

Our Premise is simple:

We work with our clients to resolve their most important digital challenges that do not involve writing code. We focus on client ROI.

Highlighted areas of expertise of Digital DNA Infusion include:

- **Social media**
- **Mobile**
- **Strategy & planning**
- **Sales & marketing**
- **Business analytics**
- **Website design & conversion**
- **SEM/SEO**
- **Education and training**
- **Business development**
- **Content design**
- **Speakers bureau**
- **Expert witnesses**
- **OTAs**

Our Approach:

We provide a unique network of experienced digital experts and resources to augment your business with a focus on cutting edge business practices. Collectively we develop a customized solution to your digital challenges. Our clients get access to a network of digital leaders where 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.

DAVID L ATKINS
DIGITAL DNA INFUSION- PRINCIPAL
EXPEDIA- FOUNDING SHAREHOLDER
THE INTERNET OLD-TIMERS FOUNDATION-MBR
HSMIAI, AMERICA'S CHAIRMAN 2010-2012
DAVID@DIGITALDNAINFUSION.COM

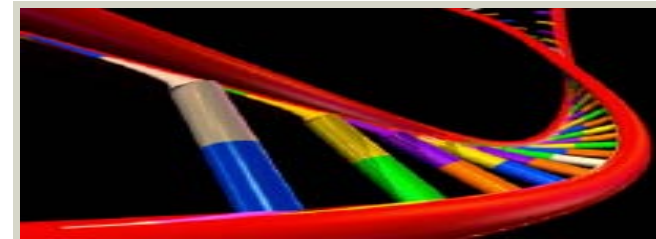
6619 South Dixie Hwy
Ste 306

Miami FL 33143

www.digitaldnainfusion.com

305-458-2311

Twitter: @atkinsdavid



Digital DNA INFUSION

Delivering you customized solutions via access to digital travel leaders when you need it



Digital DNA Infusion

Your Digital Travel 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.



Some of our services include:

- Advertising strategy
- Business development
- Business planning
- Conference analysis/representation
- Content design
- Distribution planning and analysis
- Digital training
- eCommerce strategy
- Email support and strategy
- Expert witnesses
- Interim digital staffing solutions
- Marketing strategy and analysis
 - Including PPC and SEM
- Media strategy
- Mobile strategy
- Operations
- OTA strategy
- Overall digital strategy
- Product Planning
- Revenue management strategy
- Revenue optimization
- Sales analysis and support
- Search engine optimization strategy
- Social media strategy
- Speakers bureau
- Site design
- Site strategy
- Strategic planning
- Usability
- Vendor selection
- Video strategy



NETWORK EXPERIENCE INCLUDES:

- | | |
|---------------------|--------------------------|
| • ABC | • IAC |
| • Amazon | • Interval International |
| • American Express | • Linkshare |
| • American Airlines | • Marriott |
| • AOL | • Match.com |
| • Ask.com | • McDonalds |
| • Atlas | • Microsoft |
| • AutoTrader.com | • Monster.com |
| • Brightcove | • MSN |
| • CBS | • MySpace |
| • Citysearch.com | • NBC |
| • Comcast | • Orbitz |
| • Commission Junct | • Pegasus |
| • CondoDirect | • Priceline |
| • CondoSaver | • Razorfish |
| • Delta Airlines | • Starwood Hotels |
| • Digitas | • Ticketmaster |
| • Discover | • TravelAdNetwork |
| • Disney | • TravelCLICK |
| • Doubleclick | • Travelocity |
| • eBay | • TripAdvisor |
| • Expedia | • Twitter |
| • Facebook | • United Airlines |
| • Google | • Universal |
| • Hotels.com | • Wyndham |
| • Hyatt Hotels | • Yahoo! |
| • IAB | |

www.digitaldnainfusion.com

Help when you need it most

- When you need to find new revenue or sales
- When knowledge, expertise and relationships are central to success
- When you want specific digital travel expertise
- When you need eCommerce, distribution and operational expertise
- When you are short staffed
- When you desire a team member who is current on the latest trends
- When experience counts
- When you need proven winners
- When you have tight budgets

Retained and Project Based Solutions

