

Digital Transformation Firm Launches with Online Service for Small Business During COVID-19 Pandemic



District of Columbia, Apr 20, 2020 ([Issuewire.com](https://www.issuewire.com)) - Digalyne Consulting, LLC, a new digital transformation consultancy headquartered in the metro area of the nation's capital, launches as the uncertainty of the novel coronavirus (COVID-19) continues to impact small businesses. Digalyne supports small business growth with digital strategy and introduces an affordable, online service for small businesses alongside its launch.

"Now more than ever, small businesses and entrepreneurs are looking for adaptive solutions to be competitive and outlast the economic impact of the pandemic," said Ajia Allen, Principal Consultant and Owner of Digalyne Consulting. "At Digalyne, our mission is to empower rising businesses and brands to remain competitive on and offline, and we're dedicated to supporting the growth of the small business as a strategic partner, but also as a support system. I am pleased to help small businesses leverage the power of digital for sustainable outcomes during this uncertain time."

Digalyne's Strategy-On-Demand (SOD) initiative will allow small businesses and entrepreneurs to gain

an online digital assessment of company presence across media and gain digital strategy tailored to corrective areas to improve assessment ratings. The service is available online for only \$24.99, an 88 percent price discount from its \$229 value.

Digalyne's business model serves a two-fold purpose for start-ups and rising small businesses: To provide a digital strategy for digital marketing and digital transformation that scales with small business growth and to provide community connections for small business owners. Services include an amalgam of flexible strategy sessions, support services for digital marketing, and online membership in the Riser Community.

"I want rising business owners and small businesses to know they can compete and survive, no matter the competitive landscape," Allen continued. "The only competition is where you are now and where you choose to go next."

Digalyne is a black-owned, women-owned company.

To learn more about the initiative, visit Digalyne.com.

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About Digalyne

[Digalyne Consulting](#) is a digital transformation consultancy that specializes in supporting the lifecycle of small business. Services support pivotal points of growth just when a little more strategy and support is needed to scale. Digital Strategy, Riser Resources, and Transformative Insights help small businesses remain competitive, data-driven, and authentic online and transformative offline.

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