

CAPABILITY STATEMENT



VISIT OUR WEBSITE

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INNOVAXIS



A MARKETING AGENCY FOR ALL SECTORS

We help businesses, non-profits and government agencies create marketing strategies, websites, and inbound and outbound content that drives results.

Core Competencies



Marketing Strategy

From search rankings and website performance to email campaigns and branding, we evaluate your current marketing efforts to design strategies that align with your business goals and address your audience's challenges.



Website Development

We design, develop and manage websites and e-commerce platforms that simplify navigation, enhance communication, and attract your target market.



Content & SEO

We develop content that speaks directly to your audience's needs, using advanced SEO techniques and keyword analysis to ensure your brand gets noticed in search results.



Brand Story Workshops

We guide your team in creating a brand narrative that positions your customers as the "hero" and highlights your unique role in their success.

About Innovaxis

Founded in 2007, Innovaxis is a strategic marketing agency that **drives sustainable growth** with custom marketing programs.

Our diverse team of digital marketers, SEO specialists, market researchers, designers and consultants crafts custom strategies to elevate your brand, boost visibility, and deliver tangible results.

We work as an extension of your team to provide full-service support that helps you reach (and exceed) your marketing goals.

Differentiators

- ✓ **Expertise across multiple industries**, including manufacturing, technology and professional services.
- ✓ **Custom solutions** designed to meet specific client needs – no one-size-fits-all approaches.
- ✓ Proven ability to **integrate marketing strategy** with business development for sustainable growth.
- ✓ **Deep understanding of B2B, B2C and B2G markets** with a focus on lead generation and website development.

DUNS CODE

957633428

CAGE CODE

8PG33

SIC CODE

8742-0300

NAICS CODES

- 541613 - Marketing Consulting Services
- 541511 - Web Page Design & SEO Services
- 454110 - E-Commerce & Electronic Shopping
- 541910 - Market Research
- 541930 - Translation & Interpretation Services
- 561499 - All Other Business Support Services
- 512110 - Motion Picture & Video Production
- 541430 - Graphic Design Services
- 541820 - Public Relations Agencies
- 541810 - Advertising Agencies
- 541890 - Other Services Related to Advertising

UNSPSC CODES

- 80141501: Marketing Analysis
- 80141505: Marketing Plans
- 80141612: Sales or Marketing Programs
- 80141500: Market Research
- 81112103: Website Design Services
- 82100000: Advertising
- 82110000: Writing & Translations
- 80141506: Internet Based Marketing
- 80141509: Competitive Analysis
- 80141636: Search Engine Marketing
- 80171600: Publicity & Marketing Support

PSC CODES

R708
R701
R422
R499
R608
DA01

NIPG CODES

- 918-76 - Marketing Consulting
- 915-22 - Communications Marketing Services
- 961-53 - Marketing Services
- 915-96 - Website Maintenance
- 918-24 - Communications Consulting
- 918-20 - Business Consulting, Small
- 918-90 - Strategic Planning and Consulting
- 915-00 - Comms & Media Related Services
- 918-36 - E-Commerce Consulting
- 915-01 - Advertising Agency Services
- 918-07 - Advertising Consulting
- 915-10 - Advertising, Digital
- 961-75 - Translation Services



PAST PERFORMANCE

➔ **Driving growth for Illinois:** We revamped Intersect Illinois' marketing with benchmarking, SEO improvements, and strategic content to outpace competitors in economic development.

➔ **Streamlining customer communications:** We supported an industrial contractor by developing a communication strategy to improve online resource access and streamlined customer inquiries.



READ OUR CASE STUDIES

