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NAICS Codes

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541850, 541890, 541930

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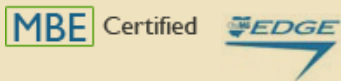
Corporate Structure: LLC

CAPABILITIES STATEMENT

ABOUT

DK Web Consulting is a digital agency primarily known for Hispanic marketing through social media. Services include sophisticated web design, Facebook page customization, online advertising management, Hispanic marketing research, and bilingual social media strategy.

Our corporate headquarters is located in the Discovery District of downtown Columbus, Ohio. The Discovery District is home to the Columbus Ohio Metropolitan Library, the Museum of Art, and Columbus College of Art & Design (CCAD) among many other noteworthy attractions. DK recently expanded out west and now has an office in Central Phoenix in the thriving business district along Camelback Rd.



FEATURED CLIENTS



SERVICES

SOCIAL MEDIA SPANISH

(SMS) is a service that enables our clients to fully engage with their Hispanic target market through daily social media communication in Spanish.

FACEBOOK/TWITTER ADVERTISING

Execution and ROI evaluation of Social Media Advertising initiatives.

HISPANIC ONLINE ENGAGEMENT

Reaching the Hispanic target market whether their preferred language is Spanish, Spanglish, or English.

FACEBOOK PAGE CUSTOMIZATION

From custom landing pages to applications, we deliver cutting edge Facebook tabs so that fans stay engaged with your brand's Facebook profile.

SOCIAL LISTENING

Use of sophisticated software provides insight that improve overall brand presence and help develop effective campaigns for targeted consumers.

EARNED MEDIA

DK partners with traditional Hispanic marketing agencies to provide press releases, PSA's, media pitches, columns, newsletters and media pitches.

SOPHISTICATED MULTI-LINGUAL WEB DESIGN

All DK sites include well focused original copy, design focused on user experience as well as internal content management controls.

BLOGGER MANAGEMENT

Facilitate partnership with Latina bloggers to promote Hispanic focused campaigns. Services include bilingual content creation and social media coordination to increase campaign awareness.

The goal of social media is not simply to increase followers, but to increase the quantity of engaged fans who return to the fan page or website and ultimately make a purchase from the brand.

ERIC DIAZ
PRINCIPAL,
DK WEB CONSULTING

We believe that constant interaction with followers, regardless of positive or negative feedback, is critical for the success of any social media campaign. This will be possible by having a strategic plan including crisis management in place before creating any posting and having an open channel of communication between the client and DK.

NATASHA PONGONIS
SOCIAL MEDIA DIRECTOR,
DK WEB CONSULTING