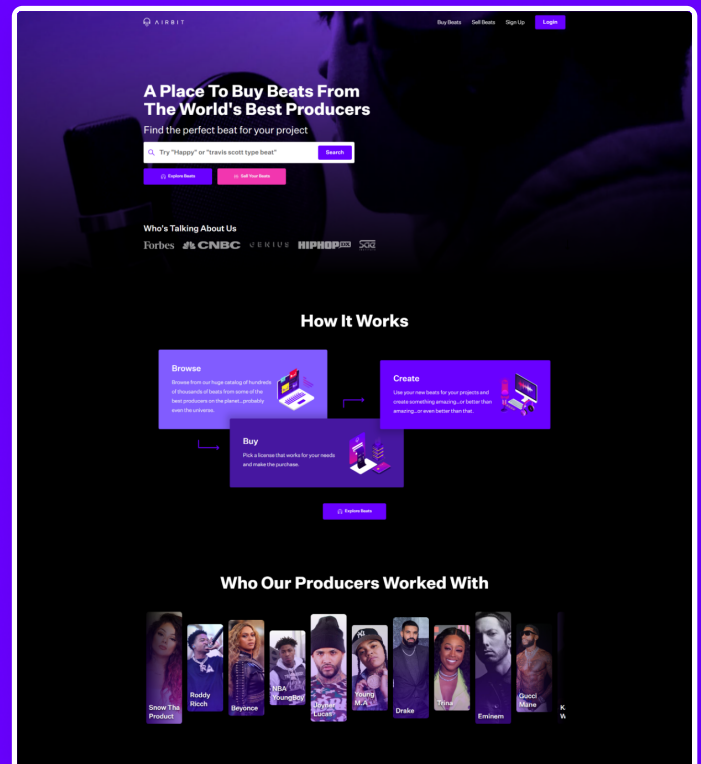
Tech Used

Vue.js, Nuxt.js, Laravel, GraphQL

Challenges

The project may seem straightforward, with only having to create libraries of music that are also properly indexed. However, the coding part implied splitting up a monolith Laravel project into two separate parts. This was an old approach to programming, with a tighter connection between frontend and backend. Now, on one hand, we had the Laravel backend to provide the API and to roll the information in the background and the Nuxt framework frontend that consumes it and only deals with the visible part of the site.

[SEE CASE STUDY —](#)



Producers have earned over \$32 million on the AirBit platform alone with a few producers making six-figures every year selling beats.

MagZine

2017 — Ongoing

Project Type

This project implied an Ecommerce CMS transition from its old custom PHP framework to Magento 2. We also provided complete mobile apps redesign and refactoring, SEO services, and Social Media maintenance. In post-production we provide ongoing maintenance and further development for websites and apps

Client Industry

Media & News

About The Client

As the number 1 online magazine reseller in The Netherlands, MagZine has been around since 2010 and it caters to the needs of over 1 million active customers who wished to switch from print to online reading. The company works with the major publishers in the Netherlands offering custom database integrations.

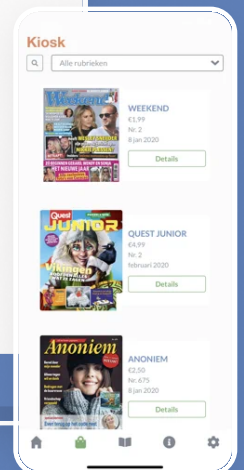
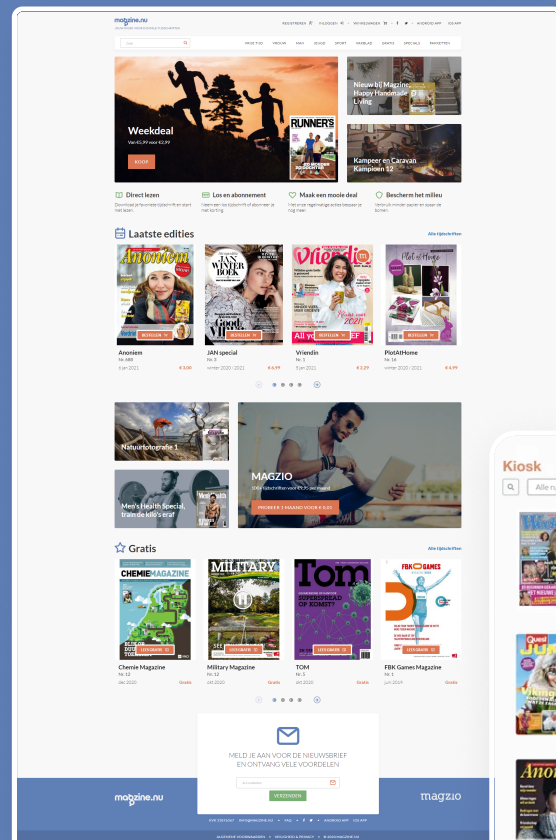
Tech Used

Magento 2, Swift, React Native, Figma, mySQL.

Challenges

To an untrained eye, this project sounds free of challenges. However, the migration of an enormous database has put our resources, knowledge, and patience to the test. It had hundreds of tables and millions of fields. There was also an incompatibility with Magento 2 that we had to work with, along with the fact that we could not get in contact with the previous development team for information and support. All things put aside, the outcome was more than satisfying and we added another great project to our portfolio.

[SEE CASE STUDY —](#)



GROWTH

Put in numbers, the completion of our project and our continuous maintenance have brought the company an annual revenue of 500K Euros, a steady increase of 20% in users since October 2019 and a 6% increased conversion rate. We have also worked to reduce the page's bounce rate.

Oncomfort

2018

Project Type

Creating the presentation website for a novelty medical service.

Client Industry

Medical

About The Client

Oncomfort offers Digital Sedation™ as an innovative medical solution for patients who are overwhelmed by some of the procedures. Whether they imply pain or a high level of anxiety, oncology investigations and minor interventions can be done in a more effective manner. One of the co-founders of the company, Diane Jooris, used her own experience as a caregiver for her sister who was battling breast cancer. She saw how all the doctor's visits that were intended to extend the life of her sister, were decreasing the quality of her life. Using her expertise as an experienced hypnotherapist at MD Anderson Cancer Center in combination with Virtual Reality technology, she contributed to the creation of Digital Sedation™. The website introduces medical workers to the concept in an attempt to make the service available to as many patients in need as possible.

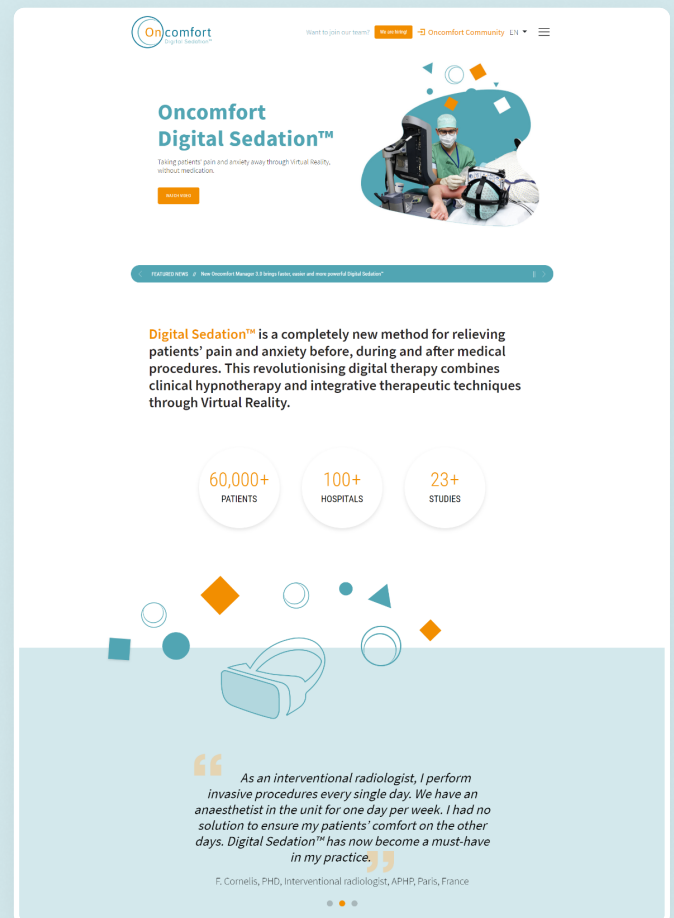
Tech Used

WordPress, Salesforce, Trello, Nuxt.

Challenges

The website is intended to help medical professionals get certifications in using Digital Sedation™. This meant having to build a module that would be used for training and certifying the medical staff in France in using Augmented and Virtual Reality technologies. They ease the treatment for regular patients and make it possible for those with psychological diseases. A challenge of this project consisted of coming up with the test required for the staff to get certified. We also had to generate the PDF certificate of aptitudes.

[SEE CASE STUDY —](#)



G R O W T H

In 2020, over 100 hospitals enrolled in our Oncomfort certification program.

Proef-Fabriek

2018

Project Type

Basic full website and mobile apps creation.

Client Industry

Food Market

About The Client

Proef-Fabriek is a collection of companies of all sizes specializing in tasting events. This allows people to experience a wide variety of foods.

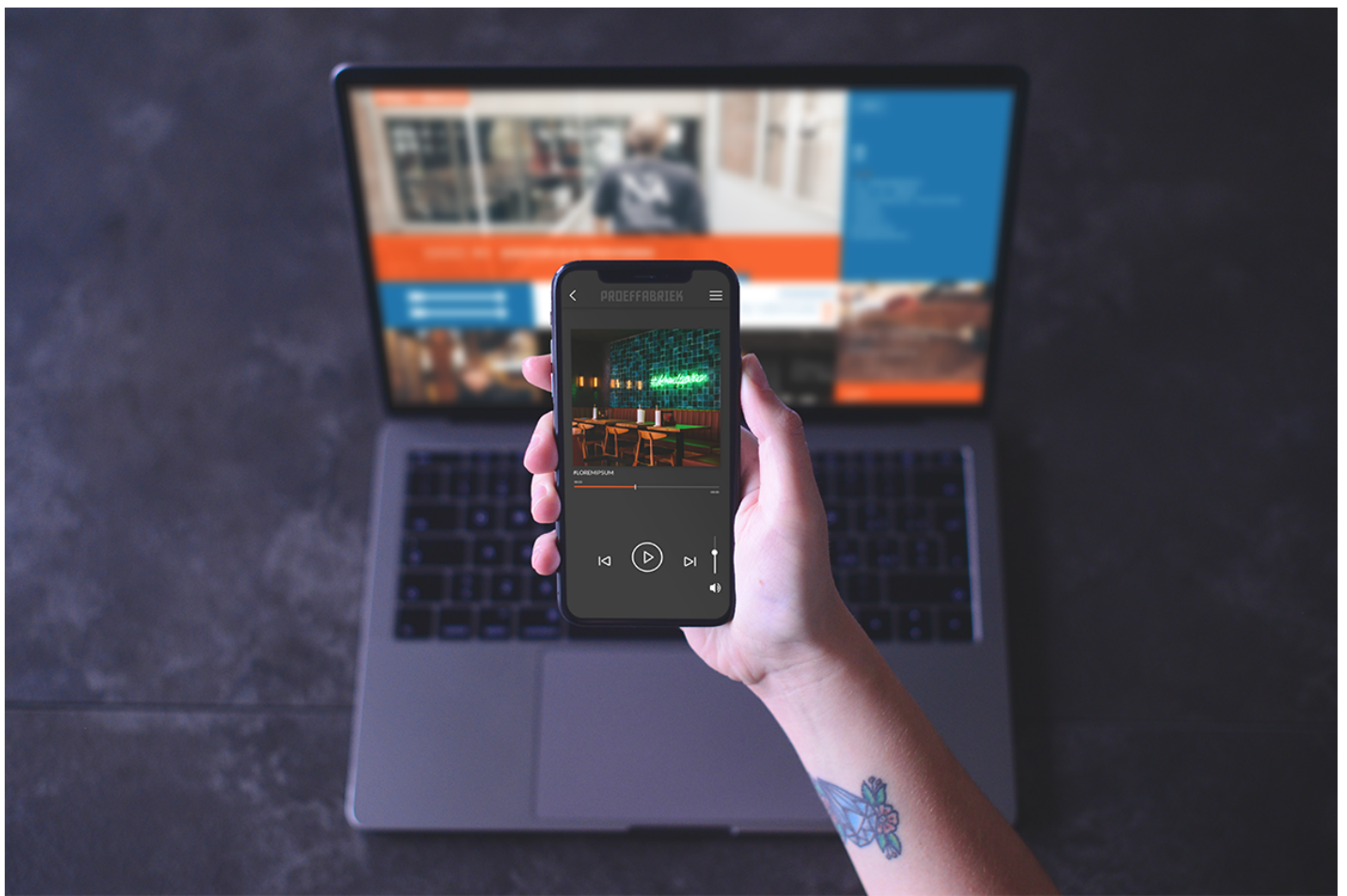
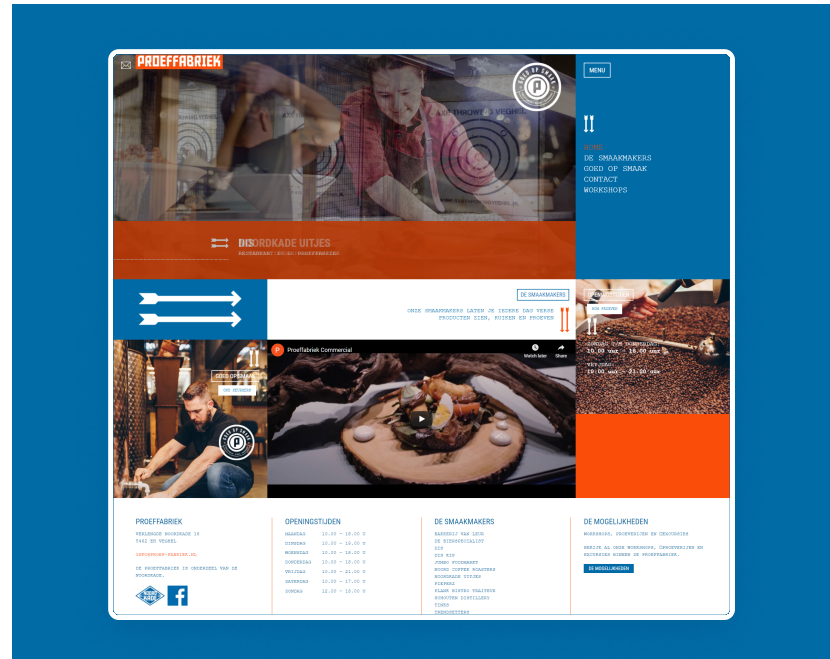
Tech Used

React Native, WordPress, Trello

Challenges

Although the creation of the website according to the requirements of the client was not difficult, there was one challenging aspect. The audio tour app e had to create consisted of giving information regarding each seller on the market in multiple languages.

[SEE CASE STUDY —](#)



Overthrow NYC

2018 - 2020

Project Type

The project required a complete refactoring of the presentation website. To go with the new format, we set up a webshop and a class booking module.

This way we made sure we kept the people engaged even when they were not on the premises.

Client Industry

Fitness & Sports

About The Client

The Overthrow Boxing Club in New York is a boxing gym that provides high-intensity training via boxing classes and personal boxing trainers. The classes are aimed at beginners willing to give boxing a go and get in shape.

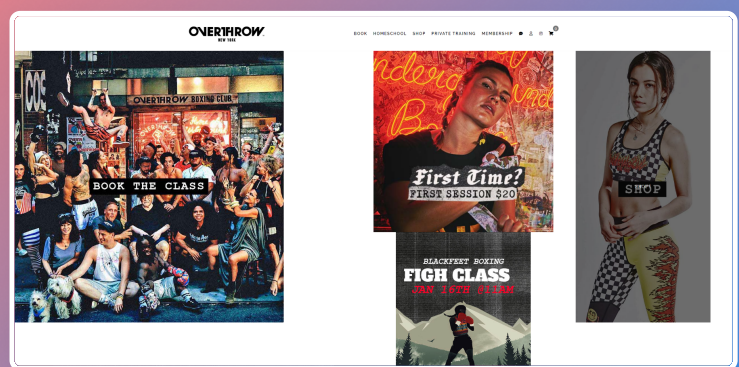
Tech Used

WordPress, Calendly, Google Calendar, Jira

Challenges

Although the creation of the website according to the requirements of the client was not difficult, there was one challenging aspect. The audio tour app e had to create consisted of giving information regarding each seller on the market in multiple languages.

[SEE CASE STUDY —](#)



G R O W T H

In 2020, over 85% of the bookings at the boxing gym are done online on our platform.

Rolda

2019 - Ongoing

Project Type

UI/UX design (aimed at improving the user experience) and an overall technology refactoring (aimed at improving the code). In post-production, we handled search engine optimization, Social Media Management, and continuous maintenance. The project was promoted via Radio and TV campaigns to reach a remarkably high number of users of all ages.

Client Industry

Animal Charity

About The Client

ROLDA is a non-profit organization that cares for 650 homeless dogs in two shelters in the South East area of Romania. The effort of the NGO is considerable given the fact that homeless animals are still a problem in the country, one that authorities have failed to deal with it. The organization is also making efforts to help pet owners in poor communities take care of their animals in a responsible manner.

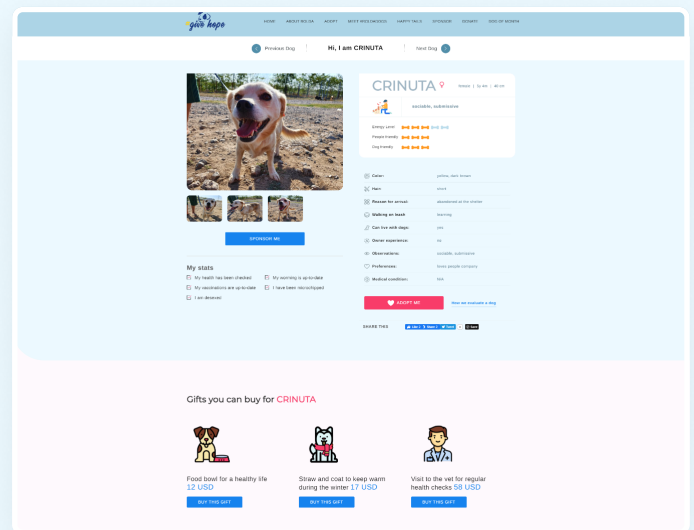
Tech Used

WordPress

Challenges

The challenging aspect of this project consisted of working with the previous website up until the moment we could switch to the one we developed.

[SEE CASE STUDY —](#)



G R O W T H

The completion of our website has led to an increase in the number of donations. It has proven to be a faster and more practical tool for getting donations via different channels.

Spoonity

2016 — Ongoing

Project Type

Website upgrade which consisted of UI&UX refactoring, meaning an adaptation of the design to improve on the user interface and experience, SEO optimization to make it more visible and relevant, and maintenance services on an ongoing basis for both website as well as apps.

Client Industry

Restaurant and foodservice

About The Client

Spoonity is a service that speaks directly to small and medium-sized restaurant owners looking to create customer retention and loyalty. It provides a white-labeled platform for restaurants to manage their own loyalty programs.

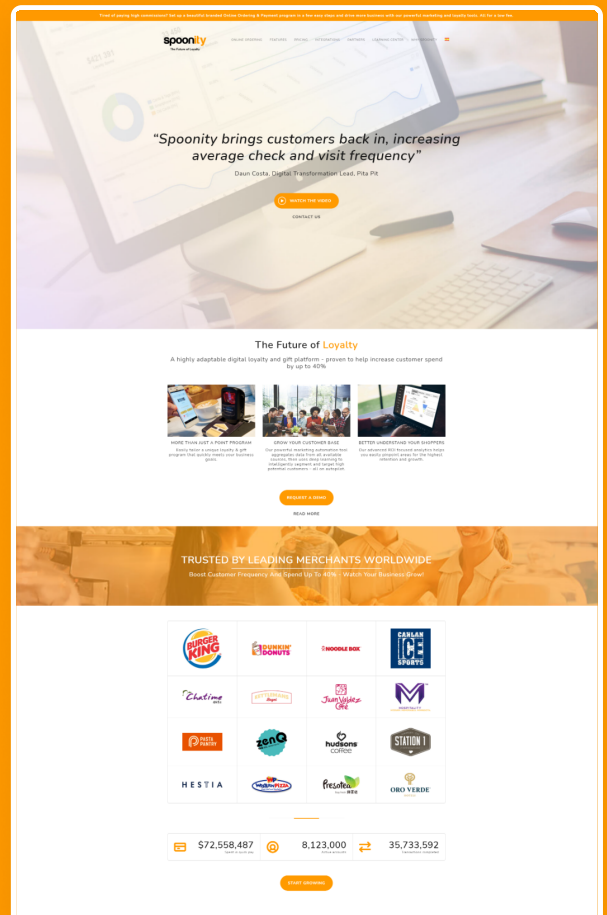
Tech Used

WordPress, Swift, React, JS.

Challenges

What we did for this client was not a challenge as much as it was a desire to offer a complete service. Apart from the custom UI/UX design we already mentioned, which is vital for any application that must bring clients to a restaurant, and the mobile apps, we also did some software integration and we offered mobile pay with an app integrated POS. Apart from that, in post-production, we did the Marketing Campaign Setup in which we segmented marketing campaigns and provided big data analytics to help merchants better understand their customers' choices. Our services offer an unprecedented way to collect and analyze the data provided by POS use for restaurants.

[SEE CASE STUDY —](#)



G R O W T H

From Startup to \$5M annual turnover in 2020.

GoSlim

2020 - Ongoing

Project Type

The product is designed to generate custom Keto recipes based on user selection. GoSlim can generate a 30-days tailored meal plan for the customers interested in following the ketogenic diet to keep fit and healthy.

Client Industry

Health & Wellness

Tech Used

Laravel, Vue.js, Figma

Challenges

The very core of the website is challenging. That is creating an algorithm that defines the optimal meal plan. However, apart from the coding itself, the project was created without an existing database of customers, therefore it needed heavy external promotion from influencers to get people to sign on. The Wellness industry is highly competitive and starting something from scratch might prove to be the biggest challenge in terms of marketing and PR.

[SEE CASE STUDY —](#)



Statement of work, contract, contact, and fees

We take great pride in the work process which we have developed throughout the years. Unlike the corporate culture which used to dominate the work scene, this new approach born in the freelancing era empowers every member of the team and makes them accountable and aware of their role in each project. People are no longer mainly in the back seat, playing a part the client is never aware of. They are involved in discussions and decision making. This enables the delivery of projects closer to the vision of clients with every aspect taken care of by the assigned professional.

We apply agile management techniques, and we keep in touch with clients at every carefully planned phase of the project, it is the assigned Project Manager and Scrum Master that will physically interact with the client the most. How does this work exactly? Simple. Both the Scrum Master and the PM get acquainted with the project in its finest detail. During internal meetings, team members get briefed and are assigned their part and their first deadlines. From this point on, the Scrum Master controls the evolution of the project, while keeping in touch with the client for any target change, while the PM remains the contact of the client, reporting back to him on project evolution and answering questions in between regular meetings.

As Agile splits any project into small timeframes to micromanage its every aspect, the client is briefed by the Scrum Master and its evolution is fine-tuned every step of the way. Feedback is required in due time to keep up the pace and to meet the initial deadlines. Working on phases means working closely with the client. Therefore, instead of the client sitting back and getting one big presentation after sufficient time has passed and then going back to handle possible requests, they are involved and get to give feedback on the project piece by piece.

To someone who has not worked with this system before, it may seem like a lot more work, but in reality, this up-close and personal approach gets things done more quickly. If clients have any other requests, they are solved at moments when changes will not create ripples in the entire production process. Realistically speaking there is no project delivered without any feedback and change requests. But when the client steps in and gives feedback sooner, there is little need for major changes at the end. Once you deliver the project, there are few changes to be made any more.

Get in touch with us

hello@tmdigi.com

www.linkedin.com/company/tmdigi

