

Marketing Options for Dynamics Partners

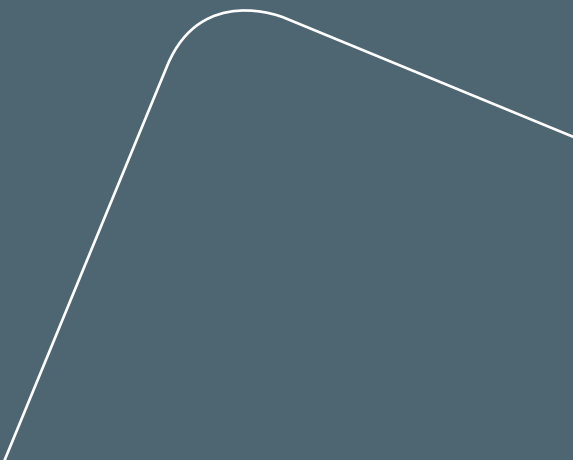


QBS group





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Transform your marketing with QBS

QBS group are Microsoft Dynamics experts and similarly we like to think of ourselves as marketing experts. We know Dynamics and we also know what platforms and messages work when it comes to marketing the Dynamics 365 product range. We are pleased to announce that we have partnered with an award-winning digital agency, Spindogs to support us with the marketing services we offer to our partners.

As the QBS group partner community continues to grow from strength to strength it is important to also have a really strong marketing agency behind us as the volume and uptake of marketing

services has grown tremendously in the last 18 months. Marketing has become a necessity for our Dynamics partners to grow their bottom line.

QBS group in collaboration with Spindogs are pleased to introduce a comprehensive range of marketing services to support our Dynamics partners in becoming more effective and successful with your marketing activities. We basically cover the whole marketing mix, and unlike other marketing agencies out there, nobody has the Dynamics knowledge that we do. After all QBS group are Dynamics Partner Fanatics!

Our Dynamics marketing services offering has been specifically tailored to deliver the most proven and effective marketing activities with the highest ROI, including packages that are ready to go!

Don't forget as part of your SLA with QBS group you accumulate co-op which you can use towards all our marketing offerings listed here. To discuss any of these services including your existing co-op balance please reach out to our **Marketing Manager Rachel Haines** on rhaines@qbsgroup.com or alternatively call her on **07773 555 426**.



A full-service digital agency helping organisations with marketing both online and offline. We love delivering great website design & development, marketing and brand solutions for our clients, so whether you're looking to drive more value from your digital marketing budget or bring your business to life with a visually stunning website, we have the full package to take your online presence to the next level. That's how we've built successful, results-driven relationships with clients for over 15 years.

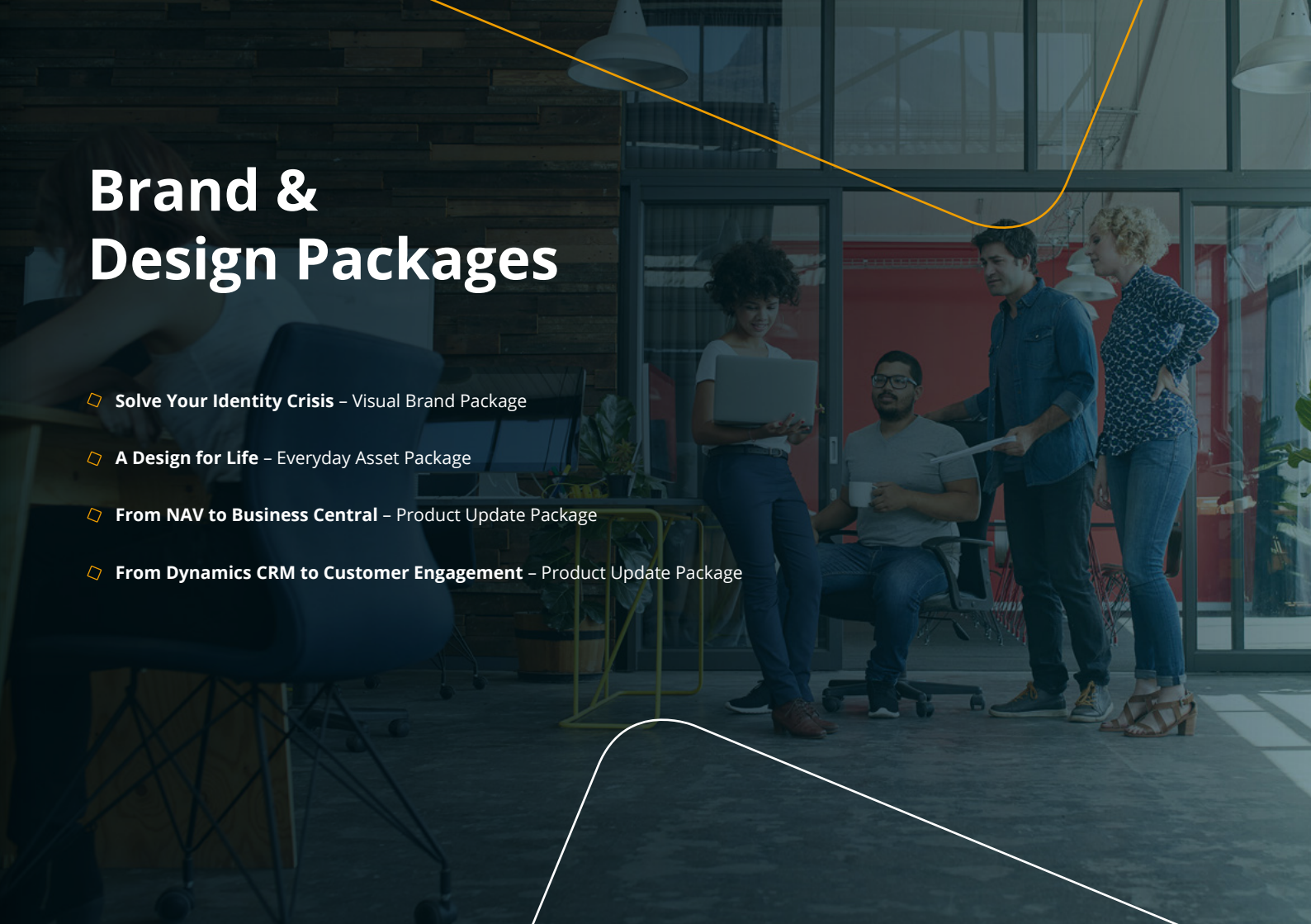


Rockadove is a video production company based in Cardiff, South Wales - delivering video content for agencies and direct to businesses across the UK. We offer full service production in house from filming and editing, to motion graphics and animation content. We believe in asking questions and working collaboratively with you to determine the very best solution to your problem.



Brand & Design Packages

- ◇ **Solve Your Identity Crisis** – Visual Brand Package
- ◇ **A Design for Life** – Everyday Asset Package
- ◇ **From NAV to Business Central** – Product Update Package
- ◇ **From Dynamics CRM to Customer Engagement** – Product Update Package



ONE-OFF PACKAGE

Solve Your Identity Crisis

Visual Brand Package

Identity Design

- Briefing call / meeting to discuss your requirements
- Three options
- Refinement/finalisation of chosen option
- Logo supplied in range of format options (e.g. colour, black, vector, bitmap etc.)

Stationery Design

- Letterhead design
- Business card design*
- Files supplied in print-ready format

Brand Guidelines Document

- Basic brand guidelines document containing guidance on colours, logo usage, fonts etc.

*Does not include typesetting of individual business cards

£4,875

ONE-OFF PACKAGE

A Design for Life

Everyday Asset Package



4-page A5 Service Mailer/Leave-Behind

- Call with you to discuss your service and USP
- Copywriting
- Designed in line with supplied brand guidelines
- One set of amends
- Print-ready file supplied

Infographic Design

- Research subject of choice
- Compile stats and content
- Designed in line with supplied brand guidelines
- One set of amends

Social Post Asset Design

- 24x visual assets for channel of choice (e.g. Facebook, Twitter etc.)
- For use as part of your regular social media output
- Compile stats and content (quotes, testimonials, service detail etc.)
- Designed in line with supplied brand guidelines

£4,225

ONE-OFF PACKAGE

From NAV to Business Central

Product Update Package



Content Review

- Audit site for all instances of NAV references
- Note outdated content
- Update minor NAV brand references to Business Central, focusing on primary locations e.g. menus/links
- Update NAV browser titles and meta descriptions

Content Update

- Rewrite historic NAV content on landing pages to become Business Central appropriate*
- Create a NAV to Business Central product update blog

*Based on up to 3 pages of approx 500-1000 words. Historic blog content will not be updated

£2,437.50

ONE-OFF PACKAGE

From Dynamics CRM to Customer Engagement

Product Update Package

**Content Review**

- Audit site for all instances of Dynamics CRM references
- Note outdated content
- Update minor Dynamics CRM brand references to Customer Engagement, focusing on primary locations e.g. menus/links
- Update Dynamics CRM browser titles and meta descriptions

Content Update

- Rewrite historic Dynamics CRM content on landing pages to become Business Central appropriate*
- Dynamics CRM to Customer Engagement product update blog

£2,437.50

Website Performance Packages

- ◇ **Where Do We Stand?** – Website Auditing Package
- ◇ **A Platform for Growth** – Website Design & Build Package
- ◇ **SEO Go!** – SEO Kick-Start Package
- ◇ **Search for Success** – SEO Maintenance Package
- ◇ **Write Away!** – Website Content Package
- ◇ **A Lot to Say** – Blogging Package
- ◇ **See What They Say** – Video Testimonials



ONE-OFF PACKAGE

Where Do We Stand?

Website Auditing Package

SEO Audit

- Technical review
- Basic content review
- Analytics review
- Identify issues and provide recommendations

UX Audit*

- Accessibility review
- Best practice
- Use of imagery and content
- User journey and ease of navigation
- Hierarchy of information
- Features and functionality
- Recommendations for improvement

Content Audit*

- Review brand tone of voice, messaging and CTAs
- Review overall content structure
- Recommendations for improvement

*Based on a general best practice overview. We can focus on a specific user journey, audience or area of the site if required.



£2,925

ONE-OFF PACKAGE

A Platform for Growth

Website Design & Build Packages*

**OPTION 1:****Small Basic Website (Template)**

Perfect for a company or organisation who don't currently have a web presence and need a simple brochure style website. Your website will be designed and built to a set of pre-determined wireframes.

- Core WordPress CMS
- Text Page (Template)
- Homepage (Template)
- Contact Page (Template)

*Please note that none of the options above include content creation and are based on Spindogs designing and building the key page types indicated and allowing the client to populate with content via the CMS. They also do not include any travel costs, brand work, creation of logos, photography, illustration or video work. Additional page types can of course be added or removed if required. All subject to CMS platform and full requirement.

£3,900

OPTION 2:**Bespoke Designed Website**

A bespoke designed website that gives you a lot more control over the direction of the look and feel. They are designed from scratch by our in-house design team and include several rounds of amends based on your feedback.

- Core Website CMS
- Contact Page
- Homepage
- News
- Text Page
- Team
- Case Studies

£14,300**OPTION 3:****Product-based Bespoke Website**

A bespoke designed website including more page options.

- Core Website CMS
- Homepage
- Testimonials
- News
- Text Page
- FAQs
- Contact Page
- Product Listing and Detail Page
- Case Studies

£20,475

ONE-OFF PACKAGE

SEO Go!

SEO Kick-Start Package*



SEO Groundworks

- URL mapping
- Redirects of all pages (Search Console review)
- XML sitemap & robots.txt
- Canonical version of the site defined
- Structured data implemented
- Image optimisation
- Meta language & variants
- Fix issues identified in SEO audit, where appropriate
- Bing webmaster tools configuration
- Local listings (Google My Business/Bing etc.)
- Create new meta descriptions and browser titles***
- Content optimisation clean-up (inc H1s)**
- Alt tag images***

SEO Audit

- Technical review
- Basic content review
- Analytics review
- Identify issues and provide recommendations

Keyword Research

- Analysis of keywords generating site traffic
- Competitor keyword analysis
- Identify keyword opportunities
- Keyword mapping

£5,525

* Will require CMS access, Analytics access and Search Console access from client. **Top 50 pages (as defined by you or by Analytics). ***Top 40 pages (as defined by you or by Analytics)

12-MONTH PACKAGE

Search for Success

SEO Maintenance Package



We recommend that the SEO Go! package is implemented before any regular SEO maintenance activity. Your target keywords will be defined following keyword research and keyword mapping.

This package works particularly well in conjunction with a blogging or website content package.

Quarterly Review

- Technical audit & error fixes (404s, broken links etc.)
- Keyword cannibalisation audit
- Internal link building
- Create, update and amend search-focused landing pages
- Identify, suggest and implement recommendations for SEO improvement

Backlinks

- Web PR. SEO. Focused PR activity designed to create multi-tier links to the site to build authority
- Blogger outreach. Keyword focused backlinks* are placed relevant blogger sites to build authority

* Approx 5 backlinks

£1,560PM

ONE-OFF PACKAGE

Write Away!

Website Content Package

Keyword Research

- Analysis of keywords currently generating site traffic
- Competitor keyword analysis
- Identify keyword opportunities
- Keyword mapping

Website Content

- Content optimised for search
- Compelling and engaging – in line with brand tone of voice
- 10 pages of content created
- Av. 300 words per page

Additional Options

- Website Content - per additional 10 pages (av 300 words per page)
£1,625
- Website Content - av 500-1000 words per page (10 pages)
£3,900
- Website Content - per additional 10 pages (av 500-1000 words per page)
£2,600

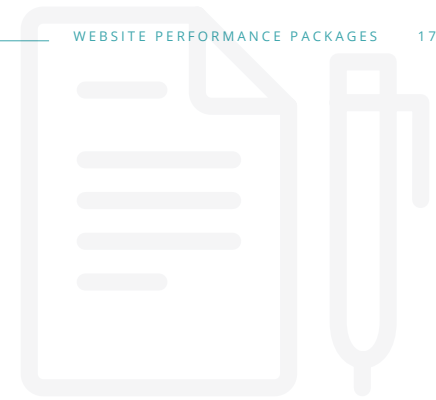


£3,900

12-MONTH PACKAGE

A Lot to Say

Blogging Package

**Content Plan**

- 12-month plan
- Basic SEO research
- Basic analysis of historic blog performance

Monthly Blogging

- x12 monthly blogs
- Well researched and expertly written
- Approx. 300 words per blog
- Content addition

Account Management

- Single point of regular contact
- Monthly reporting

£4,550

ONE-OFF PACKAGE

See What They Say

Video Testimonials

£1,920**Client Testimonial**

- 1 interview
- Cutaway footage
- 1 location, on 1 day
- Branded titles
- Royalty free music
- 2 sets of amends included
- Travel included up to 100 miles radius from base

£5,040**3 x Client Testimonial Package**

- As above, filmed on same or consecutive days
- Saving on booking individually

£5,880**Corporate Video**

- Pre-production meeting/call
- Script or interview preparation
- Small film crew & kit
- Up to 3 locations over a maximum of 2 consecutive days*
- Branded Titles
- Royalty Free Music
- 2 sets of amends included
- Travel included up to 100 miles radius from base

£24,000<**Bespoke Video Advert**

- Tailored to your exact requirements
- Comprehensive creative development
- Full production
- Clearcast approval for broadcast, if required

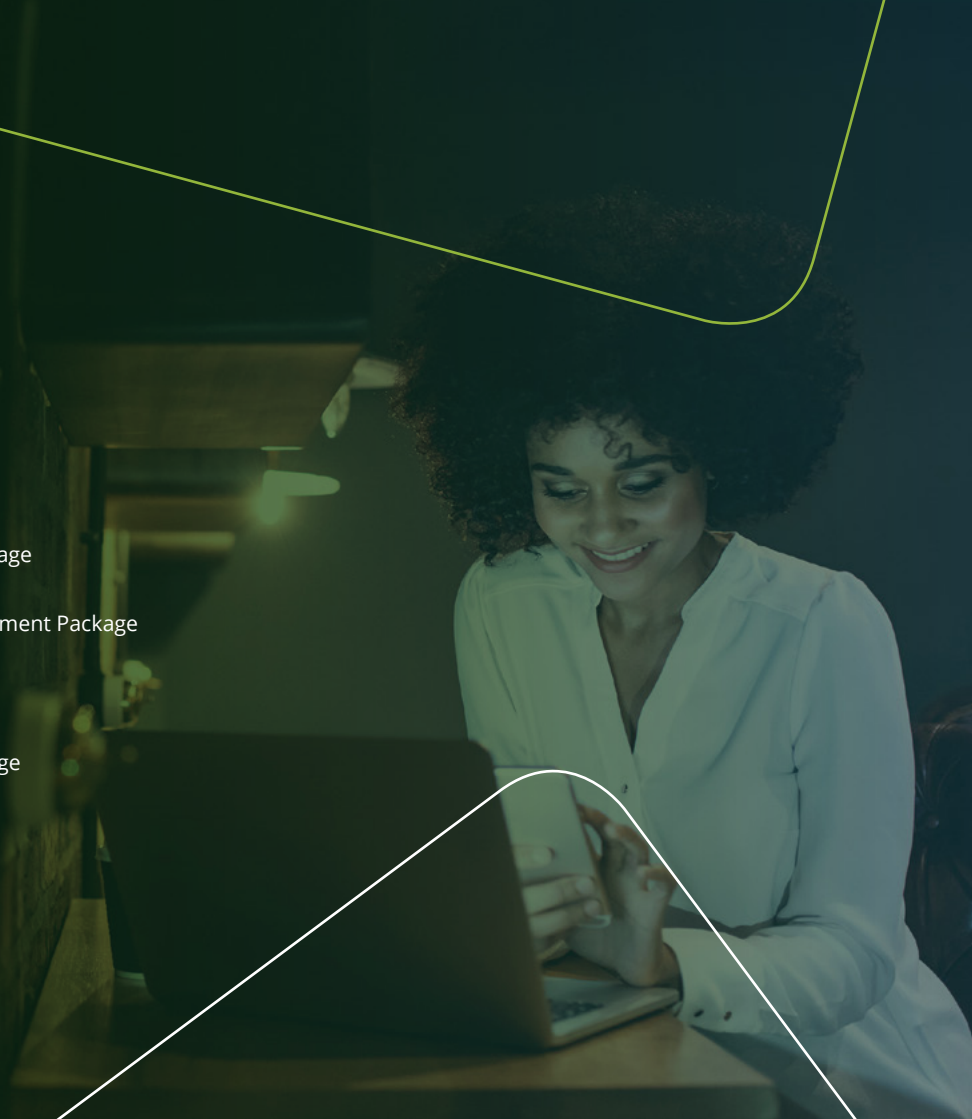
£7,200**2D Animation (Motion Graphics video)**

- Up to 2 minute custom animation
- Full storyboard and design development
- Script writing
- Professional voiceover recording

*Up to 6 interviews, or a professional voiceover. Professional voiceover will require less filming, so budget will be reallocated to accommodate voiceover cost.

Campaign Packages

- ◇ **Gather Round** – Audience Awareness Package
- ◇ **Keep in Touch** – Regular Communications Package
- ◇ **Ready, Steady, Campaign** – Campaign Management Package
- ◇ **Make a Connection** – LinkedIn Package
- ◇ **Campaign in a Box** – Pre-Built Campaign Package



3-MONTH PACKAGE

Gather Round

Audience Awareness Package

Campaign objectives/CTA to be defined by you – e.g. sign up in January for free audit, or download our content on CRM etc.*

Campaign Email

- Design email
- Copywrite email
- Build editable HTML email**
- Upload to email system
- Schedule and send (to agreed data set)

Social Audience Growth Campaign

- LinkedIn, Instagram or Facebook
- Audience growth and remarketing
- Campaign creative
- Design campaign assets
- Campaign set up and targeting
- Campaign management and optimisation
- Budget management
- Performance reporting
- ***Excludes ad spend***

PPC Display

- Display advertising
- Remarketing
- Ad creation (design & copy)
- Campaign management and optimisation
- Budget management
- Performance reporting
- ***Excludes ad spend***

£3,250

*requires access to Google Ads account and social media accounts

**to work within Click Dimensions, Mailchimp or Campaign Monitor

3-MONTH PACKAGE

Keep in Touch

Regular Communications Package



Newsletter Email

- Design email template
- Content creation and curation (for each newsletter)
- Build editable HTML email**
- Upload to email system
- Schedule and send (to agreed data set)

Social Media Management

- LinkedIn, Instagram or Facebook
- Social content strategy and scheduling
- Asset creation
- Regular posting
- Owned and curated content

*requires access to social media accounts

**to work within Click Dimensions, Mailchimp or Campaign Monitor

£4,875

ONE-OFF PACKAGE

Ready, Steady, Campaign

Campaign Management Package

Campaign objectives/CTA to be defined by you – e.g. summer sale, or free training etc.*

Campaign Landing Page

- Sub-domain landing page (hosted away from client website)
- Conversion focused
- Contact form
- Design, copy & build
- 2x months' subscription

Social Advertising Campaign*

- LinkedIn, Instagram or Facebook
- Campaign creative
- Campaign set up
- Campaign management and optimisation
- Budget management
- Performance reporting
- ***Excludes ad spend***

PPC Campaign *

- Ad creation
- Campaign management and optimisation
- Budget management
- Performance reporting
- ***Excludes ad spend***

*requires access to Google Ads account and social media accounts

£4,225

3-MONTH PACKAGE

Make a Connection

LinkedIn Package

LinkedIn Profile Management*

- Create/optmise company LinkedIn profile page (content, visuals, links etc.)
- Join or create appropriate user groups
- Guidelines for use (prospecting, posting, targeting, engaging with groups)
- Content posting (adding client generated content to profile – works well with a blogging service)

LinkedIn Advertising

- x3 months' visibility campaign – in feed advert (includes campaign configuration, messaging, design and targeting)
- Follower growth campaign (in month 1)
- Boosted post campaign (in month 2 or 3 – depending on content)
- InMail campaign (in month 2 or 3)
- ***Excludes ad spend***

*requires access to social media accounts

**to work within Click Dimensions, Mailchimp or Campaign Monitor

£3,087.50

Coming soon**ONE-OFF PACKAGE**

Campaign in a Box

Pre-Built Campaign Package

Uses pre-created, templated assets that can be tailored to your company or message.

Infographic Design

- Research and write an infographic
- Flexible design
- Provide an editable file in Adobe InDesign (logos, icons, fonts, colours etc. will be editable to personalise to partner brand)

OR

- Provide a print-ready file with partner content inserted

Blog

- Research and write a blog template (template will be structured so that the information is presented ready for the partner to reconfigure into their own interpretation of it)

Whitepaper

- Research and write topical whitepaper
- Design of 8 page document (in an editable format)
- Provide an editable file in Adobe InDesign (logos, icons, fonts, colours etc. will be editable to personalise to partner brand)

OR

- Provide a print-ready file with partner content inserted

Direct Mail

- Write and design an editable direct mail or 4 page A5
- Provide an editable file in Adobe InDesign (logos, icons, fonts, colours etc. will be editable to personalise to the partner brand)

OR

- Provide a print-ready file with partner content inserted

Email Template

- Write and design an editable HTML email template

£1,300

Training

- ▣ **Digital Advertising Training** – Social Advertising & Google Ads
- ▣ **Website Performance Training** – Content Strategy & SEO



Digital Advertising Training Day

Social Advertising & Google Ads

- | | Google Ads | Social Advertising |
|--|--|--|
| <ul style="list-style-type: none">• At central location• Two expert industry speakers | <ul style="list-style-type: none">• An introduction to PPC• Getting started – setting up your account• Creating your first ad• Keywords• Targeting• Google Ads tools• Optimising budget• Optimising performance• Google Shopping• Display Network and remarketing• Measurement• Tips and tricks | <ul style="list-style-type: none">• An introduction to social media for business• Facebook fundamentals• LinkedIn fundamentals• Building your profiles• Building your audience• Social media advertising• Targeting• Scheduling content• Social media goals• Creating a social media plan• Tips and tricks |

£325

Website Performance Training Day

Content Strategy & SEO

- At central location
- Two expert industry speakers

Content Strategy

- The main components of a content strategy
- First steps towards documenting your own content strategy
- Using audience insight to craft an effective content strategy
- Determining the best distribution channels for your content
- Measuring the effectiveness of your content
- Monetising your content for marketing success
- Building a content plan and manage the content workflow

SEO

- An introduction to SEO
- The fundamentals of SEO
- Search signals
- The importance of content
- Keywords
- Assessment and measurement
- Creating an SEO plan
- Tips and tricks

£325



QBS group

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