



# SAY HELLO TO PYXLI!

- MARKETING STRATEGY
- GRAPHIC DESIGN
- WEB DEVELOPMENT
- PUBLIC RELATIONS
- MOBILE APPLICATIONS
- SOCIAL MEDIA
- MICROSITES
- BRANDING
- CORPORATE BLOGS
- INTERNET VIDEO
- WEB APPLICATIONS
- E-COMMERCE
- MARKET RESEARCH
- MOBILE WEBSITES
- INTERNET MARKETING
- IDENTITY PACKAGES
- EMAIL CAMPAIGNS
- EVENT PROMOTION
- SEARCH ENGINE OPTIMIZATION
- AWARENESS CAMPAIGNS
- COPYWRITING

We are seasoned experts in combining sound marketing strategy with innovative web technology to successfully help our customers meet their unique goals.

**AT** Pyxli, we're passionate about the web. We design and build digital brands, starting with enterprise-class websites, mobile and web applications that balance technology and design with an effective user experience that meets your business needs. Then, we work with you to utilize our team's vast skill-set in digital marketing to help you meet your goals, whether that means driving traffic through an integrated digital marketing and public relations campaign, encouraging online engagement via social media or increasing sales through e-commerce functionality.

We pride ourselves on using a consultative approach to ensure customer goals are paired with our creativity and online

technical expertise in the ways that make the most sense and provide the most value to our customers. Our clients are able to actively focus on their businesses while Pyxli's team of dedicated marketing professionals remain close by to support all of each organizations' marketing needs.

We strive to be flexible, to advise our clients to make the best decisions possible and to help them meet their goals in every project we accept. We focus on a results-driven approach and actively communicate mentions, impressions and traffic to our clients to ensure accountability and marketing transparency.

» Visit us online at [www.ThinkPyxli.com](http://www.ThinkPyxli.com)

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## MARKETING STRATEGY

We understand that good marketing begins with a great strategy that aligns your business goals with your marketing initiatives. We know how to create a long-term plan for the long-term success of your business and we do it based around the philosophy that business can be done better online using new approaches that are vastly more measurable than anything before - we design plans to bring clarity to the black box of marketing.

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## GRAPHIC DESIGN

Our creative team is the one that turns your campaign plans into reality. Where would our business expertise be without the award-winning creative genius required to deliver the message? One of the best ways to present your message or product to your audience is through effective design. We know that there are many talented designers out there, but we believe our design team is the best at creating visual elements that are inline with your business goals and designed to build your brand. We work to make sure that the visual representation of you and your business is designed to highlight your strengths and communicate the right message to your target audience.

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## WEB & APP DEVELOPMENT

Having an online presence is one of the most important aspects of building a brand. Today, a company without a website loses credibility and sales. But just having a site is not enough - a poorly designed and developed site can cause more damage than not having one at all. At Pyxl, we've built our entire business around the power of effective websites and applications. We understand the complexity of web development and can help you achieve marketing success by building you a site and/or application that balances technology and design with an effective user experience that meets your business needs, on time and on budget.

# OUR EXPERTISE...

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## MOBILE DEVELOPMENT

With 5.3 billion people using mobile devices worldwide, it's becoming increasingly more important to reach your audience where they are - on their iPhones, Androids, Blackberries, Palms and more. Pyxl understands mobile - from developing a mobile version of your website to building a fully-functional mobile application, and everything in between. We can help you expand into the mobile era.

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## DIGITAL COMMUNICATIONS

Long gone are the days of traditional public relations. In today's PR 2.0 world, a company's "publics" mean more than just the media gatekeepers, and have expanded to include the likes of journalists, bloggers, consumers, employees, investors and more. PR is all about relationships with key audiences, and Pyxl's PR team seeks to build and foster these important relationships, ensuring positive perceptions and real results. From media relations to event planning (and everything in between), our team takes a very unique, social media-centric approach to public relations.

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## SOCIAL MEDIA

Having an online presence is one of the most important aspects of building a brand. Today, a company without a website loses credibility and sales. But just having a site is not enough - a poorly developed and designed site can cause more damage than not having one at all. We understand the complexity of web development and can help you achieve marketing success by building you a site that balances technology and design with an effective user experience that meets your business needs, on time and on budget.