

Digital2Grow Announces Celebration Of Caribbaean American Heritage Month

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Digital2Grow, an online marketing business in Silver Spring, MD, has announced that it will be promoting digital transformation where marketplace engagements are evolving and business enterprises need to deliver an ecosystem of value to their customers. Digital marketing is the gasoline to drive this needed capability. The team at Digital2Grow will therefore celebrate National Caribbean-American Heritage month by giving enterprises a free benchmarking audit of their digital viability.

The company has set June as the Caribbean-American heritage month. This is a time during which Caribbean-Americans are remembered and celebrated, as well as imagining the future impact they will have on the continuously evolving American experience. The company notes that at the birth of the nation, Alexander Hamilton of Caribbean descent was one of the founding fathers and principal architect of the nation's financial system. With that, the spirit of such participation that had a profound impact on the nation still fills the heart of Caribbean-Americans.

Meanwhile, under the persevering spirit of Dr. Claire Nelson, Founder and President of the Institute of Caribbean Studies, and allies such as Rep. Barbara Lee, this designation was codified in law in 2005 and

signed into law by President George Bush in 2006. As such, during the month of June, Digital2Grow will not only offer free audit, it will also offer a wealth of deeply discounted specials to allow companies to leverage and incorporate digital tools within their businesses. These resources and discounts can be accessed through the company's website.

Chris Daley from Digital2Grow says: "As consumers' lives become more digital, businesses will need to undergo a seismic shift in their mindset to adapt and embrace the digital wave or become a victim of the digital tsunami. Businesses will need to harness digital technologies, both to deliver a superior customer experience and to drive the agility and operational efficiency if they are going to stay competitive."

Daley pointed out that those who want to have a market leadership position will need to switch their mind set from selling stuff to fulfilling desires. This is done by deploying a digital engagement system, as shown through this link. He adds: "I want Caribbean-American enterprises to be front and center in the digital revolution of the 21st century. This page will be the hub of gifts that if deployed will accelerate the needed digital transformation."

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Digital2grow

Reputation marketing
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