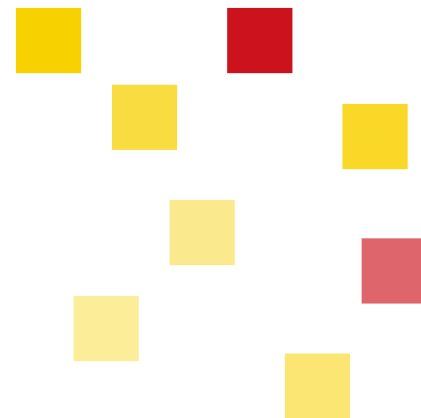




Make Your Brand Impossible to Ignore.

Full-stack digital marketing for growing businesses — brand, design, social, performance ads, websites and AI-era visibility, under one roof.

Hyderabad • Cape Town pixelarc.co.in

Our service offerings — and why brands choose us

Most brands are invisible. Yours doesn't have to be.

Your customers compare you online before they ever talk to you. Here is where most businesses quietly lose them:



Invisible Brand

Lost in a sea of look-alike templates and corporate jargon. Search your own category on Google or ask an AI — competitors come up, you don't.



Wasted Ad Spend

Money poured into ads with no tracking behind them. Nobody can say which rupee brought a customer and which one simply vanished.



A Dead Website

Visitors land, wander, and leave in seconds. Plenty of traffic — almost no enquiries, orders or leads you can actually count.

Being boring is expensive. Being invisible is fatal. Attention is the currency.

Customers don't just Google anymore. They ask AI.

The way people discover and judge a business has completely changed in the last two years. A modern buying journey looks like this:



They search

"Best ... near me", "... price", "... reviews" — Google is still the front door to your business.



They check your social

Instagram and LinkedIn tell them whether you're alive, credible and worth their money. Silence reads as "nothing happening here".



They ask AI

ChatGPT, Gemini and Perplexity now answer "who should I buy from?" If AI never mentions you, you're not on the shortlist.



They ask people

WhatsApp groups, colleagues, friends. Your online presence is what gets forwarded — or doesn't.

THE NEW RULE

You must be visible in three places at once:

- ✓ Google search results
- ✓ Social media feeds
- ✓ AI assistant answers

*Most agencies only handle one.
We build all three.*



One team. Everything your brand needs online.



Brand & Identity

A look, voice and story that make you un-ignorable — logo, colours, positioning, packaging and design that competitors envy.



Website & Conversion

A fast, mobile-first website where every page has one job: turn a visitor into an enquiry, order or lead.



Social Media

Instagram, LinkedIn, YouTube — content that builds a following and keeps your brand in the feed, posted consistently.



Performance Marketing

Google and Meta ad campaigns built for measurable outcomes — with tracking set up before a single rupee is spent.



SEO + AI Visibility

Ranking on Google is step one. We also structure your content so AI assistants recommend you when customers ask.



Video & Film

Brand films, product videos and reels — because nobody falls in love with a brand through a text paragraph.

No juggling five vendors. One partner, one plan, one report.



Built for every stage of business



STARTUPS

Mission: Disruption

Launch branding, pitch decks and growth marketing that help early-stage teams punch far above their weight.



D2C & RETAIL

Mission: Loyalty

Social commerce, influencer campaigns and retention loops that turn casual shoppers into repeat customers.



ENTERPRISES

Mission: Reinvention

Rebrands, employer branding and digital overhauls that inject fresh energy into established organisations.



INSTITUTIONS

Mission: Admissions

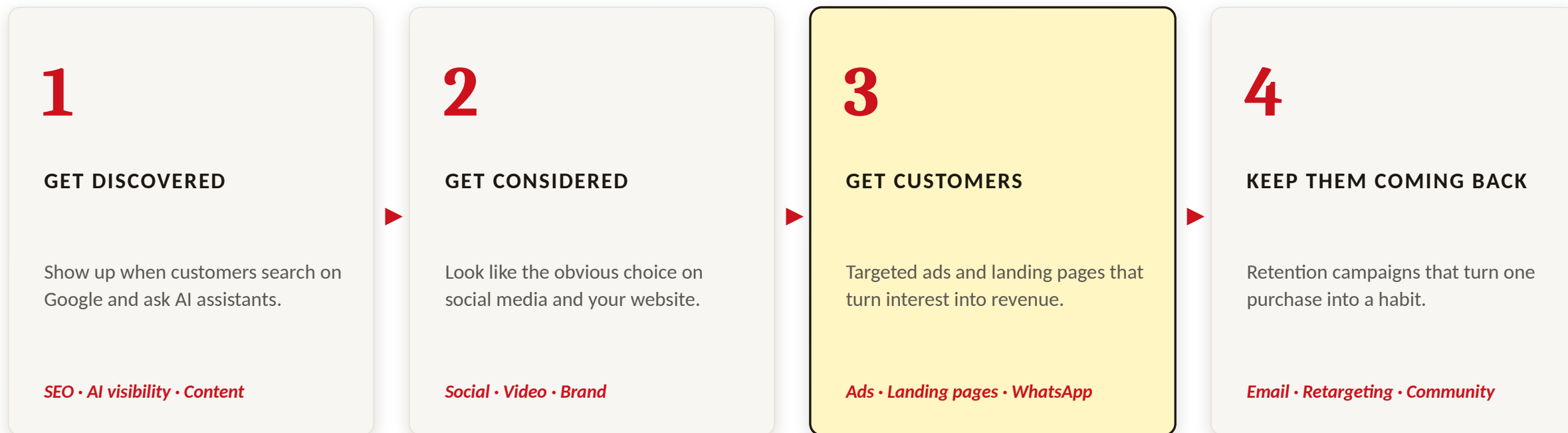
Colleges and universities — admissions marketing, campus branding and AI-era visibility for the education sector.

Different missions, same standard: work that gets noticed and results you can count.



The Growth Engine

Every service plugs into one simple journey — from a customer who has never heard of you, to a sale, to a repeat sale.



One engine. Every part measured. Nothing runs on guesswork.



Why brands should bet on PixelArc



Full-stack, one roof

Strategy, design, content, ads, web and film handled by one dedicated team — no vendor juggling, no blame games.



Two markets, one standard

Run from Hyderabad and Cape Town — global-grade creative discipline at Indian-market speed and pricing.



Tracking before spending

Measurement is wired in before any ad money moves. You always know cost per lead — in plain language, every week.



Built for the AI era

Most agencies still sell 2015-style SEO. We optimise for Google and for AI assistants — where customers increasingly ask first.



No fake promises

No invented numbers, no “guaranteed #1 ranking”, no vanity metrics. Straight scope, straight timelines, straight reporting.



Five steps. Zero mystery.

01



DISCOVERY

We sit with your team to understand your goals, your customers and the real numbers behind the business.

02



RESEARCH

We study how customers currently find (or miss) you — search, social, AI answers, competitors.

03



BUILD

Brand, website, content and campaigns are built and approved by you before anything goes live.

04



LAUNCH

Everything goes live with tracking already in place — from day one, results are countable.

05



REPORT & IMPROVE

A weekly plain-language report: what we spent, what we got, what we're changing next.

You are never in the dark: timelines are fixed in the brief before we start, and any question gets a reply within 12 hours.

What working with us actually feels like

Every month, on schedule:

- ✓ A content calendar approved by you before anything is posted
- ✓ Creatives, reels and campaigns delivered on agreed dates
- ✓ Campaigns monitored and adjusted continuously — not set-and-forget
- ✓ One WhatsApp group with our team — no ticket systems, no waiting
- ✓ A monthly review call with clear numbers and next steps

YOUR WEEKLY REPORT — IN PLAIN LANGUAGE

- **What we spent**
Every rupee, itemised
- **What it brought**
Leads, orders, enquiries, follow-ups
- **Cost per result**
The only number that really matters
- **What changes next week**
So the numbers keep improving

If a report needs a dictionary, we've failed.



Pick the lane that fits your business

FOUNDATION

Get your basics right

- ✓ Brand & profile clean-up
- ✓ Website fixes & Google presence
- ✓ Consistent social posting
- ✓ Monthly report & review

MOST POPULAR

GROWTH

Fill your sales funnel

- ✓ Everything in Foundation
- ✓ Performance ad campaigns
- ✓ Landing pages & lead capture
- ✓ Reels & video content
- ✓ Weekly reporting

SCALE

Own your market

- ✓ Everything in Growth
- ✓ Full SEO + AI visibility programme
- ✓ Brand films & flagship campaigns
- ✓ Multi-brand / multi-market strategy
- ✓ Dedicated account lead

Every business gets a custom scope and a straight number within 12 hours of the brief.



What we will never do

The marketing industry runs on inflated claims. We'd rather be judged on honesty — it's also why brands can trust us with their name.



We will never show you fake numbers

No invented statistics, no borrowed case studies, no “10x guaranteed”.
Only results we can prove from your own dashboard.



We will never spend blind

Not one rupee of ad money moves before tracking is in place. If we can't measure it, we don't run it.



We will never hide behind jargon

Every report, every call, every decision — explained in language your whole team can act on.



We will never lock you in with confusion

Clear scope, clear timelines fixed in the brief, and a straight quote within 12 hours. You always know what you're paying for.

We're a young, hungry agency. Our reputation is the whole business — and we protect it by protecting yours.



NEXT STEP

Start with a **free** digital audit.

We'll review how your brand shows up on Google, social media and AI assistants — and hand you a plain-language report of what to fix, whether you hire us or not.



WhatsApp

+91 79933 38071



Email

hello@pixelarc.co.in



Website

pixelarc.co.in



Response time

Within 12 hours