

# Consumer Service Marketing

**Our team of experts help businesses like yours drive more leads, nurture existing pipelines, measure marketing impact, and solve for operational challenges. We have the technology, the people, and the experience to help your business thrive.**

# Our Approach

**At Axe Digital, we aren't a single-channel task manager. We seamlessly integrate with businesses like yours that have aggressive growth goals and industry nuances to elevate marketing programs and reach revenue goals, despite macro trends. We're quick on our feet – adapting and solving for new possibilities and obstacles as they come. Our team of marketers, data scientists, strategists, and analysts are ready to help your business grow.**

**Companies that work with  
Axe Digital grow 2.4x faster than  
the industry average.**



# Case Studies

## Lawfirm Grew By 150% in Six Months

Lawfirm boosts social media presence and increases brand visibility with SMO services.

## 95% overall growth for a Fashion and Apparel Brand.

We implemented strategic performance marketing strategies for a fashion and apparel brand that resulted in 95% in overall growth

## Full-funnel approach yields 40x increase in revenue

Axe Digital revamped their creative messaging and outreach campaigns by funnel stage, resulting in incremental results.

# Service Offering

---

## Digital Marketing

---

- Search Engine Optimization (SEO)
- Pay Per Click (PPC)
- E-commerce Marketing
- Paid Social Media
- Content Marketing
- Email Marketing

## Creative Services

---

- Branding
- Design
- Advertising
- Copywriting
- Video

## Digital Development

---

- User Experience
- Web Design & Development
- App Development
- E-commerce

# We have the capabilities and resources to solve the challenges that keep you up at night.

## Challenges such as:

### Increasing Contactable Volume of Customers/ Leads

---

Sending the right messaging, to the right audience, through the right channel mix is a science. Luckily we can securely analyze your marketing data, forecast where and how you should spend, develop the creative concepts to attract and engage the right audience, executing on campaigns that will make the leads pour in and are ready to become your newest customer.

### Nurture and Retention

---

It's one thing to get a lead in the door (& all the time/ money that goes into it), it's another to nurture, convert and retain until a lead becomes a loyal customer and comes back time and time again. We're experts when it comes to working with various sales cycles, enrollment calendars, and the importance of lifetime value and we have proven success nurturing leads into customers and improving retention.

# We have the capabilities and resources to solve the challenges that keep you up at night.

## Challenges such as:

### Measurement

---

Marketers in any industry are under fire to show the ROI and effectiveness of the marketing mix for every money spent. Are you spending money on a channel, seeing decent results, but not seeing the impact on overall revenue or understanding what channels are contributing most effectively? Our team of data scientists can dig into the numbers and show what tactics are actually contributing to incremental (or new) revenue and which tactics are not. Then, we adapt and execute.

### Operational Efficiency

---

Are you drowning in third party tools, data, martech, and disconnected teams trying to make sense of it all? Our team can plug in - weaving together marketing and business practices that streamline to impact your bottom line.



# Get In Touch

Website: [www.axedigitalmarketing.com](http://www.axedigitalmarketing.com)

Email: [business@axedigitalmarketing.com](mailto:business@axedigitalmarketing.com)

Phone: +91 9319964488

Address: B4, Sector 63, Noida, 201002, UP, India