

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.

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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

Few Words. Big Results.

Google Ads

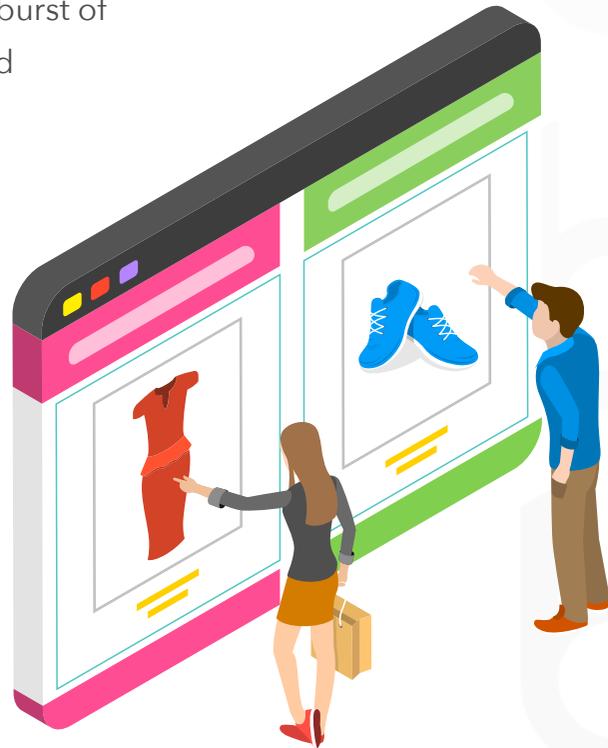
Google Ads (previously known as Google Adwords) is Google's online advertising program. This program allows you to create online ads to reach audiences that are interested in the products and services you offer. Google Ads runs are pay-per-click (PPC) advertising, meaning that you pay only when a user clicks your ad -- and pay nothing if they do not.

Google Advertising

Breakdown

Search Advertising is the process of purchasing text ads on search engine results pages, with the primary goal of generating leads and conversions for a quick burst of revenue/traffic. Keyword targeting, search behavior of users, and budgetary parameters are used to determine initial bid strategy.

Search is a powerful tool used to gain highly qualified traffic from the people searching your products and services right now.



Trackability + ROI

Search should lead to conversions in the form of:

- Calls
- Contact Form Fills
- Schedule Consultation
- Request Demo
- Gated Content Downloads
- Catalog Downloads

Search campaigns can also lead to useful information in the form of:

- Cost Per Conversion
- Cost Per Click
- Market Share per region
- Actual cost per lead
- Helps develop overall marketing plan through ROI



Why Google Ads?

User Intent.

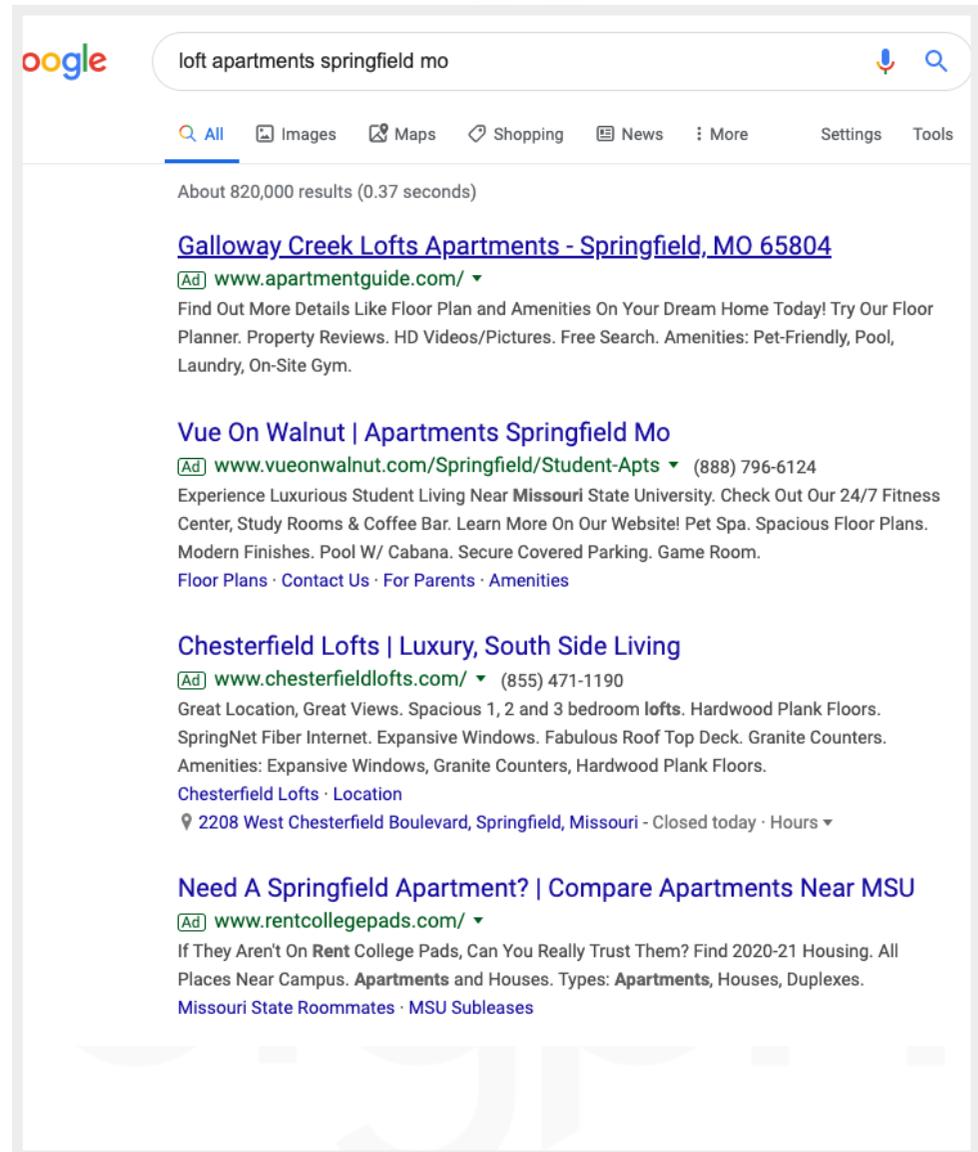
The biggest difference between the people you're reaching with Google Ads and the people you're reaching with other forms of advertising is their intent.

Text Ads

On the search network, you're not advertising to people who don't want to be advertised to. You're advertising to people who are looking for something specific.

When your ad appears, it helps the user find the answer instead of interrupting their online browsing experience. This Text Ad will take the user to a landing page or directly to your website.

You pay for this ad ONLY when the user clicks on the Ad.



Google Display Ads

Display ads allow your brand to remain top of mind with prospective clients as they move through the decision-making process, appearing on their favorite websites while consuming content. Google can place these Display Ads using targeting based on demographics and behaviors and interests the user has shown while browsing the internet.

According to Google, its display network reaches over 90% of Internet users worldwide, expanding across 2 million pages, including Google-owned sites like YouTube and Gmail, popular news outlets like The Huffington Post, and many industry related websites.

Ads display when a consumer is already searching for your services, while also appearing on related sites, subtly targeting the prospect while they're not in "shopping mode."

BigPxl can implement traditional display ads as well as native display and geo-fenced display ads both within and outside of the Google Display Network.



Call Rail

Ring, Ring... Who's There? Call Rail Knows.

These calls may be recorded for quality assurance. You have probably heard this a thousand times, but do you know why? Gain more transparency with your advertising dollars and customer service by recording calls from potential clients.

- 420 Billion words are spoken each day between businesses and potential customers, yet many words are not being analyzed, resulting in countless missed opportunities each day
- 80% of customers said that a pleasant phone experience earns their business
- 52% will tell family and friends about a poor experience
- 56% will never use that company again after a bad experience

What do your customers value most? Are you checking these boxes?

- Talking to a real person, Knowledgeable support staff
- Having polite customer support staff
- Getting an immediate & personalized response



CallRail Tracking, Recording, & Analytics

Tracking calls by source • Keyword spotting breakdown and highlights
Identifies keywords to determine quality and type of call.
(ie: 'Appointment', 'Service Quote', 'Schedule' etc)



Big dreamers who love digital details.

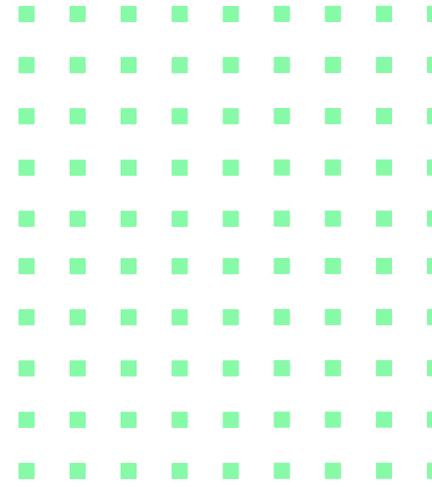
Awards

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

