



MARKETING

DCCS IS A SINGLE POINT OF CONTACT SOLUTION FOR ALL YOUR BUSINESS RESOURCES

New opportunities are not always found. Sometimes, they are made by marketing.

Custom Websites · Marketing Strategy · Search Engine Optimization · Pay-Per-Click Advertising · Social Media Management

CUSTOM WEB DESIGN

- Get Found – Building proper Search Engine Optimized content can and will bring new customer opportunities to you.
- Provide Information – Most buyers use the internet to shop around before purchasing.
- Give Support – Your website becomes a beacon of requests from new and existing customers.
- Show Off – We live in the Cult of Personality. Wear your persona like a badge of pride.
- Be Heard – Businesses are more than transactions. They take action and you website is a platform to share your ideals.

MARKETING STRATEGY

When you create a business marketing strategy, you do more than regulate your budget. You begin to give yourself the tools for long term business success. By crafting a repeatable, measurable marketing plan, your business can gain a big picture view of what is working, what doesn't work, and how to improve your global brand evangelism. So, in a way, your marketing plan is your sales funnel blueprint.

SEARCH ENGINE OPTIMIZATION

Great SEO is like a snowball down a hill. By structuring your website content to maximize your search appearances, you begin to drive more traffic to your site. This raises your SEO score and gains you better search appearance placements. Eventually, you are showing up for every potential customer search. This approach to organic growth, combined with brand experience and awareness efforts, leads to a constant, multi-channel funnel of leads and opportunities for your business. And the best part is that great SEO is easy to maintain and update over time.

PAY-PER-CLICK ADVERTISING

Pay per Click marketing can be scary. You are spending money to gain the opportunity for someone to click onto your site. Sounds Reckless, but it can be an effective tool for lead growth and brand development. But how can we make it profitable? That is the magic of knowledgeable ads campaign development and careful analytics. When we create an ad campaign, we are developing critical target personas for our pay per click ads. This puts us in the minds and shoes of these potential clients and allows us to craft language and imagery that hits home. In addition, we are empowering great persona with clever geotargeting and audience restrictions.

SOCIAL MEDIA MANAGEMENT

Engaging on social forums is an excellent way to inform potential clients you are engaged. Social media has become the most influential and important virtual space where the platform is not only used for social networking but is also a great way of digitally advertising your brand and your products. Social media's power is commendable as you get to reach a large number of people within seconds of posting, helping you reduce your costs, and making your content reach out to your potential audience through these social media engagements.



FINANCE YOUR BUSINESS



FIND THE RIGHT PROPERTY
FOR YOUR BUSINESS



INSURE YOUR BUSINESS



CONNECT YOUR BUSINESS
AND KEEP IT SECURE



RECRUIT FOR YOUR
BUSINESS



KEEP YOUR
BUSINESS RUNNING



MARKET & PROMOTE
YOUR BUSINESS