



REDEFINING PR 2.0

Darkwater Digital is a digital communications firm that specializes in strategic online campaigns aimed at leveraging the internet and Web 2.0 to achieve a high recall quotient of your brand. Darkwater Digital specializes in building your brand comprehensively online, and is strategically poised to deliver your product directly to your customers globally.

Online reputation management is an area overlooked by most businesses, which could make or break the business. Darkwater Digital, with its elite team of technology experts and highly-networked bloggers will ensure that your brand achieves the right kind of publicity among the online audience.

We build businesses, not just brands.



www.darkwaterdigital.com

The 'Everyone Wins' Strategy

Digital PR has had a stormy beginning in India – not many people accepted it due to its apparent intangibility. But as technology evolved and social media took over most aspects of everyday life, clients warmed to the fact that a lot of brand-building could be done online. For one, most of the target audience was online – wordpress.com claims that each day, more than 300,000 new blogs are created around the world, which brings us to the fact that any work done online has a global reach.

More often than not, they are the end users themselves, which makes it that much more sensible to run digital PR campaigns. Darkwater Digital is a digital communications firm that specializes in total online brand-building campaigns that are aimed at establishing and maintaining the online reputation of any brand. This brief is a basic outline of the business plan that is being adopted by Darkwater Digital in order to help PR agencies strengthen their portfolio. The business plan that we are adopting follows a three pronged approach, where the PR agency will own the resources and skills of Darkwater Digital for the period of the contract:

Business Development

Acquiring new clients for digital PR services can be a tricky business for PR agencies, mainly because of the apparent lack of tangible results. Darkwater Digital has tools that are used to track the brand's online presence and word-of-mouth and generate reports that are at par with media evaluation standards. We offer to be a part of the team that strategizes the digital PR pitches and if needed, present the plan to the prospective client. This will be done under the auspices of the PR agency itself.

Driving Digital Campaigns

Darkwater Digital will allocate one or two resources according to the need, and the required infrastructure to run the digital PR campaigns for all the acquired and existing clients of the PR agency. The resources will be either working out of Darkwater Digital's offices or the PR agency's offices, according to the need. They will be a part of all the strategy meetings for the clients and will attend client meetings to run the campaigns more effectively.

Training & Development

Darkwater Digital also offers to build a knowledge base in the agency for digital PR, which includes training and development of existing employees in social media tools, web sphere and web 2.0.



Services Offered:

1. Digital Communications
2. Social Media Mapping
3. Social Media Outreach
4. HTML-encoded Emails
5. Corporate Blogs
6. Online Feedbacks, Polls & Surveys
7. Photo Sharing
8. Video Hosting
9. Search Engine Optimization
10. Website Design & Development
11. Content Development
12. Creative Services
13. Blogger Events
14. Blog Camps
15. Webinars
16. Podcasts
17. Flash Animations
18. Mobile Applications
19. Online Press Conferences
20. Event Management Support
21. Strategizing & Business Development
22. Knowledge Transfer, Training & Development

