

ABOUT US

DCD Publishing is publisher of independent technology magazines and the company is widely respected in the IT sales channel community on Czech and Slovak market. We offer printed magazines and wide portfolio of digital titles. Our firm is also recognized for the seminars and daily updated web portals. We provide marketing services in B2B – internet marketing and content marketing. We organize e-learning courses, conferences and meetings for partners. We help regional institutions with content for their members.

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MARKETING SERVICE

In the era of digital media, the right presentation of the company across online channels is essential for the development of business activities and for the perception of the brand itself. A modern, functional and fully responsive web with relevant and "SEO friendly" content and activity on social networks is now a prerequisite for success. The ability to stand up in the online world is crucial not only for clients and partners, but also for potential employees. The aim of the services known as Marketing Service is to bring companies into the digital world so that they are well visible and traceable and able to present themselves effectively. For these purposes, we focus mainly on creating and redesigning websites and managing social networks.

Create and redesign your site

We will completely create modern and fully responsive websites, including unique and SEO optimized content. We will consult with you all stages of developing the new site – from initial designs to final launch. We take care of graphic design, proper layout, coding, analyze keywords, create content, ensure testing and deployment on hosting. Of course there is a connection with Google Analytics.

Social networks

With social networks, you'll see where your customers and potential employees move daily. We will prepare your business profile on selected social networks, provide you with regular corporate page management and content creation for a specific audience. This helps you communicate customers efficiently in real time or reach new employees.

Mailing

We will help you prepare and implement internal mailing and communications to your customers, including content. We can create a final report from a conference, event or even an anniversary celebration.



Make use of our B2B and B2C tools and you will get space in our B2B and B2C digital channels.