

PIXEL PUSHER

big: digital services



Think even bigger

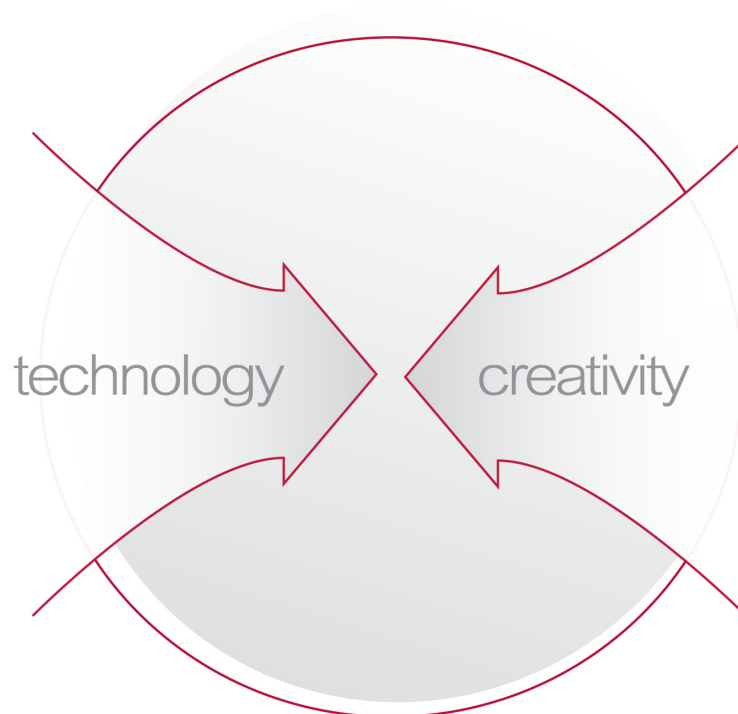
The digital universe is huge. Branding and sales possibilities are limitless. Opportunities this big require added firepower – even bigger thinking. The most successful campaigns fully integrate technology and creativity in a way that allows us to measure results. That's the idea behind our aggressive expansion into interactive services.

Big offers award-winning creative driven by proven brand strategies. We discover a client's unique brand story, and tell it in a way that establishes them as leaders in the marketplace.

For more than a decade, *Into the Wild* has led from the front edge of e-commerce. Their understanding of web development and emerging technologies, as well as SEM and SEO strategies has caught the attention of many successful businesses. Google has even used them as a beta test partner for new products.

We are now one organization, with one mission-to help you grow your business.

We don't consider ourselves to be "experts." Technology changes too fast, too often for that. However, we are smart and hard working. It's our job to come up with the solutions that our clients have never thought of before – to think even Bigger.





How to think even bigger.

- 1. Assess:** Discover strengths, weaknesses and opportunities.
- 2. Plan:** Develop an organized game plan based on established goals.
- 3. Partner:** Work closely with the client to implement the plan.
- 4. Measure:** Utilize analytics to assess and refine the tactics. *

* Digital branding is a living, breathing organism that needs constant attention. It moves very fast and is never stationary.

Certifications

Member of the eMarketing Association
Certified Google Adwords Partners

Why think even bigger?

We've practiced what we preach.

We have developed our own e-commerce businesses. We put our skin in the game to learn what works and what doesn't. We make recommendations on real-world experience, not educated guesses.

We've been at this for awhile.

We have been involved in design, e-commerce, programming and development for more than 10 years.

We've got the horsepower.

We combine to form a robust, well-rounded internal team:

- 2 content developers/social media writers
- 2 design/developers
- 2 PPC specialists/analysts
- 1 hard code programmer
- 1 project manager
- 1 digital specialist

We know people.

Strong partnerships and contacts give us the ability to reach outside of our capabilities to tap the power of proven resources:

- 3 programming firms with content management systems
- 3 photographers
- 2 videographers
- 1 App development firm



We do a lot of things very well.

Assessment and planning

- Needs assessment web digital media audit
- Develop Social media plans
- Develop a digital media marketing plan

Web design and development

- Creative and design of digital media components
Sites, microsites, landing pages, social media templates
- Various programing:
HTML 5, Flash, CSS, Cold Fusion, PHP, ASP.net, SQL, “Jquery”
- Content Management Platform
- Content creation
- Video, photography, copy, 3D animation and rendering

Marketing and promotion

- Turnkey and scalable e-commerce sites
- Online media planning-Google TV
- SEO efforts
- SEM
PPC-thru google, yahoo...etc.
Banner ad campaigns
Affiliate marketing
Facebook and social media ad placement
Online promotional campaigns/sweepstakes
- Online games and activities

Social media

- Inbound Marketing plans
Planning, prioritization and content calendars
- Conversation mangement
- Crisis management
- BLOG development
- Training

Technology interface

- Database interaction
- Widget and data collection tools