

Motiva79 Develops Online Lead Generation Program To Increase SurePayroll Sales



Lead Generation Program

SAN DIEGO, CA — June 24, 2008 — Motiva79 (motiva79.com) an interactive direct marketing agency, recently launched the **SurePayroll Product Demo Tour** demonstrating how to successfully use the Internet to generate leads to support sales and engage their audience in an interactive dialog.

The Internet has altered the way individuals and companies make purchase decisions. The new Internet–empowered buyer will research and compare products and services online to make an informed decision. The content offered and the way it is communicated is critical to engaging each prospect before they quickly click away to somewhere else.

Smart companies are transforming the thirty-second TV commercial into the online world to create a highly interactive, user-driven multimedia environment where each target audience is willing to spend more time with each product and each communication. More importantly, they are using online direct marketing tactics to motivate each prospect to immediately respond through completing a request for information, registration or purchase.

The SurePayroll Guided Tour (www.surepayroll.com/guidedtour/) puts the prospect in control with the ability to select and interact with the presentation; even customizing it based on the information that is relevant to them. “Through rich media animations, voice-over, demonstrations and interactivity the prospect can experience the product first hand, as well as through video, they can see and hear from the company’s CEO, customer service team and current clients”, says Scott Berg, Chief Motivation Officer. Each video offering a different perspective that shows as well as tells the company’s story and value in a personal, relevant way. All of this is tracked and captured creating a database of top prospects with usable information for on-going sales/marketing within each target group.



Video Testimonials

Motiva79 is an interactive agency specializing in digital direct response marketing. They use rich media, video, demonstrations and e-learning to engage prospects and motivate them to act through a set of easy, instant decisions. Focusing primarily with Software As A Service/Technology, Healthcare, BioTech and Pharmaceutical markets, Motiva79 creates customer-centric marketing that brings the user into the heart of the communication to select the information that is most important for them to make an easy-to-act decision.

Check the SurePayroll Guide Tour out for yourself at www.surepayroll.com/guidedtour/

About SurePayroll

SurePayroll provides payroll processing to more than 14,000 small business clients (with fewer than 100 employees) nationwide. Using the Internet and a Web browser, employers can enter and edit payroll information, and preview it in real-time. Their employees can view and print their pay stubs, review their pay history, update personal information, and choose between direct deposit or locally printed paychecks. SurePayroll will also calculate, deduct, file, and pay clients' federal, state, and local payroll taxes. The company processes more than \$2.5 billion in employee payrolls and taxes annually, making it one of the largest payroll processors in the US.

About Motiva79, LLC

Motiva79™ (motiva79.com) is an interactive marketing agency specializing in digital direct marketing. Our online engagement, lead generation and e-learning programs are all based on measurable results that lead to building brand, generating leads and training employees, marketing channel partners and customers. We use rich media, video, demonstrations and e-learning to engage prospects and motivate them to act through a set of easy, instant decisions.

View solutions at www.motiva79.com.

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