



# WHAT DOES MY ONLINE CAPITAL LOOK LIKE?

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# TABLE OF CONTENTS

<b>Introduction</b> .....	3
<b>Chapter 1:</b> What is "Online Capital"? .....	4
<b>Chapter 2:</b> Investments Into Outcomes .....	5
<b>Chapter 3:</b> Ways You Can Invest .....	6
<b>Chapter 4:</b> The Importance of Online Capital .....	7
<b>Chapter 5:</b> How OCGnow Can Help.....	8

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# INTRODUCTION

Once considered a very significant form of capital for businesses, brick and mortar locations received tremendous investment. The digital age has since established a new level of achieving and measuring success, making it more lucrative than ever before to have a branded online presence.

Likened to investing in real estate, OCGnow helps claim your spot in an expanding online infrastructure and immediately begin to secure, grow, and maintain your business' online reputation.

To stay competitive in the evolving digital landscape, your business has to adapt to survive. It cannot afford to miss opportunities. It is our job as your Online Capital Group to help you take control of your online presence and keep you competitive in this global market.

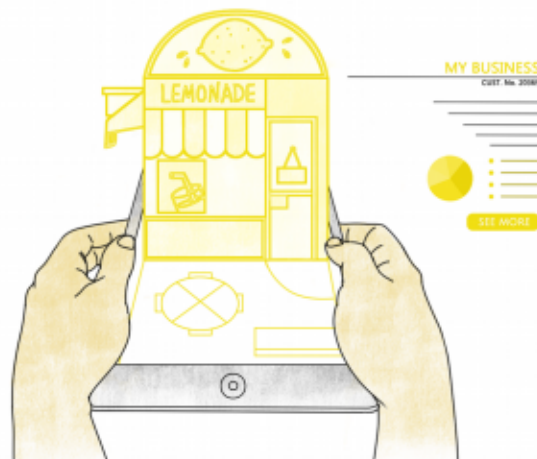
So, let's get started!

# WHAT IS ONLINE CAPITAL?



An ongoing service to a business that creates wealth can be qualified as capital. According to Investopedia.com, the four types of capital are Debt Capital, Equity Capital, Working Capital, and Trading Capital. Some examples of capital include company cars, product patents, department software, and brand names.

Therefore, when a company establishes goods to market their product or service online such as creating a website, video promotion, or social media content, they are investing in what we call their *Online Capital*.



# INVESTMENTS INTO OUTCOMES



The whole goal of marketing is to sell your product or service by increasing its exposure to your audience as well as making it as attractive and convenient as possible to purchase it, thus generating wealth.

*Content marketing costs 62% less than traditional marketing and generates about 3 times as many leads.<sup>1</sup>*

When you choose to invest in digital marketing strategies for your business, whether you have yet to break ground on your online capital or you have already established a decently sized reputation, you are making an investment in the strategies that can develop a foundation for your brand at a scale phenomenally larger than the real estate your brick and mortar location(s) might possess.

You have the potential to secure the digital real estate that is visible to millions of people all across the world, delivering the awareness of your brand to a global audience at an individual by individual basis, right where they engage in their own personal interests.

# WAYS YOU CAN INVEST

There are an extremely large amount of options for which to increase your brand's exposure through digital marketing, and the list is continuing to grow. The following are some of the most fundamental options available to you:



## **Creative Design**

Digital marketing variables regarding creative design include branding/rebranding, content creation, and promotional installations.



## **Analytics**

Whether you partner with a digital marketing agency, or utilize the tools to perform analytics yourself, they are a powerful way to implement strategic planning and insights for the success of your business.



## **Networking**

Forming relationships with average consumers through social media or maintaining professional ones with other companies, for example, is crucial.



## **Public Relations**

Digital marketing plays a large part in executing appropriate company communication through press releases, trade articles and other written content.

# THE IMPORTANCE OF ONLINE CAPITAL

Every business, a lot like every structure, is built from the ground up. Some structures reach heights not accomplished anywhere else in the world, and some never make it to completion, becoming abandoned and destined to remain desolate. Whether or not the structure (or business) ends up becoming slightly or largely successful, it has to be completed in stages that are built up directly from the foundation.

Each stage of construction is crucial, for if there is a compromise in the integrity of the structure, it could come crumbling down from any number of unforeseen circumstances. This is why some businesses make it past early roadblocks that could otherwise be avoided, and some do not. This is where the strength to stand tall amidst the competition comes from.

Some business owners strive for only a marginally small amount of profit, while others have the non-stop drive to achieve the most possible outcome. This drive is what separates the big leagues from the little leagues and makes it possible for powerhouse marketing efforts to work.







## HOW WE CAN HELP

Whatever the circumstance you encounter while on the journey to achieving an accomplished business, OCGnow can integrate our process for success. Our methods are tried and true, however, it requires collaboration with the business owner in order to be effective.

No matter the size of your business, the key is collaboration. Every worker that is putting all of the nuts and bolts of the structure of your business together counts on each other for a job well done. It takes a large amount of investment, processes, planning, strategies, and assessment, but ultimately takes a driving force to make it work. Learn more about how OCGnow can help your business achieve as big as possible.



<sup>1</sup> <https://www.demandmetric.com/content/content-marketing-infographic>



## RESOURCES

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[www.ocgnow.com/blog](http://www.ocgnow.com/blog)

[www.calendly.com/ocgnow/digitalpresencereview](http://www.calendly.com/ocgnow/digitalpresencereview)

[www.youtube.com/channel/UCjjRuY5gxv01DVo6MO7EUgA](https://www.youtube.com/channel/UCjjRuY5gxv01DVo6MO7EUgA)



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ABOUT INVESTING IN YOUR  
ONLINE CAPITAL.

WE ARE YOUR ONLINE CAPITAL GROUP.

