

Build Your Own Marketing Business

2. Introduction
3. What You Will Get
4. Training and Personal Development
5. People To Support You
5. Developing Your Business
6. Viper Products
8. Week in the Life of Viper
9. Continually Promoting
10. Evidence Of Success
11. Spreading The Cost
12. Frequently Asked Questions
15. Find Out More

Build Your Own Marketing Business

Viper Franchise Network

Build a successful marketing business of your own with the support of the network of marketing and communication specialists, web developers, designers and administration within Viper Marketing & Communications Group.

With ongoing training, support and guidance you will have access to Viper's web-based management system allowing you to focus on building your business safe in the knowledge you have people around you to help you deliver strategy and campaigns, websites and training.

A Viper Marketing Franchise provides you with templates and frameworks for how to build your business by providing proven marketing services to your customers at the same time as the back up of sales planning, forecasting and processes to help you keep everything together behind the scenes. We will also help you find your first customers through a coordinated promotional campaign to get you started.

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What Will You Get

Viper Marketing is a franchise network, passionate about high quality and measurable marketing that truly makes a difference to how its customers communicate.

The network will build on the successful Viper Marketing & Communications Group and grow over the coming years into a strong, multiple-disciplined strategic and creative group of marketing businesses that provide quantifiable value to clients. With the support of strategists, campaign planners, designers and administrators you can be part of this exciting network, learning new skills and gaining experience as you grow your own profitable business.

The beauty of a Viper Marketing Franchise is that you can use as much or as little of the central support as you need at different times and on specific projects to ensure you keep control of your business growth in line with steady and positive cash-flow.

After your initial training, the network keeps in touch through quarterly meetings, sharing best practice, ideas and case studies. On a day to day basis everyone works remotely through a central, web-based intranet and client project management system that allows you to work at any time, any place, anywhere.

Training and Mentoring - whenever you need it

Sales Lead Generation - help with finding new customers

Administration and Support - you can commission as and when required

Graphic Design and Web Development - to help you deliver great projects for your customers

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Training and Personal Development

We believe that training is an ongoing process and everyone in Viper is committed to continuous personal development with time spent each month on learning new techniques and skills, developing new expertise and refreshing established knowledge.

To welcome our new franchisees we have developed an initial three day training programme that sits at the front of your personal development with Viper and brings you up to speed with everything you'll need to kick start your business and hit the ground running.

Day One

- Induction to Viper Marketing & Communications Group: sharing the vision and long term strategy of working in collaboration
- Introduction to Viper's Products and Services: detailed training around our suite of unique client services
- Viper Website and Social Media: joining the team and getting your new business on the map
- Systems, Support and Administration: the nuts and bolts - all the back up you'll need

Day Two

- Building Your Plan: experience Viper products in action, as we help you to create a strategic marketing plan for your business

Day Three

- Creating the Numbers: step by step building up an achievable business plan to help focus and deliver your profit
- Getting New Clients: working with you to develop your business development and lead generation plan

Ongoing Mentoring and Networking

There's also the option of coming out with us to spend some time with our clients, where you can see the products and services in action.

From there onward and as you need it, we will be available to mentor, provide objective feedback and help train you in areas where you need extra focus. You will also be invited to our quarterly Franchise Network Days where as a wider network of franchisees we'll share best practice, case studies and entrepreneurial ideas.

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People To Support You

Neil Wilkins is the lead trainer, mentor and first contact for all Viper Marketing Franchisees and is ably supported by his team of trainers, marketers, administrators and designers.

Neil is the Managing Director of Viper Marketing Limited, a privately owned marketing business. Neil has over 20 years experience in marketing from strategy and training to campaigns in print, digital and television. He has managed products, services and marketing teams in the UK and Europe. Neil is a Member of the Chartered Institute of Marketing and teaches marketers taking professional qualifications from Certificate to Post-Graduate level. He specialises in Digital Marketing and delivers training and mentoring both face to face and through mobile and web-based learning.

Neil has worked with Orange, NatWest, Ordnance Survey, BP Castrol and a wide range of small and medium sized businesses in manufacturing, education and telecoms.

Developing Your Business

As a Viper Marketing Franchisee you will enjoy an exclusive geographic area based on a set of postcodes in your region. The central Viper Marketing team will develop the Bristol BS postcode where it continues to grow by an average 12.5% every year (even through these tough economic times) helping, along with the others in the network, to provide you with fresh, new case studies and testimonials that you can use to promote your business in your area.

If you have a particular skill, contacts and experience in a market sector there's an option for you to 'own' that sector across the UK as part of your franchise contract. Being a sector specialist, if it's appropriate, is something we will actively encourage.

Owning a number of clearly defined postcode areas, probably near where you live, will ensure you become the local specialist with a wider network of support, which is something we have found many customers appreciate. Viper will also help you with identifying, targeting and securing meetings with potential new clients through effective promotional activity.

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Viper Products

Viper has four key 'products' that generate the majority of our profit and we envisage all of our franchisees using them to develop business with new clients.

Marketing Audit
Marketing & Communications Planning
Customer Journey
Marketing & Sales Lead Generation

We have turned these services into products by creating step by step processes and templates that will give the franchisee a clear structure within which to work but that will allow flexibility so that over time they will develop the confidence and experience to shape each project in line with the customer's needs and situation.

Marketing Audit

Typically a new client comes to Viper because they either need to get out of a hole or they have spotted an opportunity but aren't sure how to achieve it.

Our Marketing Audit tends to be our first encounter with a new client's strengths, weaknesses, products and services.

We have two approaches. The first is informal if there is limited budget or time. Typically over a coffee we will carry out a structured interview of the client, identifying and then drawing their attention to both their positives and negatives and making wide ranging suggestions for how they can move forward with an appropriate mix of marketing planning, training and campaign development. We hold their hand through this process and have worksheets to keep us on track.

The more detailed formal approach builds upon the initial discussion by carrying out mystery shopping, investigating their customers' journey and getting to the heart of where their most profitable products lie and the real value, or not, that their customers associate with them. The Marketing Audit helps us and the client to focus on where the real value will come from in further marketing and communications activity.

Marketing & Communications Planning

To help the client to align their resources, time, people and budget in the most efficient and effective way we work with them on a 12 step process that identifies and clarifies the priorities for their customer segmentation, market opportunities, key propositions and messages, as well as the most appropriate marketing tools to deliver the results.

A key USP for Viper is that this process is highly engaging and ideally involves everyone in the organisation to ensure complete buy-in and understanding of the value of effective planning but also the part that each individual has to play in delivery.

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Franchisees will be trained in the 12 step process and can take part in a session before they embark on one with a client themselves. For franchisees very new to this approach we will provide ongoing support as necessary and if you need us we can even run your first few client sessions with or for you.

Viper's unique planning process is applicable to commercial businesses, sole traders, corporates and the public sector. It is at the heart of our service. We have numerous and varied case studies of recent successes with this product and testimonials from the inspired people who have been affected by it.

Customer Journey

Building on the outputs from the planning process, or sometimes designed and audited before that process, the Customer Journey is an enlightening and crucial product that brings to life the client's products, services and brands in the eyes of their customers. We all know that it's all very well having a great service but if the client's customers don't perceive it as such then it will fall short of its potential.

Our Customer Journey product, sometimes delivered remotely, maps out each and every step of engagement the client's customer has with their organisation from the very first moment they become aware of them through to purchase and beyond to a lifetime of loyalty. Invariably our product identifies many more steps in the process than the client realises and at each point they can make just small improvements to their customers' experience so that collectively they make huge returns in effectiveness or cost savings by improved efficiency.

Our product can be delivered to just the digital elements of a client's service or for the complete experience they give to their customers. As with the 12 step planning process we provide our franchisees with templates and training to help them map their own client's Customer Journeys and have great examples of the differences we have made to organisations already.

Marketing & Sales Lead Generation

Viper can continue holding their clients' hands from auditing and planning through the delivery of effective marketing and sales lead generation campaigns.

Full training and ongoing support will be given to franchisees in how best to plan and deliver the most effective marketing and communications campaigns.

Campaigns will likely be based on a mix of traditional, digital and social media tools, arising as priorities from the earlier planning sessions. We have many examples of effective printed and digital materials from brochures and signage to websites and social media and telemarketing promotions with best practice there to be emulated and tuned to the needs of each client, cost effectively for them as well as for ourselves.

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Week in the Life of Viper

One of the exciting things about a Viper Marketing franchise is that no two weeks, or even days, are ever the same.

In developing your own Viper Franchise, a typical week might include:

Monday - Weekly planning meeting by Skype with the Viper Team, chase outstanding proposals, meet a prospective new client over coffee to discuss their business issues, update LinkedIn profile, attend business enterprise networking event

Tuesday - Create a design brief for a client's new website, chase up the progress on a telemarketing campaign for generating leads in a new market sector, meet a potential project associate with a view to gaining referrals, write a news story for the website, phone call to another franchisee

Wednesday - Strategy Planning Day with a new client, helping them to create a customer-focused marketing plan

Thursday - Present some ideas about digital marketing to a business networking group as a guest speaker, write up a client case study for the website, take some time out to learn some new social media techniques, meet local Business Link to put yourself on the map

Friday - Talk an existing client through research into their customer journey process, make a follow up phone call with a recent incoming enquiry, plan an in-house training event next month for a new client. Catch up on emails, write a blog and read about what the rest of the Viper Franchise Network have been up to this week

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Continually Promoting

Viper Franchise Network consistently and constantly promotes itself through social networks and to established databases across a wide range of sectors. We have a strong strategic approach to our digital marketing, cost effectively keeping in touch with key decision makers and ensuring they are always up to date with our latest work and ideas that will be of value to them.

Through our extensive training programme we enjoy a regular stream of new contacts, many of whom are marketing decision makers, leading us towards, or commissioning us for new business. We will share these opportunities across our franchise network. Almost all of our new business arrives as a result of recommendation and word of mouth. A great endorsement of our work.

Our marketing and sales lead generation campaigns are not only for our customers; we can use them ourselves to help grow our business.

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Evidence of Success

Viper Marketing has over five years worth of case studies to demonstrate to our customers. From public sector to commercial businesses, from the health service to outdoor adventure companies, from law firms to rock bands we have testimonials and great examples that you can use to demonstrate Viper Marketing's capabilities in strategy, campaigns, creative design and training.

You will be joining forces with people who have already forged a professional standing in the sectors in which they operate. Just check our LinkedIn profiles for proof and to read what our customers think about us.

We train and provide support for all of our Franchisees in our proven products and services, a number of which are unique. We have frameworks and branded templates that our Franchisees can use for all sorts of marketing activities and these come as part of the package. We can help you set up your company, your VAT registration and business plan. By us providing you with a personalised and flexible support, you can focus on building your business and developing your customer relationships safe in the knowledge you have back-up behind you.

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Spreading The Cost

We recognise that you would rather invest in your new business than pay us a large up-front fee to join a franchise network. We also understand that the constraints of a fixed monthly retainer are too much of a burden to a growing company.

For these reasons a Viper Marketing Franchise costs just £9,500 + VAT. You then pay us just 15% of your monthly invoices to cover the ongoing training, support and mentoring we will provide to you. There are no additional fixed monthly costs. This price structure ensures that we grow together. We are incentivised to support you as you grow and you are not required to pay us money you don't have. From your first day of business, everyone is winning.

As part of your training we will work with you to create an achievable financial model for your business. This will set targets for your business and show you clearly where you can focus to make the numbers a reality.

From our experience we envisage franchisees making a small profit in their first year.

Beyond the first year it's very much about the franchisee's commitment, professionalism and passion as they build a profitable and sustainable marketing business that can deliver significant financial rewards.

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Frequently Asked Questions

1. Do you have a credentials presentation?

Viper Marketing Limited trading as Viper Marketing & Communications Group in order to appeal to clients in both public and private sector was incorporated in August 2002 (Company No. 04511900) and has traded positively since that time. We are a private limited company that has seen an average 12% growth year on year even through the recent economic downturn. The main reason for the continuation in growth is the breadth of client types we service from small businesses and sole traders to large organisations such as National Trust and County Councils.

Viper's Managing Director and sole shareholder is Neil Wilkins, a member of the Chartered Institute of Marketing with over 20 years of experience in the industry working with the likes of Orange, NatWest, BP Castrol and Ordnance Survey. A range of personal testimonials can be seen on Neil's LinkedIn page.

Viper Marketing is covered by professional indemnity insurance to £1,000,000 but no claims have been made to date. Bad debt from clients has consistently remained around 1% of turnover thanks to clear terms and conditions and straightforward yet effective book keeping.

We continue to be viewed as a leader in our field by Business Link for which we are a preferred supplier of marketing consultancy, by GWE Business West for marketing training and by Cambridge Marketing College, Europe's largest marketing college for digital media and training services.

2. Do you have a requirement for the minimum amount of business generated by each of the franchises?

We would like to encourage all franchisees to grow their business as far as they are able. We do not set a minimum amount of business but will work with the franchisee to create and deliver achievable marketing and sales plans that fit with their locality, their skills and their business plan.

3. Would potential clients access the separate franchises through the existing Viper website or would an alternative route need to be developed?

The beauty of the franchise network will be that we collectively share good case studies, best practice and testimonials. Each franchisee will have a login to the Viper website from where they can post to their personal profile as part of the Viper team, add case studies, blogs and news. From day one this will mean each franchisee is seen by their prospects and clients as part of a fully functioning and up to speed business with live case studies and reasons for commissioning the franchisee.

Build Your Own Marketing Business

4. How would you recommend the franchisee set up their business - sold trader or limited company? Is there any option for either depending on personal circumstances?

We don't prescribe how you should run your business but we do recommend setting up as a limited company to protect your personal liability and importantly to add credibility in the eyes of the clients should they enquire. We can help you to set up your limited company, a simple process but one that does require you to submit various forms and returns on an annual basis to Companies House. We can support you on this if you need it. We also recommend you are VAT registered to enable you to reclaim against costs you incur in your business and again it adds credibility in the eyes of your customers. We can also advise franchisees on an accountant, lawyer, and admin services as they require.

5. In a highly competitive market what do you perceive as the main USPs of Viper vs competitors?

Our USP is our digital marketing expertise. We operate at a strategic and tactical level, we don't run get-rich-quick Facebook workshops like many you see advertised! Neil Wilkins has been involved in the internet and digital communications since 1993 and is Digital Media Director with Cambridge Marketing College one of the world's most innovative marketing colleges. Clients see the balance of our personable style with our technical prowess and creative thinking as something they can't find elsewhere.

We also have a number of unique training and facilitation 'products' that we use in our consulting such as our Communication Planning Framework and our Customer Journey. The positive case studies from these two products are growing by the week and can be seen on the Viper website. We have used these products in both public and private sector with organisations large and small.

6. To achieve the right level of business what size of companies do you see as the target audience?

Reducing the risk of having all your eggs in one basket and confirmed by our steady growth and reduction of risk in tough times, we recommend franchisees focus on a wide range of sizes of organisation from small business to local authorities. With the support of the Viper team franchisees will have people along side them, who have been there before, on major bids, tenders or interviews.

The spread of company size and the balance between commercial and public sector helps reduce the risk of down turns in the economy and the ebb and flow of seasonal fluctuations, thereby keeping franchisee cashflow steady.

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7. What's the pricing structure/rate card?

Viper's normally charges clients on a project by project basis rather than on an hourly or day rate because 1. it is more predictable for the customer and 2. it allows us to plan ahead with our resources and time. When calculating the value of a project we work on an equivalent day rate of £600 + VAT and a half day equivalent of £400 + VAT. This is slightly above mid-range pricing for the sector where typical day rates are between £400 and £750. We would work with you to establish a sensible pricing structure for your area.

8. Does the franchise provide legal/compliance support when developing campaigns/comms for clients?

Absolutely. We are experienced in advising clients and through our marketing training programmes of their need to comply with regulations and legislation. Having worked in the public sector and commercial fields ourselves we are well versed in the need to comply with ASA standards, Data Protection Act and the variety of digital regulations. We have legal advisors we can turn to should the need arise and are registered for Data Protection and with the List Warranty register.

9. You talk about money set aside for project costs. What does this cover over and above the 15% taken from the invoices?

Project Costs are to cover the things that you need to outsource that you can't do yourself. For example a client might ask you to develop a simple website. You quote them £2,000. Your project cost inside this might include £100 licenses and web domain names, £500 design, £400 build leaving a margin for you of £1,000.

10. Will we get our own website?

A key benefit of working within a wider established marketing group is that you can draw from existing case studies, news and blogs from others in Viper. For this reason we will give you access to the main Viper Marketing website from where you can develop your own personal profile and use existing and new case studies and examples as if they were your own.

11. What about promotions and helping us with new business leads?

We will work with you to create a promotional campaign both for the launch of your new business but also ongoing to ensure that you get a steady stream of appointments and potential new clients. Over time many of these will come through recommendation and word of mouth but at the start it's vital we create with you a strong and confident marketing plan to kick start your business. The word we would use through all of this is collaboration and we'll help you by securing your first ten appointments to kick start your new business.

Build Your Own Marketing Business

Find Out More

We would love to have a chat with you about your current situation, ideas and business goals.

Please call Neil Wilkins at any time on 07811 332941 or email him at neil@vipermarketing.co.uk

To find out more about Viper Marketing and our customers, please visit www.vmcg.co.uk

We want you to feel that a Viper Marketing Franchise is a complete, ready-to-go business package. Let's shape your new business together.

Post Script ----- Mini-Annual Report 2011

2011 has been challenging for businesses of all shapes and sizes, and the economic downturn has affected many of our clients.

Fortunately we exit 2011 9% ahead of the revenue we achieved in 2010 and just slightly under an ambitious target we set ourselves at the start of the year.

We have continued to enjoy growth from our strategic approach to our markets. The diversity of our clients this year have ranged from business consultants to city councils, national parks to building societies. Of note we have secured as new clients National Trust, Bath Building Society, NHS Bristol and North Somerset Council. The diversity of sectors has ensured that whilst one marketplace declines another picks up and we have been able to manage challenging times by a steady flow of new clients balanced with some of our long standing and loyal customer relationships.

The opening of our first international office in Cairo has been particularly exciting for everyone involved in the business and the signs are positive that our Franchise network looks set to grow significantly next year.