



VIBE MARKETING

SUCCESS IS THE ONLY OPTION

Discovery Brochure

www.vibemarketing.co.uk

The **vibe** Franchise Opportunity

What Do Vibe Local Directors Do?

Vibe Directors help customers achieve their sales and marketing objectives. Whether that's building their social media presence, gaining more appointments for their sales team, creating innovative digital services to gain competitive advantage or just simply getting 'online'.

You'll be using our consultative sales process to recommend the most effective Vibe services to help them achieve these objectives. We'll give you all the training you need in how to do this as well as detailed knowledge of our comprehensive portfolio of services.

Once your customer is signed up then Vibe's inhouse team of experts commence the development of your project. You can then concentrate on building a stronger relationship with your client and go out and find your next project.

We'll give you access to our extensive library of case studies and portfolio of projects which will assist you in marketing our services to potential clients.

VIBE MARKETING helps businesses and organisations of all sizes to deliver their marketing goals.

Our results-driven & consultative approach really sets us apart in the digital marketing industry. We build strong relationships with our customers so that they come back to us time and time again.

The Vibe potential marketplace is vast. Every business needs to market their services and there is something for everyone's budget in the Vibe portfolio, along with plenty of cross selling opportunities.

We'll show you how to grow a successful & profitable digital marketing consultancy business that helps customers realise their marketing goals. We'll support you all the way and we can even help you with your lead generation activities.

"Investing in a franchise with Vibe Marketing has been the best decision of my business life."

**James Hayer London,
Dubai**



Our Services



What You'll Need

The only facilities you need are a laptop and a phone. You can work from home so there's no need for business premises. Vibe don't charge an ongoing monthly management fee like many franchises, but we do recommend that you have sufficient financial resources to support yourself for the first few months while you get your business up and running.

You will also need some collateral to spend on some marketing activities such as networking events.



As a Vibe Director you are able to recommend any of the following services and there are plenty of opportunities for cross selling and options for all budgets:



Bespoke mobile apps



Pay monthly websites



Bespoke online shops



Social media marketing



Google marketing / SEO



Graphic design



Videos / animation



Tele-marketing



Email/ text marketing

"Mandeep Samra has been a pleasure to work with and his support has been essential to my success. Thank you! Looking forward to another profitable year."

Nigel Thornton, Leeds

All of your customers receive 24/7 support as standard and we always design until they are satisfied.

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5 Reasons to Join Our Growing Team

We deliver results

We're so confident in our ability to deliver results for our customers that we make them commitments for some of our services – and if we don't achieve our targets we work for free until we do!

Excellent Training & Support

We're with you every step of the way. Along with your comprehensive start up training you'll also receive ongoing support and personal development. We are always a phone call or an email away if you need us.

Generous Territory

We'll assign you a comprehensive postcode territory which will be your protected marketing area. Then it's up to you to get out there and meet potential customers, network and close some projects. (Our entry level license has a slightly smaller territory, but it is possible to work up to a larger postcode area as you develop your business.)

Impressive potential earnings

Like any business, what you put into your Vibe License is what you'll get out. For those who put the effort in there's potential to earn between £60–200k annually. There's also plenty of options to build an exciting residual income through selling Vibe's pay monthly offerings such as apps, websites, SEO and Social Media campaigns.

Flexible Working

You choose when you work. Full or Part time. As long as you put in enough business development time you can work the hours that suit you.

*Birmingham Director,
Martin Tomlindon
– won a Chamber
of Commerce
award for one
of his customer
projects*



Are You Right For Us?

Ideal Vibe Licensees are self starters who are confident in a sales environment, enjoy networking and are able to build good client relationships. You'll need to be a good listener as Vibe's consultative selling approach relies on you gaining a thorough understanding of your customer's business in order to recommend the most appropriate services to their requirements.

If you want to be your own boss, are very self motivated and successful at building rapport with other people you could be just what we are looking for. It is not essential that you have a marketing background.

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What's Included

We have **FIVE** franchise options.

MINI FRANCHISE

Area Size **TBC**

- Trained remotely (sales/products)
- Supported remotely
- Access to our Brand and Reputation
- Provided with your own email address
- Become a business owner and director of your area.
- Your own unique Website + 1 month SEO boost

PART-TIME FRANCHISE

Area Size **200,000**

- 1 Day Product training
- 1 Day Sales training
- Website
- 250 Business cards/ 200 leaflets
- Part time Monthly support
- 3 months marketing (Linkedin direct messaging)
- + Online PDF Brochure

FULL-TIME FRANCHISE

Area Size **450,000**

- 2 Day Product training
- 2 Day Sales training
- Website
- Video
- Dedicated number and 24/7 call answering
- 500 Business cards
- 2000 Flyers
- Ongoing marketing
- Monthly Email shot
- CRM System
- Full time monthly support
- 6 months marketing (Linkedin direct messaging and monthly SEO)

Signed up NATO in his first few months of trading. **Ales – Slovenian Director**

Do Something That
Your Future Self Will
Thank You For...



What's Included

We have FIVE franchise options.

FAST TRACK FRANCHISE

Area Size **600,000**

- 2 Day Product training
- 2 Day Sales training
- Website
- Video
- Dedicated number and 24/7 call answering
- 1000 Business cards
- 5000 Flyers
- Ongoing marketing
- CRM System
- Full time monthly support
- 12 month Social Media Marketing
- 12 Month Google Marketing
- 12 months of monthly SEO
- Monthly Email Shot
- Membership to a networking group of your choice

MASTER FRANCHISE

Area Size **WHOLE COUNTRY**

- 2 Day Product training
- 2 Day Sales training
- Website
- Video
- Dedicated number and 24/7 call answering
- 1000 Business cards
- 5000 Flyers
- Ongoing Marketing
- CRM System
- Full time monthly support
- 12 month Social Media Marketing
- 12 Month Google Marketing
- 12 months of monthly SEO
- Monthly Email Shot
- Membership to a networking group of your choice
- Franchisor Licence in your country
- 12 months marketing for recruiting more licensee in your country

vibe

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Vibe Franchise



■ Mini

A one off fee of £5,000 + VAT for the Mini-Franchise Package which gives you access to our client and brand portfolio as well as being fully trained remotely. This means you will be able to add a digital arm to your business and provide your clients with agency-level services without any of the overheads.

European/International franchise investment is £5,000 and no VAT pay.

■ Part Time

A one off fee of £10,000 + VAT is an ideal opportunity for making Vibe a part-time endeavour or a basic entry into running your own digital marketing agency. You'll get a scaled down version of our standard offering and the option to 'top up' to a full franchise as you develop your business.

European/International franchise investment is £10,000 and no VAT pay.

■ Full Time

A one off fee of £20,000 + VAT which gives you everything you need to start building your digital marketing agency. You'll get all the training and support you need, a CRM system, some initial marketing collateral and a dedicated call answering service for your enquiries.

European/International franchise investment is £20,000 and no VAT pay.

■ Fast Track

Our fast track option is for franchisees who really want to hit the ground running and perhaps grow a team. We'll give you everything that the standard package offers but we'll bolster your marketing efforts with significant social media campaigns and lead generation activities for just a **one-off fee of £30,000 + VAT.**

European/International franchise investment is £30,000 and no VAT pay.

■ Master

The Master-Franchise Package has all the lucrative advantages of the Fast Track Franchise Package with the full rights to become a LICENSOR in your own country. Which means you get to reap the benefits of owning your own digital agency, as well as to franchise it out to others.

Investments start from £45,000 depending on your county.

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Thank You

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