

PORETAL



GATEWAY TO SIMPLE SOLUTIONS

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WORKING WITH US

MARKETING, RECRUITMENT & PARTNERSHIP SUPPORT

SERVICES & INVESTMENT GUIDE



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WELCOME

THANK YOU FOR YOUR INTEREST IN WORKING WITH US

THIS GUIDE INCLUDES:

- ✓ MARKETING SERVICES
- ✓ RECRUITMENT SERVICES
- ✓ PARTNERSHIP & COMMERCIAL SERVICES
- ✓ TYPICAL INVESTMENT LEVELS
- ✓ HOW WE WORK WITH CLIENTS
- ✓ NEXT STEPS

MARKETING SERVICES

WE HELP ORGANISATIONS

- ✓ CLARIFY THEIR MESSAGE
- ✓ ATTRACT THE RIGHT AUDIENCE
- ✓ GENERATE CONSISTENT ENQUIRIES

MARKETING SERVICES



MARKETING MOT

A FAST, PRACTICAL HEALTH CHECK OF YOUR MARKETING.

WE REVIEW YOUR CURRENT MARKETING ACTIVITY TO IDENTIFY WHAT'S WORKING, WHAT ISN'T, AND WHERE THE BIGGEST OPPORTUNITIES FOR IMPROVEMENT LIE.

INVESTMENT FROM £495

90-DAY GROWTH STRATEGY

A CLEAR MARKETING PLAN FOCUSED ON THE NEXT 90 DAYS.

A FOCUSED STRATEGY THAT HELPS YOU PRIORITISE THE RIGHT MARKETING ACTIVITIES AND CREATE MOMENTUM OVER THE NEXT THREE MONTHS.

INVESTMENT FROM £1,950

MESSAGING CLARITY SPRINT

CLEAR POSITIONING AND MESSAGING IN 14 DAYS.

WE REFINE HOW YOU DESCRIBE WHAT YOU DO, WHO YOU HELP, AND WHY IT MATTERS — SO YOUR MARKETING BECOMES CLEARER, STRONGER, AND MORE COMPELLING.

INVESTMENT FROM £950

LEAD ENGINE SETUP

TURN ATTENTION INTO CONSISTENT ENQUIRIES.

WE DESIGN AND SET UP A SIMPLE LEAD GENERATION SYSTEM THAT HELPS CONVERT INTEREST INTO ENQUIRIES AND OPPORTUNITIES.

INVESTMENT FROM £2,500

MONTHLY MARKETING PARTNER

(MOST POPULAR)

ONGOING MARKETING SUPPORT AND STRATEGIC GUIDANCE.

IDEAL FOR ORGANISATIONS THAT WANT CONSISTENT MARKETING PROGRESS WITHOUT NEEDING A FULL IN-HOUSE TEAM.

INVESTMENT FROM £750

RECRUITMENT SERVICES

WE HELP ORGANISATIONS

- ✓ REFINE RECRUITMENT MESSAGING
- ✓ ATTRACT STRONGER CANDIDATES
- ✓ IMPROVE RECRUITMENT PERFORMANCE

RECRUITMENT SERVICES



RECRUITMENT MOT

A FAST, PRACTICAL HEALTH CHECK FOR YOUR HIRING AND COMMERCIAL SETUP.

WE REVIEW YOUR RECRUITMENT APPROACH, PROCESSES, AND PERFORMANCE TO IDENTIFY QUICK IMPROVEMENTS AND LONGER-TERM OPPORTUNITIES.

INVESTMENT FROM £495

RECRUITMENT ADVERTISING REVIEW

A CLEAR REVIEW OF YOUR RECRUITMENT CHANNELS, SPEND, AND PERFORMANCE.

WE ANALYSE YOUR RECRUITMENT ADVERTISING TO IDENTIFY WHERE BUDGET IS WORKING, WHERE IT'S BEING WASTED, AND HOW TO IMPROVE RESULTS.

INVESTMENT FROM £995

RECRUITMENT PERFORMANCE UPGRADE

A FOCUSED IMPROVEMENT PLAN COVERING ADVERTISING, MESSAGING, AND HIRING PROCESSES.

WE ASSESS AND IMPROVE THE KEY AREAS THAT INFLUENCE RECRUITMENT SUCCESS.

INVESTMENT FROM £3,000

EMPLOYER BRAND & JOB AD IMPROVEMENT

PRACTICAL IMPROVEMENTS TO ATTRACTION, CLARITY, AND CANDIDATE ENGAGEMENT.

WE STRENGTHEN HOW YOUR ORGANISATION PRESENTS ROLES TO POTENTIAL CANDIDATES, HELPING YOU ATTRACT STRONGER APPLICANTS.

INVESTMENT FROM £1,950

MONTHLY RECRUITMENT PARTNER

(MOST POPULAR)

ONGOING RECRUITMENT SUPPORT AND STRATEGIC GUIDANCE.

IDEAL FOR ORGANISATIONS THAT WANT CONSISTENT RECRUITMENT PROGRESS WITHOUT NEEDING A FULL IN-HOUSE TEAM.

INVESTMENT FROM £750

PARTNERSHIPS & COMMERCIAL SERVICES

WE HELP ORGANISATIONS

- ✓ IDENTIFY VALUE PARTNERSHIPS
- ✓ POSITION & NEGOTIATE CONTRACTS
- ✓ IMPROVE COMMERCIAL DECISION MAKING

PARTNERSHIP & COMMERCIAL SERVICES

PARTNERSHIP OPPORTUNITY REVIEW

IDENTIFY THE PARTNERSHIPS MOST LIKELY TO DELIVER VALUE.

WE REVIEW POTENTIAL PARTNERSHIP OPPORTUNITIES AND IDENTIFY THE ONES MOST LIKELY TO DELIVER STRATEGIC OR COMMERCIAL BENEFIT.

INVESTMENT FROM £2,500

PARTNERSHIP STRATEGY & SUPPORT

CLEAR PARTNERSHIP DIRECTION, POSITIONING, AND NEGOTIATION GUIDANCE.

SUPPORT DEVELOPING AND STRUCTURING PARTNERSHIPS THAT DELIVER LONG-TERM VALUE.

INVESTMENT FROM £3,000

CONTRACT & NEGOTIATION SUPPORT

PREPARATION AND SUPPORT FOR HIGHER-VALUE COMMERCIAL OR SUPPLIER NEGOTIATIONS.

WE HELP YOU PREPARE FOR NEGOTIATIONS, STRUCTURE AGREEMENTS, AND STRENGTHEN YOUR COMMERCIAL POSITION.

INVESTMENT FROM £1,250

COMMERCIAL CLARITY SPRINT

SHORT, FOCUSED SUPPORT TO ALIGN SALES, PRICING, AND COMMERCIAL DECISIONS.

A STRUCTURED SPRINT DESIGNED TO CLARIFY COMMERCIAL PRIORITIES AND IMPROVE DECISION-MAKING.

INVESTMENT FROM £2,950



ONGOING ADVISORY SUPPORT

FRACTIONAL MARKETING, RECRUITMENT & PARTNERSHIP DIRECTOR

PART-TIME SENIOR LEADERSHIP WITHOUT HIRING IN-HOUSE.

IDEAL FOR ORGANISATIONS THAT NEED EXPERIENCED GUIDANCE BUT ARE NOT READY FOR A FULL-TIME HIRE.

INVESTMENT FROM £3,500

SERVICES CAN BE DELIVERED INDIVIDUALLY OR COMBINED DEPENDING ON YOUR ORGANISATION'S NEEDS.

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HOW WE WORK

OUR WORK IS GUIDED BY A FEW SIMPLE PRINCIPLES

1. INITIAL CONVERSATION- CLARITY & COLLABORATION

WE WORK CLOSELY WITH CLIENTS TO UNDERSTAND THEIR PRIORITIES AND CONSTRAINTS SO THAT RECOMMENDATIONS ARE PRACTICAL AND ACHIEVABLE. THIS CONVERSATION HELPS DIAGNOSE WHAT'S WORKING, WHAT ISN'T, AND WHERE THE BIGGEST OPPORTUNITIES OR QUICK WINS MAY BE. TOGETHER, WE AGREE THE PRIORITIES AND THE LEVEL OF SUPPORT REQUIRED.

2. SCOPE & APPROACH- PRACTICAL RECOMMENDATIONS

WE DEFINE THE MOST EFFECTIVE APPROACH AND CONFIRM THE SCOPE OF WORK. THIS ENSURES EVERYONE IS FOCUSED ON THE RIGHT PRIORITIES AND CLEAR ON HOW PROGRESS WILL BE ACHIEVED.

3. DELIVERY- FOCUS ON OUTCOMES

FOCUSED WORK DESIGNED TO DELIVER CLEAR IMPROVEMENTS AND MEASURABLE RESULTS, WHETHER THROUGH SPECIFIC PROJECTS OR STRUCTURED SUPPORT.

4. ONGOING SUPPORT- MOMENTUM

MANY CLIENTS BENEFIT FROM STEADY PROGRESS RATHER THAN LARGE, DISRUPTIVE CHANGE. ONGOING SUPPORT HELPS MAINTAIN FOCUS, TRACK PROGRESS, AND BUILD MOMENTUM THROUGH CONSISTENT IMPROVEMENTS OVER TIME.

CLIENT JOURNEY

TYPICAL ENGAGEMENT & INVESTMENT PATH



TYPICAL INVESTMENT FROM £8,145

NEXT STEPS

WE'D BE HAPPY TO HAVE A CONVERSATION

- ✓ SEND US AN EMAIL
- ✓ BOOK A DISCOVERY CALL
- ✓ SCHEDULE A MOT-STYLE REVIEW

HELLO@PORETAL.CO.UK

WE LOOK FORWARD TO LEARNING MORE ABOUT YOUR ORGANISATION AND HOW WE MAY BE ABLE TO SUPPORT YOUR GOALS.

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