

# Optimum7

A DIGITAL MARKETING AND TECHNOLOGY COMPANY

# IT'S OUR MISSION TO BE AN INDISPENSIBLE RESOURCE FOR YOUR BUSINESS.

Whether you hire us as a full-service partner or as a guide for your team, we're here to help you attract more qualified prospects, convert more leads and close more sales with comprehensive marketing strategies and custom ecommerce development.

When you attract the right people, appeal to their wants and needs, cultivate their interest and guide them through the needs, cultivate their interest and guide them through the old customers and charms new ones.



# ABOUT US

# OUR INDUSTRY

When Optimum7 opened in 2007, Google's organic search algorithm was still in its infancy. It was common for agencies to try and "game" the system to rank in results. But those days are long gone — and good riddance, we say! SEO is now just one small part of a successful marketing strategy. It lets search engines know what your site is about — making it easier for people to find you. The real key lies in creating exceptional customer experiences.



# ABOUT OPTIMUM7

a digital marketing and technology company

## We love what we do.

We're always looking for better ways to implement new ideas in an industry that's always changing.



## Honesty is the best policy.

We tell you what you need to know, even if it may not be what you want to hear.

## Guiding you along the way.

We see ourselves as an extension of your business and help you make decisions that foster growth.

Optimum7 has  
experienced  
and strong  
uninterrupted  
growth since  
the company's  
inception

Our longest-  
running client  
relationship has  
been going  
strong for all 8  
years we've been  
in business!

**MORE  
ABOUT  
OUR  
COMPANY**

Our mission is to  
be an indispens-  
able resource as a  
provider of online  
custommarketing  
and technology  
solutions.

# ARTHUR COOPER

Co-CEO



*Co-CEO*

## About Arthur

Arthur's title speaks of executive responsibility (and there's plenty of that), but if you asked him to describe his main role at Optimum7, he would tell you two things — to generate newaccounts and to lead, mentor and otherwise guide the team based on his four decades of experience in sales and marketing.

While Arthur spends most of time devoted to the growth of the company, he spends his spare time pursuing his interest in investments, completing crossword puzzles and putting around the golf course.

# DURAN INCI

Co-CEO



*Co-CEO*

## About Duran

Anyone who knows Duran can see that he leads the Optimum7 team with vision. Through his hands-on approach, he's able to set clear goals, establish priorities, allocate resources and maintain operational excellence.

A technophile at heart, Duran's enthusiasm for new technology motivates the team to be creative and embrace change while keeping Optimum7's clients competitive and profitable.

Even with all he has to do, Duran still finds time to practice flamenco guitar, pal around with his dog, Puffy, and play competitive sports like soccer, tennis and basketball.

# OUR TEAM

meet our creative team



Barış Yilmazel

Chief Technology Officer



Yeslandi Perez

Head of Development



Joseph Hassun

Marketing Director



Can Akdogan

Business Development  
Manager



Anıl Yaylın

Business Analyst



Turaç Demir

Technical Project Manager

# OUR TEAM

meet our creative team



Nick Dawidowski

Front-End Developer



Ohad Yarel

Marketing Specialist



Jose Garcia

Junior Software Engineer



Jennifer Garcia

Copywriter



Carlo Ricordi

Marketing Specialist



Juan Pendas

Video Marketing Specialist



# OUR TEAM

meet our creative team



Altug Yavuz

Back-End Developer



Doğu Yıldız

Software Engineer



Emrullah Sari

Front-End Developer



Murat Ozenc

Software Engineer



Halil Arasan

Software Engineer



Melis Kaya

Test Engineer

# OUR TEAM

meet our creative team



Bahadır Tezer

Front-End Developer



Omer Ozturk

Software Engineer



# FUN FACTS

do you know this side of us?



**Yes, we have an office mascot!**

His name is Puffy the Pomeranian  
Aww!



**Sometimes, we like to get out of the office**  
and do something fun like bowling



**The longest commute is 53.0 miles...**  
one way! The shortest is less than 2 miles.



**Birthdays are a big deal in the office**  
and you can definitely expect cake



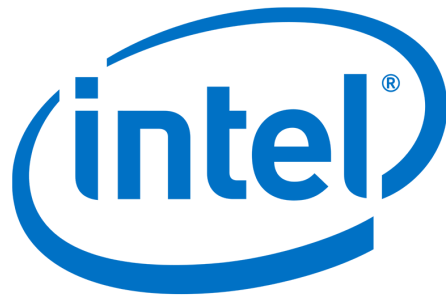
**We have pizza delivered to our office**  
every Wednesday. Yum!



**Our team comes from all over the world**  
but we still have a lot in common

# OUR CLIENTS

some of our major clients



# OUR TESTIMONIALS

what our clients say about us



While prices and personalities varied greatly between Volusion partners, I felt Optimum7 had “all the right stuff to get the job done as expected and without any issues. Now that the project is finished, I must say I’m so thankful that I chose Optimum7. The project was executed quickly, I was kept in the loop all the way through via their project management system. They even added a functionality “wish” of mine that I mentioned because they still had a bit of time left over from the initial quoted hours. That doesn’t only show me that they are honest on their timing but that they love to make their clients overjoyed. And overjoyed I was!

I am no longer missing the functionality my competitors have!



To the entire Optimum7 team – I want to deeply thank you for your persistence, your imagination and your efforts. You had taken on a task, and you were simply not willing to give up on it. As you have noted, the task is never completed. But we have reached a stage that lets us know that it has been worthwhile. We can only expect even better results in the future that should translate into a more successful Arlyn Scales. Hopefully, that will also reflect back to continuing success for Optimum7.



We are in the process of designing two new e-commerce sites with Volusion and contacted Optimum7 to develop a custom API that would allow us to do forced minimums for our wholesale customers. Of all of the companies I contacted about this project, Optimum 7 was the most helpful answering all of my questions up front and seemed the most knowledgeable about the Volusion platform. The entire process of doing business with them was very easy and professional and they were able to deliver what they promised on time and on budget. We look forward to discussing additional projects and integrations with them in the near future.

# WHAT WE DO

# OUR SERVICES

better profits. happier customers.



## MARKETING

Attract qualified leads and achieve greater online visibility, increased traffic and more revenue with our organic search services



## PAID SEARCH

Drive traffic, leads and revenue with incredible speed. Maximize ROI with our robust tech, insightful analysis and innovative strategies.



## INTEGRATIONS

Access inventory, process and fulfil orders track shipments and more in real time! We'll integrate any system with your favourite 3rd party services.



## MIGRATIONS

Whether you need to switch to Volusion Shopiy, Big Commerce or another platform, we'll help you move your store to its new home.

# OUR SERVICES

better profits. happier customers.



## CONSULTATION

Think smarter about your business. We'll focus on efficiency and profitability whether you fire us for a service or in a purely advisory role.



## DESIGN

Enhance your brand file making it easy for people to find what they need and buy it. We focus on crisp, user-friendly, responsive design.



## SOCIAL MEDIA

Discover where people talking about you, find new sale opportunities and become part of the conversation that shapes your brand.



## PROGRAMMING

Create better shopping experience for your customers and make it easier to manage your ecommerce store with custom functionalities.

# **DIGITAL MARKETING**

AN OPTIMUM7 SERVICE

# DIGITAL MARKETING

better visibility

## Competition is fierce.

With only 10 results on a page, it can be difficult for small and medium sized businesses to compete with the corporate giants that tend to dominate search results. Our custom marketing strategies improve our clients' ability to rank, sell and compete.



BETTER  
VISIBILITY



QUALIFIED  
LEADS



MORE  
REVENUE



RESULTS  
DRIVEN



# DIGITAL MARKETING

better visibility

Attract people willing to buy.

More traffic is useless if you can't get people visiting your site to buy your product or hire you for a service. We research your target audience thoroughly so we can create ads, write articles and develop calls to action that convince them to buy.



BETTER  
VISIBILITY



QUALIFIED  
LEADS



MORE  
REVENUE



RESULTS  
DRIVEN

# DIGITAL MARKETING

better visibility

The only metric that really matters.

You care about your bottom line. Unless you can attract new customers and turn them into repeat buyers, your profit margins will stay pretty stagnant. All of our marketing strategies are developed and optimized with your bottom line in mind.



BETTER  
VISIBILITY



QUALIFIED  
LEADS



MORE  
REVENUE



RESULTS  
DRIVEN

# DIGITAL MARKETING

better visibility

## Track your return on investment

You want to know how effectively you're using your marketing budget. We set up analytics and create goals that can actually be tracked for ROI. Digital marketing gives you better insight into your results than any other traditional marketing medium.



BETTER  
VISIBILITY



QUALIFIED  
LEADS



MORE  
REVENUE



RESULTS  
DRIVEN



# SEO & CONTENT MARKETING

AN OPTIMUM7 SERVICE

# SEO & CONTENT MARKETING

how we do it

Content marketing and search engine optimization (SEO) are long-term processes that allow companies to build authority online for a specific niche - their missions, service or product - which make it possible to rank on major search engines for targeted keywords. Both require a thorough and advanced execution strategy including content management system (CMS) setup, advanced competitive research, and editorial calendar, authority optimization and backlink building.



## ANALYSIS

A successful content marketing strategy requires constant reviews and analysis. How visible are they? What's the potential for growth? How are their competitors doing. These questions will shape our long-term strategy.



## ANALYSIS

Making a list of all competitors, identifying their strengths and weaknesses, analyzing how to reach the target audience, researching potential products and services and researching the platform helps us improve the ROI of campaigns.

# SEO & CONTENT MARKETING

how we do it

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## OPTIMIZATION

To monitor and improve a strategy's performance, data must be collected, analyzed and optimized. We look at metrics like average time on site, bounce rates and conversion rates to identify areas of promise and polish the strategy.



## OPTIMIZATION

Promoting the content you create is as essential as the quality of the content itself. We choose the channels with the highest potential for a particular business. These include social media, sponsorships, donations, press coverage and more.

# PAID SEARCH (PPC)

AN OPTIMUM7 SERVICE



# SPONSORED SEARCH (PPC)

how we do it

Pay per click (PPC) is an internet advertising model where advertisers only pay when their ad is actually clicked. For example, a general term like “printer ink” is very competitive, making it difficult to come out on top. Something more specific, like “Epson R1800 ink cartridge,” may not be as competitive, which means you’ll get to the top much easier. And because you’re targeting a group of searchers looking for something that specific, you’ll also be more likely to receive clicks.



## Ad Copy

This is the first thing people will see, which is why it must be enticing, targeted and relevant to the product. Poor ad copy gets less interest from people, resulting in a low click through rate (CTR). This affects the ad quality score and increases the cost per click.



## Landing Pages

Paid traffic should never be sent to the homepage. People are more likely to go back to their search results than perform another search on your site. A targeted landing page based on the ads will let people know they’ve come to the right place and increase your conversion rates.



## Conversion Rates

The strategy’s success relies on high conversion rates, low cost per click and low cost per acquisition / lead. The ads and landing pages must constantly be evaluated and optimized to improve conversions and overall ad quality scores.

# PAID SEARCH (PPC)

how we do it

1

## LIGHT



What will appeal to your target audience & get them to buy?

2

## CONCEPT



How will we funnel them toward a conversion?

3

## DESIGN



Write ad text, design banners, write & design a landing page.

4

## DEVELOP



Set up the campaign in Google AdWords with trackable goals.

5

## LUNCH



Run the campaign and track its performance. Are we getting leads?

6

## OPTIMIZE



Analyze results and tweak copy to increase conversion rate.

# **CUSTOM PROGRAMMING AND DEVELOPMENT**

AN OPTIMUM7 SERVICE



# **EFFICIENT & PROFITABLE**

Popular ecommerce systems and tools don't always provide the specific functionalities businesses need to operate their digital and local stores. We can customize ecommerce and inventory management systems, CRMs, CMSs, POSs and even accounting software to improve efficiency and profitability.

# SYSTEM INTEGRATION

any platform + any service

## The average small business uses over 10 different systems:

accounting and payroll software, inventory management software, website systems and code, shipping software, receiving software, customer relationship software, email software...

## What happens when they all need to work together?

You could waste time and energy switching between them, or you could hire Optimum7 to develop a single, centralized system that improves communication between multiple locations, warehouses and suppliers as well as your ecommerce and retail stores.



# WORDPRESS

customization + integrations

## As the only CMS recognized by Google,

WordPress powers over 74 million websites. It's also efficient and scalable, which is why we always recommend that non-commercial sites use this platform. We've built hundreds of custom WP sites for universities, lawyers, accountants, realtors and many other businesses.

Our design and development team can create any view, functionality or integration while staying true to your brand.



# eCommerce

sales | lead gen | b2b



**The volume for ecommerce retailers in the US was nearly \$500 billion in 2014.**

eCommerce volume for B2Bs is expected to top \$1 trillion by 2020 (Source: Forbes). If your business isn't present or active online, you should seriously consider making the transition to ecommerce.

**With over 13 years spent in ecommerce, we've evolved with in industry**

from basic Yahoo Stores to more complex Shopify and WooCommerce. Our understanding of business, technology, functionality and UX can transform your ecommerce operation into a profitable source of leads and sales.

# ECOMMERCE PLATFORM MIGRATION

sales | lead gen | b2b



## WHEN YOU NEED TO SWITCH ECOMMERCE PLATFORMS.

How do you migrate years of customer, order, sales and financial data while keeping it intact? Since most ecommerce systems and their databases are structured differently, it can be a special kind of challenge.

### Choose Any Platform

Quickbooks, Microsoft RMS, Volusion, Magento, X-Cart, Shopify, Bigcommerce...we'll get your data where it needs to go.

### API is the KEY

It's always best if an API is present because it allows us to map fields for different tables faster and more efficiently.

### What's Best for Your Business?

Not sure which system you should migrate to? No problem! We're consultants too and can help you make the best choice.



# ECOMMERCE PARTNERS

Optimum7 has partnered with some of the world's largest eCommerce platforms such as BigCommerce, Shopify, Volusion, Magento, Oracle, SAP, Episerver and more. As a trusted partner, we are recognized by each platform as eCommerce experts. Granted the ability to have deeper insight and accessibility into each platform allows us to provide our clients with endless custom functionalities and integrations to enhance their eCommerce business.



# THIRD PARTY INTEGRATION

Amazon | Google Shopping | eBay

**Amazon, Google and eBay are three of our favorite** third party tools because they have the potential to generate millions of dollars in revenue.

**But integrating with these systems can be complex** — active inventories, thousands of products and even more product options complicate the process.

**Not to worry! We've done our homework** and know exactly which systems to put in place to transform you into a power seller.

**We can also improve how you fulfill orders** — ship more packages with less staff, decrease your margin of error and optimize your warehouse operations.

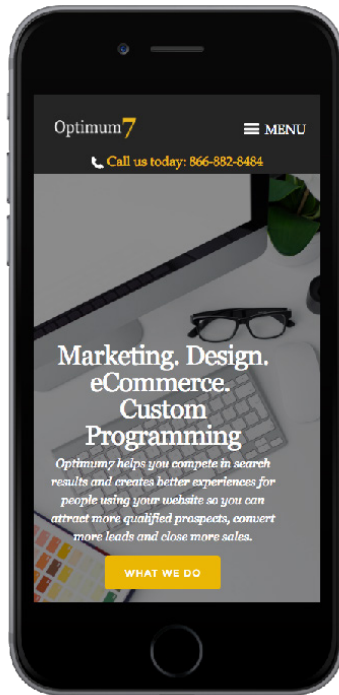


# WEB DESIGN

AN OPTIMUM7 SERVICE

# WEB DESIGN

intuitive + functional + effective



## First impressions matter

94% of first impressions are design related. Our designers make it easy for people to trust you — and buy from you! We give your site structure, visual appeal and intuitive navigation.



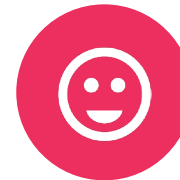
## Unique Design

Stand out from the competition. Communicate the essence of your brand in seconds.



## Responsive Layout

Adapt the view of your website to suit the device your customers are using to access it.



## User Friendly

Make it easy for people to find the information they need. They'll be more likely to buy.



## SEO Optimized

Let search engines know what your website is about so you can rank in relevant results.

# RESPONSIVE DESIGN

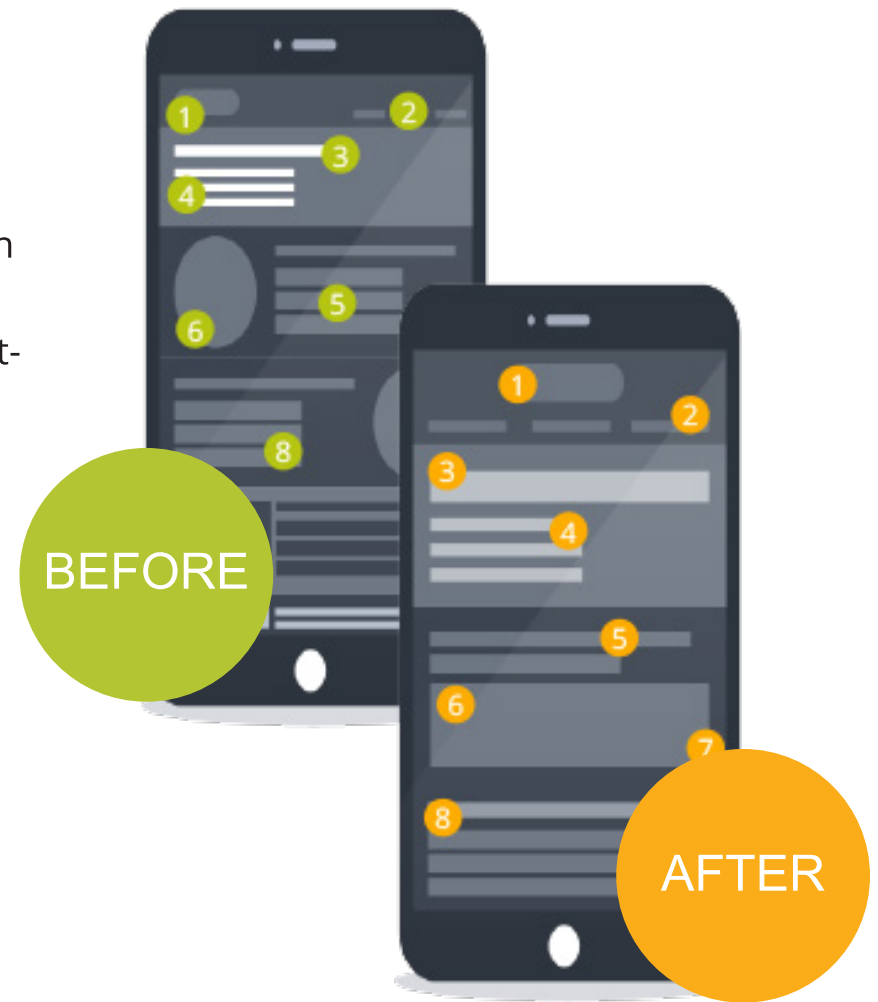
the perfect view on any device

## Responsive web pages automatically adjust to any screen size

and reorder content based on the device. It's all about anticipating and meeting the needs of your users. People don't have time to resize pages, scroll both up-down and left-right or wait around for content and images to load. They want to come to a website that speaks directly to their needs. Responsive design helps you do this.

## Mobile-friendly websites rank better in search results, says Google.

The company's goal is to always provide people with the best search experience possible. And with so many people accessing the web from mobile devices, Google has updated their algorithm to favor responsive sites. Responsive design is no longer a choice. If you want to stay competitive, you've got to adapt.



# SOCIAL MEDIA

AN OPTIMUM7 SERVICE

# SOCIAL MEDIA



## THINK YOU DON'T NEED SOCIAL MEDIA?

- 72% of people on the internet are active on social media
- 71% access their preferred platform through a mobile device
- 46% rely on social media to make a purchase decision

### Think Again

People are becoming more selective about the brands they choose and expect some level of engagement on social media. If you listen, customers can give you serious insight into how your brand, products and services are perceived.

### Tap into the conversation

that surrounds and shapes your brand. We'll help you discover where people are talking about you, highlight opportunities to improve brand awareness and engagement while generating qualified leads.

# **BUSINESS & TECHNOLOGY CONSULTATION**

AN OPTIMUM7 SERVICE



# IMAGINE TELLING SOMEONE WHAT'S WRONG OR BROKEN IN YOUR BUSINESS...

These issues could be related to staffing, operations, shipping, inventory, technology, suppliers, multiple locations, legal — the sky's the limit. Now imagine that someone is an expert who can find solutions to your problems using the latest technology. This technology could be new software, an integration, updated processes, procedures or even legal documentation.

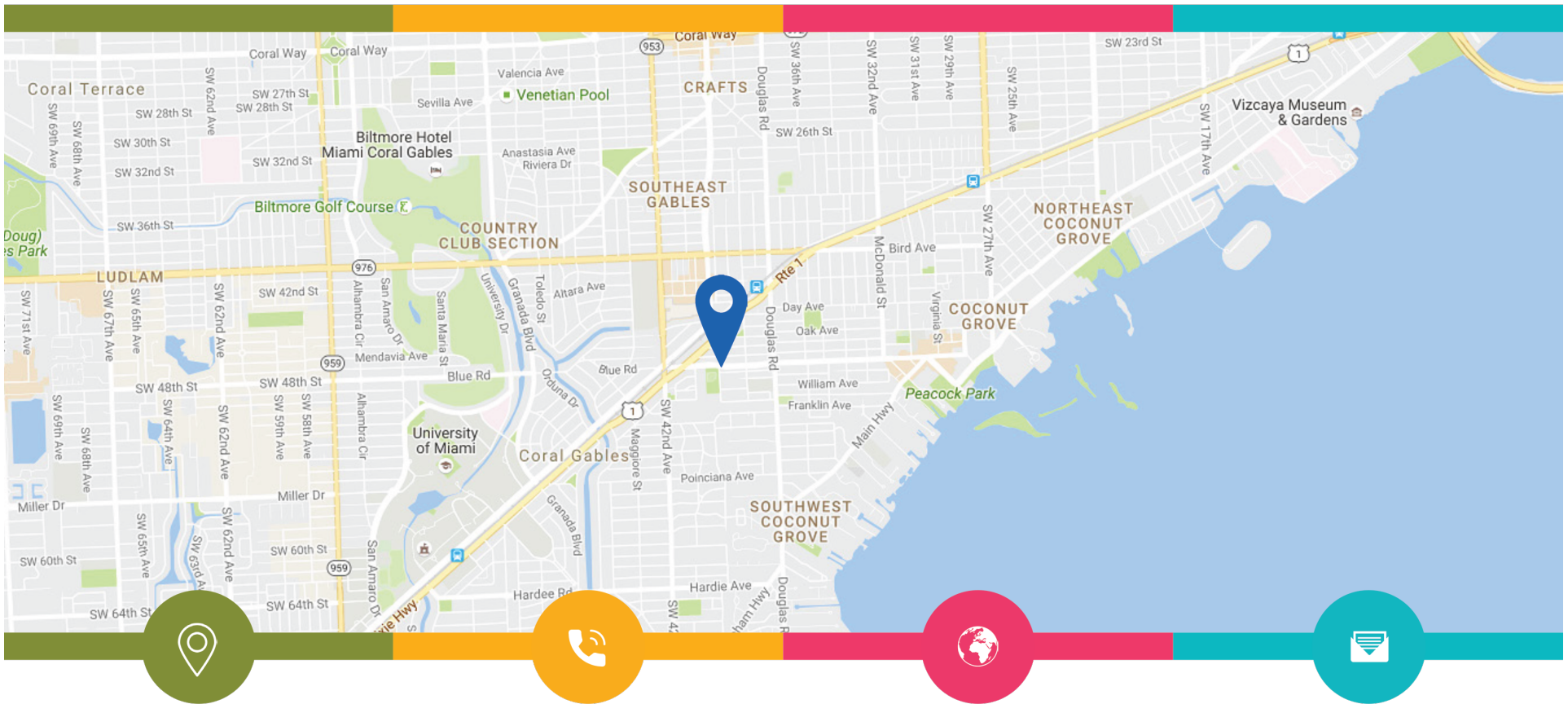
That's what it's like when you consult Optimum7. We've worked with different sized businesses in a variety of industries since 2007. Every process, strategy and system we use has been tried and tested for performance and success. We know what works and what doesn't.

Even if we can't solve every last problem, we promise we can make running your business less of a headache while improving your efficiency and profitability. ***Give us 30 minutes and we'll show you exactly how we can improve your business.***



# CONTACT US

marketing | design | ecommerce | programming



141 Grand Avenue  
Miami, FL 33133

+1 305 477 8960  
+1 866 848 6072

[www.optimum7.com](http://www.optimum7.com)

[info@optimum7.com](mailto:info@optimum7.com)