

Agency For **Good**

AN ETHICAL MARKETING AGENCY

Marketing Award Package Information

We believe Agency For Good can significantly increase positive social and environmental impact in the UK.

Thank you

Thank you for considering to apply for the Marketing Award Package - Awards For Good.

We believe Agency For Good can significantly increase positive social and environmental impact in the UK.

We do this by helping 3rd sector organisations simultaneously generate and save more income which is then used to help bring about meaningful change.



Rich Sutcliffe

Our Good Team



Rich Sutcliffe
Founder / Strategy /
Coaching



Sam Britton
Web Design



**Matt Ingham-
Dempster**
Creative



Josie Armitage
Bid / Grant Writing



Lucy Leonard
PR / Strategy / Comms



Viky Sutcliffe
Social / Email



Christian Hardy
Video



Sam Charles
SEO & PPC



Sven Shaw
Creative

What's Included?

Marketing Session

We will provide you with a 1 hour marketing workshop to discuss how you can improve your marketing overall. This will also include access to our academy to teach you the skills to keep improving your marketing.

Logo and Brand Guidelines

We will create you a brand to engage your audiences and delivered by experienced designers to make you stand out from the crowd

Website Design and Build

We build websites that look great and also give you control and sustainability. We design with your customers in mind for the best experience.

Details

Marketing Session (Day 1)

We will provide you with a 1 hour marketing workshop to discuss how you can improve your marketing overall. This will also include access to our academy to teach you the skills to keep improving your marketing.

Logo and Brand Guidelines (Day 1)

Once the marketing session has been completed we will hold a short session to discuss your brand. Using the information from this session and the initial strategy work we will create 3 or 4 concepts for a new brand. Following this we will then gain your feedback and either provide updated concepts or develop the final brand if one is preferred. Once you are happy we then create the brand guidelines and assets. The assets included would be varied logo formats, social media assets (headers / logos) and if wanted background patterns and icons.

Details

Website Design and Build (Day 28)

Once the brand has been completed we will hold a website workshop session.

The site will be designed in line with your new brand and will be bespoke designed.

You will have full control over the website once built and we design them so they are easy for non-technical users to keep updated. Full training will be provided.

We will maintain the site for updates and be on hand for technical assistance.

You will need to provide the copy for the website and provide images or identify stock images for us to use.

This element of the package is the only one that has ongoing costs which is for hosting. This is £80pa+VAT for year 2 onwards.

Functionality excluded (but not limited to) from this award:

- Membership sites
- Integration requiring API development
- Interactive Maps
- Database builds
- Booking systems
- E-commerce

If you feel any of these are critical for your new website please get in touch and we will provide a separate cost outside of this award (at our usual very reasonable rates)

Your Input Needed

Marketing Session

Attendance of initial 1 hour workshop and relevant follow up meetings.

Provide any current strategy or documents requested (if you have them)

Logo and Brand Guidelines

30 - 45 minute brand workshop

Time to provide feedback

Website Design and Build

Initial 1 hour website workshop

Website Copy (Please note this tends to be a time consuming task)

Website Images

£80pa for hosting (from Y2 onwards)

Domain logins

Time to provide feedback and / or testing

If you have questions

Email address

info@agencyforgood.co.uk

Agency For Good

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