



## Digital Kitchen

**“Cooking up the most delicious Digital Solutions.”**

Our world is always changing. When you think you’ve got the latest version, it’s time for an upgrade. You share a link, and it’s already old news. You’re tagging, while everyone else is pinning. It’s no wonder brands feel overwhelmed.

Digital Kitchen (DK) is a subsidiary of AIM which focuses on creative services and production. At DK we realize if there’s one thing you can count on, it’s change. We also realize that if you can master this change, the opportunities are limitless. In a nutshell, that’s what we do. We’ll help you find your footing in a sea of constant, disruptive change and evolve how you connect with people in the digital age.

You see, we’re an inquisitive bunch, focused on understanding the world around us, and how people connect with it. It’s this curiosity that helps us see what’s next, letting our clients be the first to take advantage of the new opportunities that are emerging all around them. Adapting isn’t about staying in one place, it’s about moving forward. So Let’s move.

## The following is a Menu of our offerings:

### Creative design/Technology

We generate ideas that connect, create and fuel conversations on and offline. We do this by taking an integrated approach to everything we do. It’s because here, there’s no room for silos. When we think big, we think as a team - filtering ideas across all in-house experts and talent, not just those with “creative” in their title. This provides us with a hothouse for big ideas that push our clients’ businesses, brands and reputations forward.

We are obsessed with simplifying the complex. We thrive on innovative, ground-breaking ideas. Like the best entrepreneurs, we employ a “fail-fast” attitude. We’re always trying new things, and if they don’t work, quickly coming up with a new idea.

But don’t just listen to what we have to say, why not take a look at some of our work ?

A selection of our creative design/technology services:

- Graphic design (branding/Corporate identity development)
- Digital and Print publication development ( Annual reports, magazines, brochures)
- Document editing and conversion
- Content writing
- E-book design/development
- Data- entry

### Online media advertising/buying

Last we checked, people don’t consume media in silos, which is exactly why we don’t plan in them. If a program is to be truly successful, there needs to be a shared narrative across all media. Paid, earned, owned—if they are going to work well, they need to work together. To make this happen, we apply customer insights with advanced audience targeting and ground-breaking attribution technology to ensure you reach the right people, with the right message, in the right place.

### Finding Audiences

How well do you know your target audience? Would you like to know it better? At DK, our campaign recommendations are based on research and insights. Using our own technology, we analyze data in real-time to find the right people and predict their response to your marketing message. In doing so, we can discover new audiences while tailoring messages to existing ones.

### Optimizing Performance

Our Digital Marketing Suite uses predictive bidding to optimize campaign ROI. Not only that, it takes campaign data from each channel and reveals what’s working and what’s not, allowing us to adjust our direction over time.

### Measuring Results

We look at all channels to understand their impact on your brand’s total performance. Our sophisticated measurement and reporting approach doesn’t just show you what’s working, it shows how it can work better.

### Email marketing

As consumers move online, advertisers are turning to the Internet for valuable advertising opportunities. According to the American Advertising Federation companies utilize online marketing for the following benefits:

- Ability to complement and enhance the use of traditional media: 95%
- More precise targeting of fragmented audiences: 84%
- Ability to generate return on investment (ROI): 75%
- New ad formats break through media clutter and grab attention: 62%

DK offers the right tools to target your audience and can tailor packages to meet specific needs. Advertising options range from traditional banner and rich media advertising to sponsorships, newsletters and alerts. At DK we are dedicated to delivering results that meet your business requirements.

### Online surveys/Polls

Need a simple poll? In-depth market research? Want to know what your customers think about your brand or service? We’ve got you covered. We can create any type of survey—from simple to sophisticated.

### Social Media Marketing

We know social. We live it. We breathe it. Our expertise in, and partnerships with, today’s leading social platforms is unmatched. Don’t just take our word for it – kick the tyres and find out what makes us so “socially special”.

#### -Our Approach-

Marketing is no longer a one-way street. You get what you give. In this environment, we believe that engaging social brands don’t just talk, they listen. And they don’t just share, they deliver value.

We spark conversations between brands and people that build deeper relationships. Using online listening, we gain insight into your customers’ desires, behaviours and how they perceive your brand. We use this knowledge to develop a unique and ownable tone for your brand’s personality. This is the launch pad from which we create and spread relevant content across social communities, moving your brand from just talking, to being talkable.

### Finding the next

People’s interests and behaviours are always changing. A meme today can be gone tomorrow. That’s why we invest in ongoing, real-time listening to guarantee your brand capitalizes on what’s new and what’s next, and is never left behind.

It’s not always about being first. It’s about being somewhere that works for you - and getting there fast. Because when a brand can quickly finds new platforms where it can have a meaningful exchange with its customers, it can get a leg up on the competition and build more engaging, long-term relationships.

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A selection of our social marketing offerings:

- Social Media Strategy
- Social Media Management
- Social Media Governance
- Social Listening
- Community Management
- Content Development, Seeding & Distribution
- Social Media Campaign Development
- Influencer Marketing

## Mobile Marketing

There was a time when owning a cell phone was a luxury. Today, more than 5 billion people own a cell phone and 70% would give up alcohol before surrendering their phones\*. Look around. With the explosion of mobile and tablet devices, mobility isn't just a channel anymore - it's a mindset. For marketers, this opens up new opportunity for a real-time connection with people wherever they are, both in the digital and physical world.

### -Our Approach-

We help brands use mobile to build deeper relationships with their customers—wherever those customers may be. Our approach is simple: consider mobile from the beginning, not as an add-on, and approach everything with a mobile mind-set. We've abolished the "Mobile Department" - everything we do is mobile by design. And even though mobile technologies and consumer behaviours are always changing, we're always up to speed. Our in-house Mobile intelligence unit program "MIU" program keeps us up to speed on the latest developments, so your brand is always taking advantage of the latest in mobile opportunity.

## Strategies for the Mobile World

Today, everyone is mobile, but not everyone interacts with his or her devices in the same way. To tackle this challenge, we start by analyzing a day in the life of your mobile consumer. We do this through a variety of in-person and digital research. Armed with research and insights, we show you where opportunity lies and craft a strategy that will capitalize on your audiences' mobile behaviours and interests.

## Technical Expertise for the Real World

Good strategy is nothing without flawless execution, and at DK, we have the expertise needed to make it happen. Whether it's building rich, interactive experiences via mobile applications and websites or creating new ways to measure mobile advertising performance—we have the know-how to bring strategy to life.

A selection of our mobile marketing offerings:

- Mobile Strategy
- Application & Website Development
- Mobile Advertising
- Mobile SEO
- Mobile Reporting & Analytics
- Customized Partnerships

## Paid Search

Brands seek results, and we deliver them. We accomplish this by offering something not many can: a competitive edge. You'll also have an edge through our dedicated analytics team which allows us to put big data to work and uncover new opportunities for you to grow.

## Advanced Web Development

In the current dynamic scenario, online media has gained acceptance of corporate when it comes to communicate or transact. For marketing purpose, web is a great tool that brings excellent results. Every company needs to promote their business and everything about what they are doing. This becomes very easy with the help of a website that can convey your message to millions of people at one time. So, the prominent role of a website in today's world can't be denied. To develop a site, Advanced Web Development Services are required that will help in conveying the best of your company to the world.

A Selection of our web-solutions offerings:

- Website Design and development
- Mobile application Development
- Website application development
- Mobile App Development
- Social Media app development
- Website Security Audits
- Usability and Interface Audits

## SEO/SEM

Searching for results? We'll help you get them.

Welcome to the house that search built. Back before we were a full-service agency, Web- development and search is where we hung our hat. And in the years since then, we've grown to be one of the leading players in the region. Our formula is simple, really. See beyond the now. Adapt. Evolve. We have the results to prove that.

### -Our Approach-

Search marketing is about being there when the consumer needs you. Every request is an opportunity. Whether they're looking for your brand specifically, or a brand like yours, it pays to get there first. But the way we get there has changed. Mobile and social media have established themselves as indispensable parts of the mix. It's important to have an agency that knows how to put these elements to work. That's where we come in. Our cross-channel expertise, advanced analytics and home-grown technologies help make sure brands meet consumers when and where they need them. We also maintain specialized groups across the Retail/E-Commerce, Financial Services, Media/Entertainment and Travel verticals so that brands in these categories receive search expertise tailored to their specific needs.

## Search Engine Optimization

At DK, we take a unique approach to SEO by using our very own measure of reach and share of voice across desktop and mobile. We explore a brand's search presence and behaviours to uncover hidden opportunities at the consumer level. Leveraging what we've learned, we create a plan that gives you ownership over critical keywords across all platforms and devices.

## Holistic Search Management

If your paid and natural searches aren't working together, then they're not working as well as they could be. To make sure they do, we employ cross-channel reporting that reveals their impact on each other, as well as your overall marketing mix. We constantly watch SEO rankings and adjust SEM bidding accordingly, making sure your brand stays where it should be—at the top.

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