

SOCIAL MEDIA SOLUTIONS CULTIVATE YOUR SOCIAL CAPITAL.

Via a comprehensive digital strategy, we create a process of unifying and engaging your audience and converting them into a tight-knit community.

- › Social media consultation.
- › Social media strategy & development.
- › Custom social pages.
- › Custom social applications.
- › Custom widget development.
- › Social media webinars & workshops.
- › Interactive banners & advertisement design.
- › Social media optimization.

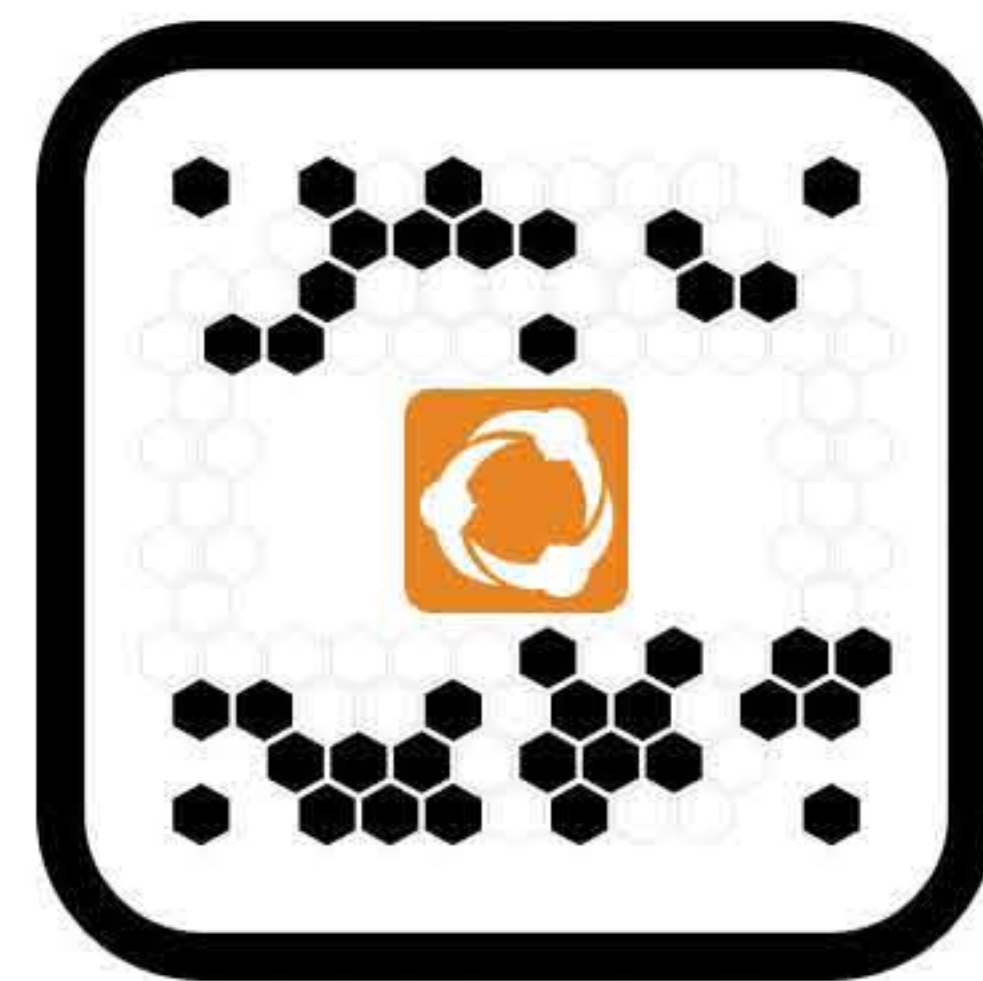
ONLINE REPUTATION REPAIR, MANAGEMENT, & BUILDER ENSURE CONTINUED GROWTH.

Our inoculation approach infuses search engine optimization, latent semantic content, and social media optimization to manage online reputation.

MOBILE MARKETING ENGAGE YOUR DIGITAL COMMUNITY.

Mobile technology provides brand ubiquity. We specializes in developing custom mobile solutions for various industries.

- › Mobile & digital strategy development.
- › Mobile & advertising platforms.
- › Mobile applications.
- › Media interactivity.
- › Mobile tagging.
- › Interactive sales promotions.
- › SMS/MMS campaigns.
- › Customer Relations Management (CRM).
- › Payment & Billing.



Please visit www.phdmobi.com to download the multi-tag reader. Open the application and use the camera. Aim or shoot this 2D code, you will be directed to the exclusive content!

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- w www.socialcapitalmanagement.org
- f www.facebook.com/SocialCapitalManagement
- t www.twitter.com/socialcapitalma

SEARCH ENGINE OPTIMIZATION: NAVIGATE THE DIGITAL MAZE TO YOUR CONSUMER.

We develop and manage search engine optimization solutions to increase visibility for our clients. We employ organic search engine optimization, link procurement, micro-sites, and latent semantic content to ensure that the products and services are presented to the right target audience in the specified Geolocations.

	BASIC	STANDARD	PROFESSIONAL	ADVANCED	GURU
Custom keyphrase research & analysis	✓	✓	✓	✓	✓
Meta-data - title & description	✓	✓	✓	✓	✓
Content pages	10	20	50	--	--
Alternate text added to images	✓	✓	✓	✓	✓
Google analytics traffic analysis & report	✓	✓	✓	✓	✓
Creation & registrations of sitemap	✓	✓	✓	✓	✓
Creation of robots.txt file		✓	✓	✓	✓
Custom wordtracker & keyword analysis		✓	✓	✓	✓
DMOZ submission		✓	✓	✓	✓
Free directory submissions			✓	✓	✓
Initial link building & link procurement				80 links	150 links
Ongoing quarterly link building				80 links	150 links
Free & paid directory submissions				✓	✓
Initial copy writing				8 pages	20 pages
Ongoing quarterly copywriting				2 pages	5 pages
Pay-Per-Click advertising setup				✓	✓
PPC landing pages				✓	✓
Google analytics setup with conversion tracking				✓	✓
Local search optimization				✓	✓
Universal SEO - videos, maps, images and news				✓	✓
Integration of blog with RSS				✓	✓
Competitor intelligence					✓
	\$250/mo	\$450/mo	\$900/mo	\$1500/mo	\$2000/mo

WEB DESIGN & DEVELOPMENT FORGE A BRAND IMAGE & DEVELOP MIND SHARE.

Our designers are also programmers, and we integrate artistic design with the interactive utility of your website. We create a unified brand image that will accurately communicate your message to your audience.

- › E-commerce solutions.
- › E-learning solutions
- › Website technical support.

\$75/mo with no set-up fee

- › Hosting (5GB).
- › 10 Email addresses.
- › Domain registration.
- › General tech support.
- › Content management system.
- › Search engine ready.
- › Social media ready.
- › Highly customizable.
- › PHP5 & SQL database.

WEB HOSTING & DOMAIN

- › Hosting: \$75/yr
- › Domain: \$75/yr
- › Hosting & Domain: \$125/yr

ONLINE MARKETING ENGAGE YOUR ONLINE COMMUNITY.

We will perform an in-depth audit analysis of your company to create a custom marketing solution that is right for you and that will align your values with the needs of your customers.

- › Online marketing & digital strategy development.
- › Professional graphic design.
- › Brand identification & logo design.
- › Interactive banners & advertisement design.
- › Content management.

