pixa creative

7 steps to success

Our process takes you where you want to go.

Milestones and methodologies keep you on track and align your marketing campaign with a potential clients journey of exploration and evaluation.

1

DISCOVERY

We take the time to listen and learn. We want to understand your goals and your story so we can position you for success.

2

VALIDATION

We want to make sure we understand your world from every point of view. It's important to us to help you see the big picture and what we have learned from your team, customers, competitors and your industry.

3

STRATEGY

Success is built on many factors, including messaging, creative focus, timing, and frequency. During this phase, we use our expertise to develop the right strategy to ensure that you connect with your audience.

4

CREATIVE/CONTENT

We focus on the right audience, the right message, at the right time. We believe relevancy and creating a pattern interrupt is the best way to communicate with your audience.

5

PRODUCTION/TESTING

The strategy is in place. Our team works to create every element as we connect the dots for maximum effectiveness.

6

EXECUTION

From the beginning, we help your team learn new skills and best practices to achieve your marketing goals by implementing 7 key elements to every marketing campaign.

7

REPORTING

We work closely with you, analyzing and adjusting as needed, helping with engagement, responses and conversion rates. Real-time reporting so you can make the best marketing decisions with the information you need when you need it.