



## our mission

Our mission is to leverage business to business sales lead generation strategies with the power of technology to create a demand generation engine that ensures continued success. Our programs are designed to help efficiently locate decision makers, determine the ideal prospect targets, gain needed information, open doors, qualify leads, rate prospects, capture a client's best message, funnel ranked and rated leads to sales teams, set sales appointment, support contact management, develop processes for lead qualification and lead nurturing, test various approaches, obtain referrals, maximize existing client databases, and analyze all client efforts to measure ongoing effectiveness and optimize ROI. **What's your missing Leads piece ?**



## practice areas

### :: Leads Strategies ::

Our Leads Strategies Practice takes your goal of increased sales and applies strategy, structure, planning, and analysis. We work with clients to develop a **multi-channel marketing approach** designed to leverage many proven methods. We develop prospect profiles, **ROI-based marketing budgets**, needs and resource analyses, implementation timeframes, and sales processes. We also help to develop secondary solutions like pre-qualified sales lead generation, outbound **follow-up marketing**, appointment setting, voicemail marketing, and customer satisfaction & retention programs.

### :: Leads Planning, & Testing ::

So many marketing dollars are wasted. Planning and testing are the keys to real marketing success and your best chance at maximizing ROI. Optimus works with clients to develop well-planned and customized multi-channel test marketing programs using **time-tested and cutting edge methodologies**. Through comprehensive reporting and analysis, we'll provide you we detailed recommendations as to how to best spend your marketing budget.

- **Multi-Channel Leads Systems**
  - **Leads Strategies**
  - **Leads Planning & Testing**
- **Sales & Marketing Development**

### Traditional vs. Personalized Multi-Channel Marketing

#### Traditional

**1.3% response rate**  
**3.3% click rate**  
**2.9% conversion rate**

#### Personalized Multi-Channel

**9.4% response rate**  
**56% click rate**  
**31% conversion rate**

- Marketing Sherpa Survey, 2005

### :: Multi-Channel Leads Systems ::

Our Leads Systems are designed to take your best message and deliver it to targeted prospects in a comprehensive multi-channel outreach that includes acquisition emails, data append, co-registration, banners, direct response, viral marketing, voicemail and live transfer marketing, and SEO & SEM campaigns. We set up channels, test them, and provide performance reports and recommendations on where to best spend marketing resources. This approach is designed to **maximize ROI** while providing an **effective, measurable,** and **scalable** leads system.

### :: Sales & Marketing Development ::

What good are leads without the sales and marketing support to back them up? Optimus works with clients to make sure that **every lead is maximized**. We help clients boost their sales and marketing efforts with new message development, branding and image updates, creative and graphic design, web presence optimization, design and refinement of the sales process and script, creation of presentation, proposal, and email templates, **leveraging automation**, follow-up and retention techniques, and informational materials development.

## our value

- **Uniqueness.** The Optimus Leads approach represents a unique approach to lead generation planning, testing, and implementation.
- **Integrated Solutions.** Our solutions are end-to-end and designed to coordinate and complement your existing tools.
- **Scalability.** System growth is typically unlimited, depending only on our client's ability and willingness to commit resources.
- **Efficiency.** Our approach saves clients the time and cost of assembling a team, building a solution, testing, and launching.
- **Closed Loop Designs.** Optimus is a one-stop shop for developing integrated, efficient, and effective IT projects.
- **Experience & Specialization.** Experienced and balanced team of marketing, sales, legal, and operations specialists.
- **Flexibility & Ease of Use.** Our systems are designed to be user-friendly and easy to understand and manage.
- **Support and Service.** Our client relations processes are designed to emphasize communication, value, and quality.