

Press Kit

Lauren Pawell / Bixa Media

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LAURENPAWELL.COM



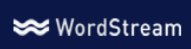
SUBJECT MATTER EXPERTISE

Bixa Media founder, Lauren Pawell, is happy to help with interviews, features, expert commentary, speaking + teaching opportunities and guest blog posts.

She loves to discuss the following topics:

- **All things lead-generation, lead qualification & lead-nurturing:** email marketing, conversion rate optimization, traffic generation, copywriting, web design & development, etc.
- **Automation:** how businesses can maximize their efforts by leveraging marketing automation
- **Entrepreneurship:** business-building to achieve personal, financial and professional freedom

AS SEEN IN





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LAUREN PAWELL'S OFFICIAL BIO

Lauren Pawell, MBA, helps business owners (and their teams) generate, qualify and nurture more leads online. Through her company, Bixa Media, she offers one-on-one consulting as well as done-for-you services.

She gets organizations to focus on high-impact marketing efforts, so they don't waste any time or money-spinning their wheels on tactics that won't drive real results. Case in point? That time she generated \$262,822.58 in sales for a client using only 9 emails.

As an online marketing strategist, Lauren has been featured in Copyblogger, Videofruit, appeared as a guest expert for 90 Day Year Live, Highbrow, The Office Talk Podcast, Freshbooks, Thrive Global, Female Entrepreneur Association, Dubsado, LeadPages, LeadQuizzes, Wordstream, BrandIt Girl, Live In The Feast, The Food Entrepreneur Summit, Teach What You Do, Nail Your Brand Camp, and Blissful Bites. She has also taught as guest faculty at the Laguna College of Art and Design.

RECENT PRESS

- [Growing Your Business Online](#) on Business Unveiled
- [How To Nurture Leads Into Paying Customers](#) on Dubsado
- [How To Generate More Leads Through Your Website](#) on Highbrow
- [How To Build A Referral System](#) on Digitally Overwhelmed Podcast
- [How To Convert Leads Into Business Through Email Marketing](#) on The Office Talk
- [High Impact Marketing](#) on Six Figure Photography
- [How To Get More Of The Right Clients Into Your Photography Business](#) on The Business Of Photography

“Lauren is a GREAT speaker and presenter. I had the privilege to see her at Todd Herman’s 90 Day Year Live event and she had the entire audience captivated with her presentation. She’s clear, articulate, humorous and inspiring. I would highly recommend Lauren to share her strategies on traffic, funnels and social media with your audience!”

Andrew Hand

“Lauren knows how to hold the audience’s attention while delivering valuable content and strategies. Her message was powerful and she wove together stories and examples that drive the message home even further!”

Chanie Wilschanski

“Lauren’s framework and presentation on (getting, qualifying and nurturing) leads in your business was both refreshing in its straightforwardness (as in zero hype or fluff) and, after putting her suggestions into action... highly impactful. So grateful to have seen her on stage at the 90 Day Year Live Event.”

Hélène Scott

RECOMMENDED INTERVIEW QUESTIONS

- What is lead generation and why is it so important for your business?
- How can a business quickly and easily set up a lead-generating system?
- What results can a business expect with this system in place?
- Why is lead-nurturing EQUALLY as important as lead generation? (We can discuss how to do it in a simple way and make sure that your audience never runs out of things to say.)
- How can a business qualify their leads, in an automated way, so they don't waste time speaking to prospects that aren't likely to ever become a customer?
- How can a business leverage the power of content creation, to get new leads to know, like and trust you, so they eventually make a purchase?
- What are some tactics a business can implement to turn their website into a lead-generation machine?
- How important is social proof?
- If a business is just starting out, what are the first marketing automations they should have in place?
- What about an established business?
- What are the must-know metrics a business should be tracking?

FOR MORE INFO

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