

# FORMICIDAE

Innovative Outsourcing

**“Focus on your Strengths and  
allow to do what we do best”**



“ Our mission is to empower businesses by helping them grow through increased revenue, lowered operational expenses, and fast staff augmentation. ”

## ABOUT US

# FORMICIDAE your dependable business partner

Our philosophy is based on the ants' perseverance, grit, can-do-never-quit attitude, and the belief that no goal is too big that it cannot be accomplished.

Named after the tiny, committed hard workers, FORMICIDAE provides an augmented workforce, ready to carry the load of outsourced services.

**FORMICIDAE** is an end-to-end, outsourced business services provider that supports entrepreneurs and companies to grow.

Formicidae has professional teams in the United States and the Philippines with varied skill sets, talents, and expertise, highly motivated to perform outsourced tasks critical to clients' success.

Formicidae nurtures a passion for business growth and finds fulfillment in seeing companies achieve their goals through our support. By partnering with us, your company accelerates profitability through the reduction of cost and increased revenue.

**“Do what you do best; Outsource the rest”**

## Outsourced Business Solution



**Outsourced  
Sales & Marketing**



**Outsourced  
Technology**



**Outsourced  
Call Center  
& Virtual Staff**



**Outsourced  
Finances**

Welcome To

**FORMICIDAE**

Outsourced  
Sales & Marketing



## Sales & Marketing Services

At Formicidae, we treat your products, services, or offerings as our own, because your success is our success as most of our profits are generated in the back end. We believe that having a skin in the game is a win-win proposition for us and our clients. We support companies and organizations from any industry at all levels of growth (infancy, adolescence, and maturity) by successfully increasing revenues through innovative sales and marketing strategies and activities. Our U.S. and Philippine-based teams of talented and motivated sales and marketing professionals work hand in hand to support our clients reach their sales goals. We combine and use multiple strategies for maximum results and outcome.

# Outsourced Sales

Our specific sales solutions for your  
specific needs



# Formicidae Sales Capabilities

## Inbound Lead Generation

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- SEO
- Digital Marketing
- Email Marketing
- Paid Ads via Google, YouTube, LinkedIn, Instagram, Tiktok, etc)
- Website Optimization
- Sales Funnel
- Website visitor's tracker
- Blogging
- Video Marketing
- Inbound & Outbound Call Center
- Appointment Setting

## Outbound Virtual Prospecting

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- Access to vetted out leads.
- Team of trained outbound callers
- Automated Emailing
- Social Media Prospecting Team
- Trained Appointment Setters

## Business Development

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- Introduction to Formicidae Clients
- Introduction to our team personal and business C-Suites Contacts.
- Mobilizing our team of successful paid Business Developers.
- Organizing Promotional Events

## Sales Virtually and In Person

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- Presentation and Closing on our own
- Presentation and Closing with the Subject matter Expert





# Common Challenges

- 1 Lack of Sales Strategies.
- 2 Some founders of a startup or small companies don't have a strong sales background.
- 3 Not understanding the difference between Sales, Marketing, Business Development, and Lead Generation.
- 4 It takes time to build a productive sales team.
- 5 Hiring a very good and productive sales professional is costly.
- 6 Lack of constant sales training which prevents consistent growth.
- 7 Many companies don't have enough leads and the existing ones are mostly not qualified.
- 8 Sales process is way too long due to poor closing skills.
- 9 Sales team waste time on non-result producing activities.



# Which sales challenges do you face in your company or organization?

- 1 Sales team is underperforming.
- 2 No Sales leader or manager.
- 3 Not enough productive sales professionals.
- 4 Inadequate budget to hire experienced quality sales professionals.
- 5 Lack of sales strategies or a team to execute.
- 6 Not enough sources of quality prospects.
- 7 Current revenue is not enough to sustain operations.
- 8 Poor closing ratio.
- 9 Too long of a sales cycle due to sales team not being well enough connected.



## The Solution

Partnering with Formicidae that provides a turn-key sales & marketing solutions to increase your revenue and at the same lower your operational expenses. We combine the power of technology, digital media, and human element. Our mixed sale and marketing strategies produce positive outcomes.



## Lead Generation

- Lead Farming and Prospecting
- LinkedIn Sales Navigator
- Cold Calling
- Cold Emailing
- Strategic Campaign
- Appointment Setting



## Lead Qualifying

- Lead Monitoring
- Lead tracking
- Lead Scoring
- Sales Lead Injection



## Lead Nurturing

- CRM
- Newsletter
- Blogs
- Social Media Engagement



## Meeting & Closing



## Step 1: Discovery, Assessment, & Strategy

We start by understanding your sales goals and processes, tailoring a strategy to meet your needs.



## Step 2: Lead Generation & Prospecting

Using targeted techniques like Paid Ads, LinkedIn Sales Navigator, cold calling, and email campaigns, we identify qualified leads.



## Step 3: Lead Qualification & Monitoring

We rigorously assess lead interest, budget, and alignment, saving your team time and resources.



## Step 4: Lead Nurturing & Relationship Building

Through strategic campaigns, we build trust and credibility, increasing long-term conversion rates using a CRM



## Step 5: Appointment Setting & Sales Management

We handle appointment scheduling and manage the sales process, ensuring seamless communication and tracking.



## Step 6: Tracking and Measuring (Metrics and KPI)

We analyze results, gather feedback, and refine strategies for ongoing success.

# Sales Funnel



# Sales Funnel

## How it works:



### Grabbing Attention

We showcase your brand through engaging content and targeted ads. Potential customers start recognizing your unique offerings.



### Sparking Interest

We provide captivating blog posts, videos, and other social content that keeps your audience engaged and intrigued.



### Cultivating Desire

We create persuasive content such as landing pages that position your brand as essential solutions.



### Prompting Action

Compelling calls-to-action encourages your audience to take the next step seamlessly.



### Celebrating Conversions

Leads become paying customers through a smooth transition that fosters loyalty.



### Nurturing Loyalty

We build customer loyalty through personalized follow-ups, offers, and engaging content.



### Fostering Advocacy

Satisfied customers become brand advocates, expanding your customer base.



### Evolving for Growth

We fine-tune the funnel through A/B testing and strategic adjustments.



## What is a Sales Funnel?

Sales funnel is a process of creating curiosity that leads to sales or acquisition. Many start at the top, exploring. Some get closer, engaging. A few decide they want more. At the bottom, are the converted customers.



# What's Included?



# MARKETING SERVICES

## Supporting Your Sales Process.

At Formicidae, We know that the Key Driver of growth and success for any business is Marketing and having high-performance marketing efforts is crucial to take your company to new heights and achieve your revenue goals faster.





**Market Research and Case Study:**

At Formicidae, we offer a range of market research and case study services designed to help you gain a deeper understanding of your customers and competitors.

**"Doing business without marketing is like winking at someone in the dark. You know what you're doing, but nobody else does."**

**- Stuart H. Britt, American marketing consultant and author.**

# WHAT SERVICE DO WE OFFER?

## MARKETING COLLATERALS DEVELOPMENT

### ▼ Branding/Logo Creation

Formicidae offers a comprehensive branding package that includes logo design, color palette, typography, and brand guidelines. This ensures that your brand is consistent across all channels and touchpoints building a strong brand that will make you stand out from your competition.

### ▼ Web Design

Formicidae offers a comprehensive branding package that includes logo design, color palette, typography, and brand guidelines. This ensures that your brand is consistent across all channels and touchpoints building a strong brand that will make you stand out from your competition.

### ▼ Creatives/Graphic Design

Our team of experienced graphic designers and creatives are experts in creating visuals that are more than just aesthetics and not only visually appealing but also communicate your message effectively.

Our graphic designers specialize in creating designs for a variety of marketing collateral, including brochures, flyers, social media graphics, and more. That is unique and tailored to your specific needs that ensures your designs are consistent with your brand identity and messaging, helping you build a cohesive and effective marketing campaign.



**?** **Digital Marketing**

Boost Your Online Presence with Formicidae's Digital Marketing Services. In today's digital age, having a strong online presence is essential for businesses to succeed. That's why we offer comprehensive digital marketing services designed to help you connect with your target audience, increase brand awareness, and drive conversions.

### ▼ Video Editing/Creation

We believe that every video should be unique and designed to meet your business goals. That's why Formicidae creates well-crafted videos that are more than just moving images and sound but also tell your brand story, engage your audience, and drive conversions. A well-crafted video can help you tell your brand story, showcase your products or services, because who would engage with a low quality video with low quality content?

### ▼ PowerPoint Creation

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▼ **SEO/SEM**

Formicidae offers a comprehensive branding package that includes logo design, color palette, typography, and brand guidelines. This ensures that your brand is consistent across all channels and touchpoints building a strong brand that will make you stand out from your competition.

▼ **Social Media Marketing ( SMM )**

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▼ **Paid Ads/PPC**

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### ▼ Email marketing

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### ▼ Geo Marketing

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### ▼ Blog Creations

Our team of experienced graphic designers and creatives are experts in creating visuals that are more than just aesthetics and not only visually appealing but also communicate your message effectively.

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### ▼ Digital Public Relations

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### ▼ Media Marketing

Our team of experienced graphic designers and creatives are experts in creating visuals that are more than just aesthetics and not only visually appealing but also communicate your message effectively.

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**?** **Blog Creation: Captivate, Educate, Inspire, and Grow organically with Our Blog Creation Service!**

Our blog creation service crafts captivating content that engages your target audience, establishes your brand as an industry authority, and drives conversions. With our expertise, you can unleash the power of high-quality blogs to attract, educate, and inspire your readers.

**?** **Marketing Automation**

Streamline, Scale, and Succeed with our Marketing Automation Solutions. Unleash your potential for personalized customer journeys, optimized campaigns, and increased ROI.



### **Discovery:**

Our expert team will help you determine with our 4 W's. Where you are lacking, How you are doing in the market, When you need to implement specific strategies for specific campaigns, and Why you are not driving your sales pipeline faster.



### **Strategizing:**

Once we have a clear understanding of your business, your needs, your edge, and your potential. We develop a custom digital marketing strategy that is tailored to your unique needs and goals. We collaborate with you and develop a comprehensive plan that will help you reach your target audience and achieve your business objectives. We set specific goals and key performance indicators (KPIs) to measure success, and continually refine our strategy based on data and results.



### **Implementing:**

With our strategy in place, we move on to the implementation phase. This is where we put our plan into action and execute the tactics outlined in our strategy. We also track and analyze the performance of our digital marketing efforts to ensure we are achieving our goals and making data-driven decisions.

Our team continually adapts and optimizes our approach based on real-time data to ensure maximum ROI for your business.

Welcome To

# FORMICIDAE

## Outsourced Technology





## Outsourced Technology

**56%** of CEOs said that digital transformation increased their profits – ZIPPA

Increasing your profit is just one of the several benefits of tech transformation. Our experts can deliver digital and technology support and services for a relatively lower cost.

With Outsourced Technology, you have immediate access to the right people for IT support, services, and consulting.

Our tech solutions meet you where you are and scale as your company grows, no matter where you are developing your business verticals.

**FORMICIDAE** can be your added muscle and can take care of your technology needs and staffing.

## Outsourced Technology

### IT SERVICES

We offer Design-Build-Run IT services for business processes, applications, and infrastructure.

#### Business Processes

Set-up, installation and maintenance of platforms for accounting, bookkeeping, payroll, communication, collaboration, and document management.

#### Applications

Software Development for Online Storefront, Order Management System, CRM System, Warehouse Management Systems, Exchange Rate Service, Credit Card Payment Service, Software-as-Service platform

### TECHNOLOGY STACK

#### Website and Mobile App Development

- Php (Laravel, Wordpress, Yii, Codeigniter)
- Joomla
- Android and iOS Native
- React JS and Native
- Angular JS
- Flutter
- Java
- Python

#### Database Administration

- Oracle
- PostgreSQL
- MySQL
- MSSql



**FORMICIDAE** has an established US-based management team that serves as the liaison between US clients and the Philippine team. Our setup ensures legal compliance, implementation of best practices, and seamless delivery of services.



## Outsourced Call Center & Virtual Staff

**48%** of consumers switched brands due to better customer service by the other company – TIME DOCTOR

**FORMICIDAE** believes that a call center is an extension of a company. Your reputation is at stake in every call. We are committed and trained to heighten customer loyalty and satisfaction after each call.

Our virtual staffing solutions cover a wide-array of tactical roles for customer service, lead generation, virtual assistance, and technical support, among others.

Formicidae knows there's no such thing as small tasks for companies with big dreams. We are ready to deploy highly-skilled people who can provide the support that your company needs.

We provide end-to-end Call Center and Virtual Staffing solutions to entrepreneurs and businesses through our inbound and outbound voice and non-voice call center capability.





# Outsourced Call Center & Virtual Staff (cont'd)

Relieve your management from the long and tedious task of staffing by outsourcing it to **FORMICIDAE**.

Our offshore virtual staffing or staff augmentation service ensures that only the most qualified and competent professionals are selected.

Outsourced Offshore Virtual Staffing helps entrepreneurs, owners, and self-employed professionals off-load non-revenue generating tasks so they can focus on the essentials of business.



## OUTSOURCED VIRTUAL STAFF SERVICES

- Customer Services
- Help Desk
- Technical Support
- Virtual Assistant
- Healthcare Virtual Staff
- Lead Generation
- Virtual Business Processing
- Date entry
- Email management
- Scheduling
- Administrative task
- Clerical work

# Outsourcing Capital of the World

“ *The Philippine government recognized the importance of developing its BPO sector as early as 2002, when Mar Roxas, then-secretary of trade and industry, lobbied Congress to amend Republic Act 7916 in order to allow office buildings to be registered as an “ecozone”, providing BPO investors an exemption from paying national and local taxes in favor of a 5% gross income tax.* ”



## The Philippine BPO

**1.44 million**

Number of Filipinos employed in the BPO Sector

**\$38.9 billion**

Expected revenue by the end of 2022

**\$30 billion**

Estimated annual contribution to the Philippine economy

**77%**

of the total BPO clients in the Philippines are U.S.-based companies

**15%**

of the total GLOBAL BPO MARKET is outsourced to the Philippines

**700+**

Number of BPO companies in the Philippines

Source: \*The Philippine Star \*Manila Times \*Colliers \*USource.Me \*Outsourceaccelerator \*Sourcefit



# Outsourced Finance

Sound financial management is key to a profitable business. Company owners, entrepreneurs, and management executives base their decisions on numbers.

Financial mismanagement results in misdirection. Bad financial practices are the first steps to a business downfall. Lack of budget plan, failure to track cost accurately, cashflow mismanagement, errors, and omissions are a few of the many effects of poor financial mismanagement that consequently ruin businesses.

**FORMICIDAE** knows that exceptional and dependable finances require a spectrum of financial skills from bookkeeping to financial consulting.

**Formicidae Outsourced Finances provides competent fractional CFOs, financial consultants, accountants, and bookkeepers that can cut up to 70% of your company's financial management cost.**



# Accounting Services

(the interpretation and presentation of financial data to business owners and investors)

- 1 Income tax preparation and compliance
- 2 Financial accounting:  
Compiling information for financial reports for internal management or external reporting.
- 3 Cost accounting
- 4 Managerial accounting
- 5 Corporate financial consulting services
- 6 Cash flow reporting

## Additional Accounting Services (a la carte)

- 1 Integration of accounting software packages.
- 2 Auditing services
- 3 Tax accounting and planning
- 4 Financial planning and analysis modeling
- 5 Corporate financial advisory services
- 6 Income preparation and filing (personal and business)
- 7 Forensic accounting services
- 8 Daily cash reporting
- 9 Payroll and overhead burden

# Bookkeeping Service

(keeping records of financial statements such as balance sheet, income statements, and cash flow)

- 1 Complete data entry
- 2 Collect transactions
- 3 Track debits and maintain and monitor financial records
- 4 Pay invoices
- 5 Payroll transactions
- 6 Reconcile bank accounts
- 7 Manage bank feeds
- 8 Handle accounts receivable
- 9 Handle accounts payable
- 10 Prepare financials statements



# U.S. Companies Offshoring to the Philippines



# Why U.S. Companies Outsource to the Philippines?

Expectedly, the former American commonwealth in Southeast Asia has become a top BPO destination for U.S.-based companies. Both countries share a common past. At one point, the Philippines stood out as a mirror image of American culture for nearly fifty years.

The Philippine educational system is modeled after the U.S. and considered as the most “Westernized” country in the Asian region. The country has a high literacy rate of 96.8% and 88% of its population or 90 million Filipinos speak English.

The Philippines is famous not only for its exotic tourist destinations but also for its dependable, world-class human capital spread across multiple industries.



**Reduced operation cost as much as 70%**  
to standard U.S. pay rate across different levels



**Strong and sustained government support**  
Economic laws and policies are set in place and established a robust BPO business environment



**Cultural compatibility**  
Filipinos are innate hard workers who go the extra mile, friendly with amiable personality, committed and highly motivated with a deep sense of purpose



**Excellent communicators in English**  
The Philippines is the third largest English-speaking country in the world. Filipinos have a neutral accent with a command of the English language both in speaking and writing



**Abundance and availability of top-notch talent**  
The country abounds with dynamic, technology-savvy, well-educated and ambitious talents who want to make it big in the real world. They have experts in various fields and excels in what they do

# Why Ours is the Best Approach?



## We respect and value customers' time and needs

Our efficiency makes transactions faster and quickens the delivery of goods, resulting in a higher satisfaction rate.



## We make management more productive

Decreased manual work, more time for higher tasks and effective accomplishment of work.



## We provide multiple services and assistance

Our company is a one-stop shop for nearly all the services and support needed by our clients to succeed.



## We secure data, information, and adhere to confidentiality

Trust that your data, information, knowledge products, and intellectual properties are safe and secure.

“ Depending on your business needs and current situation, working with Formicidae Team would help become more effective and efficient **to reach your goals.** ”



**“ Do what you do best;  
Outsource the rest! ”**

# Thank You!

