



PixelMEDIA's Digital Marketing team builds and continually refines strategies tailored to your businesses needs that deliver results.

STRATEGY

It starts with Identifying goals, audience, and a definition of success. We then develop a holistic, integrated strategy that builds brand awareness, engages with customers with strong ROI from every viable channel. We find out exactly whom we're talking to so that we know what to say and how to sell.

ENGAGEMENT

We get the most from every piece of your content optimized to attract qualified leads with messaging that matters to them. We bring the conversation to the social realm to build awareness and connect on a personal level. We're in inboxes with targeted, personalized messages crafted to convert. And we attract new prospects in new realms with paid advertising.

ANALYTICS

With our new [Pixel Compass](#) analytics, we provide thoughtful and thorough analysis through your own customized dashboards about what makes customers react, connect, and convert. With our detailed reports we can provide insights and highly focused recommendations to refine plans to improve performance. No matter what your strategy, we provide reporting packages tailored to your needs.

CAPABILITIES

- Pixel Compass Dashboards
- Paid Advertising Campaigns
- E-mail Marketing
- Content Marketing Strategy
- Analytics Reporting and Consulting
- Search Engine Optimization
- Social Engagement Modeling
- Competitor Analysis

Let's talk
(603) 430-2033
pixelmedia.com/services

Learn about our Digital Marketing packages >



Digital Marketing Packages

We offers three service level packages to best match your brand's needs.

Services	Base	Professional	Enterprise
Pixel Compass Our robust, custom reporting suite setup to deliver analytics and insights with up to seven dashboards.	✓	✓	✓
One-on-One Monthly consult Remote conference with your digital specialist to review report and discuss optimization opportunities and priorities.	1x	2x	4x
Quarterly Strategic Consult One four-hour on-site meeting with your digital specialist to create/review digital strategy roadmap.	—	—	✓
Site Optimization Site optimization that can include any of these services below based on opportunity/priority.	10 hrs	20 hrs	40 hrs

Optimization options

Analytics

KPI measurement model, analytics audit and upgrades, custom event tracking setup, custom dashboards for Google Analytics.

Paid Search Campaigns

Strategy, pay-per-click, display, remarketing, landing page development, A/B testing, ongoing optimization. *Paid Search Campaigns do not include ad spend.*

E-mail Marketing

System and campaign audit, strategy development, calendar planning, template development, landing page development, reporting.

Search Engine Optimization

In-depth SEO audit, search engine ranking analysis, keyword research, URL structure build-out, keyword mapping, 301 redirects, 404 mitigation, sitemap/robots.txt

User Intent Analysis

Heat map, movement and scroll tracking, A/B and multivariate testing.

Content Marketing Strategy

Content review, calendar creation, page writing, blog post writing, editing.

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