

Daily Digital Imaging  
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## Member Benefit for Contra Costa County Bar Association

### Executive Summary

Daily Digital Imaging (DDI) is a Woman owned Veteran owned 'Green Business of the Year Award Winner' and the 1st all digital 'Certified Green' Direct Marketing, Graphic Design, Social Media Management, Print and Mailing Company in the seven western states located in Pleasant Hill, California. DDI is a Marketing and Printing Company.

DDI specializes in Social Media Management Marketing, Direct Mail Marketing campaigns as well as the printing of Business Cards, Postcards, Brochures, Newsletters, Flyers, Business Forms, Fee Schedules, Posters, Invitations, Door Hangers, Greeting Cards, Calendars, Booklets, Presentation Folders, Stickers, Labels and more...

### Social Media Objective

Social Media is one of the most efficient methods for getting your brand and message to your intended audience and making your local firm known. The internet is one of the first places people look to find a new service or product. 88.7% of customers search on-line first. By not only having a website in conjunction with an active Social Media presence, businesses increase the likelihood of being found in search results.

### Goals

Create a consistent and interactive Social Media Marketing Strategy that shall increase your firm's awareness and increase qualified prospects.

### Solution

Daily Digital Imaging shall act as an extension of your firm and work to create and maintain an effective Social Media Marketing Strategy and presence.

### Analytics Reporting

DDI shall provide a monthly report to show progress of chosen platform(s).

### Services Outline

LinkedIn: Post 2x a week on business page

Google+: Post 2x a week on business page

Facebook: 2x a week linked posts (image + text + link). Content is curated from website content with links back to website.

DDI Account Representative will meet once a month to go over strategy and new content,