

PRO-ACTIVE SOCIAL MEDIA BRANDING

How do you market your products or services to an audience of over \$1.5 BILLION people?

Social Media Branding!



How do you counter derogatory, inaccurate, or negative postings or blogs about your company on the social sites?

Social Media Branding!

when there's everything to lose



DIGITS LLC

Digits' core business is designed to help our clients take full advantage of today's information technologies while guarding against the ever-changing threats posed by those very technologies.

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Digits' Pro-Active Social Media Branding

Combination of **Developed Social Media Technologies** and **Competitive and Market Analysis** for **Full Proactive Positive Internet Marketing Capability**

Branding Campaigns

- ❖ Commercial Entities
- ❖ Political Campaigns
- ❖ Individuals (Musicians/Actors etc)
- ❖ Local/State/Federal Support Services
- ❖ Marketing/Brand Influencing
- ❖ Stock Positioning (Ongoing Support and Damage Control)
- ❖ Competitive Applications
- ❖ Key Analytic and Monitoring Services

Market Intelligence Applications

- ❖ Capture/Contain/Validate/Vet/Verification Processes
- ❖ Public and Private Offering
- ❖ Mergers & Acquisitions Support
- ❖ Decision Making Processes for Commercial Entities
- ❖ Competitive Analysis



Products & Services

- ❖ Complete Branding & PR Campaign Development
- ❖ Task Driven Reports
- ❖ Alerting Capabilities (Text and/or Email)
- ❖ Ongoing Monitoring as Needed
- ❖ Consulting - Knowledge Strategies
- ❖ Support Technology Implementation & Integrations

Service Levels - based on two factors (Scalable Efforts & Technology Implementation)

Bronze Development of Social Media System (SMS) Models (Scaled to X number of blogs... etc)
Implementation of SMS System (Defined Period of Time)
Task Driven Reports Based on Web Info and SMS System Info Only Includes Social Media Footprints
Recommendations Based on Findings

Silver Development of SMS Models (Scaled to X number of blogs...etc)
Implementation of SMS System (Defined Period of Time)
Task Driven Report Based on Web Info, Credit Header Data or Global Equivalent, SMS System Info
Includes Social Media Footprint
Recommendation Based on Findings

Gold Development of SMS Models (Scaled to X number of blogs...etc)
Implementation of SMS System (Defined Period of Time)
Includes SMS Automation Technologies to Build Social Media Group Followings
Task Driven Report Based on Web Info, Credit Header Data or Global Equivalent, SMS System Info
Includes Social Media Footprint
Performance matrix based Reports
Recommendations Based on Findings

Platinum Development of SMS Models (Scaled to X number of blogs...etc)
Implementation of SMS System (Defined Period of Time)
Includes SMS Automation Technologies to Build Social
Technology Driven Social Media Systems, Web Monitoring with Alerts for Defined Period
Available Real Time to Client and/or to Internal or External Analyst Team
Task Driven Report Based on Web Info, Credit Header Data or Global Equivalent, SMS System Info
Includes Social Media Footprint
Performance matrix based Reports
Requires Training on Monitoring Platform (Included)
Ongoing Consulting

your best defense may already be at your fingertips