

Helping you get the most from your business by augmenting your resources with digital media industry leaders and experts.

An ROI focused approach which will help you do more with less in a fluid environment.

We focus on cutting edge knowledge and tools as a key to success

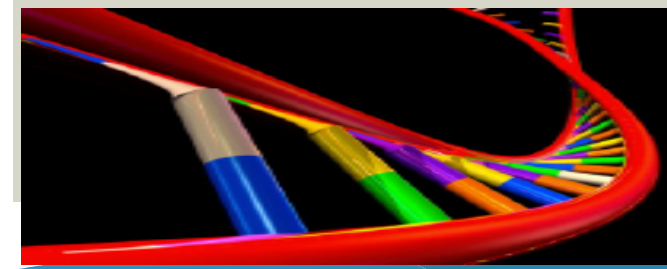
Our Approach:

Our clients get access to our network of digital experts and leaders and we provide project management and quality control to ensure top results. We run a team relationship with you to ensure that your deliverables are met with the highest quality, on time and within promised budgets. Providing a unique network of experienced digital media leaders and resources to augment your business with a focus on cutting edge business practices

DAVID L ATKINS
DIGITAL DNA INFUSION- PRINCIPAL
EXPEDIA- FOUNDING SHAREHOLDER
THE INTERNET OLD-TIMERS FOUNDATION- MBR
DAVID@DIGITALDNAINFUSION.COM



6619 South Dixie Hwy
Ste 306
Miami FL 33143
www.digitaldnainfusion.com
305-458-2311



Digital DNA INFUSION
Access to digital media leaders when you need it



Digital DNA INFUSION

Your Digital Media Expert Network

PROFILE OF A TYPICAL EXPERT IN NETWORK

More than a decade of hands on experience. Often a recognized industry leader who is well respected by their peers, they may write, speak or blog on their area of expertise. Often experience as a publisher and marketer.



Digital services include:

- Advertising operations support
- Advertising sales support
- Advertising strategy
- Business development
- Business planning
- Communications planning
- Conference analysis/representation
- Content management support
- eCommerce strategy
- Email support and strategy
- Interim digital staffing solutions
- Management support
- Marketing strategy and analysis
- Media planning and buying
- Media training
- Product Planning
- Rate Card analysis and strategy
- Revenue optimization
- Sales channel analysis and support
- Sales support and training
- Search Engine Optimization
- Social Media strategy
- Site Design
- Site strategy
- Strategic Planning
- Telesales support
- Usability
- Vendor selection
- Video strategy
- Yield analysis



NETWORK EXPERIENCE INCLUDES:

- ABC
- Advertising.com
- Amazon
- American Express
- American Airlines
- AOL
- Ask.com
- Atlas
- AutoTrader.com
- Avenue A Razorfish
- Brightcove
- CBS
- Citysearch.com
- Comcast
- Commission Junct
- CNET
- Delta Airlines
- Digitas
- Discover
- Disney
- Doubleclick
- eBay
- Eprize
- Expedia
- Exponential
- Facebook
- Google
- IAB
- IAC
- LinkedIn
- Linkshare
- Marriott
- Match.com
- McDonalds
- Microsoft
- Monster.com
- MSN
- MySpace
- NBC
- OAS/24/7
- Orbitz
- Priceline
- Specific Media
- Ticketmaster
- Turn
- Travelocity
- Tribal Fusion
- Tribune
- Twitter
- Universal
- Visa
- Yahoo!

Help when you need it most

- When you need to find new revenue or sales
- When you are short staffed
- When you have tight deadlines where knowledge, expertise and relationships are key
- When you want specific digital media expertise
- When you need immediate help
- When you desire deep industry knowledge base
- When experience counts
- When you need proven winners



© 2009 Digital DNA INFUSION