



oneTM

Digital Formula

Let us mix together **one** personalized digital marketing formula to meet your revenue goals.

GET STARTED →

Call 317-698-1309
or visit mixitout.com



mixTM
sell. save. smart.

OneTM Digital Formula

We mix digital marketing and advertising together as one budget, one contact person, and one bundle of creative activities.

One stop.

With **One Digital Formula**, we mix all of your marketing accounting, your spending accountability, and your marketing activities under one roof.

GET STARTED.

1. ONE ACCOUNTING

One Digital Formula allows you to manage a single monthly marketing budget as opposed to a siloed approach offered by doing it all by yourself.

We bill you once a month for all your creative, planning, and media buying across multiple digital advertising channels. We adjust this monthly budget based on achieving your marketing goals.

We find your ideal customer and convert them into an actual customer.

2. ONE ACCOUNTABILITY

Your business is handled by a world class digital marketing expert just one call, text, or email away.

Weekly scheduled marketing calls will keep you informed with latest advancements from all individual marketing activities.

One monthly budget adjustment will keep the focus on finding and converting the ideal customer.

3. ONE ACTIVITY

A personalized mix or formula of marketing channels will keep the perfect balance of advertising in front of your ideal customer all the way through their decision making journey.

Our ultimate goal is to keep the right message in front of the ideal customer at the right time.

(Google PPC, Website, Facebook, Instagram, Twitter, Email marketing, Spotify, Yelp are all channels we include in your mixTM formula.)

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OneTM
Digital Formula

ONE MARKETING
STRATEGY &
LEADERSHIP

1. ONE ACCOUNTING

Working from one single monthly budget allows the marketing team to focus on the big picture. We spend money so we can generate revenue. Once we dial in the right mix formula, we are able to make financial decisions related to how the budget is allocated across digital channels.

Sample Monthly Mix Formula:

50% Google PPC
15% Website
10% Facebook
5% Instagram
5% Twitter
5% Email marketing
5% Spotify
5% Yelp

One Monthly Budget
One Formula
One Revenue Goal



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ONE MARKETING
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LEADERSHIP

2. ONE ACCOUNTABILITY

Your team will have direct and consistent access to our creative designers, media buyers, copywriters, engineers and media planners through a single Digital Marketing Expert. Your Digital Marketing Expert will manage your mix marketing formula of media spend across all advertising channels.

Sample Monthly Mix Formula:

Monthly kick off meeting
Previous monthly results
Budget adjustments
New campaign approval

Weekly status meetings
Previous weekly update
Monthly campaign status
Additional concerns

Rinse and repeat

As always, you are one call, one click, one email, or one text away from your Digital Marketing Expert.



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3. ONE ACTIVITY

Mixing all of your advertising and marketing activities into one singular monthly campaign formula allows you to focus on the end goal of increasing revenue.

Attributing an increase in revenue to "**one activity**" in your overall formula becomes easier from a data science perspective.

ONE MARKETING
STRATEGY &
LEADERSHIP

Does this model sound familiar? It should.

In the world of marketing and advertising, Agency of Record (AOR) was typically understood to mean a single agency responsible for all the services that a particular business might require. These services traditionally included brand strategy, creative and media placement, but today, can include a mix of other services as well, such as interactive media, web development services and digital marketing.

We have bundled all of these things into **One Digital Formula** for you.



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THE MIX EXPERIENCE

MAXIMIZING REVENUE

We help you set up your data driven marketing and advertising campaigns, and we don't stop there. Whether you are running ads on Facebook, Instagram, or a Pay Per Click program, we bring all of this marketing data together into a single location and help you optimize your marketing spending.

Get Started Today!

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INDIANAPOLIS INDIANA

WE HAVE
SERVED
MILLIONS OF
ADS



INDIANAPOLIS INDIANA

THE MIX FORMULA

PAST MARKETING SPEND
VS. THE NEW FORMULA

Just as important as it is for us to help you reach your customer with digital advertising and marketing techniques, we also make it easy for your team to share the real time trends related to your marketing spending and how it impacts your ultimate goal, revenue.

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