Symbolik Group

Fly Beyond Innovation

Innovation

I + D + i

by Symbolik Group

Digital Marketing

Digital marketing is the promotion of brands through all forms of digital advertising channels to reach consumers. Now it includes television, radio, Internet, mobile marketing, social networks and any other digital medium.

Our Objectives are:

- Establish goals with our customers their mass media to achieve good productivity and efficiency in the sales process
- Develop Branding Campaign
- Developing content for the campaign through texts, images and videos
- We developed the perfect application for the project needs

Case Study
Multi Touch Screen Software

The objective is to assist vendors in the timeshare room, through a software that is compatible with touch screens, since one of the main problems faced is related to the time of presentation of time-sharing services, generally ranges a good and fast presentation in 90 minutes but with the proposed software would last only 15 minutes. And the rest would be devoted to closing stage.

Marketing approach

- We set the goal of giving an interactive tour with a duration of 10 to 15 minutes with the intention of giving more importance to the time of negotiation and therefore close more

Case Study
Multi Touch Screen Software

Branding
- Desarrollamos el Branding de la campaña incluyendo a una mascota en 3D

Copy editor
- Develop the Branding campaign including a pet in 3D

Multimedia
- Developed with object-oriented programming and the benefits of ActionScript 2.0language and Java Script to display catalogs, maps and innovative content

Other
- Knowledge of methodology for time-share sales by a marketer who acquired the knowledge and transmitted to the area MULTIMEDIA

Case Study
Pharmacoeconomic simulator software

Consisted of making an application on a pharmacoeconomic study to justify the savings generated by the product that controls breast cancer.
It is used when negotiating purchases with government officials engaged in the purchase of this product for health centers to which they were appointed.

Marketing Approach
- Determine the history of breast cancer, costs are set, treatments, adverse eventsand medical support. From a statistical point of view and econometric results are obtained that favor the use of the product. Results that have to do with efficiency

Branding
- It is necessary that the application is based on the product image

Case Study
Pharmacoeconomic simulator software

Copy editor

- It is necessary to review the contents, name of drugs and measurement units are correctly written.

Multimedia

- Determine a database of basic inputs, see treatment options, edit, generatealternative treatment, develop a simulator that allows pharmacoeconomic resultsmake the best decision. Developed using object-oriented programming in ActionScript 3.0

Otro

- Having knowledge of statistics and econometrics was a requirement to develop the application with the following modules: Total cost of treatment at 12 months, Cost of treatment - Breakdown monthly cumulative cost of treatment, patients treated Calculator.

Case Study
Software development for scientific enterprise

The aim is to support the brand managers in each industry segment where thecompany provides scientific materials to solve industrial electrical segments

Marketing Approach
- Having a catalog search by industry or filtered with a keyword search engine, sales executives can show the information more concrete and innovative, anddemonstrate that they are always at the forefront

Branding
- Was to provide an attractive introduction to the catalog together the 7 industries that offers its products

Copy editor
- Check that electrical products are correctly written character

Multimedia
- Develop a product finder for any type of written word, regardless of their category or name, upload content such as photos and texts in a relational database and display data sheet in PDF format.

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Software & Marketing On-Line

MAKING
IT UP THAT HILL

One of the successes of today is to communicate and interact with more peopleabout the promotional and marketing campaigns. We started making a proposalthat meets the objectives of senior management to implement further coordinatingdifferent departments that specialize in Marketing, Graphic Design, Copy editorand advanced programming.

• Establish goals with our customers their mass media to achieve goodproductivity and efficiency in the sales process
• Develop Branding Campaign
• Developing content for the campaign through texts, images and videos
• We developed the perfect application for the project needs

Development of new image

Marketing Approach
Based on the continuous update policy of Mexico Walmart decides to invest in the new look of its restaurants

Branding
Visual aids were developed the brand needed to be shown according to theidentity guidelines

Copy Editor
Development of a rationale in which cuisine will be published monthly gourmet dishes in addition to promotion through new applications of traditional menus, verify that all addresses nationwide establishments are spelled correctly.

Multimedia
We developed an application to display each month of the letter specialties as well as an application "FlipBook" to see the letter electronically. Video games were developed and a directory of affiliates.

Marketing Approach
Nationwide promotion through electronic media, radio and television about a salsacontest is register on the website to record user sauce and then compete for great prizes according to electronic voting

Branding
Visual aids were developed the brand needed to be shown according to theidentity guidelines

Copy Editor
Development of a justification on the history of salsa, is also writtenrecommendations concerning the preparation of salsa, and reviewed all published recipes were spelled correctly.

Multimedia
We developed an application of shared recipes are those that users entered using the form. Before being issued the prescription department a review copy of the information and being accepted is published. He was also possible to place a button for voting and thus lead users count winners. Results were tabulated forwinners by date.

Development of new image

Marketing Approach
Generación de la nueva imagen de la reconocida marca de toallas femeninas

Branding
Visual aids were developed the brand needed to be shown according to theidentity guidelines

Copy Editor
Development of a flexible concept and full of options for the product the company sells. Contents were developed on the products, a blog for users

Multimedia
We developed an application to the user names appear floating around the layoutof the site, then clients can communicate with each other by sending e-mails andmultimedia material. The main menu also coat the entire layout of the project and is accessible to a blog developed and to see photographs of the products of acompletely different way and interactive

XML Web Services

Is used to disseminate frequently updated information to users who have subscribed to the source of content. The format to distribute content without a browser, using software designed to read these RSS feeds (aggregator).Nevertheless, it is possible to use a browser to view RSS content. The latest versions of major browsers can read RSS without additional software. RSS is part of the family of XML formats developed specifically for all types of sites that are updated regularly and through which information can be shared and used on otherweb sites or programs. This is known as retransmission or syndication web site.

Augmented Reality

Augmented reality (AR) is the term used to define a vision of a direct or indirectphysical environment of the real world, the elements are combined with virtual elements to create a real-time mixed reality.

Augmented reality research explores the application of computer-generated images in real-time video streams as a way of expanding the real world. The research includes the use of screens in the head, a virtual display placed on theretina to improve visualization, and the construction of controlled environmentsfrom sensors and actuators.

Video Games

We specialize in video games to communicate or promote products, services, government initiatives and candidates for any public or private place of some importance

With video games you can save results, levels, bonus and more.

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E-Learning

E-Learning Platform is a computing environment based on web for compliance in the delivery of content and e-Learning Services therefore two fundamental concepts are involved: Contents e-Learning and e-Learning Services

Our services include:

E-Learning Independiente , E-Learning Asistido , c-Learning (e-Learning Cooperativo), Info-Learning (Learning Informal), m-Learning (Learning Movil), b-Learning (Blended Learning)
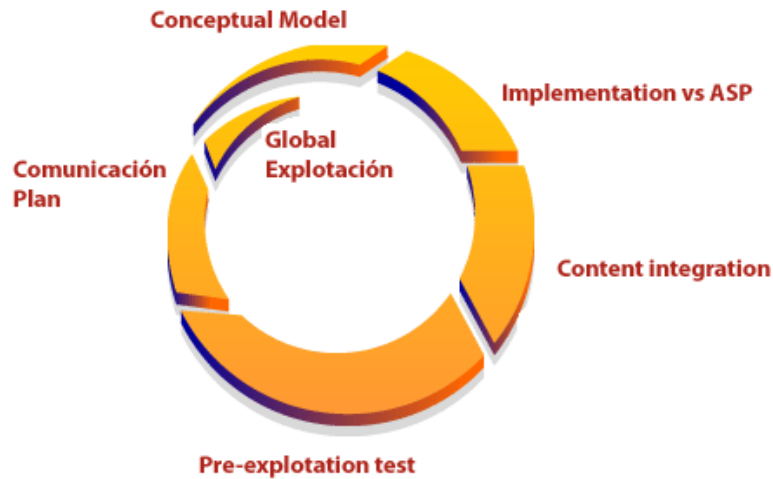
Our tools are the use of:

Newsgroups, File Sharing, Internal Service E-Mail, Post Magazine On-line, real-time chat, video service and video conferencing, Whiteboard, Bookmarks, Contacts / Services on Courses, Course Schedules, work / off-line synchronization, Working Groups, Communities of students.

Our main support tools are:

Course approvals, registration, course management, online assessment, tracking, sharing and reuse content, Assessments test / automatic compliance to accessibility, Models of the course, teaching and technical standards, administration of the program, look and feeling personalized instructional planning tool.

E-Learning

Resultados

Calificacion:

40%

Estadísticas

Aqui podrás ver información sobre cada pregunta, bien o mal, así como informarte a detalle sobre el porque de la respuesta correcta.

Preguntas

1.- La inspección
2.- Cambios a la ED
3.- El diccionario de l
4.- Un project manage
5.- Son claros los ben
6.- Es un component
7.- La técnica de de
8.- Discutir, analiz
9.- La razón de
10.-El desgl
11.-D

Conceptual Model

Implementation vs ASP

Global Explotación

Comunicación Plan

Content integration

Pre-explotation test

Having an eLearning implementation methodology is a key to the success of virtual training program.
It is adaptive in time and scope to each organization based on the requirements of departure.

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