



The plug-in **growth partner**
for ambitious marketing teams.



Capabilities Statement

Nextend is a performance marketing firm that helps healthcare, financial services and nonprofit organizations **launch smarter, optimize faster and win bigger.** We specialize in marketing creative that drives measurable results—even in the most complex and compliance-heavy environments.

Core Competencies

Our 360° approach.

Whether you're starting from scratch, stuck on a plateau, or ready to scale what's working, we bring the creative strategy, data savvy, and channel expertise to move the metrics that matter.



Research & Strategy

Discovery & Research
User Experience
Journey Mapping
Brand Strategy
Content Strategy
Marketing Campaigns



Creative & Design

Brand Development
Brand Style Guides
Logo & Identity Systems
Outdoor Advertising
Website & UX/UI Design
Digital Advertising
Marketing Collateral



Implementation

Marketing Automation
CRM Systems
CMS & Landing Pages
A/B Testing Tools
Web & Conversion Analytics
Social Media Management



Optimization

Targeting & Segmentation
Iterative Testing
Landing Page Optimization
Click Rate Optimization
Email Optimization
Analytics & Attribution
Automation & AI

NAICS 541810, 541613, 541860, 541870, 541820, 541430,
519130 **SIC** 7311, 8742, 7331

Liz Valentine Design, LLC d.b.a. Nextend

Past Performance

Our work works.

Some of our clients come to us with a blank slate. Others have internal teams and systems in place but need a performance lift. In every case, we help clarify goals, streamline processes and push past performance plateaus.

up to **25%↑**
conversion rates

up to **53%↓**
development time

300+
campaigns

Current & Former Partners



CREDITLOAN®



AccentHealth | CNN

Health IQ



Differentiators

The **nextend** experience.

- **Regulated-Industry Expertise**
Deep experience navigating compliance and procurement across healthcare, finance and nonprofit sectors.
- **Performance-Driven Strategy**
We marry data and creativity to ensure every piece of content has a job to do—and proves its value with results.
- **Lean & Agile Workflow**
Our streamlined processes allow us to move fast without cutting corners—ideal for teams under pressure, in transition or scaling quickly.



Let's move the needle.

Partner with **nextend** today.

Liz Valentine

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