ZXP
STUDIO



FROM ATTENTION **TO ACTION.**

THE ZXP SERVICES COLLECTION

From attention to action.

zxp.ca

THE SPACE **BETWEEN.**

Where your business meets its next possibility.



IDEAS THAT BELONG TO YOU

Your identity, your offer, your everyday challenges. We bring design, marketing and practical technology together around them.

A STUDIO, NOT A TEMPLATE

From a memorable first impression to a more useful customer experience, each service starts with a specific purpose.

RICHMOND HILL, CANADA

WORKING ACROSS CANADA & THE USA

SEVEN DISCIPLINES.

A collection of ways to move your business forward.

01 **Websites** 04 >
A place for your brand to live.

02 **SEO** 05 >
Clarity, relevance and discovery.

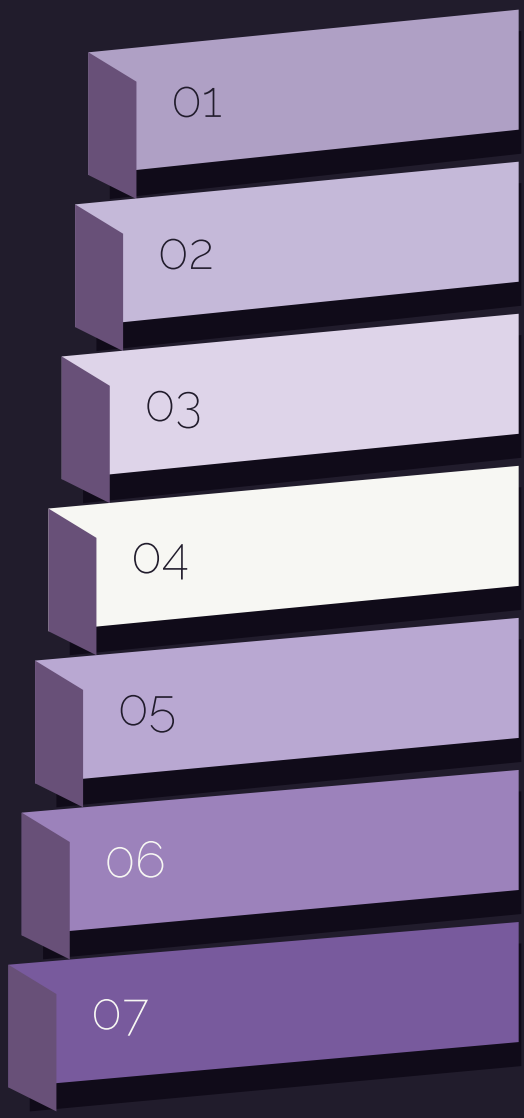
03 **Google Ads** 06 >
An offer with a destination.

04 **AI solutions** 07 >
A more useful first response.

05 **Automation** 08 >
Routine work, connected.

06 **Branding** 09 >
Identity in every detail.

07 **AI video** 10 >
Your story, frame by frame.



THE NEXT MOVE / 11

LET'S TALK / 12

DESIGN / DISCOVERY / CONNECTION

01 / **WEBSITE DESIGN & DEVELOPMENT**

WHERE YOUR **BRAND LIVES.**

An online home with its own point of view. We bring your identity, content and customer journey into one considered experience.

Explore the website catalog >



A CLEAR STRUCTURE

Make your offer easy to explore. Connect the right pages, content and enquiry steps.

A DISTINCTIVE FEEL

Responsive layouts, thoughtful motion and interactions with a purpose.

ROOM FOR MORE

Online stores, branded games and other interactive experiences can be scoped to your needs.

EXPLORE THE FULL WEBSITE COLLECTION

Packages, pricing and video examples live in the dedicated website catalog.



02 / **SEARCH ENGINE OPTIMIZATION**

COME INTO **FOCUS.**

When someone searches, make your business easier to discover and understand. SEO connects the questions customers ask with pages that deserve their attention.

BUILD THE FOUNDATIONS

Technical audits, crawl and index checks, site structure and mobile performance.

MAKE IT RELEVANT

Service-page content, search intent, local pages and eligible Google Business Profiles.

KEEP IMPROVING

Review visibility and useful enquiries, then refine the content, links and priorities.

ORGANIC, OVER TIME

SEO is ongoing work. Relevant backlink outreach can be included. Search rankings and enquiry volumes are not guaranteed.

03 / GOOGLE ADS

MAKE THE **OFFER MATTER.**



MESSAGE / AUDIENCE / ACTION

CAMPAIGN STRATEGY & MANAGEMENT

A relevant ad should lead somewhere equally relevant.

We shape the campaign around your services, your market and the response you want to encourage.

01 **Set the direction.**

Keywords, locations, ad copy and an agreed advertising budget.

02 **Refine the campaign.**

Search terms, exclusions, bids and message testing.

03 **Understand the response.**

Supported call, form or booking tracking and clear reporting.

Ad spend is separate from agency fees. Scope and tracking are agreed before launch.

04 / **AI SOLUTIONS**

CHATBOTS & VOICE RECEPTIONISTS

GOOD QUESTIONS.
BETTER ANSWERS.



WEBSITE CHATBOTS

Guide visitors through your services, answer common questions and capture useful enquiry details from approved business information.

AI VOICE RECEPTIONISTS

Support routine calls and booking enquiries, with clear limits and a route to the right person when needed.

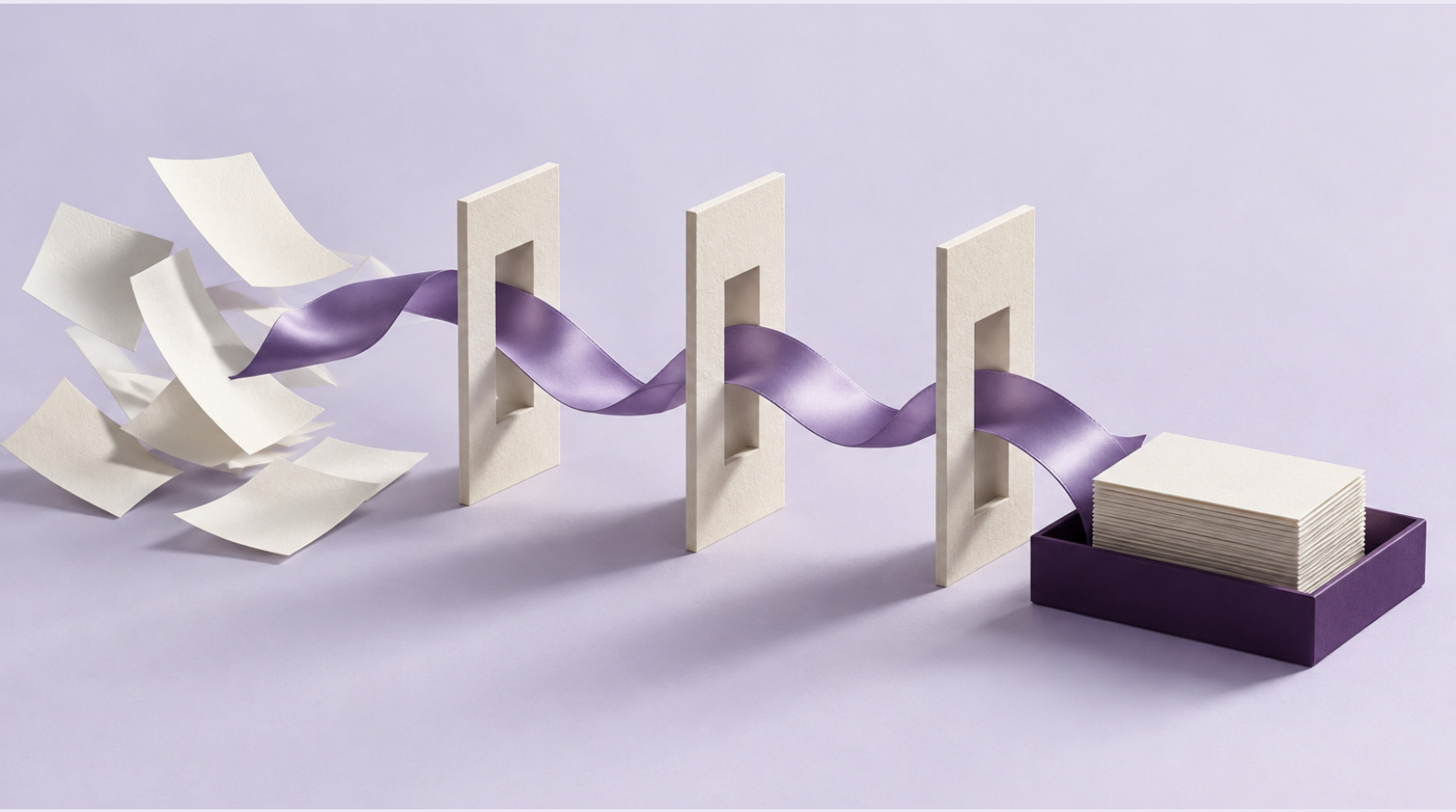
A CONSIDERED HANDOFF

We define the knowledge, supported actions and connections around your business. Your team remains part of the conversation.

05 / **BUSINESS AUTOMATION**

LET THE WORK **FLOW.**

From scattered details to a useful next step. Connect the tasks your team repeats every day.



CUSTOMER WORKFLOWS

Enquiry routing, CRM updates, booking reminders and approved follow-up.

INTERNAL SUPPORT

Summaries, draft replies and task creation, with review steps where they matter.

Start with one repeatable task. We confirm compatible tools, permissions, testing, ownership and ongoing costs before connecting the workflow.

06 / **BRANDING & GRAPHIC DESIGN**

RECOGNIZABLE. **EVERYWHERE.**

A logo is the beginning. The feeling should carry into every piece your customers see, hold and remember.



FORMA / AN ILLUSTRATIVE IDENTITY STUDY

THE IDENTITY

Logo design, colour, typography and practical brand guidelines.

THE TANGIBLE

Menus, pamphlets, brochures, business cards and print collateral.

THE CAMPAIGN

Branded graphics, advertising visuals and creative direction for AI video.

Agreed digital and print-ready files. Printing and production are scoped separately.



CAMPAIGN CONCEPT / AI-GENERATED STILL

07 / **AI VIDEO PRODUCTION**

YOUR BRAND. **IN MOTION.**

Engaging promotional videos with a clear idea behind them. AI video production extends your brand into product stories, service campaigns and social content.

CONCEPT & DIRECTION

The message, script, storyboard and visual references.

PRODUCTION & EDIT

AI-generated scenes, pacing, transitions and a consistent visual identity.

CAMPAIGN DELIVERY

Agreed formats, cutdowns, captions, voice and sound where included.

PART OF YOUR BRANDING & CAMPAIGN CREATIVE.

A FEW POSSIBILITIES / ILLUSTRATIVE SERVICE COMBINATIONS

DIFFERENT NEEDS.
DISTINCT DIRECTIONS.

The right combination starts with the business problem.
Here are three ways a brief can take shape.



01

A new opening.

BRANDING + WEBSITE + AI VIDEO

Introduce the business with a coherent identity, a clear online home and a promotional story made for the launch.



02

A stronger local presence.

SEO + GOOGLE ADS

Make the service easier to discover, connect advertising to a relevant page and learn which enquiries are useful.



03

A busier front desk.

AI SOLUTIONS + AUTOMATION

Handle routine questions, organize the details and pass the next action to the right person or supported system.

ONE PRIORITY IS ENOUGH TO BEGIN.

A NEW BRIEF STARTS HERE

WHAT'S **NEXT?**



A new look.
A new audience.
A little more room to grow.

Tell us what you have in mind.
We will help shape the starting point.

EMAIL

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WEBSITE

zxp.ca

PHONE

+1 (647) 500-8393

BASED IN CANADA

Richmond Hill, Ontario
Serving Canada & the USA

SHAPED AROUND YOUR BRIEF

Your proposal defines the deliverables, revisions, schedule, ownership and fees. Ad spend, printing, platform costs and ongoing support are identified separately.