

COMPANY PORTFOLIO

TRANSFORMING PIXELS INTO POWERFUL SOCIAL STORIES

SOCIAL PIXEL (PVT) LTD

WWW.SOCIALPIXEL.ORG



COLOMBO - 06
SRI LANKA



SOCIAL PIXEL
YOUR SOCIAL MOVE



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ABOUT US

Welcome to Social Pixel (Pvt) Ltd, your trusted partner in social media marketing and management. Established in January 2023, we are a dedicated team of creative and strategic professionals committed to transforming the way businesses connect with their audiences online. Our mission is to craft compelling digital narratives that not only engage but also inspire action.

OUR JOURNEY

Since our inception, we have been at the forefront of social media innovation, helping brands navigate the ever-evolving digital landscape. Our journey began with a simple yet powerful vision: to provide unparalleled social media marketing services that drive growth and elevate brand presence. With each project, we strive to exceed expectations, setting new standards in creativity and performance.



OUR MISSION AND VISION

OUR MISSION

At Social Pixel, our vision is to be the premier choice for businesses seeking innovative and effective digital marketing solutions worldwide. We aim to drive growth and success for our clients while consistently delivering exceptional results.

OUR VISION

Our mission is to empower businesses with creative and data-driven marketing strategies that elevate their brand presence, engage their target audience, and generate tangible, measurable results. We are committed to offering personalized solutions that cater to the unique needs of each client.

MEET OUR TEAM

At Social Pixel (Pvt) Ltd, our team is our greatest asset. We bring together a diverse group of talented professionals, each specializing in their respective fields to deliver exceptional social media marketing and management services. Meet the people who make it all happen:

GRAPHIC DESIGNERS

Our graphic designers are the creative minds behind the stunning visuals that define your brand's identity. With an eye for detail and a passion for design, they create compelling graphics that capture attention and communicate your message effectively.

VIDEO EDITORS

In today's digital age, video content is king. Our skilled video editors transform raw footage into captivating stories that resonate with your audience. From promotional videos to social media clips, they ensure every frame is polished and professional.

SOCIAL MEDIA MANAGERS

Our social media managers are the strategists who keep your social media presence active and engaging. They oversee content scheduling, monitor interactions, and manage campaigns to ensure your brand stays relevant and connected with your audience.

MEET OUR TEAM

CONTENT CREATORS

Great content is the backbone of any successful social media strategy. Our content creators craft engaging posts, articles, and multimedia content that reflect your brand's voice and values. They bring creativity and originality to every piece they produce.

FACEBOOK ADVERTISERS

Our Facebook advertisers are experts in leveraging the platform's powerful advertising tools. They design and manage targeted ad campaigns that reach the right audience, driving traffic, engagement, and conversions for your business.

SALES EXECUTIVES

Our sales executives are dedicated to building and maintaining strong client relationships. They work closely with clients to understand their needs and offer tailored solutions that drive business growth. Their expertise ensures that every client receives personalized attention and service.

CUSTOMER SUPPORT SERVICE

Excellent customer service is at the heart of what we do. Our customer support team is always ready to assist you with any inquiries or issues. They provide prompt, friendly, and efficient support to ensure your experience with us is smooth and satisfactory.

OUR SERVICES

SOCIAL MEDIA MARKETING

At Social Pixel (Pvt) Ltd, we specialize in comprehensive social media marketing services designed to elevate your brand's online presence and drive meaningful engagement. In the dynamic world of social media, having a strategic approach is crucial to standing out and achieving your business objectives.

Here's how we can help:

CUSTOMIZED SOCIAL MEDIA STRATEGIES

Every business is unique, and so are its social media needs. We begin by understanding your brand, target audience, and goals. Based on this, we develop tailored social media strategies that align with your business objectives and resonate with your audience. Our strategies are flexible and adaptive, allowing us to respond effectively to changing trends and audience behaviors.

CONTENT CREATION AND CURATION

Compelling content is the cornerstone of any successful social media campaign. Our team of content creators crafts engaging, relevant, and high-quality content that captures attention and encourages interaction. From eye-catching graphics and informative articles to captivating videos and interactive posts, we ensure your social media channels are vibrant and engaging.

SOCIAL MEDIA PLATFORM MANAGEMENT

Managing multiple social media platforms can be challenging. Our social media managers take the hassle out of this process by handling everything from scheduling and posting to monitoring and responding. We ensure consistent and timely updates across all your social media channels, maintaining a cohesive and active online presence.

OUR SERVICES

SOCIAL MEDIA ADVERTISING

Maximize your reach and engagement with our targeted social media advertising services. We design and implement ad campaigns that target specific demographics, interests, and behaviors, ensuring your ads reach the right audience. Our team continuously monitors and optimizes these campaigns to achieve the best possible return on investment.

COMMUNITY ENGAGEMENT

Compelling content is the cornerstone of any successful social media campaign. Our team of content creators crafts engaging, relevant, and high-quality content that captures attention and encourages interaction. From eye-catching graphics and informative articles to captivating videos and interactive posts, we ensure your social media channels are vibrant and engaging.

ANALYTICS AND REPORTING

Understanding the impact of your social media efforts is crucial for continuous improvement. We provide detailed analytics and reports that give you insights into your social media performance. By tracking key metrics such as engagement, reach, and conversion rates, we help you understand what's working and where there's room for improvement.

CAMPAIGN DEVELOPMENT AND EXECUTION

Whether you're launching a new product, running a promotion, or looking to boost brand awareness, we develop and execute effective social media campaigns that achieve your specific goals. From ideation to execution and post-campaign analysis, we manage every aspect to ensure success.

OUR PROCESS

At Social Pixel (Pvt) Ltd, we believe that a well-defined process is the key to delivering exceptional social media marketing and management services. Our approach is structured, yet flexible, allowing us to tailor our efforts to meet the unique needs of each client.

Here's a detailed look at our process:

- 1 INITIAL CONSULTATION**

Our journey begins with an in-depth consultation to understand your business, goals, and target audience. During this phase, we gather essential information about your brand, current social media presence, and specific objectives. This foundational step ensures that we are aligned with your vision and can develop a strategy that meets your expectations.
- 2 STRATEGY DEVELOPMENT**

Based on the insights gathered during the initial consultation, our team crafts a customized social media strategy. This strategy outlines the platforms to focus on, content themes, posting schedules, advertising plans, and key performance indicators (KPIs). Our goal is to create a roadmap that guides our efforts and provides a clear path to achieving your goals.
- 3 CONTENT CREATION**

Compelling and engaging content is at the heart of our social media marketing efforts. Our content creators work diligently to produce high-quality graphics, videos, and written content that resonate with your audience. We focus on creating content that reflects your brand's voice, values, and messaging, ensuring consistency and authenticity across all platforms.
- 4 EXECUTION AND MANAGEMENT**

With a solid strategy and engaging content in place, we move on to execution. Our social media managers handle the day-to-day operations of your social media accounts, including scheduling posts, monitoring engagement, and responding to comments and messages. We ensure that your social media presence remains active, relevant, and engaging.
- 5 ADVERTISING CAMPAIGNS**

To amplify your reach and drive targeted traffic, we design and implement social media advertising campaigns. Our team uses advanced targeting techniques to ensure your ads reach the right audience, maximizing your return on investment. We continuously monitor and optimize these campaigns to achieve the best possible results.

OUR PROCESS

COMMUNITY ENGAGEMENT

6

Building a strong and loyal community around your brand is essential for long-term success. Our team actively engages with your audience, fostering a positive and interactive online environment. We respond to comments, messages, and reviews promptly, ensuring that your followers feel valued and heard.

MONITORING AND OPTIMIZATION

7

Social media is dynamic, and staying ahead requires constant monitoring and adaptation. We track the performance of your social media activities using advanced analytics tools, measuring key metrics such as engagement, reach, and conversion rates. Based on these insights, we make data-driven adjustments to optimize your strategy and improve results.

REPORTING AND ANALYSIS

8

Transparency and accountability are core to our approach. We provide regular, detailed reports that give you a comprehensive overview of your social media performance. These reports highlight successes, identify areas for improvement, and offer actionable insights to guide future efforts.

Our commitment to your success doesn't end with reporting. We believe in continuous improvement and ongoing collaboration. We regularly review and refine our strategies based on the latest trends, platform updates, and performance data, ensuring that your social media presence remains effective and impactful.

CLIENT SUCCESS STORIES

ALPHA VISIONARY EXPRESS

1

Objective: Alpha Visionary Express, a leading logistics company based in Sri Lanka, aimed to enhance their brand awareness and engagement on social media as they expanded their operations worldwide and launched a new branch in Dubai.

OUR APPROACH

- **Strategic Planning:**

We collaborated closely with Alpha Visionary Express to develop a comprehensive social media strategy. This included identifying key target audiences, defining brand messaging, and setting measurable goals for engagement and reach.

- **Content Creation:**

Our creative team produced a variety of high-quality content, including informative posts about their logistics services, behind-the-scenes looks at their operations, customer success stories, and engaging visuals highlighting their global reach. We also created content to celebrate their new branch opening in Dubai.

- **Community Engagement:**

We managed their social media accounts with a focus on active engagement. This involved timely responses to comments and messages, fostering a sense of community among their followers, and encouraging user-generated content through contests and interactive posts.

CLIENT SUCCESS STORIES

ALPHA VISIONARY EXPRESS

2

- **Community Engagement:**

We managed their social media accounts with a focus on active engagement. This involved timely responses to comments and messages, fostering a sense of community among their followers, and encouraging user-generated content through contests and interactive posts.

- **Advertising Campaigns:**

We launched targeted ad campaigns on platforms like Facebook and LinkedIn to reach businesses in need of reliable logistics solutions. These campaigns were designed to drive traffic to Alpha Visionary Express's website and increase inquiries.

- **Analytics and Optimization:**

Throughout the campaign, we monitored performance metrics closely. We provided detailed reports on engagement, reach, and conversion rates, and made data-driven adjustments to optimize results continuously.

CLIENT SUCCESS STORIES

ALPHA VISIONARY EXPRESS

3

RESULTS

- **Increased Brand Awareness:**

Within the first three months, we successfully increased Alpha Visionary Express's brand awareness and engagement by 50%. This boost in visibility helped establish their reputation as a reliable logistics provider on a global scale.

- **Expansion Support:**

Our strategic efforts supported Alpha Visionary Express's successful launch of their new branch in Dubai. This expansion allowed them to better serve their clients in the UAE and solidify their presence in the Middle Eastern market.

- **Enhanced Online Presence:**

The engaging content and active community management significantly improved their online presence. Their social media following grew substantially, leading to more inquiries and business opportunities.

This success story is a testament to the impact of a well-executed social media strategy. At Social Pixel (Pvt) Ltd, we are dedicated to helping businesses like Alpha Visionary Express achieve their goals and expand their horizons. Let us help you take your brand to new heights.

CLIENT SUCCESS STORIES

ALPHA VISIONARY EXPRESS

4

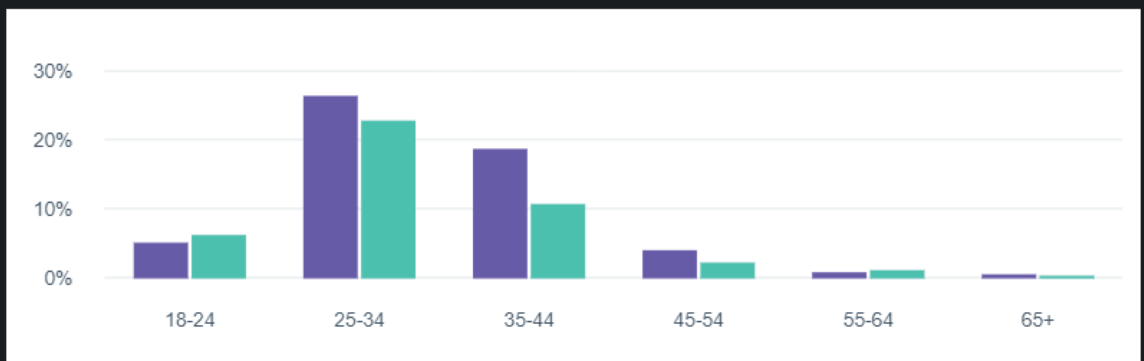
SCREENSHOTS

Audience

3,756 Facebook followers

Age and gender

Men 56.10%
Women 43.90%



Performance

Daily Cumulative ⓘ

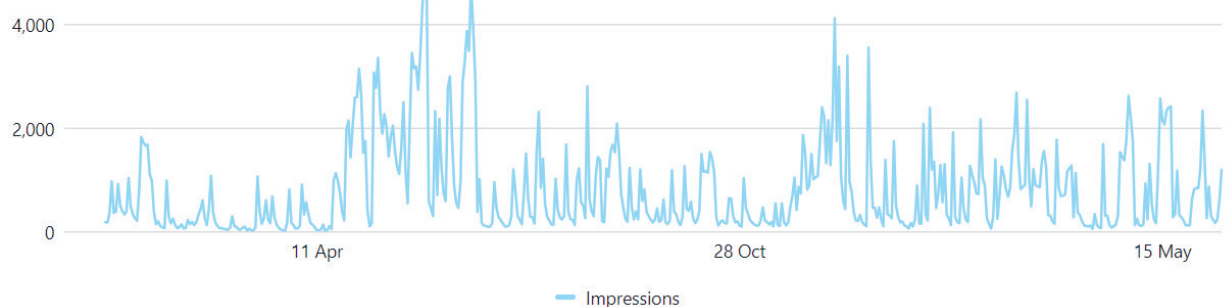
Impressions ⓘ
432.8K ↑ 60%

Reach ⓘ
163.2K ↑ 13%

Content interactions ⓘ
12.5K ↑ 137.2%

Followers ⓘ
Lifetime
3.8K

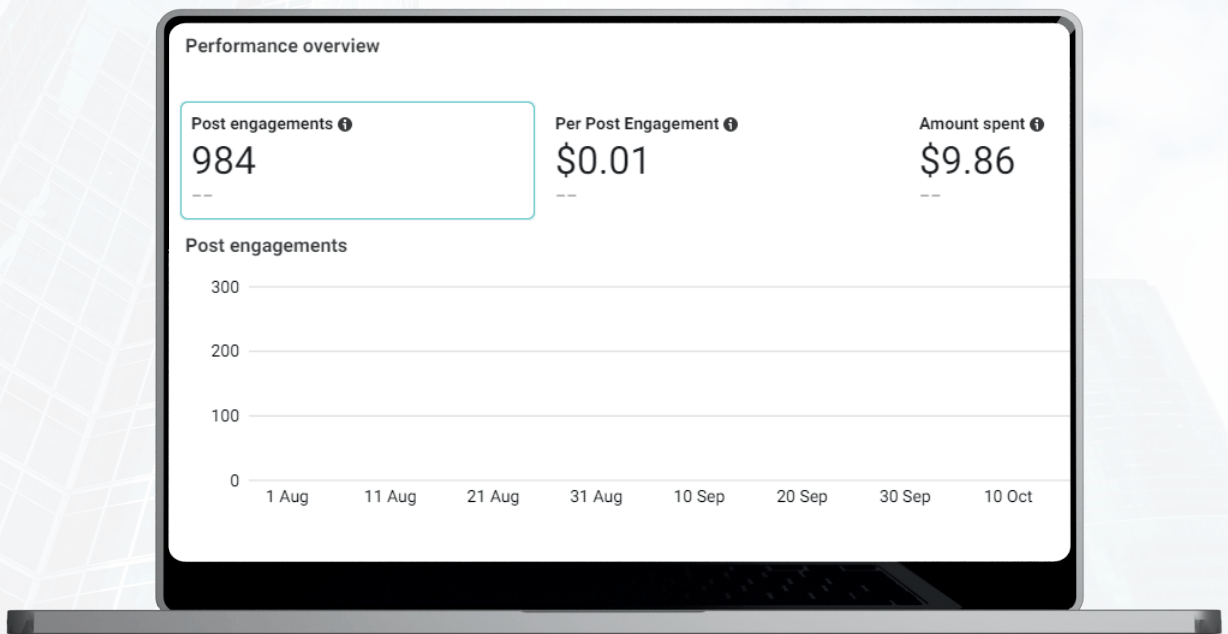
Link clicks ⓘ
1.3K ↑ 23.1%



1

PROJECT BREAKDOWNS

Managed a Facebook ad campaign for an electronic products selling company, with a specific focus on driving engagement and encouraging customer comments on special offer. Below is a snapshot of the campaign's performance.



Results:

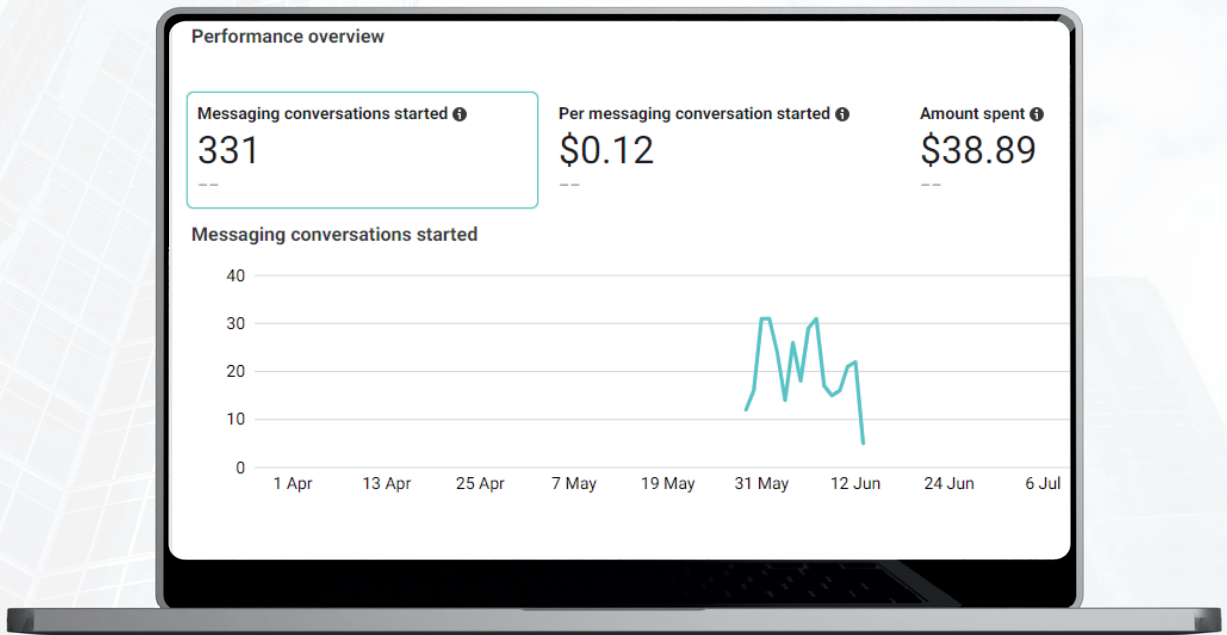
- Engagements: 984
- Cost Per Engagement: \$0.01
- Total Amount Spent: \$9.86

This campaign was crafted to promote a special offer from the shop, encouraging customers to engage and comment on the post. Through precise targeting and compelling ad content, We successfully reached and engaged a large audience.

2

PROJECT BREAKDOWNS

The campaign promoted a web development agency's offer, encouraging potential clients to message for more information.



Through precise targeting and compelling content, it generated 331 messages, significantly increasing inquiries.

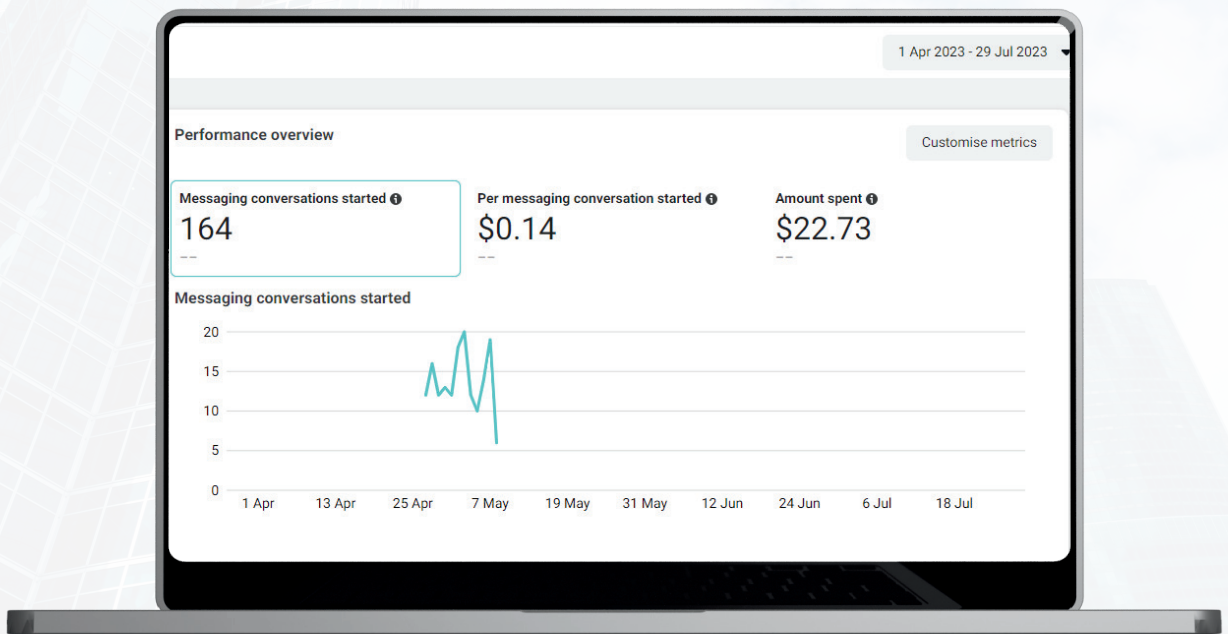
Cost Efficiency: With a \$0.12 cost per result, the campaign was highly cost-effective, efficiently utilizing the budget.

Overall Spend: The total spent was \$38.89, making it an economical yet impactful marketing effort.

3

PROJECT BREAKDOWNS

This is a ad campaign we managed for student consultant agency. The primary objective was to increase engagement and drive conversations with prospective students through Facebook's messaging platform. Below is a snapshot of the campaign's performance.



Results:

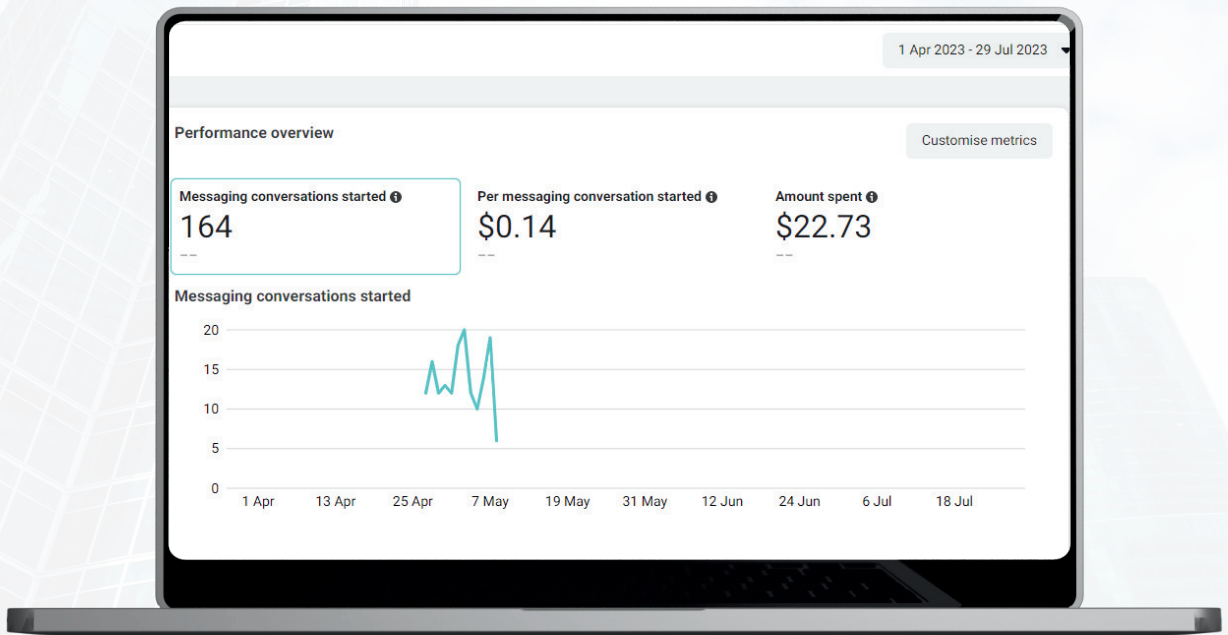
- Messaging Conversations Started: 164
- Cost Per Messaging Conversation: \$0.14
- Total Amount Spent: \$22.73

This campaign was designed to connect with potential students by encouraging them to start conversations with the agency. Through targeted messaging ads, we effectively reached the desired audience, resulting in significant engagement at a minimal cost.

4

PROJECT BREAKDOWNS

Successful Facebook ad campaign for a prominent clothing brand. The primary objective was to increase engagement and drive conversations through Facebook's messaging platform. Below is a snapshot of the campaign's performance.



Results:

- Messaging Conversations Started: 402
- Cost Per Messaging Conversation: \$0.04
- Total Amount Spent: \$14.75

Campaign Details:

- Client: Clothing Brand
- Objective: Increase engagement and drive conversations
- Ad Type: Messaging Ads

Check more.. 

CLIENT FEEDBACKS



Hasindu Dushmantha recommends **Social Pixel** .

14 March · 🌐



Highly recommended! creative designs.



1

1 comment



Kushan Sasith De Silva recommends **Social Pixel** .

2 February · 🌐



The Social Pixel team really appreciates, Highly skillful team & Highly Recommended Service ❤️



1

1 comment



Asantha Dinesh recommends **Social Pixel** .

6 February · 🌐



Highly recommend this very friendly [team](#).so easy to work with them.They given us to very friendly service and reasonable prices.thanks for your great ideas to develop our business..... thank you so much...❤️❤️❤️



1

1 comment



Gateway Abroad recommends **Social Pixel** .

8 March · 🌐



Social Pixel has exceeded our expectations! Their expertise in social media marketing has helped us achieve our goals and increase brand awareness. We couldn't be happier with the results!❤️



1

1 comment



Ventec Education Center recommends **Social Pixel** .

2 February · 🌐



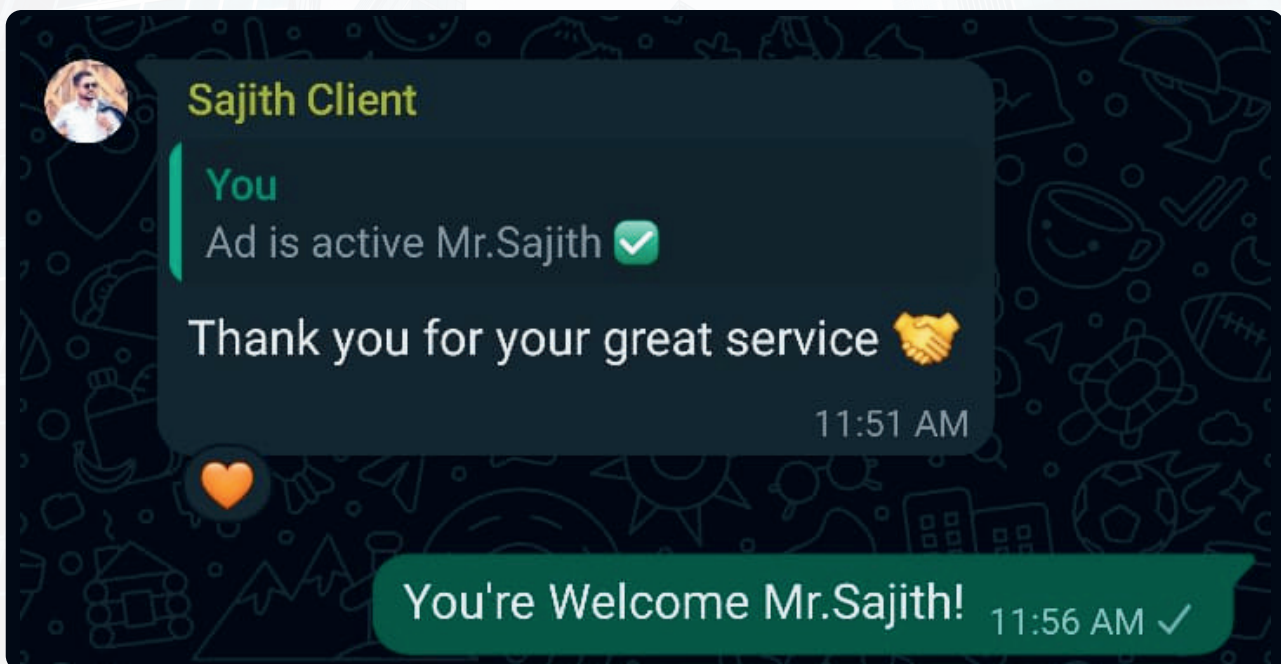
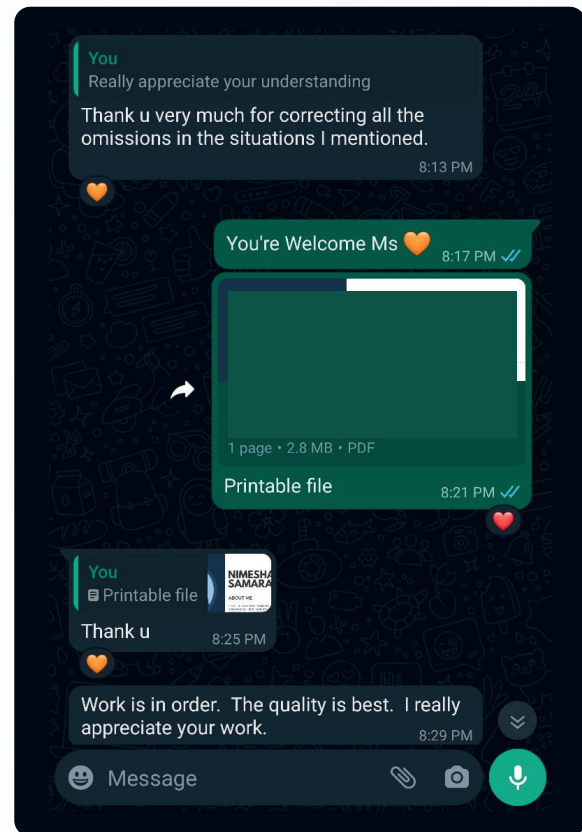
The team at Social Pixel demonstrates a deep understanding of social media dynamics and has significantly boosted our online presence. Their strategic approach to content creation, audience engagement, and analytics has been instrumental in driving brand awareness and customer engagement. Highly Recommend 🙌



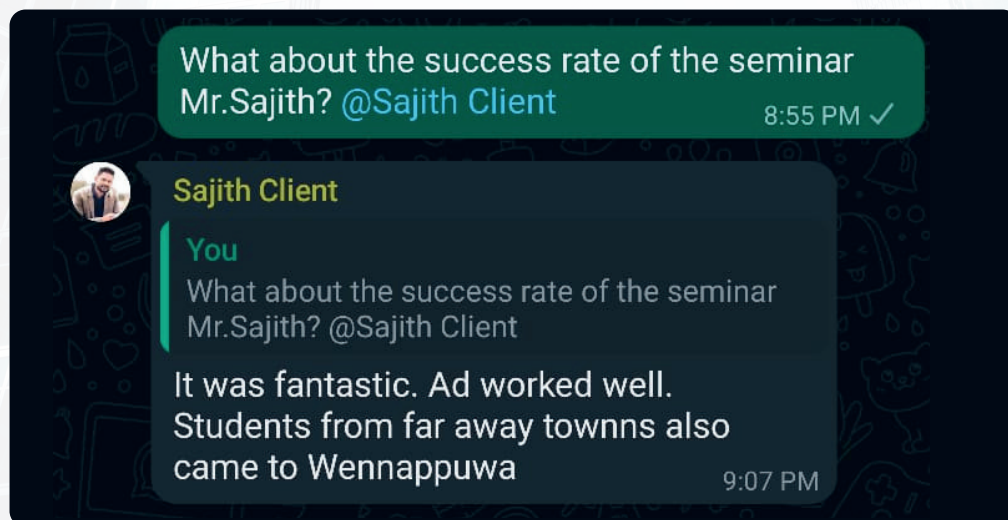
1

1 comment

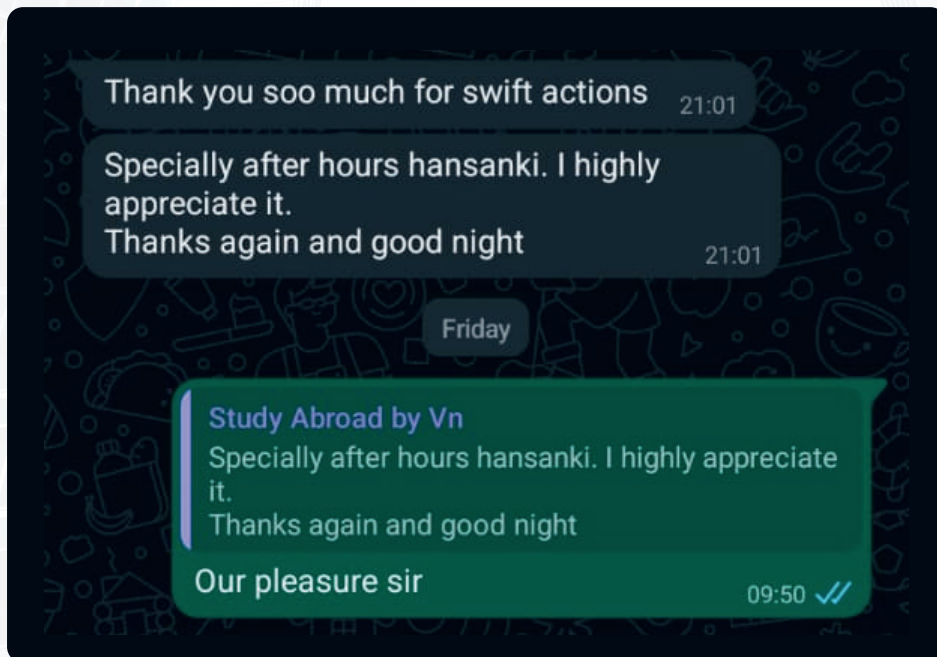
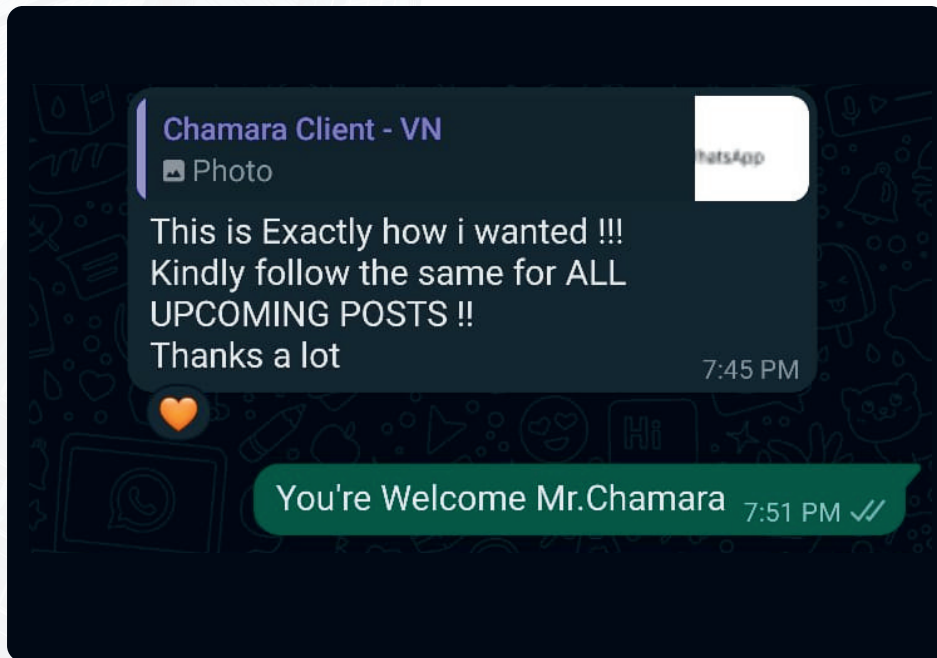
CLIENT FEEDBACKS



CLIENT FEEDBACKS



CLIENT FEEDBACKS



PORTFOLIO OF PROJECTS

SOCIAL PIXEL



AT PARAMOUNT TRADERS, WE BELIEVE IN PUTTING SAFETY FIRST
Trust Our Experts To Help You Find The Perfect Tyres For Your Vehicle

PARAMOUNT TRADERS
076 744 4588 | 071 855 8351
zandeevout@gpmail.com | 53, Prince of Wales Avenue, Colombo 14

SOCIAL PIXEL Your Social Move VISIT PAGE

077 814 8248 | 076 61 64 864

SOCIAL PIXEL



READY TO FIT AGAIN MOM FIT
Online Fitness Class for POST DELIVERY WOMEN

- Reduce fat
- Tone muscles
- Improve mobility & flexibility
- Boost energy level

MONDAY, WEDNESDAY, FRIDAY
11:00 AM - 11:45 AM

Conducted by: M Chandryyee (BSc Degree in Physical Education)

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SOCIAL PIXEL



OUR JOURNEY STARTS WITH RELIABLE TYRE

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zandeevout@gpmail.com | 53, Prince of Wales Avenue, Colombo 14

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SOCIAL PIXEL



SAFETY FIRST, QUALITY ALWAYS

PARAMOUNT TYRES

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TRAIN HARD, FIGHT STRONG

COMBAT AEROBICS
EMBRACE YOUR WARRIOR WITHIN LADIES' COMBAT AEROBICS

Conducted by: PC Admory (Fitness Instructor & Personal Trainer)

TUESDAY & SATURDAY
06:00 PM

Conducted by: M Chandryyee (BSc Degree in Physical Education)

SOCIAL PIXEL Your Social Move VISIT PAGE

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SOCIAL PIXEL



TRAIN HARD, FIGHT STRONG

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Conducted by: PC Admory (Fitness Instructor & Personal Trainer)

TUESDAY & SATURDAY
06:00 PM

Conducted by: M Chandryyee (BSc Degree in Physical Education)

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PORTFOLIO OF PROJECTS

SOCIAL PIXEL



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IELTS WITH MALITHA

MALITHA WELIPIPIYA
IELTS (ආචාර්ය)

076 914 57 57

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Your Social Move

VISIT PAGE

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SOCIAL PIXEL



B2F

TRAIN HARD FIGHT STRONG
COMBAT AEROBICS

EMBRACE YOUR WARRIOR WITHIN
LADIES' COMBAT AEROBICS

Conducted by:
Ed Piyadasarath
Fitness instructor

Conducted by:
PC Abimanyu
Fitness instructor

070 250 8845

SOCIAL PIXEL
Your Social Move

VISIT PAGE

077 814 8248 | 076 61 64 864

SOCIAL PIXEL



SINGERS' ZONE RESTAURANT!

RAISE YOUR GLASSES TO A NIGHT OF MUSIC,
FIGHTERS AND ROCKERS! DURING A!

OUR SPACE IS DESIGNED FOR CELEBRATIONS OF ALL KINDS
COME FOR THE FOOD, STAY FOR THE VIBE!

081 206 0800 071 983 2788

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Your Social Move

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SOCIAL PIXEL



FROM SRI LANKA TO UK

QUICK EXPRESS

FROM SRI LANKA TO UK

SHIP YOUR PACKAGES FROM SRI LANKA TO THE UK
WITH EXCELLENT CONFIDENCE

+871 50 457 43 49
+8471 320 79 00

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Your Social Move

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SOCIAL PIXEL



'Tis the season to eat, drink, and be merry!

SINGERS' ZONE RESTAURANT!

Book your table and let the joyous feasting begin!

081 206 0800 071 983 2788

SOCIAL PIXEL
Your Social Move

VISIT PAGE

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SOCIAL PIXEL



ඉගෙන ගන්න ආසාදවෙන්න
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මුළු සිටි කැමැද්දේ...

IELTS WITH MALITHA

MALITHA WELIPIPIYA
IELTS (ආචාර්ය)

076 914 57 57

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PORTFOLIO OF PROJECTS

SOCIAL PIXEL



THANUSHKA GALLAGE
Specialist in all Visa Applications

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මාර්තු 06 සමුළුව
මධ්‍යම ප.ව. 2.30 - 4.30

විදේශ සම්මතය
සමාජ මාදුරු

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YOUR SOCIAL MOVE

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EAGLE VISION OPTICIANS

Gaze Into The Future With CLARITY & CONFIDENCE

eaglevision.op@gmail.com | 011 264 6700 | 077 730 4386
No.410, Galle Road, Rawathawatta, Moratuwa

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SOCIAL



EAGLE VISION OPTICIANS

See the world **DIFFERENTLY** with eyewear that reflects **YOUR INDIVIDUALITY**

eaglevision.op@gmail.com | 011 264 6700 | 077 730 4386
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SOCIAL PIXEL



STUDY IN MALTA

- No IELTS required
- European country
- 12m post-study work opportunities
- 90m years occupation
- Part-time job opportunities
- Easy visa processing
- High visa approval rate

070 11 22 300 | 070 11 27 009 | 070 121 1006

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YOUR SOCIAL MOVE

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WHY US?

At Social Pixel (Pvt) Ltd, we understand that choosing the right partner for your social media marketing needs is crucial to your business's success. Here are compelling reasons why we are the ideal choice for your social media management and marketing:

1. EXPERTISE AND EXPERIENCE

With a team of seasoned professionals who are experts in social media marketing, we bring years of experience and industry knowledge to the table. Our team includes graphic designers, video editors, social media managers, content creators, Facebook advertisers, sales executives, and customer support specialists, ensuring a comprehensive approach to your marketing needs.

2. CUSTOMIZED STRATEGIES

We believe in a tailored approach to social media marketing. We take the time to understand your brand, goals, and target audience, and develop customized strategies that align with your unique business needs. Our personalized solutions ensure that your social media presence is effective and impactful.

3. CREATIVE CONTENT CREATION

Content is at the heart of our services. Our creative team produces high-quality, engaging, and original content that resonates with your audience. From stunning visuals to captivating videos and compelling posts, we ensure your brand stands out and connects with your followers.

4. PROACTIVE COMMUNITY ENGAGEMENT

Building a strong community around your brand is essential for long-term success. We actively engage with your audience, responding to comments, messages, and reviews promptly. Our goal is to foster a loyal and interactive online community that feels connected to your brand.

WHY US?

5. DATA-DRIVEN DECISIONS

We believe in the power of data to drive success. Our team utilizes advanced analytics tools to monitor your social media performance, track key metrics, and gain insights into what works best for your brand. We make data-driven adjustments to optimize your strategy and achieve the best possible results.

6. PROVEN TRACK RECORD

Our portfolio of client success stories speaks for itself. We have helped numerous businesses, like Alpha Visionary Express, achieve significant growth in brand awareness, engagement, and online presence. Our proven track record demonstrates our commitment to delivering exceptional results.

7. COMPREHENSIVE SERVICES

From strategy development and content creation to platform management and advertising campaigns, we offer a full suite of social media marketing services. Our holistic approach ensures that all aspects of your social media presence are effectively managed and optimized.

8. CONTINUOUS IMPROVEMENT

Social media is constantly evolving, and so are we. We stay up-to-date with the latest trends, platform updates, and best practices to ensure your brand remains relevant and competitive. Our commitment to continuous improvement means we are always looking for ways to enhance your social media strategy.

WHY US?

9. TRANSPARENT REPORTING

We value transparency and accountability. Our clients receive regular, detailed reports that provide insights into their social media performance. These reports highlight successes, identify areas for improvement, and offer actionable recommendations for ongoing optimization.

10. DEDICATED SUPPORT

Our customer support team is always available to assist you with any questions or concerns. We provide prompt, friendly, and efficient support to ensure your experience with us is smooth and satisfactory. Your success is our priority, and we are dedicated to helping you achieve your goals.

11. REGISTERED AND TRUSTED

Social Pixel (Pvt) Ltd is a registered company in Sri Lanka, with the registration number **PV00277687**. Our official status reflects our commitment to professionalism, reliability, and trustworthiness.

HOW DO YOU DEVELOP A SOCIAL MEDIA STRATEGY FOR MY BUSINESS?

We start with an in-depth consultation to understand your brand, goals, and target audience. Based on this information, we craft a customized strategy that includes content themes, posting schedules, advertising plans, and key performance indicators.

WHAT PLATFORMS DO YOU SPECIALIZE IN?

We manage and optimize social media presence across major platforms, including Facebook, Instagram, LinkedIn, and TikTok, depending on your business needs and target audience.

HOW DO YOU MEASURE THE SUCCESS OF YOUR SOCIAL MEDIA CAMPAIGNS?

We use advanced analytics tools to track key metrics such as engagement, reach, conversion rates, and return on investment (ROI). Regular reports provide detailed insights into your social media performance.

DO YOU OFFER SOCIAL MEDIA ADVERTISING SERVICES?

Yes, we design and implement targeted advertising campaigns on platforms like Facebook and Instagram. Our ads are tailored to reach your specific audience, driving traffic, and increasing conversions.

HOW DO I GET STARTED WITH SOCIAL PIXEL (PVT) LTD?

Contact us to schedule an initial consultation. We'll discuss your business goals, current social media presence, and how we can help you achieve your objectives. From there, we'll develop a tailored strategy and begin our partnership to enhance your social media marketing efforts.

GET IN TOUCH

At Social Pixel (Pvt) Ltd, we are dedicated to helping your business thrive through exceptional social media marketing and management. We'd love to hear from you and discuss how we can elevate your brand's online presence.

Here's how you can get in touch with us:

CONTACT INFORMATION:



+94 76 616 4864 | +94 76 656 4352 |
+94 77 814 8248



hello.socialpixel@gmail.com |
hello@socialpixel.org



socialpixel.org



BUSINESS HOURS

Monday to Friday: 9:00 AM – 6:30 PM

Saturday: 9:00 AM – 2:00 PM

Sunday: Closed



**THANK
YOU!**