



PARTNER INFORMATION PACK

Your own business

Work where, when and how you want with our partner package. Including set up, training, marketing pack, ongoing support, mentoring and partnership benefits.

about us

Having worked in the Internet industry since 1999 we have attained a vast amount of experience within business - online - marketing - streamlining - and business development.

We have been involved within the building and marketing of some 2500 websites, helping clients sell a wide range of products and services. In recent years we have collaborated with approximately 200 businesses per year providing business development support. Zedcomms and our Partners provide state of the art business development technologies and marketing services backed by years of digital know-how and an understanding of business.



our clients

Our clients are business owners and business managers who want to attract more customers, acquire targeted customers and build the company brand. We work with our clients as an integral part of their business; learning how they work, what's special and how they work to reflect their ethos, success and story online. Simplified; we set up and manage the online 'shop window' to attract the target customer. Our role is to effectively tell the company story online, which attracts the perfect customer.



Industries We Work With

- Manufacturers
- Artists
- Solicitors
- Charity
- Builders, Painters, Decorators
- Engineers
- Retailers
- Hotels, Restaurants, Pubs
- Mobile Businesses
- Health and wellbeing
- Consultants



the opportunity

The timing could not be better, it's happening now; the second digital revolution is the coming of age of the Internet. Social Media, review platforms, directories and online platforms are gaining traction influence and importance for any business. In response to this Google, king of the Internet, are changing how they operate. They are keeping visitors on the Google website rather than directing to other websites; so Google can sell more pay-per-click advertising. This will reduce Google organic traffic to our customers business websites by about 50%. If clients don't respond early they will be more prone to start paying for very expensive and often ineffective adverts on Google, Bing, Facebook/Meta, Instagram and Twitter. This makes social media marketing - social media management more important now and in the future. These are changing times, time for an opportunity to be in the market at the right time.

This opportunity is to be trained and supported to provide a marketing and promotion service to clients in your area.

Demand

There is a huge demand from businesses who require help to capitalise on social media marketing, digital marketing using social media and other internet platforms. For example, in recent months 90% of all enquiries we have received have been for social media marketing.

Businesses need to be active on relevant internet platforms that allow engagement with customers to be able to connect with customers. Businesses need to be up to date and aware of online activity to be able to attract more customers.

Most of the UK's 6 million SME businesses don't have the time or knowhow to manage this environment. We have **proven systems** that provide a well thought out cost-effective solution, delivered with our local Zedcomms Partners.



products

Our detailed offering is very wide. The headline is 'Internet Marketing and Business Development'. Our services include the following:

Internet Marketing, Social Media Marketing - SEO - Reputation Management.

Website Building - Website Edit - Website Re-Design - Lead Generation.

Business Development - Mentoring - Digital Marketing - Digital Management - Online Reputation to name a few.

The award-winning 'Marketing Analysis' will identify what is most required per client then we propose our 'Action Plan'. The services may include:

- Online Reputation
- Social Media Marketing
- Listings Builder
- SEO - Search Engine Optimisation
- Review Management
- Website Build and Re-Design



leads

How you engage with clients will vary depending on your style and preferences. Here are some options to support you:

- Online lead platforms. Several lead platforms allow you to bid for initial contracts. Currently we work with three. We help you set this up and provide bid templates.
- Zedcomms website leads will be shared with the nearest Franchised Partner.
- Website leads from your website and your online marketing.
- Networking. People buy from people so this is an engaging way to reach your clients. BNI, FSB, Chamber of Commerce are a good start.
- A great lead generator to help you engage with clients is to offer a free Marketing Evaluation. Each report is bespoke to each client and shows exactly where their marketing opportunities prevail. From there you can propose relevant marketing and streamlining services. Update reports, quarterly or yearly are a good approach to demonstrate progress and RoI.

(Included reports are five per month unless otherwise authorised).



testimonials

Best Ever Month for Website Direct Sales.

We're already seeing the impact and December is already our best ever month for website direct sales.

Social Media Management

Philip McCready

Brilliant Things You Have Done

It's amazing what you have done, I tell everyone about your service. Truly brilliant things you have done for my social media. It looks so professional now – highly recommended.

Social Media Management

Liz Pattinson MA HRM Chartered FCIPD.

A Very Big Thank You

I have just surpassed last Decembers sales total with still a week left in the month. Putting that into more context my sales at the start of the pandemic, without my normal travelling to events, were 60% of those of the previous year, and remained at those levels until September. Since then this percentage has increased until the point today where we have surpassed the 100% mark. I can put that improvement firmly in your court and can only say a very big thank you for all your efforts. Long may this growth continue!!!

Social Media Marketing

Stuart Armstrong.

Free Marketing Evaluation

The free marketing report really opened our eyes – it was clear we were doing quite well promoting the business but missing out on searches to our website. The guys suggested a product and a year later we are in great shape and enjoying building our business.

SEO**Pinkneys Skip Hire.****Two Years**

We have worked with Paul for two years now. All our enquiries now come from the website (previously we didn't get any), I've lost count of the number of times customers compliment the website. We get enquiries from much further afield and we are attracting target customers. Our fabric representative said he's never seen us so busy and it's true, we are running at almost full capacity with an eight-week lead-time. It's just great to work with Paul – not just because he knows how to market a business – but he supports us along the way

Website design and Internet marketing**BJ Upholstery****Doubled My Business**

Since working with Zedcomms I've doubled my business

Marketing Consultancy.**ARM Services.****First Order**

I don't believe in coincidence; Since you worked with my business I received my first online order in two years

Website Marketing Strategy.**Print retailer and photographer.**

Best Mentor

Paul Harper is the best mentor I have worked with and I have worked with many. He is a competent and knowledgeable person who will focus on what your business needs. An absolute pleasure to work with!

Internet Marketing and Mentor Support.

NeST Business Hub.



who we're looking for

We are looking for like-minded people. You enjoy finding out more about businesses, you care about the clients you work with and you enjoy helping people. You are not shy about coming forward and relish meeting new people. You want to earn a good living, you don't mind working for it. You want to be making a powerful residual income for your future while experiencing a good work-life balance. You like the idea of working how, where and when you want.



FAQs

How much revenue do I keep?

- 100% of all Internet Marketing revenue. 50% of all website build revenue.

What's my ongoing cost obligations?

- After the first 12 months, the ongoing licence and support fees are £95 pm.

Can I trade under my brand?

- Yes, and you can purchase a brand package from us that includes a website and brand design.

What are my obligations?

- This is your business and you operate how, where and when you want. We guide and support you and work together.

What training and support do you include?

- A one-day bespoke training workshop is designed to fit your requirements. This can be split into three online workshops as preferred. After this, we work with you to support you by phone and email. We also offer a local one-day training workshop.

Where will the training take place?

- You can visit us in Darlington for training or we can visit you. If you elect to for us to visit you for training the full fee is due 7 days before the training date. An online three-session workshop is an option also.

What is covered at training?

- We deliver a very concise training workshop that we have developed over the years, the workshop is based on your requirements, we flex the content and timings based on your needs. The workshop covers; Industry Background, Clients Needs, Products/Services, Prospecting, Matching, Operating Client Accounts and managing your business.

What's my earning potential?

- As a guide; 40 clients will produce an annual income of £79200 p/a revenue plus any setup fees. See the matrix below.

What are the set up costs?

- £2500.

Clients		Income PA	Setup Fees	Total
10		19800	2500	22300
40		79200	10000	89000
50		99000	12500	111500
100		198000	25000	223000



the next steps

This is a soft launch of our Partner Programme. Once you have all the facts you need and you are ready to start let us know by email that you want to join, we will send you the documents and outline the setup process. Start thinking about your availabilities, we will book an initial planning telephone call and book training. We ask for a 50% deposit to secure your place, we start working with you straight away to build an action plan.

**We look forward to
working with you**