

Intelligent Growth



Locus
Intelligence



Locus is a technology-driven marketing agency that specialises in lead acquisition.

We solve the complex problem of targeted and high value lead generation through strategy, data and technology.



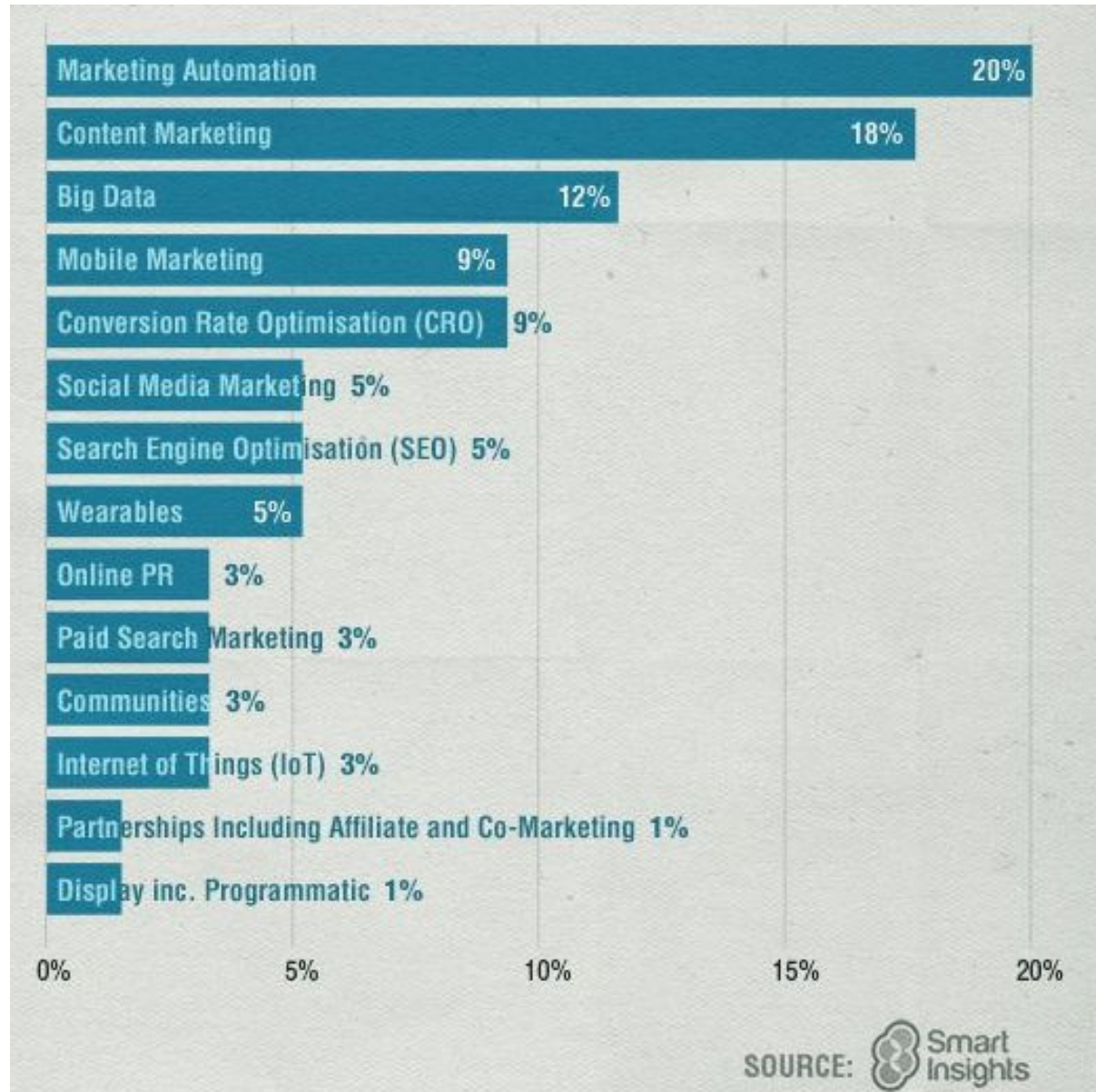


Our team is made up of technology experts, digital marketing strategists, project managers and data scientists.

We employ 20 people in the UK and Cape Town. We work with a portfolio that is 80% UK based and 20% international.

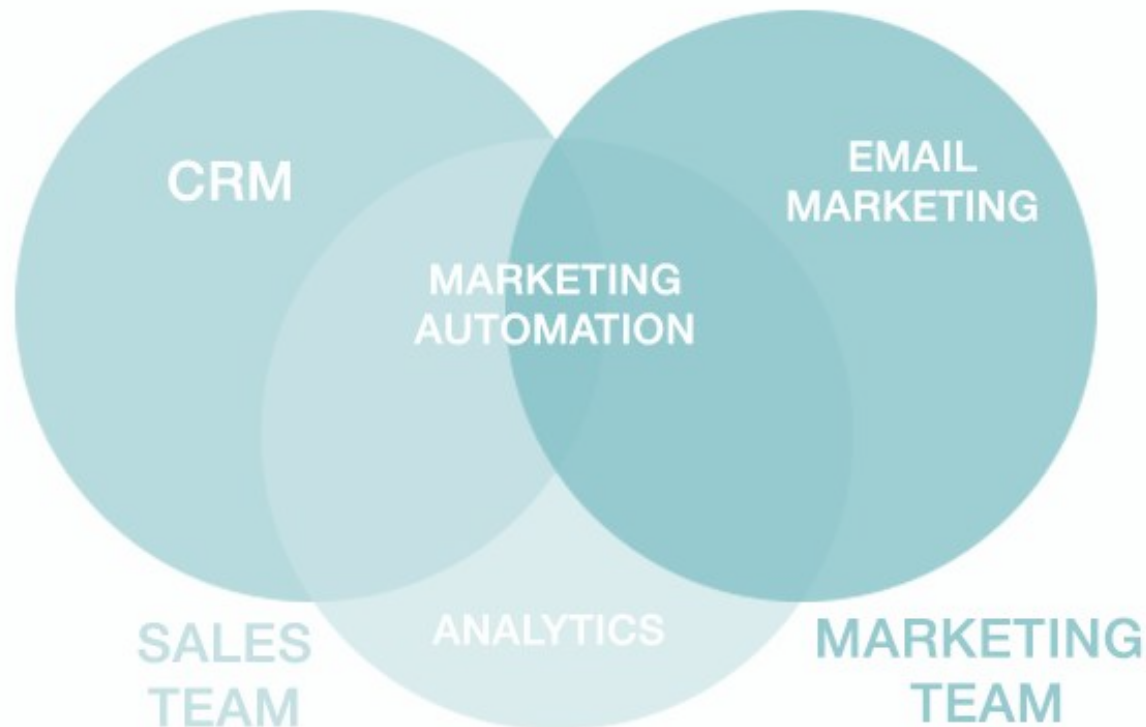
75% client retention and focus on professional and financial services, as well as technology as our primary verticals.





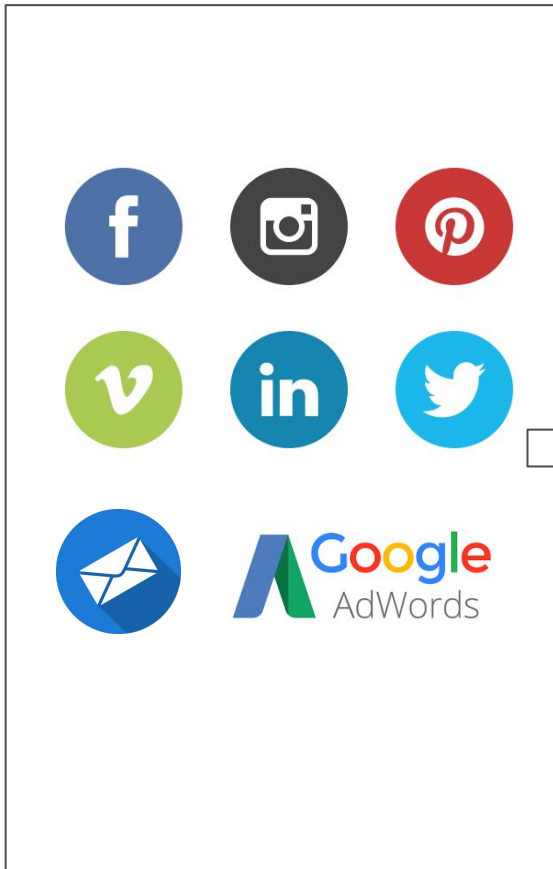


- Marketing Automation leverages quality data and quantitatively measures the success of each channel
- Automates as much of the workflow as possible and personalises the prospect journey
- Measures key data and delivers marketing insights as a result and develops relevant training programmes for the sales function as a result
- Improves sales responsiveness to opportunities and overall communications



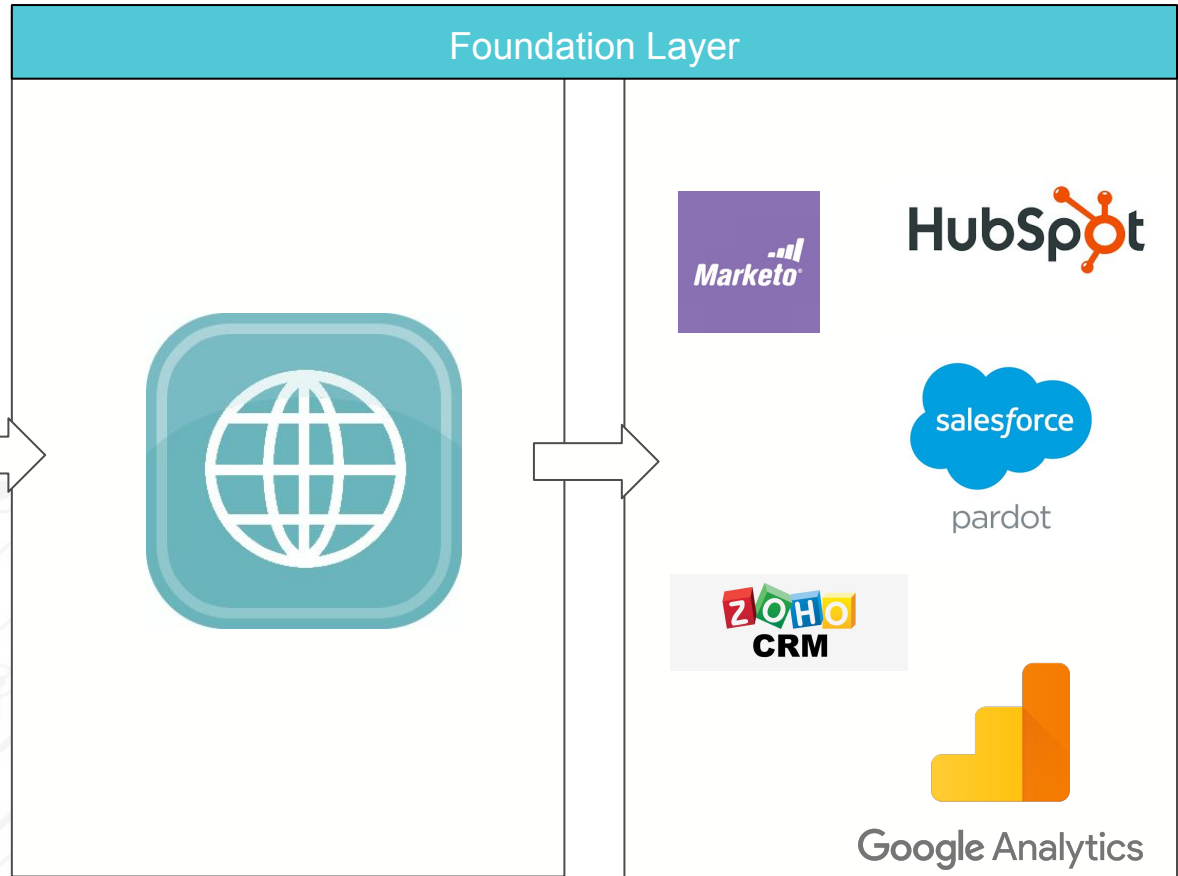


Channels



Length of message / poor content
Targeting problems in search strings
How spend is allocated
No clear next action

Website



Friction in conversion process
Features focused content
Self inflating
Poor CRO / keywords /

Automation / CRM



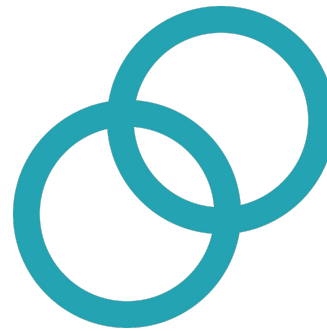
Dirty data and poor segmentation
Multiple tech platforms
Inadequate reporting
No pixel tracking (Adwords)



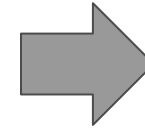
Our approach is defined by 3 key areas



Building and cleaning high quality target market data in complex environments



An engagement strategy that is value led and personalised at every stage



Customised technology stacks and training that extend reach and deliver leads



All good marketing starts with the right intelligence.

The foundation of our methodology is an in-depth analysis and identification of your target market using a highly specialised research team.

Embracing digital and traditional channels we give insights into:

- Addressable market size
- Distribution
- Turnover and EBITDA
- Key decision makers and influencers
- Contact information





Digital marketing fused with automation offers an adaptable point of conversion for lead generation based on need - ie the outcome can be a face to face meeting, a webinar or an event and the underlying structure of the process will remain unchanged

The diagram features a central blue rectangular box labeled "Marketing Automation". Three arrows originate from the right side of this box, pointing to three vertically stacked blue circular nodes. The top node is labeled "events", the middle node is labeled "webinar", and the bottom node is labeled "content". The background of the diagram is a light gray circuit board pattern with various nodes and connecting lines.

Marketing Automation

events

webinar

content



Some of our Outcomes

- BCMS - Year 1 = £5.4 million in additional revenue
- DOCOMO Digital - 12 face to face appointments by month 2
- MYCOM OSI: 50 international conference leads in 4 weeks
- World Wide Creative - 8 face to face meetings with Heads of Digital (including Discovery, Lloyds and Old Mutual) in 4 weeks.
- DFSL - £400,000 of new business in 4 months
- Xigo - £1.6 million in 6 months
- Magnolia CMS - 15 senior meetups at Internet Retailers Expo UK generated in 2 weeks
- Boomtown - 50% increase in existing account revenue in 6 months (account management strategy)
- Colourworks £250k activations engagement from 1st quarter of automation

mycomOSI

adaptIT

docomo digital

XIGO
Selling private companies

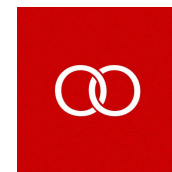
MyFirmsApp

COMPSOFT
CREATIVE

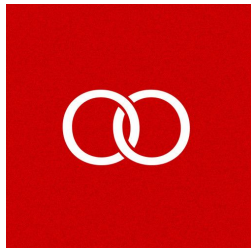
digital field solutions

bcms

magnolia®



5nines
free & novel thinking





- We hold firm according to our belief in low risk tests for both parties
- Our service offers individual marketing and sales components (LinkedIn, CRM, copy, sales training, video etc) but the real value is our complete system which has been refined over 80 engagements
- We have a portfolio of local and international clients who will testify that you our lead acquisition solution works with some incredible ancillary benefits (improved efficiency being one)
- A functioning lead acquisition pilot can be set up in 3 weeks - generating new business opportunities within 10 working days.



Where to from here? Call us to cover off your questions and move forward...

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