



TRULY DIGITAL INNOVATION

2016

**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.**





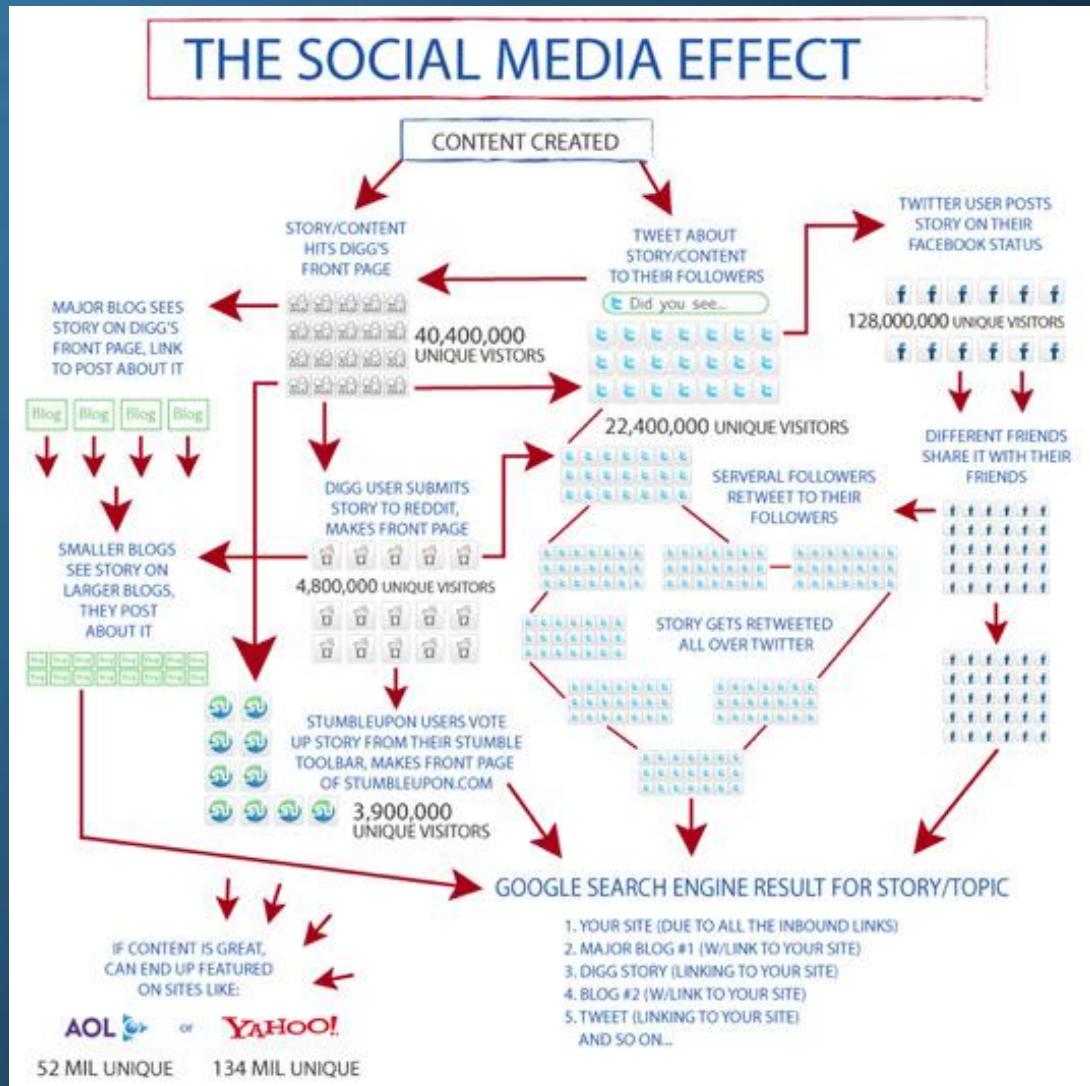
# Why Is Social Media Important For Business?



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.



We bring publications alive

✓ Reducing printing and distribution costs

✓ Environmentally friendly

✓ A wide audience across platforms

✓ Video imbedding

✓ Social media reaching broader audiences

## 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)



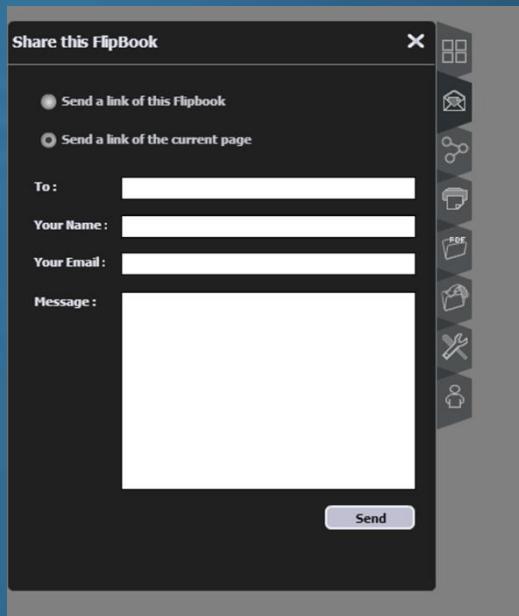
The international department:  
Tel.: +86-755-86222024  
Fax.: +86-755-86222018



# Direct Links To Buying Pages And Sharing Them

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

## Share through email:



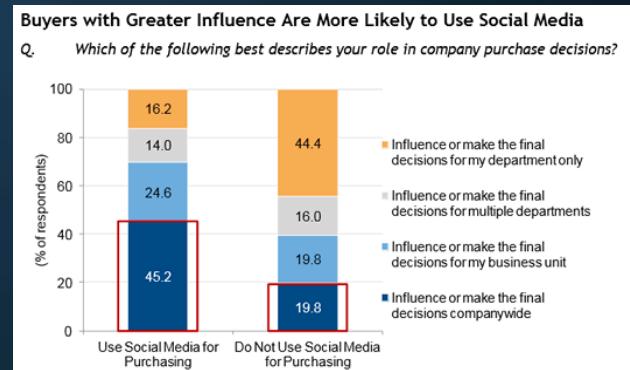
## Share through Social Media:



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.



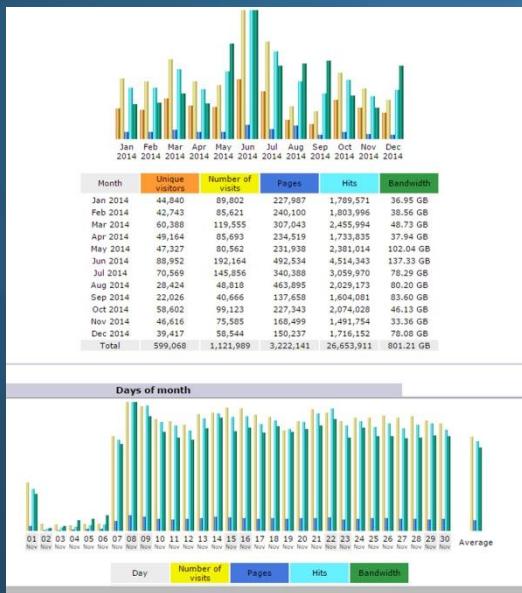
The flexible software integration capabilities available with SOD allows easy 'click-to-buy' functions to make it as easy for your customers to make their purchase and share it through emailing and social media like Facebook, Twitter, etc.



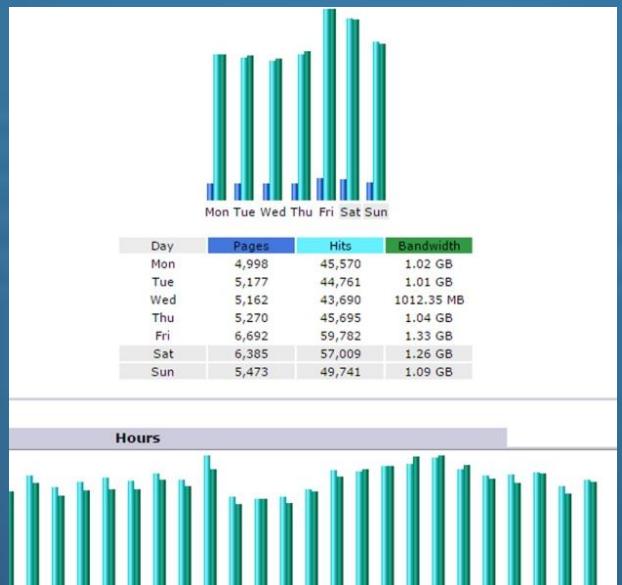
# Measure Digital Catalogs With Analytics And Measurable Outcomes

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:



## Days of week and hours history



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

Hosts (Top 25) - Full list - Last visit - Unresolved IP Address				
	Pages	Hits	Bandwidth	Last visit
46.80.47.74 Unknown (unresolved ip)	1,380	4,279	209.46 MB	30 Nov 2014 - 17:07
76.91.237.241	445	1,137	79.46 MB	30 Nov 2014 - 23:59
162.192.44.47	483	1,537	108.26 MB	30 Nov 2014 - 21:31
107.214.189.154	354	1,200	105.26 MB	22 Nov 2014 - 05:57
76.82.134.13	350	1,200	105.26 MB	22 Nov 2014 - 05:57
76.113.76.42	325	871	64.51 MB	08 Nov 2014 - 06:31
97.90.154.183	263	493	48.84 MB	14 Nov 2014 - 19:13
121.180.238.122	248	446	64.80 MB	26 Nov 2014 - 15:36
50.232.103.14	242	247	37.73 MB	26 Nov 2014 - 05:50
67.59.32.47	217	217	36.09 MB	09 Nov 2014 - 03:26
162.225.58.153	209	466	36.47 MB	30 Nov 2014 - 23:37
122.109.91.246	209	2,228	37.49 MB	30 Nov 2014 - 11:54
170.140.101.171	154	154	490.23 MB	08 Nov 2014 - 06:40
111.174.78.102	183	183	478.07 MB	08 Nov 2014 - 21:50
173.208.209.26	176	176	464.10 MB	15 Nov 2014 - 05:17
109.232.100.109	170	170	36.47 MB	30 Nov 2014 - 23:37
112.249.159.234	166	1,664	32.72 MB	30 Nov 2014 - 20:34
207.173.209.16	160	160	1.04 MB	29 Nov 2014 - 04:57
81.247.61.254	151	314	48.67 MB	18 Nov 2014 - 14:48
173.55.107.155	148	451	30.46 MB	26 Nov 2014 - 05:49
187.56.107.249	137	292	25.78 MB	25 Nov 2014 - 16:20
72.177.202.24	136	282	40.55 MB	22 Nov 2014 - 10:16
209.49.169.138	132	367	36.47 MB	13 Nov 2014 - 18:15
123.203.101.141	120	295	13.53 MB	07 Nov 2014 - 23:44
99.184.248.225	129	239	25.53 MB	04 Nov 2014 - 21:27
Others	161,389	1,471,919	32.50 GB	

Authenticated users (Top 10) - Full list - Last visit				
	Pages	Hits	Bandwidth	Last visit
All other logins (and/or anonymous users)	168,499	1,491,754	33.36 GB	

Robots/Spiders visitors (Top 25) - Full list - Last visit				
	Pages	Hits	Bandwidth	Last visit
All different robots*	6,231,913	175.92 MB	30 Nov 2014 - 20:31	
Googlebot	1,740+70	36.63 MB	30 Nov 2014 - 23:18	
Unknown robot (identified by 'spider')	1,570+42	40.14 MB	30 Nov 2014 - 23:54	
Others	3,070+19	97.01 MB	30 Nov 2014 - 21:54	

## Key phrases used on search engine:

Keyphrases used on search engines	
hollywoodstarsentertainmentnews	27 different keyphrases
http://hollywoodmagazine.com/celebritynews-home	13
null	12
hollywood magazine	11
shine on hollywood magazine	10
hollywood magazines	5
hollywood feb 2014	2
abuzz hollywood	2
service funder music	1
hollywood	1
shine on hollywood	1
new hottest news in hollywood free	1
shine on hollywood back issues	1
support the hollywood	1
jarvis hutcherson contact	1
hollywood mag	1
flyby speed settings cast	1
the real stable fluid need legendary drummer for the top rock group three dog	1
latest cover of shine magazine	1
arnold garcia publisher of shine on hollywood magazine	1
http://shinethehollywoodmagazine.com/	1
ie hollywood celebrity news	1
sack boozie hollywood movie hindi daving	1
shine hollywood	1



## Countries:

Countries			
Countries	Pages	Hits	Bandwidth
China	cn	69,159	412,586
United States	us	65,863	728,929
Taiwan	tw	14,166	175,487
Philippines	ph	2,067	22,064
Canada	ca	1,614	13,481
Brazil	br	1,329	17,153
Hong Kong	hk	1,048	10,299
Vietnam	vn	1,011	9,299
Uruguay	uy	850	3,532
Mexico	mx	732	5,094
Germany	de	732	6,934
Romania	ro	700	6,063
Argentina	ar	621	3,566
India	in	615	3,900
Russian Federation	ru	579	4,232
France	fr	525	5,163
Great Britain	gb	499	3,431
Turkey	tr	465	5,024
Spain	es	464	4,742
Indonesia	id	362	3,608
Thailand	th	301	3,049
Finland	fi	296	3,923
Morocco	ma	267	2,371
Colombia	co	246	2,751
Italy	it	229	1,665
Armenia	am	213	829
Japan	jp	206	2,305
Netherlands	nl	201	1,071
Malaysia	my	192	1,910
Pakistan	pk	186	1,601
Saudi Arabia	sa	164	1,827
Belgium	be	162	487
Switzerland	ch	155	848
Ukraine	ua	140	548
South Korea	kr	139	1,185

## Clicked Images / PDF download:

File type	File tree	Hits	Percent	Bandwidth	Percent
jpg	Image	848,033	56.8 %	17.50 GB	52.4 %
png	Image	304,767	20.4 %	10.29 GB	30.8 %
html	HTML or XML static page	183,137	12.0 %	1.00 GB	0.3 %
css	Cascading Style Sheet file	124,109	8.3 %	334.29 Bytes	0.9 %
js	JavaScript file	37,752	2.5 %	602.86 MB	1.7 %
svg		9,703	0.6 %	1.85 GB	5.5 %
pdf	Adobe Acrobat file	7,814	0.5 %	932.24 MB	2.7 %
xml	HTML or XML static page	2,179	0.1 %	20.35 MB	0 %
php	Dynamic PHP Script file	546	0 %	965.19 KB	0 %
asp	Dynamic HTML Script or File	388	0 %	978.74 KB	0 %
aspx	Dot Net Dynamic Script or File	313	0 %	848.60 KB	0 %
csv	Comma Separated Value file	222	0 %	66.70 KB	0 %
unknowm		151	0 %	2.52 MB	0 %
txt	Text file	9	0 %	0.10 KB	0 %
htm	HTML or XML static page	1	0 %	1.67 KB	0 %
zip	Archive	1	0 %	21.77 MB	0 %
rdf		1	0 %	1010 Bytes	0 %

Downloads (Top 10) - Full list					
	Downloads	File type	Hits	200 Hits	200 KB
✓ uploads/3/1/4/4/3144597/shine_on_hollywood_gist_aweber.pdf	7,482	PDF	512.64 MB	121.45 KB	
✓ robots.txt	1,287	Text file	484.67 KB	305 Bytes	
✓ uploads/3/1/4/4/3144597/shine_media_kt_kt_2014.pdf	171	PDF	48.22 MB	208.76 KB	
✓ rhinejune/2013/web/rhinejune2013/2013_02_ofi_file/frame.csv	40	CSV	11.96 KB	306 Bytes	
✓ rhineesphotography.com/web/rhineesphotography2014_ofi_file/frame.csv	36	CSV	10.45 KB	305 Bytes	
✓ uploads/3/1/4/4/3144597/shine_on_hollywood_gist_aweber.pdf	27	PDF	8.45 MB	10.89 KB	
✓ uploads/3/1/4/4/3144597/shine_on_hollywood_magazine.pdf	20	PDF	6.05 KB	310 Bytes	
✓ rhinejune/2014/web/rhinejune2014_ofi_file/frame.csv	20	CSV	5.99 KB	306 Bytes	
✓ rhinejune2014/web/rhinejune2014_ofi_file/frame.csv	16	CSV	4.84 KB	310 Bytes	
✓ rhinefile2013/web/rhinefeb2013_ofi_file/frame.csv	11	CSV	3.33 KB	310 Bytes	

and much more.

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

# DATA DON'T LIE

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		BASIC PLAN	STANDARD PLAN	ULTIMATE PLAN	ADVANCED PLAN
<i>Per project:</i>		PC/MAC	PC/MAC	PC/MAC	PC/MAC
Operating Systems	Contact your Digital Price <b>Solution Consultant for pricing</b>	\$	\$	\$	\$
Digital publication / interactive e-brochure	✓	✓	✓	✓	✓
PDF Conversion to FlipViewer	✓	✓	✓	✓	✓
PDF document import and editing	✓	✓	✓	✓	✓
YouTube Video Embedding	2	3	5	10	
Hyperlinks add-on	3	10	15	30	
Photo editing and image cutout	✓	✓	✓	✓	
Hosting	✓	✓	✓	✓	
HTML5 publishing solutions	✓	✓	✓	✓	
<i>Per Item:</i>					
Video Creation (2-3 minutes)	\$Call	1	2	4	
Special Video Embedding	\$Call	1	2	4	
Ad Graphic Design	\$Call	20	40	60	
Mobile apps development	\$Call	\$Call	\$Call	✓	
DIGITAL MARKETING FEATURES					
<i>Per month:</i>					
Tractable URL	\$Call	\$Call	✓	✓	
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)					
<i>SCO Benefits:</i>					
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 digital solution,
  - . it is not intentionally abusing the service by using excessive bandwidth or disk storage.

# Ready to engage? LET'S TALK



[www.ShineOnDigitalSolutions.com](http://www.ShineOnDigitalSolutions.com)

**Shine On, LLC**

5482 Wilshire Blvd., Suite #1508, Los Angeles CA 94043

Phone: **1(323) 774-6977**

Email: [info@shineondigitalsolutions.com](mailto:info@shineondigitalsolutions.com)

