

## Who We Are

---

With over 80% of consumers and business people starting their quests for information on the Web at a major search engine, being seen in the first page of results on Google, Yahoo, and MSN is critical for marketing success. And with 85% of consumers saying they expect brands to interact with them in social channels, it's important for brands to expand their marketing and community-building initiatives to the environments where their stakeholders are active.

Digital Brand Expressions (DBE) delivers an integrated program of findability marketing solutions to organizations that value being found and well positioned on the Web when and where people go searching for the solutions they provide. Programs typically include search-engine compliant optimization, paid search management, and social media consulting and implementation. Our clients trust and rely on DBE not only for our deep expertise but also for our ability to communicate our recommendations in objective, clear, and actionable ways. Our clients know they will get predictable results at the lowest possible costs. What's more, DBE continually earns high marks from our clients for being responsive, proactive, flexible, easy to work with, and always operating from the standpoint of what is in their best interests—even when we're counseling against the mainstream.

## What We Do

---

DBE is internationally recognized as a top-tier, best-practices driving player in the search and social media marketing arenas. Our business is 100% concentrated on search and social media marketing and we provide services in each of these key channels:



- Search engine optimization (SEO) including search-engine-approved natural link building
- Search engine advertising (also called SEM or paid search)
- Social media marketing strategy and program management
- Enterprise social media consulting—developing strategies, processes, policies and communications protocols for key departments and personnel
- Digital reputation management
- Content development/copywriting
- Analytics consulting

Organizations turn to DBE when they have a critical need to reach, connect with and generate an action from key audiences who are using search and social environments to initiate their quests for information, products and services.

Because DBE is a “white hat” optimization company, our team uses only search-engine-approved strategies and tactics—no cloaking, no phantom sites, no link farms—to consistently generate results that literally transform clients’ businesses with record-breaking sales as well as increased awareness and brand fortification. Our *Search Engine Visibility Opt-Ometer*<sup>SM</sup> ensures that clients invest in the most cost-effective level of optimization required to help them effectively win against competitors on the Web. All of DBE’s programs are measured against client-established objectives so that success is readily assessable for the entire decision-making team.

## Teamwork

---

DBE’s team will seamlessly integrate with your existing website design, programming, copywriting, and other marketing/communications teams whether they are in-house or third-parties or a combination of both.

Our team is comprised of marketing executives from Fortune 500 and mega-agencies (including Dow Jones, Publicis, and Thomson Publishing, among others) plus search engine optimizers/programmers, certified paid search specialists, seasoned account managers, researchers, copywriters, and analysts. This blend of corporate marketing, big agency, and specialized search marketing experience allows us to deliver search marketing success while adding strategic value to the overall marketing mix.

DBE was founded by our president, Veronica “Niki” Fielding, a recognized Internet marketing expert who is frequently asked to speak on topics relating to interactive marketing and the evolution of new media technologies.

Niki’s career started in management consulting and advertising. She later joined Dow Jones/*The Wall Street Journal* where she spearheaded the development and marketing of new media initiatives for consumers and business professionals as an executive in the Interactive Division. In 1995 she formed United Multimedia, a successful interactive agency she sold to Princeton Partners in 1998, running it as the agency’s Internet marketing division before launching DBE in January of 2002.

DBE’s client roster boasts a healthy mix of leading consumer products, pharma, B2B, and technology companies (and sometimes their partner communications agencies), all of whom are quick to call DBE the *best interactive partner they’ve ever had* and crediting us for phenomenal increases in site traffic and Web-generated sales. DBE scored an impressive 90% in a recent client satisfaction survey, a significant achievement in an industry where firms typically average ratings of below 70%.

**Call us at 866-651-6767 to talk with one of our team members about your brand’s findability objectives!**