DIGITAL DEVELOPMENT

Digital development is the creation of electronic DNA. D-DNA is the pattern formation of design occurring through brainstorming and production. Brand development is crucial to business success; it should be authentic and original, attractive and inviting, while communicating the company vision and mission.

MARKETING SOLUTIONS

- Web

- A DMS publishes to web channels, usually in the form of a stand-alone website. It can manage any part of the web process, including web design, web hosting, domain registering, marketing, content creation and other standard methods of web promotion. The goal of web publication is to give the user a digital 'home' on the web, where clients, guests, fans and other web browsers arrive as a destination. Other methods of digital marketing often work to drive traffic to the web channel.

- Social

- A DMS publishes to popular social channels, including Facebook, Twitter and Instagram as a means to communicate with fans, friends, followers, and customers and drive traffic to the user's website. The social publication can take the form of a status update, a text message, a 'tweet', a photo, a video and many other means of social communication. The idea is to find browsers in social spaces who might not otherwise be targeted.

- Mobile

- A DMS publishes to mobile devices, offering unique content formatted for those devices, such as the iPhone, iPad and Android phones. Mobile publication often takes the form of a mobile-optimized website theme, with larger navigation and a cleaner user interface. A mobile publication can also include 'apps' for devices that support them, 'push' notifications and SMS texting marketing.

- Gaming is also a new form of Digital marketing, where creators custom makes games fit for a certain brand. It is used with larger navigation and an interface. It is the key factor to where mobile publication is included within the services.

- Scannable surface

- A set of a scannable surface includes tablet PC, publishing material, TV etc media. QR code enables traditional marketing channels to be utilized for a new digital transform. A quick scan on the QR code can guide viewers directly to the information they need without spending time on browsing and be searching, and the most valuable method of using QR code scan is to link to purchase basket.

WEB HOSTING

Smaller hosting services

The most basic is web page and small-scale file hosting, where files can be uploaded via File Transfer Protocol (FTP) or a Web interface. The files are usually delivered to the Web "as is" or with minimal processing. Many Internet service providers (ISPs) offer this service free to subscribers. Individuals and organizations may also obtain Web page hosting from alternative service providers.

Single page hosting is generally sufficient for personal web pages. Personal web site hosting is typically free, advertisement-sponsored, or inexpensive. Business web site hosting often has a higher expense depending upon the size and type of the site.

Larger hosting services

Many large companies that are not Internet service providers need to be permanently connected to the web to send email, files, etc. to other sites. The company may use the computer as a website host to provide details of their goods and services and facilities for online orders.

- A web hosting service is a type of Internet hosting service that allows individuals and organizations to make their website accessible via the World Wide Web.

Shop