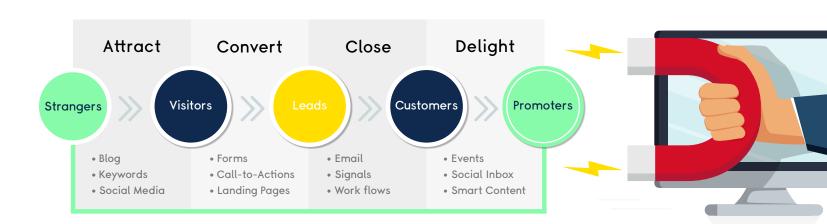
bigpxl.

Inbound Marketing

Inbound marketing is an innovative methodology that delivers valuable information to a prospect during all stages of the buying cycle. Creating a customer journey starts with a series of strategic content, delivered via multiple channels. From there, the individual actions taken by each consumer help determine the quality/type of lead, thus triggering another step in the buyer's journey.



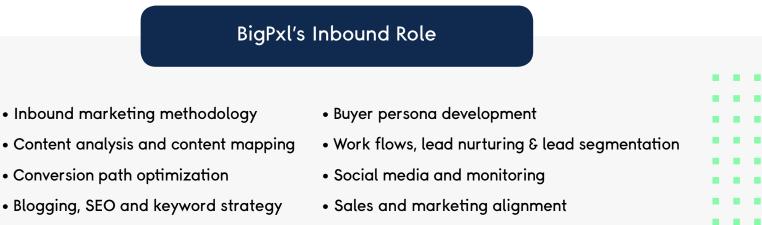
Marketing Automation Software

Why advertisers spent 3.3B on Marketing Automation Software in 2017

- 70% of companies lack a consistent or integrated content strategy
- Increase your existing customer conversion rate 5-25x
- 80% of people appreciate learning about a company through custom content
- Spending for marketing automation is expected to reach 25B by 2020
- 70% of internet users want to learn about products through content vs. traditional advertising
- 75% of people who find helpful information in local search results are more likely to visit physical stores



Inbound Marketing provides a holistic experience for anyone who interacts with your business, no matter where they are in their buying journey.



Reporting, analytics, and measurement

For more information on inbound marketing and how it can help your company, reach out to your local BigPxl Representative or visit www.BigPxl.com

Email marketing strategy