



# Glad to Meet You

Pixa Overview



# GETTING PERSONAL

IT'S WHAT WE DO.



## hi, we're pixa!

We believe personalization is key to making customer connections that stick. At Pixa, we create a personalized experience for YOU to help YOU do the same for your clients.

Our mission at Pixa is to help you re-think and re-invent your marketing to create personalized and relevant messages for your customers and prospects so you can better connect.

With our approach in strategy first then design combined with our interactive print, direct mail and digital marketing efforts of email marketing, social media and digital ads, you will cut through the clutter and get noticed.

You might ask, What's the biggest difference Pixa brings? It's the clever daring people on our team that enjoys doing **WORK THAT MATTERS!**

# 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.



# Marketing Initiatives

## TOP OF FUNNEL

Advanced Targeting Display  
GeoFence/Geofence Retargeting  
Geo-Targeting  
OTT  
Social Media  
YouTube Pre-roll

## DIRECT RESPONSE

Email Marketing  
Direct Mail  
Addressable Geofencing  
Social Media (custom audience)



## MID-FUNNEL

SEO  
SEM  
Keyword Search Retargeted  
Site-Retargeting  
Reputation Management (online reviews)

# 7 Key Elements

- 1 AUDIENCE
- 2 USE OF MEDIUM
- 3 CREATIVE
- 4 PERSONALIZED
- 5 RELEVANT
- 6 COMPELLING OFFER
- 7 CALL TO ACTION



# Our Services



strategy



BRAND DEVELOPMENT



MARKETING STRATEGY



DATA MANAGEMENT



design



LOGO & IDENTITY



PRINT DESIGN



WEB DESIGN



digital  
marketing



EMAIL MARKETING



DIGITAL ADS



SOCIAL MEDIA

# Who We Work With

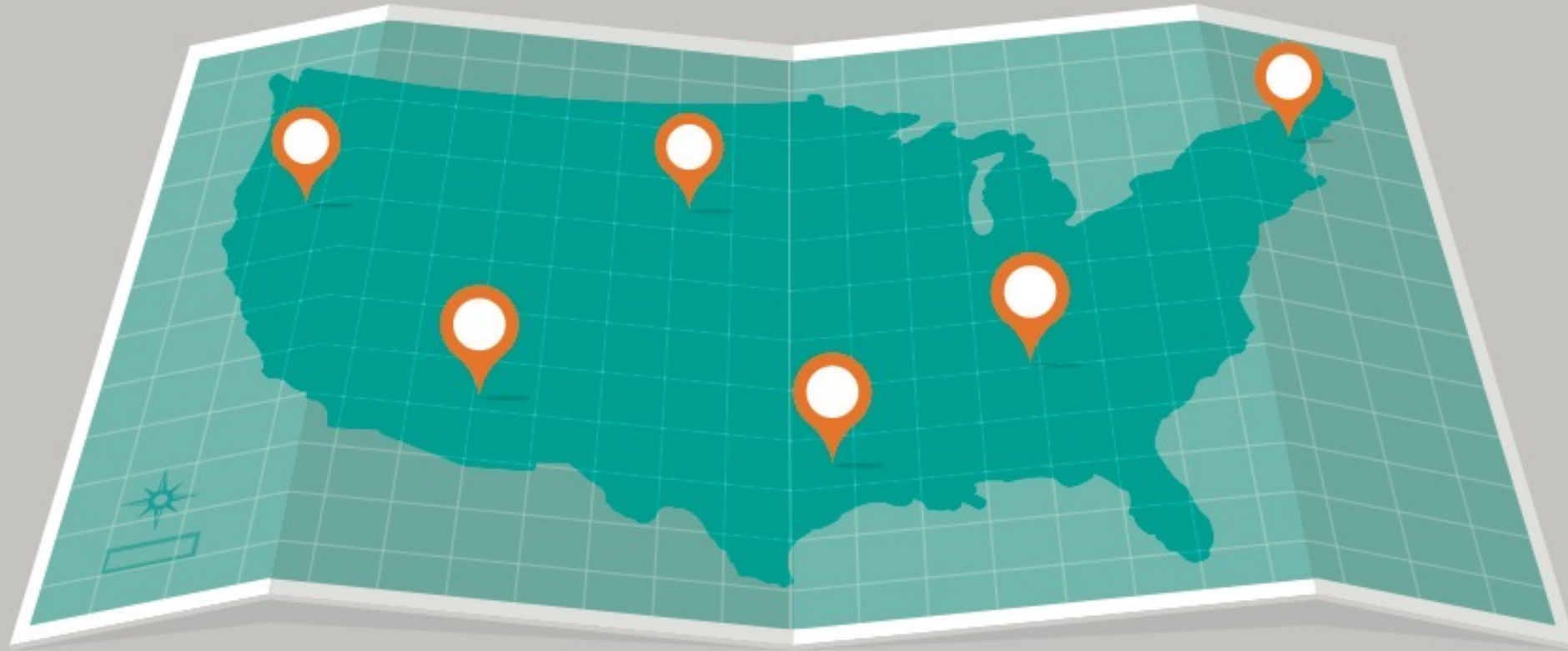
*Start Up and Growth Minded Companies in the Following Industries:*

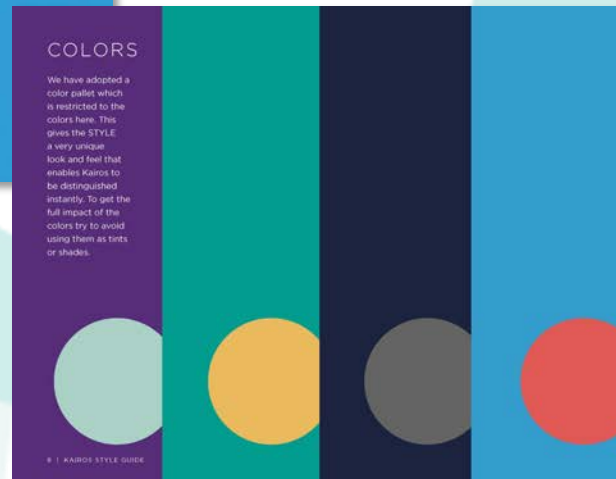
- ✓ NON-PROFITS
- ✓ MANUFACTURING
- ✓ FINANCIAL SERVICES
- ✓ PRINT/MARKETING SERVICE PROVIDERS
- ✓ EDUCATION
- ✓ HEALTHCARE
- ✓ ENTERTAINMENT/GAMING
- ✓ TRANSPORTATION
- ✓ REAL ESTATE

# You're in Great Company



# Clients Across 20 States





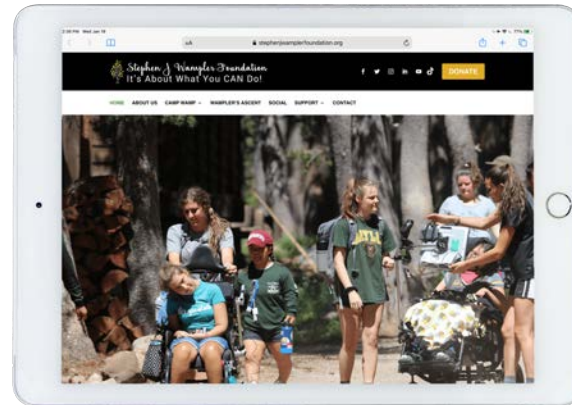
Building a brand is about communicating your company culture. Showing your company's personality.

It's about your company's commitment to your customers and to the community.

So yeah, it's kind of important.



Stephen J. Wampler Foundation  
It's About What You CAN Do!

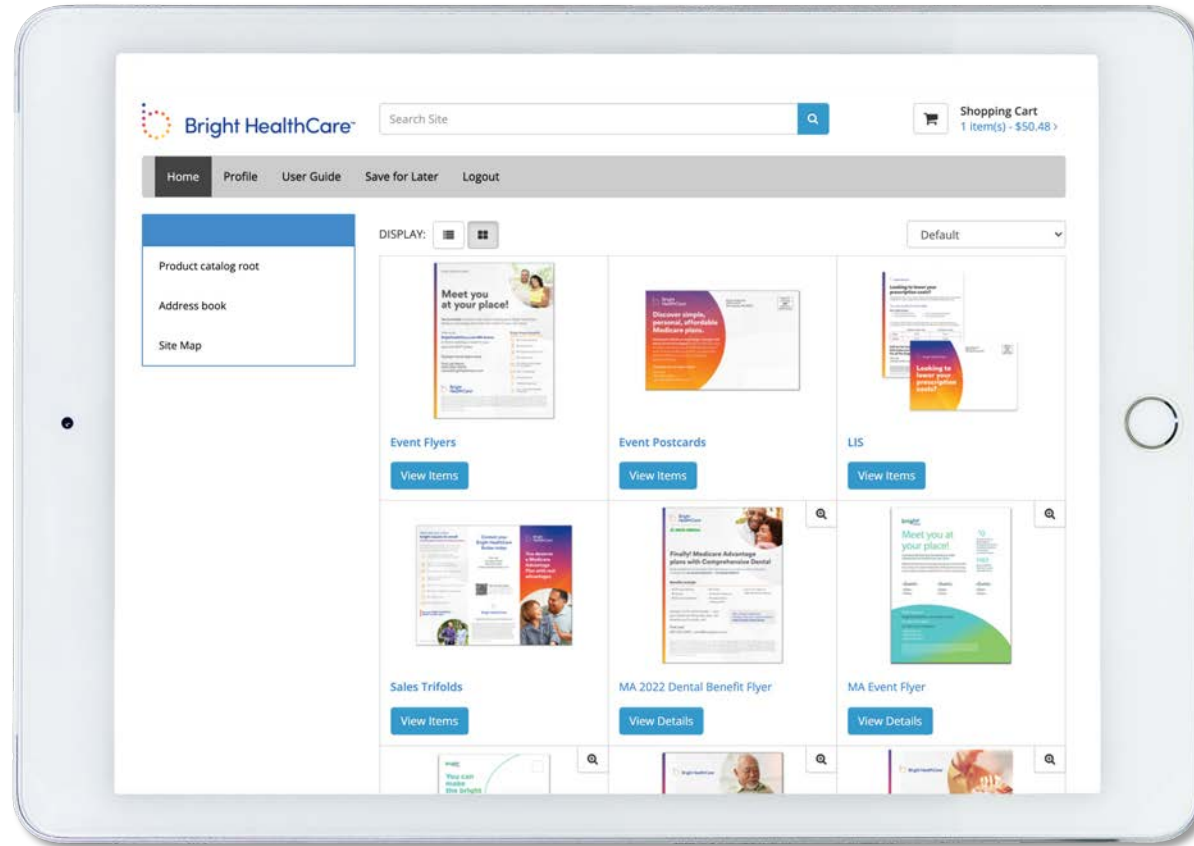


# Websites

**Pick me! Pick me!**

You don't have much time to convince a potential customer to choose you. So, you need to put your best foot forward quickly. Your website must be designed so browsers can find what they are looking for quickly.

# Digital Storefront



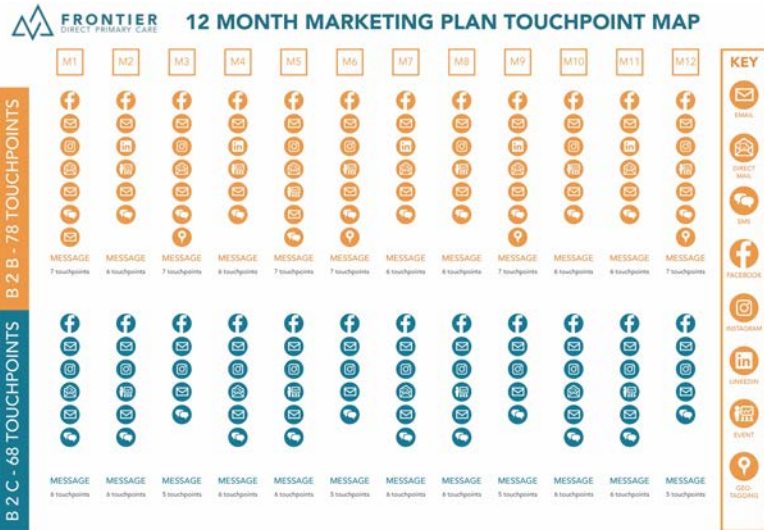
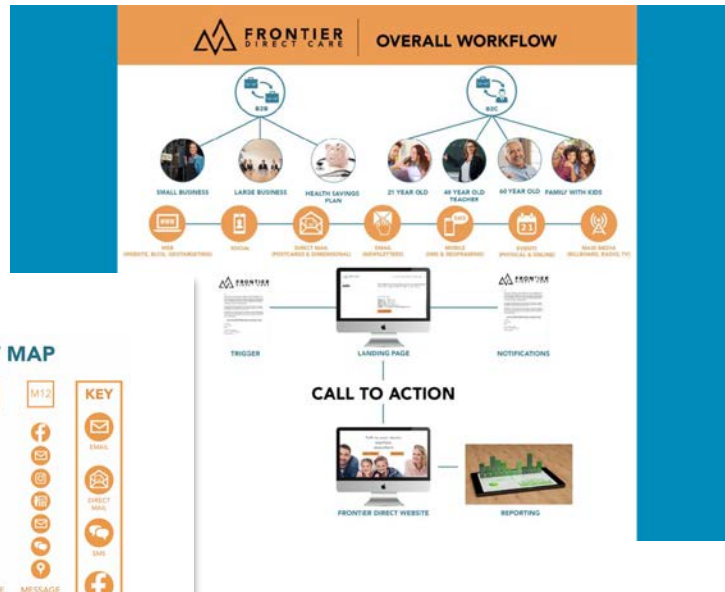
## Your Personal Marketing Site

Technology is the key to managing print collateral. Step away from the closet full of outdated marketing materials.

Web-based solutions are the way to go! Save money and time while protecting your brand.



# Lead Generation

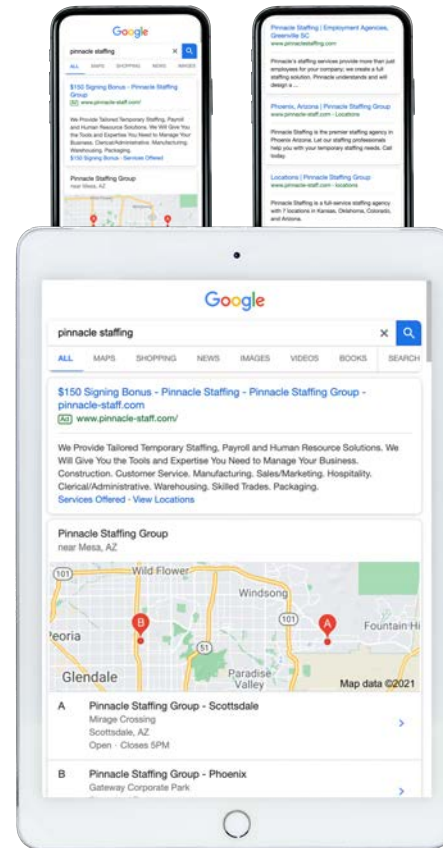
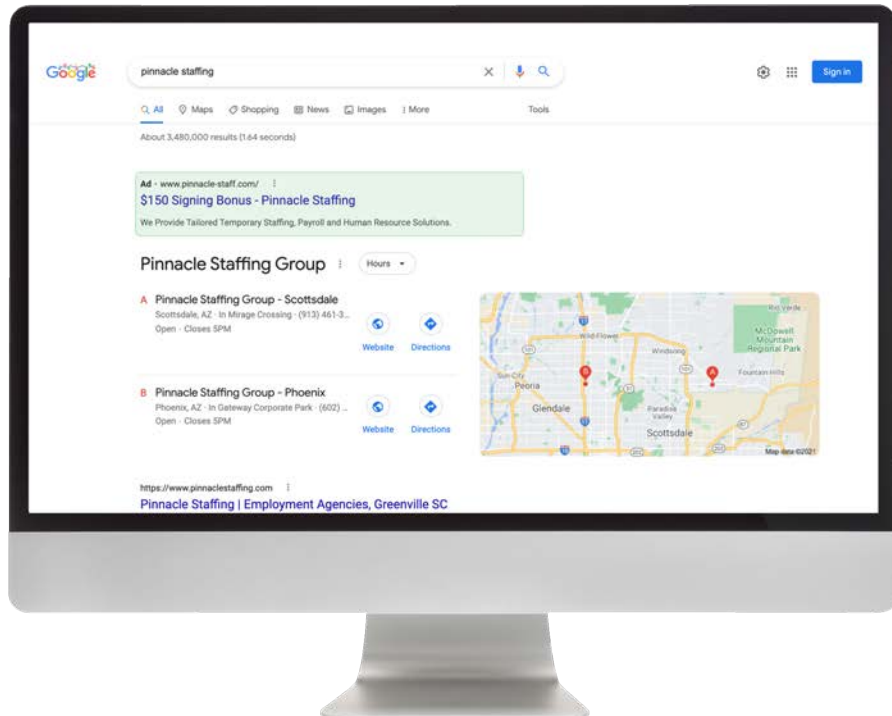


## Starting from the end

We find the best approach is to start at the end, taking a look at your specific goals, and developing a plan to meet those goals while keeping in mind your timeline, budget, resources, competitors, and other factors.



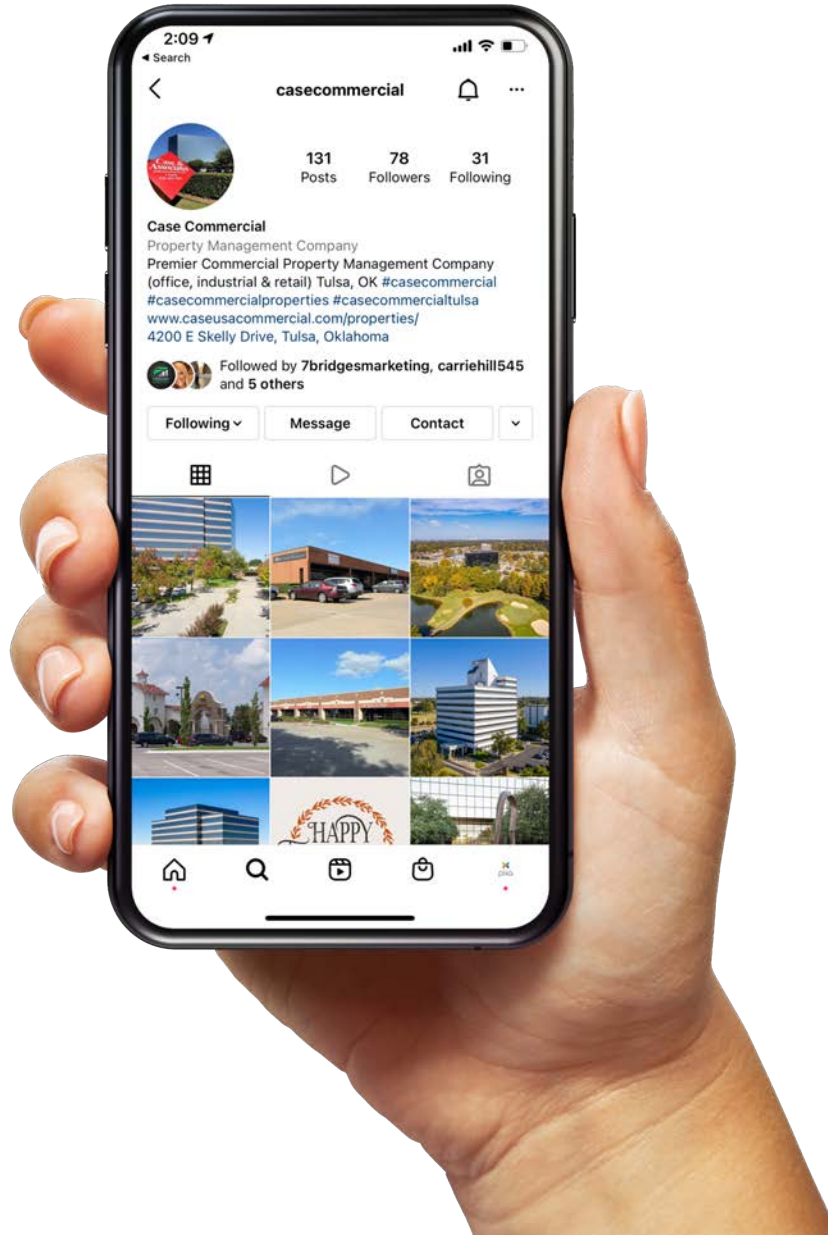
# Digital Marketing



**Get laser focused targeting**

Digital advertising is extremely diverse. There are several ad formats to choose from and countless ways to reach new customers.

As a savvy business person, you want to put your dollars where they will get the best results.



# Social Media

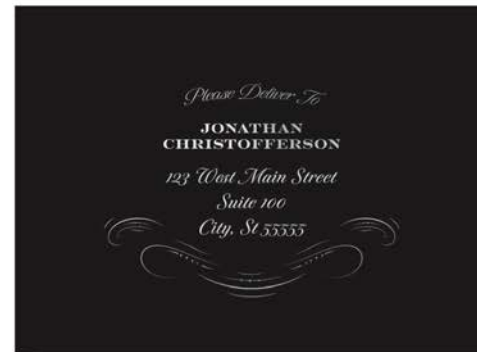
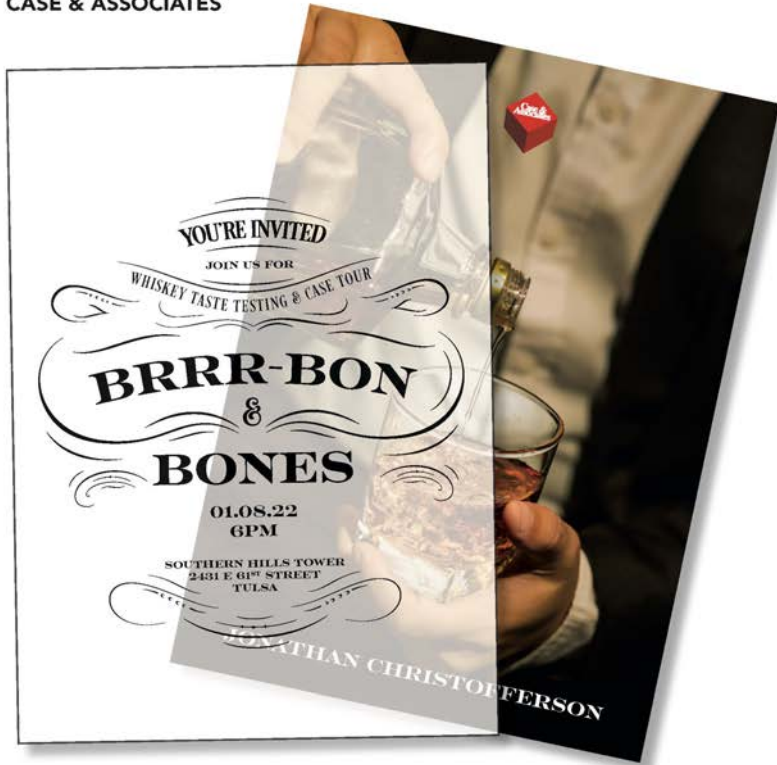
Social media platforms are so powerful you can specify exactly who to target. You can personalize your messages and ads based on demographics, interests, behaviors, and more.

# Event Campaign

## BRRR-BON & BONES

CASE & ASSOCIATES

MAILING PIECE 2



## VELLUM INVITATION

Personalized invitation with vellum overlay. Overlay has raised or textured black ink.  
White or metallic ink printing on envelope adds to the high end feel.  
Back of invite can have additional information and RSVP.

Events are one of our favorites. The key is to create an educational, fun and memorable event that delivers the results you desire.

Pixa provides a turnkey solution for any type of event.

Questions?





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