



# NuClix Digital Marketing

## Web Marketing | Online Lead Generation



### MICRO TARGETING & ONLINE BRANDING WEB MARKETING SOLUTIONS

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### ABOUT NUCLIX

“Your Web Presence Doesn’t Just Represent Your Brand It Also Represents Our Decision-Making.”

NuClix Online Lead Generation and Digital Marketing (pronounced “new clicks”) is a different kind of digital marketing agency. The agency’s focus is exclusively online lead generation for businesses and organizations including start-ups. We believe there is value in learning how to approach lead generation early in your online business life cycle.

Since 2006 our select team of online professionals have embraced online testing as a cornerstone of what we do and offered our insights to others.

### OUR WEB PORTALS

nuclix.com  
facebook.com/GetNuClix



### MICRO TARGETING & ONLINE BRANDING

### WEB MARKETING SOLUTIONS

#### ■ DEMOGRAPHIC | PSYCHOGRAPHIC RESEARCH

It is common practice for organizations who sell services or products online to divide potential prospects and customers into specific market segments. This allows for targeting the best audiences most likely to buy and engage with your products and services.

#### ■ WEBSITE DEVELOPMENT

Website development is a critical part of the online lead generation process. Unfortunately, most businesses think this is the only important element of an effective online presence. Let us show you a different approach to your web creating a web hub.

#### ■ WEB SEARCH STRATEGY & DEPLOYMENT

Search marketing is the process of gaining traffic and visibility from search engines through both paid and unpaid efforts. Originally called “search engine marketing,” the shorter phrase “search marketing” is often used as the umbrella term over SEO and SEM. Contact us to optimize your search strategy.

#### ■ DISPLAY ADVERTISING CAMPAIGNS

Display advertising is advertising on relevant websites. It includes many different formats and contains items such as text, images, flash, video, and audio. The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors for increased exposure and branding

#### ■ SOCIAL MEDIA BRANDING & ADVERTISING

If it is appropriate for your market, social media advertising is the most cost-effective form of advertising available today. In comparison to traditional media, social media advertising services can be tightly targeted, deployed and monitored.

#### ■ MOBILE ADVERTISING CAMPAIGNS

Mobile advertising is a form of advertising via mobile (wireless) phones or other mobile devices. It is a subset of mobile marketing. Studies show that mobile app ads accounted for 30% of all mobile advertising revenue in 2014, and will top \$4.6B in 2015, and over \$6B by the end of 2019. It can be a very effective initial touchpoint.

#### ■ APP DEVELOPMENT & DEPLOYMENT

Can your organization benefit from a customized APP? Let our team spearhead the process and tailor your app to meet the demands of your target audience.

#### ■ BRAND DEFINITION & ELEVATION

Brand elevation cannot be achieved in a vacuum, in silo'd departments, by mid-level management, or by the CEO only. It is a conscious, strategic and a very deliberate effort, NOT just an external marketing effort. Let us show you how.

#### ■ EMAIL MARKETING AUTOMATION

Email automation is the most effective way to use email marketing. It enables you to send out messages to your customers at designated times. Small-business owners can save time by setting up these email platforms to send messages encouraging customers to take specific actions.

### KEY PLATFORMS

FACEBOOK   
GOOGLE

MOBILE   
LINKEDIN