

## OUR STRENGTH

The story of excellence

Your prospective clients are distracted and busy.

Traditional marketing methods are not working like

they did in the past. Our young and highly experienced team of

Digital Marketing Experts helps companies just like yours to fully

leverage the new and more effective world of online marketing so

you can achieve your goals faster.

-  FB, Twitter, Insta, LinkedIn (SMM)
-  Content Marketing
-  Search Engine Optimization (SEO)
-  Affiliate Marketing
-  Search Engine Marketing (SEM)
-  Email Marketing
-  Pay-Per-Click Advertising (PPC)
-  Online reputation management

## SOFTWARE SOLUTIONS SIMPLIFIED

Digital Software Services (ISO certified) is a US based web and mobile software application development company.

Our team of experts have been working for decades

creating cutting edge software solutions in many industries

like Field Delivery, Field Service, Security, Online Commerce,

Hospitality, Real Estate, Media and Entertainment among

others. Expertise in creating custom enterprise and real-time

web and mobile app technology solutions.

### SOCIAL MEDIA MARKETING(SMM)



Imagine your prospective clients finding information about your company in every search they do and on every social media site they visit. Via our Search Engine Marketing and Social Media Marketing

techniques your company will have greater visibility, higher page

rank and more online Status. We facilitate the following actions

under the SEM-SMO campaign:

## VISION

### Design-Build Software Applications

We offer customized on-page and off-page optimization techniques that help your website compete with or dominate your market.

You want your company to be the "Coca-Cola" in your space but yesterday's marketing tools only allowed well financed companies to achieve this.

Our SEO system will allow you to multiply your marketing investment so your company stands out online and prospective customers find you rather than your competitor. This gives you more leads and more credibility...a major sales advantage.



Philadelphia, PA and Winston Salem, NC



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www.digitalssoftwareservices.co

# OUR PREMIUM SERVICES



## SEARCH ENGINE OPTIMIZATION (SEO)

Our SEO experts ensure that your website ranks among the top sites in search engine rankings thereby gaining free traffic ('visits' or 'eyeballs') from prospects and clients.

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## PAY PER CLICK(PPC)

PPC services are one of the most cost-effective and targeted forms of marketing on the internet.

Our experienced team thoroughly studies the market in order to place your ads where potential clients are most likely to see them. We develop and optimize your PPC campaign for you that could include:

- Facebook
- Twitter
- Google+
- LinkedIn
- Youtube

## REPUTATION MANAGEMENT

In today's connected world, the old adage "a lie travels halfway around the world while the truth is still putting on its shoes" has become more true.

A small incident, a set of negative reviews or blog postings can do serious damage to your online reputation. To help our clients mitigate such situations, we control what shows up when someone searches for your business/company. Our service encompasses:

- Review Boost
- Hootsuite
- Google Alerts
- BrandYourself
- Social Mention

## EMAIL MARKETING

- Landing Page Design
- Email Template Design
- Email Copywriting
- Mailing listing building
- Sales funnel building



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