

An Ideas to Market Agency

QUANTUS

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BACKGROUND

Who We Are

This tract will provide you insight and perspective into our world. That is to say, what our convictions, responsibilities, inspirations, dreams, and goals are. It is a profile on who and what Quantus is. Part technology, psychology, economics, and vocabulary - We are brand communicators. Polymaths, who believe in - and witness - the incredible value of a powerful brand-experience. Our passion is fueled by the successes of our clients and those of the many other individuals that 'get it'. We want to thank you for investing your time with us, and hope that you find the information here is useful and helpful.

Quantus | Brand Consultancy is a strategic communications partner for companies and high-profile individuals looking to bring their concepts and brands to life. By eliminating the boundaries between traditional disciplines, Quantus offers strategic solutions in **venture development, brand communication, and search marketing** to develop engaging brand experiences that increase awareness, conversions, and results. **As an “ideas to market firm” our speciality is working with abstract concepts and turning them into real online businesses.**

Our belief system stems around the principle of greatness. However, what does that really mean? Quantus looks at greatness as being an examination and challenge at one's own quality to ensure it is the best. In reality does it mean you or your efforts will always truly be the best? Well, certainly not... The harsh reality is that someone out there probably has more natural ability, superior resources, contacts, etc...But what it does suggest, is that quality should not be limited by barriers or excuses. Greatness is ours to own and if a commitment is there, by all parties involved, then the opportunity for greatness is for us all. This includes work performed by Quantus.

Our values can be found in the curious natures of those who make up the entity called Quantus. Curiosity allows for a strong passion. Understanding the value of a learning spirit, we look forward to the challenges each project brings. Curiosity is what inspires creativity.

Our culture can be defined as sophisticated 'thinkers' who can offer value in strategic business and technical challenges. Business is complicated. Those who can understand how to effectively communicate a brand hold value. Those who can predict what's next hold a premium. Our culture is geared towards providing ideas that offer a "premium-value" to our clients.

We also believe in the power of community service. It is this conviction that leads us into the nonprofit sector both professionally and personally.

BACKGROUND

Our Clients

Our clients are those businesses, organizations, and individuals who embrace our changing world and are left excited about the opportunities and possibilities. Our clients are those who work with us, not because they are forced to market or advertise, but because they believe in the investment of the value of high-quality content to their key stake-holders.

We love working with smart, open minded people who are ready to allow us to help. People who are ready to shake things up and reach the potential greatness their brands possess. We've had the pleasure to work with successful small businesses, large corporations, celebrities, pro athletes, & International nonprofits in helping launch their abstract ventures or marketing their companies. Always keeping in mind, 'good is the enemy of great'.

PROCESS

Approach

Essentially, we are in the creative business. A business that places high value on ideas. Ideas, however, do not come from thin air. They come from study, insight, and that spark of inspiration that yields from our preparation. We are understanding of the current trends within our own industry, and also gain insight to the environments of our clients, technology, and society in general so that our solutions become relevant and provide impact.

Phases

1. **Discovery:** The first thing that must be handled is figuring out what the client is wanting to receive from the project. This foundation provides a direction in which we should be pointing toward. During the initial communication, with the client or prospective client, we should have an idea of budget, scope of work, primary goal, definitions of success, and situation of current brand. The client must be willing to communicate these subjects for the success of the campaign. A good strategy requires research. We work to understand the client's business and their target market to deliver effective solutions and realize existing opportunities.

2. **Realization:** The realization process is where research meets creativity. The goal here is to focus on the substance and content of the project. This is the where ideas first appear, formed from our strategies and goals. Here, we identify the essence of the brand and create creative or tactical deliverables. We are convicted by high expectations and quality. We firmly believe in the idea that good ideas can come from anywhere and anything. The beauty of creativity is that there exist no 'on - off switch' and ideas do not come from 9-5. We are engaged in producing quality work that we, as well as our clients, can be proud to call theirs.

3. **Evaluate:** Whether it's building a solid foundation for a brand or strengthening one that is already established, we are in it for the long haul. We are in the people business; our job is about connecting brands and the people who will love them. We also believe in the effectiveness of a results-driven culture. A philosophy that suggest real world information should play an important role in determining key decisions for a brand. This provides more effectiveness for future initiatives, as well as, a greater return on investment.

DISCIPLINES

Venture Development

Our venture development services are at the core of why Quantus exist. We live in a world where the greatest opportunities and biggest threats, for your business, can come from a single idea. Quantus looks to work with entrepreneurs who have discovered ways to reinvent a market or model in the digital realm; but do not possess the technical knowledge or team to execute it. This involves:

1: conducting research

Amongst the first questions any entrepreneur asks themselves is, "is this idea a good one?" That is to say, is there a market for their service and will the idea generate a high return on their investment. Comprehensive market research is the best way to mitigate those concerns and to proceed with confidence and insight.

2: clarifying strategy

In order to increase the probability of success, for any venture, a clear unique selling point and position must be made. It is here, supported by our research, that we clarify the vision, strategy, goals, naming, and value of the company.

3: designing identity

Designing identity is where strategic positioning meets design. Consolidating a complex idea to its visual essence requires focus, skill, and patience. Visualizing the future, we aim for the big idea that leads to the development of the logo, colors, and visual strategy.

4: developing application

Possessing a solid foundation allows for the technological development of the venture. We have the experience and knowledge to develop smart, aesthetic applications that offer realization of the initial abstract concept.

5: marketing the brand

Once the venture is developed and ready for deployment, our focus shifts on to discovering effective methods of marketing and promotion of the business.

PROCESS

Brand Communications

Branding & Visual Identity

A brand's success depends on clear communication of offering and value proposition to a market segment. We work with our clients as partners to craft the right message and positioning to deliver the clearest message possible to a defined target market.

- Brand Identity
- Market Research
- Internal / Competitive Audits
- Brand Positioning
- Brand Strategy
- Brand Architecture
- Brand / Service / Product Naming
- Messaging Strategy
- Tagline & Slogans

Graphic Design

Good design is good business. We consider an organization's messaging systems in order to create collateral that delivers clear, strategic messages made for specific delivery channels.

- Print Collateral Design
- Cross-Media Optimization
- Viral Marketing
- Advertising Design

Interactive Marketing

Our interactive marketing solutions go beyond simply building a website. We understand that taming the ever changing digital world is a challenge that takes a true passion and insight of the industry. We offer strategic and analytical discussions with our clients to discover, not just what's available, but to redefine what's possible.

- Information Architecture
- Use Cases
- Content Strategy
- Interface Design
- Interaction Design
- Asset and Content Development
- Animation & Video
- Content Management Systems
- Usability Testing
- Web Application Development
- Social Media Management
- Email Marketing
- Online Advertising

DISCIPLINES

Search Marketing

Search Engine Optimization

SEO is the process of implementing activities that improve the ranking of your website in a search engine's listings. Search engine ranking algorithms place sites that contain the most relevant, linked, and trustworthy information at the top of the search results page. It is here where most users will look and interact with your site. SEO provides the highest long-term return on investment of all online marketing methods. We at Quantus work with our clients on creating campaigns that help major search engines like Google, Yahoo! and Bing discover their sites and increase conversion.

Maps & Local Optimization

With well over a billion searches a month using maps, prospective customers use maps to find your business' location, contact information, hours, and reviews. Quantus can help optimize your maps-listing and push your business past your competitors.

Search Engine Advertising

Search Engine Advertising also known as pay per click (PPC) provides the most immediate ability for prospects to discover your website through search engines. This form of online advertising offers an extremely cost-efficient method of media placement versus traditional channels like radio or television. PPC involves writing ads, researching keywords, and bidding on major search engines. Advertisements appear in the sponsored links sections and provides an effective tracking capability. A successful campaign requires constant keyword management, keyword selection, ad placement and scheduling, bid management, and more.

Mobile Advertising & Maps Optimization

Online usage through mobile devices is set to overtake computers by 2013. This places an increasing priority towards the necessity of businesses to include mobile in their online marketing strategy. Businesses will need to use the latest in mobile advertising, maps optimization, and more to optimize their investment into this new frontier. Our mobile advertising solutions can target a specific geographical area to bring key stakeholders, build a brand, and create awareness.

Contact

Quantus | Brand Consultancy
710 N. Broadway Avenue
Oklahoma City, Oklahoma 73102
quantusagency.com

405.600.7289
405.602.1669 (facsimile)
contact@quantusagency.com

Natasha Clayborne
Business Development
405.412.5407
natasha@quantusagency.com

Richard Richardson
President
405.923.5404
richard@quantusagency.com

For New Business Inquires please visit:
quantusagency.com/discovery