SOD SOLUTIONS

TRULY DIGITAL
MARKETING
INNOVATION

Our digital expertise makes your life easier, your brand richer while reducing marketing expenses.

WELCOME

At Shine On Digital (SOD) Solutions, transforming the way people learn and communicate is our passion. We're a digital publication company empowering companies to expand their reach and influence digital marketing technology.

For a business to succeed in today's world, it is important to have a strong digital footprint within the internet. Therefore, when a business is defining its marketing plan, it must incorporate a solid digital strategy. Without a digital marketing strategy in place, new client acquisitions, brand visibility, and impactful revenue generating opportunities will likely be damaged. We are here to learn our customer's needs, and apply our expertise.

I invite you to read on and learn more about SOD and the many ways it can help you to grow your business. Our intuitive digital marketing platform sets us apart in the industry, and our commitment to our customers' success and satisfaction defines us as a company. We look forward to the opportunity to work together.

Arnold Garcia
Founder

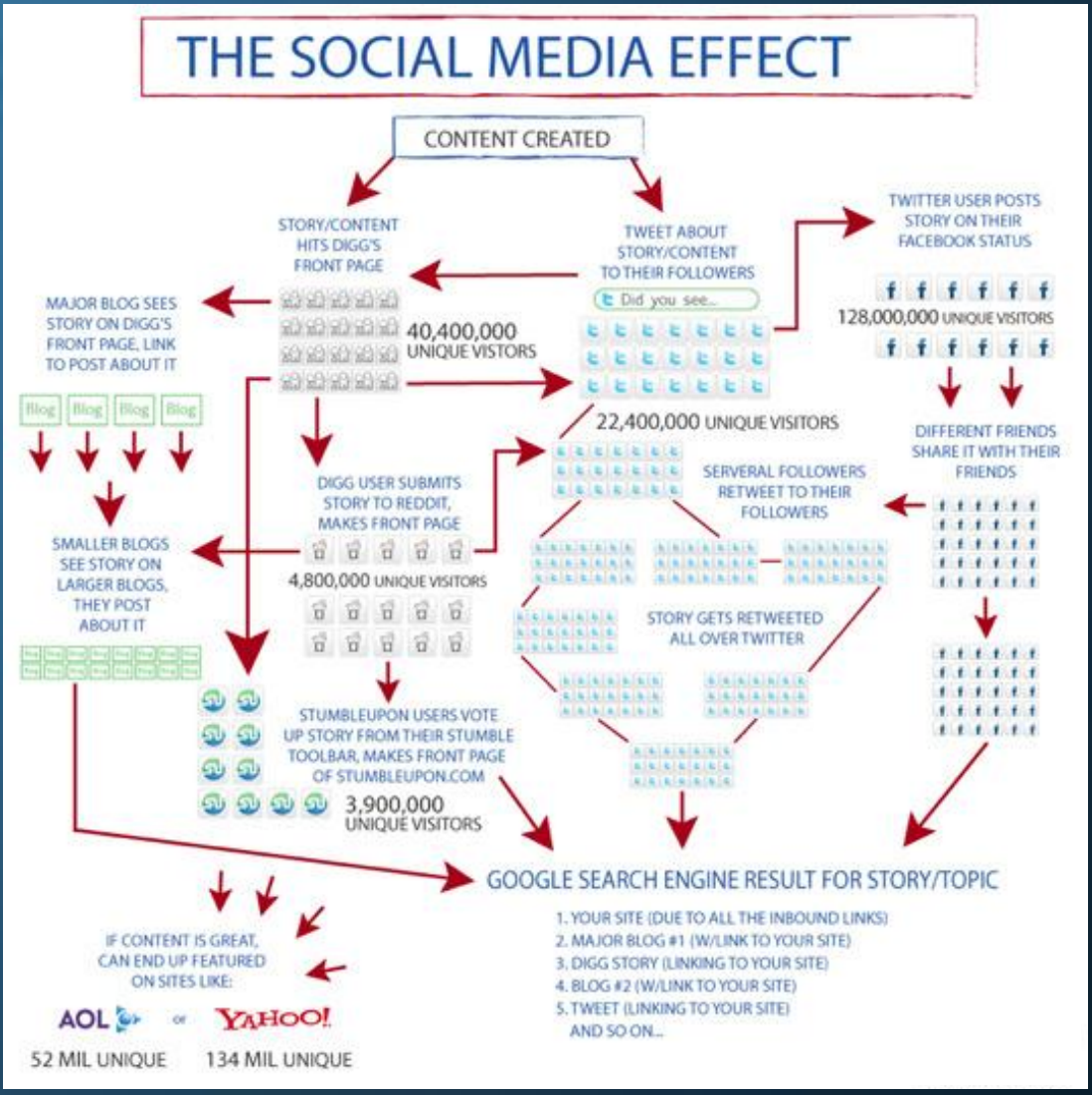
Delivering smart interactions across customers' preferred digital channels requires expertise in many tools and platforms. We leverage proven technology solutions, as well as evolving opportunities to create highly personalized multichannel customer experiences. As we see it, technology is the means to richer moments and better storytelling.

Why Is Social Media Important For Business?

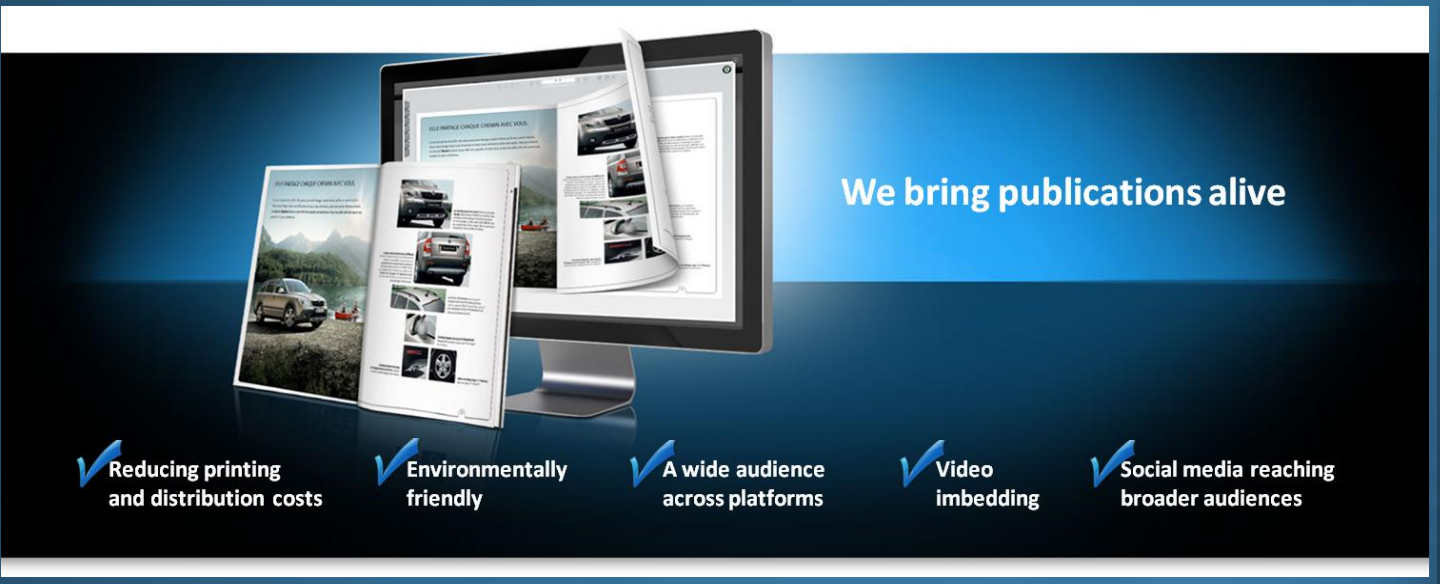
Social media marketing is very important when it comes to your business. It helps target your market and becomes more personal with the online users who are interested in your business. These days, it isn't enough to have a website for your business – social media is a way for people to communicate and interact online. While social media has been around since the dawn of the World Wide Web, in the last decade we've seen a surge in both the number and popularity of social media sites. It's called social media because users engage this medium in a social context, In so doing, this includes conversations, commentary, user-generated annotations and engagement interactions.

Publishing content has become exponentially simpler over the last several years, which has helped skyrocket the use of social media. Non-technical web users are now able to easily create content on a rapidly growing number of platforms, including those that are owned by hosted communities, blogs, etc.), rented (social networks or third-party communities), and occupied (commenting, contributing, etc.). Today's web has shifted from a "one-to-many" to a "many-to-many" method of engagement, and we're loving it!

For businesses, the shift in web consumerism and accompanying rise in social media brings both opportunity and responsibility. The sheer amount of data that customers make available through social media alone has web marketers jumping for joy. The real magic however, lies in the opportunity to grow lasting and scalable relationships with your organization's customer base through social media.



This is also where your online responsibility to your customers begins to take shape. Just as your customers' behavior has shifted, so have their expectations for yours. Whether your business is listening and engaging or not, customers are having conversations relevant to your operations. It's better to be part of the conversation.



Increase Your Online Exposure And Look Legit By Bringing Your Marketing Catalogs To Life!

Bring your catalogues to life by utilizing the true power of digital solutions with the Shine On Digital (SOD) Innovative Marketing tools. By making your catalog stunning and interactive, you will actively engage with your customer to give them a fun and interesting true to life buying experience. Your digital catalog will make it easy for readers to click-through and make positive buying decisions. Maximize your branding with a powerful digital publishing platform, that allows you to publish your digital catalog for access on multiple devices which includes tablets, laptops, iPads and Android devices. Here is an example from print to digital:

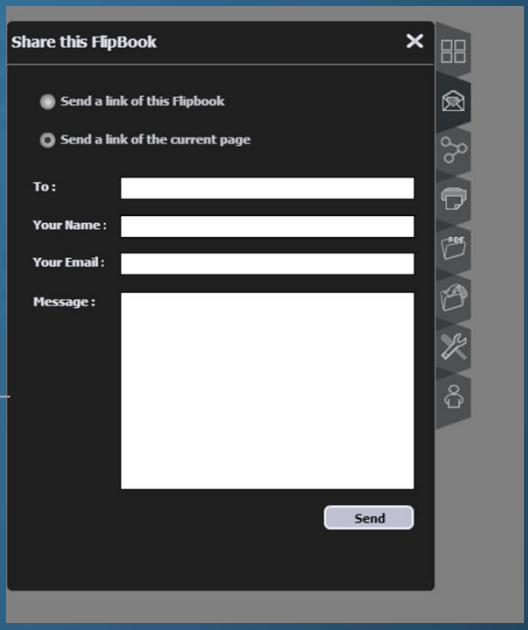
Before:

After: (Click image to view)

Direct Links To Buying Pages And Sharing Them

If you want to email or share it to someone, you can easily navigating the side tabs.

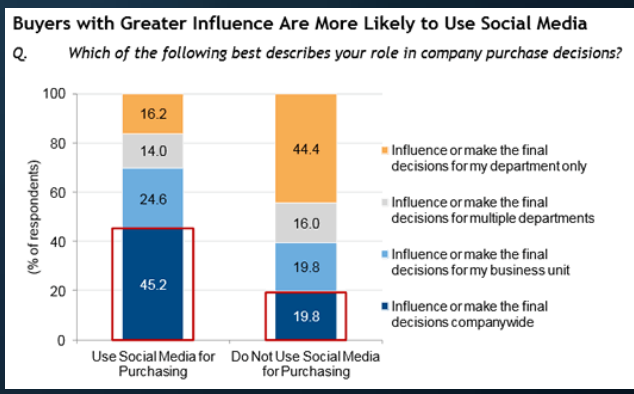
Share through email:



Share through Social Media:

SOD's interactive catalog software allows you to connect a variety of engaging features such as call-out boxes, embedded video, hyperlinks, shopping carts and photo galleries that will take your readers directly to your buying pages or load their chosen product directly into their e-shopping cart.

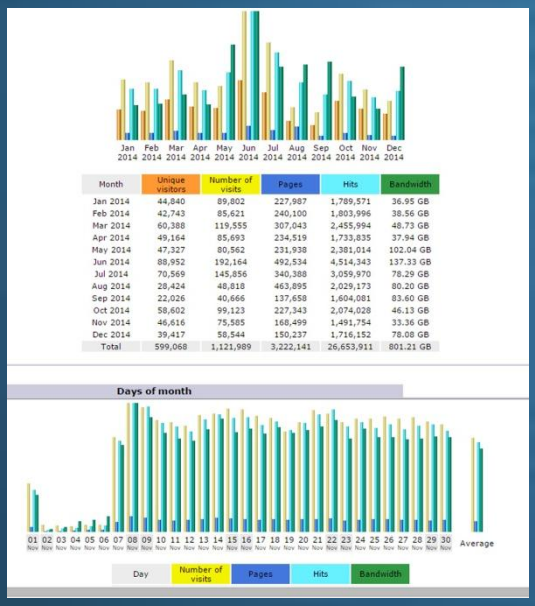
The flexible software integration capabilities available with SOD allows easy' click-to-buy' functions to make it as easy for your customers to make their purchase and share it through emailing and social media like Facebook, Twitter, etc.



Measure Digital Catalogs With Analytics And Measurable Outcomes

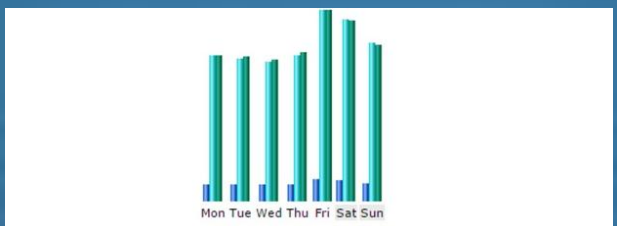
Get the most from your digital catalog with measurable statistics customized to suit your specific needs. Record the number of clicks and the specific products or items that were viewed. The information will document and trace activity through Search Engine Optimization (SEO) with the robust, rapid, flexible and dynamic digital catalog service available from SOD. Reports and Analytics:

Monthly and daily history:

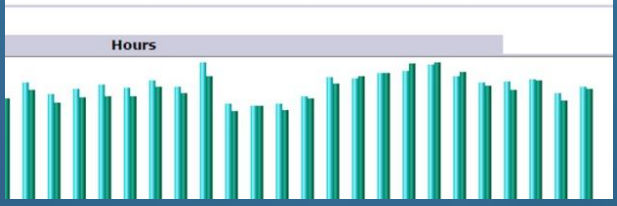


Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2014	44,840	89,802	227,987	1,789,571	36.95 GB
Feb 2014	42,743	85,621	240,100	1,803,996	38.56 GB
Mar 2014	60,388	119,555	307,043	2,455,994	48.73 GB
Apr 2014	49,164	85,693	234,519	1,733,835	37.94 GB
May 2014	47,327	80,562	231,938	2,381,014	102.04 GB
Jun 2014	88,952	192,164	492,534	4,514,343	137.33 GB
Jul 2014	70,569	145,856	340,388	3,059,970	78.29 GB
Aug 2014	28,424	48,818	463,895	2,029,173	80.20 GB
Sep 2014	22,026	40,666	137,658	1,604,081	83.60 GB
Oct 2014	58,602	99,123	227,343	2,074,028	46.13 GB
Nov 2014	46,616	75,585	168,499	1,491,754	33.36 GB
Dec 2014	39,417	58,544	150,237	1,716,152	78.08 GB
Total	599,068	1,121,989	3,222,141	26,653,911	801.21 GB

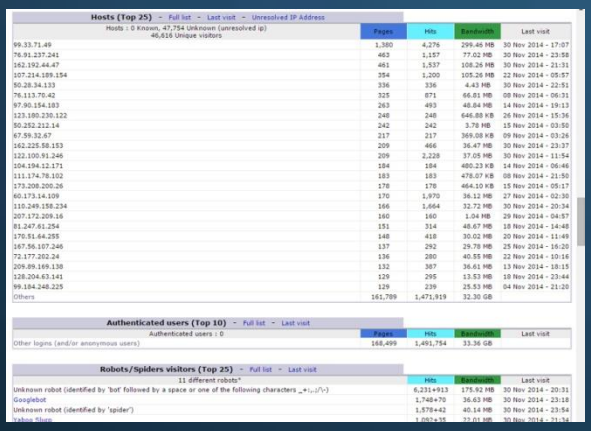
Days of week and hours history



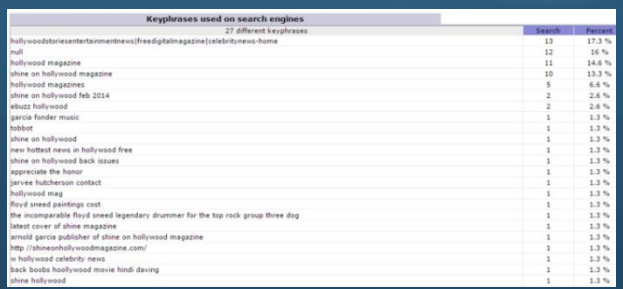
Day	Pages	Hits	Bandwidth
Mon	4,998	45,570	1.02 GB
Tue	5,177	44,761	1.01 GB
Wed	5,162	43,690	1012.35 MB
Thu	5,270	45,695	1.04 GB
Fri	6,692	59,782	1.33 GB
Sat	6,385	57,009	1.26 GB
Sun	5,473	49,741	1.09 GB



Hosts / IP address / Authenticated users / Robots / Spider visitors:



Key phrases used on search engine:

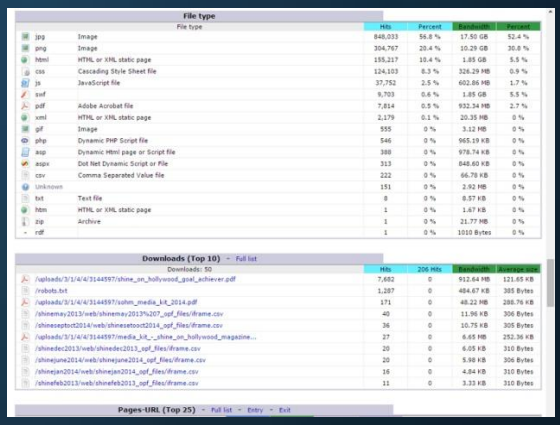


Countries:

Clicked Images / PDF download:

Countries

Countries		Pages	Hits	Bandwidth
China	cn	69,159	412,586	7.38 GB
United States	us	65,863	728,929	17.46 GB
Taiwan	tw	14,166	175,487	3.81 GB
Philippines	ph	2,067	22,064	503.90 MB
Canada	ca	1,614	13,481	429.50 MB
Brazil	br	1,329	17,153	441.05 MB
Hong Kong	hk	1,048	10,299	229.71 MB
Vietnam	vn	1,011	9,299	245.14 MB
Uruguay	uy	850	3,532	183.24 MB
Mexico	mx	732	5,094	160.92 MB
Germany	de	732	6,934	174.00 MB
Romania	ro	700	6,063	127.01 MB
Argentina	ar	621	3,566	146.69 MB
India	in	615	3,900	165.07 MB
Russian Federation	ru	579	4,232	129.42 MB
France	fr	525	5,163	135.40 MB
Great Britain	gb	499	3,431	131.15 MB
Turkey	tr	465	5,024	133.42 MB
Spain	es	464	4,742	111.32 MB
Indonesia	id	362	3,608	88.97 MB
Thailand	th	301	3,049	63.66 MB
Finland	fi	296	3,923	80.49 MB
Morocco	ma	267	2,371	55.04 MB
Colombia	co	246	2,751	64.94 MB
Italy	it	229	1,665	69.73 MB
Armenia	am	213	829	51.87 MB
Japan	jp	206	2,305	49.23 MB
Netherlands	nl	201	1,071	32.47 MB
Malaysia	my	192	1,910	46.11 MB
Pakistan	pk	186	1,601	42.94 MB
Saudi Arabia	sa	164	1,827	38.25 MB
Belgium	be	162	487	54.35 MB
Switzerland	ch	155	848	40.40 MB
Ukraine	ua	140	548	15.40 MB
South Korea	kr	132	1,185	21.93 MB



and much more.

One thing is certain:
Measurement of useful data leads to action and (perhaps more importantly) your budget.

Solid data is what makes your business case compelling; without it, you're basing decisions and pitches on assumptions and instinct. Those can be helpful, but by measuring first, you can take your marketing to the next level.

SOD Solutions

- Announcement Cards
- Brochures
- Calendars
- Directories
- Catalogs/Booklets
- Flyers
- Greeting Cards
- Invitations
- Menus
- Newsletters
- Notepads
- Postcards
- Posters
- One Sheets
- Magazines

Conclusion

The longer you wait, the more you have to lose. SOD marketing can lead to more customers, additional traffic, quality conversions and branding. If you're interested in getting started, but aren't sure where to begin and want to measure the impact of your social efforts on the rest of your inbound marketing, contact one of our Digital Solution Consultants.

SHINE ON DIGITAL (SOD) OFFERS LEADING INNOVATIVE PRODUCTS AND SOLUTIONS FOR DIGITAL CATALOGS, INTERACTIVE BROCHURES AND E-ADVERTISING PUBLICATIONS.

From the simplest to the most complex, our digital publications solutions will meet all your needs and reduce business costs.

1-Year Bundle Plans:

PRODUCTION AND DEVELOPMENT *Per project:*	BASIC PLAN	STANDARD PLAN	ULTIMATE PLAN	ADVANCED PLAN
Operating Systems	PC/MAC	PC/MAC	PC/MAC	PC/MAC
Price **Contact your Digital Solution Consultant for pricing**	$	$	$	$
Digital publication / interactive e-brochure	✔	✔	✔	✔
PDF Conversion to FlipViewer	✔	✔	✔	✔
PDF document import and editing	✔	✔	✔	✔
YouTube Video Embedding	✔	✔	✔	✔
Hyperlinks add-on	✔	✔	✔	✔
Photo editing and image cutout	✔	✔	✔	✔
Hosting	✔	✔	✔	✔
HTML5 publishing solutions	✔	✔	✔	✔
Per Item:				
Video Creation (2-3 minutes)	**US$ 599**	✔	✔	✔
Special Video Embedding	**US$ 99**	✔	✔	✔
Ad Graphic Design	**US$ 299**	✔	✔	✔
Mobile apps development	$Call	$Call	$Call	✔

DIGITAL MARKETING FEATURES *Per month:*				
Tractable URL	**US$ 1299**	**US$ 1299**	✔	✔
Building Brand Awareness	✔	✔	✔	✔
Engaging most desired audience	✔	✔	✔	✔
Expand your social integration	✔	✔	✔	✔
Free 2 hours Monthly Design Updates	✔	✔	✔	✔
Worldwide Visibility	✔	✔	✔	✔
Social Media Monitoring	✔	✔	✔	✔
Email Blasting	✔	✔	✔	✔
Blogging	✔	✔	✔	✔

SEARCH ENGINE OPT (SCO) *SCO Benefits:*				
Visitor Behavioral Reports	✔	✔	✔	✔
Monthly Reporting	✔	✔	✔	✔
Full Analytics Data Reports	✔	✔	✔	✔

SCO TRACKING FEATURES SUMMARY				
When:				
Monthly history	✓	✓	✓	✓
Days of month	✓	✓	✓	✓
Days of week	✓	✓	✓	✓
Hours	✓	✓	✓	✓
Who:				
Countries	✓	✓	✓	✓
Authenticated User	✓	✓	✓	✓
Robots/Spiders Visitors	✓	✓	✓	✓
Duration time spent	✓	✓	✓	✓
Navigation:				
Visit Duration	✓	✓	✓	✓
File Type	✓	✓	✓	✓
Download	✓	✓	✓	✓
Viewed	✓	✓	✓	✓
Operating Systems	✓	✓	✓	✓
Browsers	✓	✓	✓	✓
Host / IP Address	✓	✓	✓	✓
Clicked Images	✓	✓	✓	✓
PDF Download	✓	✓	✓	✓
Connect to sites from	✓	✓	✓	✓
Referrers:				
Origin	✓	✓	✓	✓
Referring Search Engines	✓	✓	✓	✓
Referring Sites	✓	✓	✓	✓
Search Key phrases	✓	✓	✓	✓
Search Keywords	✓	✓	✓	✓

We have designed all kinds of digital publications. However, if you cannot find the option you are looking for in the following list, please contact us. We love developing new digital catalog features for our customers.

Important Notes:

- All prices quoted are in USD and may be subject to local tax policy where applicable.
- All subscribed web services are provided without limits on bandwidth and disk storage, but subject to our fair use policy. It goes as follows. Bandwidth and disk storage is unlimited so long as:
  - . it is used as an integral part with our FlipViewer Xpress Creator solution,
  - . it is not intentionally abusing the service by using excessive bandwidth or disk storage.

Ready to engage?
LET'S TALK

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