

CONSULTING SERVICES – Scope of Work

This document contains details of the marketing consulting services that we offer. Use the order form to choose the service package that is most suited to your current needs.

Exhibit A – Services included within the “Scope of Work”

These are the services that most clients are likely need right away. These often simple, but highly powerful services help you to maximise the resources that you already have, whether you're looking to increase the value of your customers, or get a higher ROI from your existing marketing efforts.

- **Business Analysis:** This involves the Consultant spending time learning about the Company, in order to create bespoke plans for development. That may include interviewing staff, reading procedures, watching the company create/deliver products and services. The Consultant may produce reports of its findings to be reviewed by the Company.
- **Marketing Analysis:** The Consultant will analyse the marketing plans, systems and strategies that the Company has in place, in order to uncover possible improvements. This may include reading/listening to/watching current adverts, studying marketing plans, viewing the Company's website. The Consultant may produce reports of its findings to be reviewed by the Company.
- **Product Strategy Creation:** Following analysis of the Company, the Consultant will help the Company to devise a “Product Strategy”. This system adds multiple layers to the Company's Client journeys. A product strategy is optimised to seamlessly convert prospects into Clients, and to increase the average value of each and every Client who comes into the business.
- **Operations Advice:** The Consultant will advise the company on possible operational improvements, in order to help the business to run more efficiently. This may involve simple changes, such as changes to the administrative processes, or bigger changes, such as suggested changes to the business model. It will always be the decision of the Company of whether or not to implement the advice of the Consultant.
- **Marketing Advice:** The Consultant may produce marketing plans, and refine them, based upon the requirements of the Company. Where necessary, the Consultant will teach the Company the skills required to carry out the new plan. This may include sales training, and training on different marketing methodologies.
- **Marketing Plan Execution:** The Consultant will help to guide and oversee the implementation of the marketing plans provided. If the Company requires the Consultant to work with, or oversee third parties on the Company's behalf, such as printing companies, or designers, then the Company must provide written consent for the Consultant to represent the Company. This is also the case if the Consultant will be communicating with Clients on the Company's behalf.
- **Strategic Alliance Creation:** The Consultant will set up relationships between the Company, and third parties, for the benefit of the company. These third parties may be other businesses, individuals, or other entities, that may be able to help the Company.
- **Basic Copywriting:** Although the Consultant may suggest changes to the Company's advert copy, the Consultant will not re-write large chunks of text, in the usual scope of work.
- **Basic Design:** This includes basic changes to graphic, and web design, at the discretion of the Consultant.

Exhibit B – Beyond the usual “Scope of Work”

While these services are not necessarily more “advanced” than the services above, they are more bespoke to your business. While ANY business can benefit from the above services, the services stated in Exhibit B are recommended on a case-by-case basis, where there is a clear need, and an opportunity the the massive results that these services can yield when applied correctly.

- **Advanced Copywriting:** This involves writing large parts of, or whole, adverts. This includes phone calling

scripts, leaflet text, website text, sales letters, emails, postcards and other mail-pieces.

- **Advanced Design:** This can involve designing leaflets, postcards, websites, loyalty cards, or any aesthetic design done for the Company. This does not include writing the text. The consultant will add the text given by the Company, unless the company decides to use the Advanced Copywriting service.
- **Info Product Production:** This is where the Consultant creates an informational product for the Company to use. Usually, this will involve writing a brochure, or digital product, designed to attract potential customers to the Company. This will usually include design and copywriting.
- **Email Marketing:** The Consultant can set up a system to automatically send out mass emails to the Company's Clients and prospects, who have opted to receive information from the company.
- **SMS Marketing:** The Consultant can send out SMS messages to the Company's Clients and prospects, who have opted to receive information from the company.
- **Online Funnel Creation:** This is where the Consultant creates a multi-step system to guide website visitors through a sales journey, optimised to turn them into valuable customers. This is the online reflection of a product strategy.
- **Online Traffic Generation:** The Consultant will use appropriate methods, such as Social Media, Pay-Per-Click marketing, and Search Engine Optimisation to generate traffic to the Company's website. It is not recommended that the Company uses this service before an online funnel is in place.
- **Offline Traffic Generation:** The Consultant will help the Company to bring in new prospects, using various methods and media. This may include direct mail, postcard marketing, leaflets, and other offline media. It is not recommended that the Company uses this service before having a product strategy in place.
- Any services not mentioned in Exhibit A, which the Company would like to render will be priced based on the specification of the project.