

bigpxl.

Digital Marketing

Made Pixel-
Perfect, **Period.**

⋮⋮⋮ The Big Picture

BigPxl specializes in comprehensive digital marketing campaigns whose impact is greater than the sum of their pixels. When you win, we win. Team up with us to grow your business through SEO, paid advertising, web design, inbound marketing, and so much more. Let's do something BIG.

bigpxl.

Be Bold.

We're not afraid of taking on the big stuff. When solutions don't present themselves, we create them.

Be Humble.

We couldn't have arrived where we are without a bit of humility. In everything we do, we listen, we learn, and we come out better for it.

Succeed Always.

We endeavor to achieve something new every day. Through teamwork, we make it happen.

Brag (Sometimes).

When a plan comes together, who says we can't celebrate? We applaud the success of our teams and our partners, and we let everyone know about it.

Why BigPxl?

Standards

Not only are we a Google Premier Partner, but also fall in the top 5% of digital marketing agencies in the United States, verified through quarterly auditing from Google. This impressive badge of honor also enables us to use Google as a support system; wherein they will verbally endorse BigPxl as an elite digital marketing agency that sustains the highest campaign conversion rates in the digital marketing industry.

Experience

We have multiple Google Certified individuals among our staff at the Corporate Office in Springfield, MO.

Dedication

A Digital Marketing Specialist will be committed to your company throughout the process, as a main point of contact for questions, strategy and goal-setting for your campaign(s).

Talent

Will will extend your current marketing team by 35+ individuals, providing a specialized team for each service, making us the largest full service marketing agency in Southwest Missouri.



BigPxl Team:

- Google Advertising Engineers
- Social Media Marketing Specialists
- Social Media Management Team
- Copywriters
- Identity & Brand Designers
- Graphic Designers
- Web Developers
- Web Designers
- SEO Team
- YouTube Advertising Specialists
- Inbound Marketing Specialists
- Traditional Advertising Specialists
- Videographers
- Photographers



Be seen, be remembered.

Branding

Let BigPxl help showcase the amazing things you offer to the world. Our team creates complete brand identities with timeless appeal, so your brand remains fresh and relevant for decades to come.

Branding & Logo Design

Your brand is your business’s visual identity and how you wish to be portrayed by the world. A strong brand identity makes you stand out from your competitors and if done well, is one of your company’s most valuable assets. In order for our digital marketing team to showcase your company in the best light, a strong and successful brand identity needs to be established for your organization.

Whether you have an existing logo that just needs a makeover or are in need of a full visual brand development, BigPxl has the tools to create the perfect identity for your company. Through careful research, audience analysis, and a comprehensive design plan, you can trust us to create a brand that will perfectly represent your company.

Breakdown of a Brand:

- Memorable logo or wordmark
- Successful color palette
- Professional typography
- Consistent style of image
- On-brand supporting graphics
- Ability to be consistent and/ integrate print & digital
- Brand identity statement and voice



Branding Benefits

Takeaway

Due to increasing online competition, having a distinct identity and message has never been more important. A strong brand helps the audience differentiate you from your competitors and can positively influence their purchasing decisions, directly impacting your profitability.

- Makes your company appear larger and more professional
- Conveys stability
- Helps targeting your chosen audience and filter out bad leads
- Builds loyalty and trust with consumers
- Conveys your company's vision and product in a visual way
- Differentiation from your competitors

Branding Services

- Logo Design
- Full Brand Identity
- Identity Guide
- Branding Board
- Logo Animation
- Logo Refresh



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YOUTH. HEALTH. HAPPINESS



Counseling
On The Fly
Reaching New Heights



Patterson's
HOSPITALITY AGENTS

Logo Refresh

Takeaway

A logo refresh is a great way to update your brand without having to do a complete overhaul. This service will refine and give new life to your current logo from fonts, colors and design elements. Take a look below for a further breakdown of logo refresh examples and what is included.

Includes:

- A new look while still keeping the original logo concept
- Updated design elements/imagery
- Updated typography
- Possible color palette update
- Updated logo files (including EPS, PDF, PNG, & JPEG)

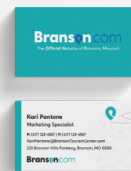
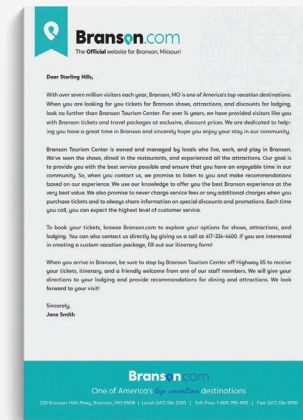
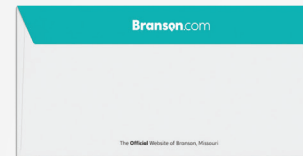


Graphic Design

BigPxl's design team works across all services to make your brand memorable. We perform extensive research into your industry to appeal to your particular audience, crafting unique images, logos, website designs, and print media that leave a lasting impression.

Branson.com

Business Cards | Letterhead | Envelopes | Rack Card | Welcome Letter | A4 Leaflet



Business cards, letterhead, brochures, envelopes & more.



Big dreamers who love digital details.

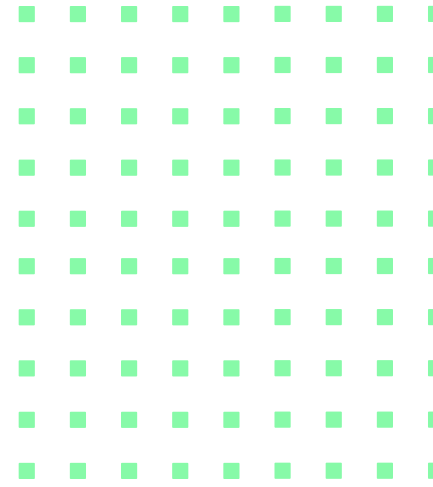
Awards

It's not just big talk – we're at home on the victor's podium.
BigPxl has accolades in copywriting, graphic design,
advertising, and more.

Awards

BigPxl Placed in 9 of 12 Submissions for 2020!

1. BigPxl Logo Design and Branding
2. BigPxl Website Design
3. Carnahan White Website Design
4. Essex Food Ingredients Web Design
5. Somo Farm and Ranch Website Design
6. When I Grow Up Gold Medal Gyms Video
7. Logo Design Counseling on the Fly Logo Design
8. Logo Design For the Love of Cabinets Branding
9. Logo Design Patterson's Hospitality Logo Design



Awards

BigPxl Placed in 19 of 22 Submissions for 2019!

1. Branson.com Stationery Materials
2. Branson.com Logo & Branding
3. Branson.com Icon Illustration
4. BigPxl Marketing Materials
5. Andy B's Website (Responsive Design)
6. Andy B's Website (Website Design)
7. Dental 32 Website
8. Dental 32 Brand Identity & Art Direction
9. SAPP Design Architects Website
10. Fantastic Sams Social Media Campaign
11. Live in Springfield Social Media Campaign
12. Akorbi Linguistic History Blog Post
13. Vacations Made Easy Orlando Travel Guide
14. Breast Cancer Foundation of the Ozarks Website Design
15. Gary Gilchrist Golf Academy Video
16. Independent Stave Company Video
17. Equi-Librium Therapy Center Video
18. Live Clean Lisa Logo & Branding
19. Fripp Outdoors Canvas Ad

