



DIGITAL MARKETING GROUP

CREATIVE SERVICES AND MARKETING MENU

Graphic Design

Image Branding:

- **Logos and Brand Development**
- **Corporate Packages** (Stationary, Business Cards, Folders, etc.)
- **Packaging Design** (CDs, DVDs, etc.)
- **Promotional Flyers** (Promo Codes, Free Download offers, etc.)

Banners & eCards:

- **Static banner**
- **Animated banners**
- **Flash Banners**
- **Static eCards**
- **Flash eCards**

MySpace Pages *(Creation and Marketing)*

- **Custom Profile Page** creation (includes custom masthead banner, background, contact table, etc.)
- **Monthly Maintenance** of profile page
- **Keyword Targeted Friend Adding**
- **Keyword Targeted Comment/Message Blasting** (up to 400 sent per day)
- **Geographically Targeted Comment/Message Blasting** (up to 400 sent per day)

Auxiliary Social Networking Profiles *(Facebook, Bebo, iLike, etc.)*

- **Profile Page** creation
- **Custom Profile Page** creation (Skinned Page)
- **Monthly Maintenance** of profile page

Digital Street Team

- **Chat Room/Forum/Message Board** postings
- **Geographically Targeted event exposure**

Internet Radio Servicing

- **Up to 5000 Stations**, follow through on up to 500 based on genre

AudioVisual

- **Podcast** creation (*includes servicing to iTunes*)
- **Videocast** creation
- **Audio Editing** (snippet creation, etc.)
- **Video Editing**
- **Video Text Treatments** (animated text, rolling credits, etc.)
- **Audio Mixing/Mastering** services available
- **Voiceover** services available

Streams (*Creation and Hosting*)

- **Audio** stream
- **Video** stream
- **Full Album** streams
- **Online Asset Page** (*see EPK & Media Portal Options below*)

EPK & Media Portal Options

- Construction of custom **Media Portal** (online 1 Sheet for artist, brand, product, location, service, contest, cause, etc.)
- Construction of artist **EPK** (multiple asset display with hosting, streaming, etc.)
- **EPK Widget** (*see Widgets & Players below*)

Custom Fan Content

- Creation of **Desktop Wallpapers, Screensavers, Buddy Icons**, etc.
- **Windows Vista Gadgets, Mac Widgets** and **iPhone Applications**
- **Ringtones** (*See Mobile Content*)

Widgets & Players

- **Customized Widget** for specific artist, product or service
- Customized **Music Player Widget** for specific artist
- Customized **Label Widget** for multiple artists
- **Streaming Album Widget**
- Standard **XML Player**
- **Album Countdown Widget** (converts into **Player** on release date)
- **MySpace Comment Widget** for posting on MySpace friend profile pages
- **Contest Widget** (includes fan tracking statistics, prizes provided by client)
- **Photo Slideshow Widget**
- **Video Player Widget**
- **Mailing List Signup Widget**
- **EPK Widget** (additional steaming media items available for extra fee)

Web Development

- Basic **HTML** page construction (including **CSS** styles, etc.)
- Inclusion of **PHP** for various purposes (tracking, statistics, document generation, etc.)
- **Content Management Systems** for updating/managing a web entity.
- **Online Calendar** creation for scheduling, task management, reminders, etc.
- **Internal Messaging Systems**
- Adding **Javascript** to static HTML pages (accordion menus, WYSIWYG editors, etc.)
- **Email Blasting Software** - To send mass emails to your mailing list (Options available to gather statistics).
- **Backend Systems** available to maintain, organize, edit, and display information for team members, clients, etc.
- **Flash Object** introductions/animations
- **Flash-based games**

eBlasts

- Custom template **Artist eBlasts**
- Custom template **Newsletter eBlasts**
- Custom template email with **delivery to key online press, radio, retail, etc.**
- Custom template email with **delivery to email database**

Mobile Content (Coming Soon!)

- Custom **Ringtones**
- **Media Delivery** via text request (MP3, PNG, etc.)
- **Mass Text Delivery** to opt-in mobile database

**Our capabilities are ever expanding, many other options and custom services are available.
Please inquire.*



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