BusinessSocial

# Overview

Today “Social” is the word. Any and hopefully every good company is doing something in this area. Sometimes they get it and have found new channels of value for their organization and sometimes they don’t. For many, it’s just one more new thing to do to say you are doing it.

Members of Digeapolis have been focused on the concepts of social for the last 10+ years, well before the term was coined. Only in the past couple of years has the term been understood as a concept. With consumer level products such as Facebook, Twitter, LinkIn, and others, more and more people have come to understand what it is and what the value is. But do they?

Business on the other hand has found value in the “broadcasting” and viral aspects of communications for their company – many integrating their blogs and tweeting their ideas into the “socialsphere”. The focus has been outbound communication and inbound activity benefitting web site SEO, awareness of products and offerings. But is this enough to differentiate yourself? That is where we can help.

Digeapolis consultants and developers are experts in social. Not just integrating your messages into standard consumer level tools – but also in building custom, private communities for your company integrated into your web site, customer operations, and just about any external social or operational tool. These types of bold directions for your company can help establish you as a leader in your industry with innovative functions for your customers and prospects that help do their business better and ultimately consider your company one of the key components to their strategy. Let us show you how and what we can do for your company.

## Consulting

* **Education** – Let us help you understand what social is, what it can be, and where some innovative companies are taking it.
* **Audit and Assessment** – We can perform a formal assessment on your current strategy and execution and provide a comparison to the benchmark of other companies that are getting great results.

## Development

* **Design and Architect** – Let us help design and architect your solution either as an independent design group or as part of your team. Benefit from our experience.
* **Development** – We have been developing high-end enterprise software for more than 30 years with the last 10+ years focused on commercial grade solutions that have proven that our ideas work.
* **Deployment** – As important as the design, architecture, and product are, you may need help deploying the solution to your audience. Proper community management is key to your success and ensuring adoption of your new ideas.

## Bottom Line

Ask yourself some basic questions. Do I want more customers? Am I compelling my customers to consider my company strategic to their organization? Am I truly helping my customers gain ground and introducing them to others like them that extends their value in working with my company? If you answer “no” to any of these questions, we need to talk.