

CAPABILITY STATEMENT

INNOVAXIS



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VISIT OUR WEBSITE

MARKETING THAT DRIVES GROWTH

Strategic marketing, website development, SEO, AI-powered content, and digital solutions designed to generate measurable 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 with sleek UX/UI.



Content, AI & SEO

We develop content that speaks directly to your audience's needs, using advanced SEO and AI-optimization techniques to ensure your brand gets noticed across search results.



Brand Story Workshops

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

About Innovaxis

Founded in 2007, Innovaxis helps organizations accelerate growth through strategic marketing, website development, SEO, AI-powered content, and digital lead generation.

Our team of marketers, researchers, designers, developers, and consultants creates **customized solutions** that increase visibility, generate qualified leads, and strengthen brands.

We work as an extension of your team, delivering **measurable results that support your business goals.**

Differentiators

- ✓ Customized Strategies, Not Cookie-Cutter Solutions
- ✓ AI-Powered Marketing & Lead Generation
- ✓ Proven Success Across Multiple Industries
- ✓ Full-Service Team of Marketing Specialists
- ✓ Strategic Partner, Not Just a Vendor

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NAICS

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

NIGP

- 918-76 - Marketing Consulting
- 961-53 - Marketing Services
- 915-22 - Communications Marketing Services
- 915-96 - Website Development & Management
- 920-78 - Website Development
- 918-36 - E-Commerce Consulting
- 958-84 - Social Media Management Services
- 915-00 - Comms & Media Related Services
- 915-03 - Advertising and Public Relations
- 915-82 - Video Production Services



UNSPSC

- 80141505 - Marketing Plans
- 80141612 - Sales or Marketing Programs
- 80141506 - Internet-Based Marketing
- 80141636 - Search Engine Marketing
- 81112103 - Website Design Services
- 80141501 - Marketing Analysis
- 80141509 - Competitive Analysis
- 80141500 - Market Research
- 82100000 - Advertising



FUELING LASTING GROWTH

Manufacturing & Industrial Services: Helped an industrial contractor recover from a 30% pandemic-related business contraction, generating \$1.2M in new customer sales, 358% more marketing leads, and 735% ROI.

Technology & Professional Services: Supported a technology/software provider with brand, website, SEO, content, paid search, email, and social media – increasing organic search traffic 280%, inbound calls 800%, and generating 1,025% ROI.



[READ OUR CASE STUDIES](#)

