



# VIBE MARKETING

SUCCESS IS THE ONLY OPTION

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## Discovery Brochure

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[www.vibemarketing.co.uk](http://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.

### South Africa Director Dylan Van Zyl

*- Vibe offers so much more than digital marketing and software development, it's the ongoing support and guidance that sets us apart from every other digital agency. Sam and the technical team are always willing to go out of their way to deliver exceptional quality projects and services. With 4 branches now open, we are growing steadily across South Africa and I look forward to a successful 2023!*



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## 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.

To support all our Directors &  
their Clients - We have a

# Strong 50+ Team

of specialists and experts in digital, marketing, design,  
technology and business.



# What's Included

We have 5 Franchises options.

## INDEPENDENT FRANCHISE

**2 year contract and half city**

- Trained remotely (sales/products)
- Provided with your own email address
- Your own unique Website + 1 month SEO boost
- Supported remotely
- Become a business owner and director of your area
- Access to our brand and Reputation
- Franchise packages may vary depending on what country you franchise in.

## STANDARD FRANCHISE

**3 year contract and 1 city**

**3 months google leads generation**

- 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

## PREMIUM FRANCHISE

**4 year contract and 2 cities**

**6 months google leads generation**

- 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 Cujes (Slovenia Director, Europe)

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



# What's Included

We have 5 Franchises options.

## ELITE FRANCHISE

**5 year contract + 3 cities**

12 months google leads generation

- 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 choicet

## MASTER FRANCHISE

**whole country + 7 year contract**

12 months google leads generation and Franchise recruitment leads generation

- 2 Day Product training
- 2 Day Sales training
- Website
- Video
- Dedicated number and 24/7 call answering
- 1000 Business card
- 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

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## ■ Independent

This Franchise option works for people who have their own business, have great contacts, and have a successful sales or consultancy background. **£8000 + VAT**

Comes with **3 months google leads generation (2 year contract and half city)**

**Area size may vary it's all dependent on country and profitability.**

**But we will make sure you get a successful size.**

## ■ Standard

**A one off fee of £13,000 + VAT** is an ideal opportunity for making Vibe a Standard 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 £13,000 and no VAT pay.**

Comes with **3 months google leads generation (3 year contract and 1 city)**

**Area size may vary it's all dependent on country and profitability.**

**But we will make sure get a successful size.**

## ■ Premium

**A one off fee of £23,000 + 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 £23,000 and no VAT pay.**

Comes with **6 months google leads generation (4 year contract and 2 cities)**

**Area size may vary it's all dependent on country and profitability.**

**But we will make sure you get a successful size.**



# Vibe Franchise



## ■ Elite

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 £33,000 + VAT.**

**European/International franchise investment is £33,000 and no VAT pay.**

Comes with **12 months google leads generation (5 year contract + 3 cities)**

**Area size may vary it's all dependent on country and profitability.**

**But we will make sure you get a successful size.**

## ■ 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.

Comes with **12 months google leads generation and Franchise recruitment leads generation**

**Investments start from £50,000 depending on your county.**

**(The whole country + 7 year contract including 12 months of lead generation marketing + lead generation for recruitment of franchisees)**

*"Vibe has been brilliant and allowed me to grow an agency with my Dad, look forward to more success."*

– Millie Rose  
(Sheffield Director, UK)

*I have found Vibe – excellent to work with. Sam and the team have so much experience and a solution for everyone in terms of design, digital marketing and strategy. The project turnaround time is impressive and there is always every effort made to deliver a high standard of work for every client.*

– Mark Henry  
(Galway Director, Ireland)





Mandeep Singh Samra  
Director of Vibe Marketing International



Dylan Van Zyl

Director of Vibe Marketing South Africa



Gary Dalal

Technical Director of Vibe Marketing International



Madison Rose  
Franchise Director of Vibe Marketing International



Vinay Tailor  
Design Director of Vibe Marketing International



## MARKETING DIRECTORS OF VIBE MARKETING INTERNATIONAL

The idea... is to bring together a group of remarkable people,  
to see if we could become customer focused international digital agency which delivers results  
*#mission #accomplished*



Millie Rose  
Sheffield,  
UK



Rose Gowa  
Leicester,  
UK



Ales Cujes  
Slovenia,  
Europe



Janis Adienis  
Latvia,  
Europe



Tanya Cook  
Sydney,  
Australia



Emily Finegan  
Dublin,  
Ireland



Abdallah Tawileh  
Jordan,  
Middle East



Anco Van Raalate  
Amsterdam,  
Netherlands



Gideon Gerber  
East Coast,  
ZA



Miracle Maduforo  
East London,  
UK



Mark Henry  
Galway,  
Ireland



Zaheer Cajee  
Johannesburg &  
Cape Town, ZA

To support all our Directors and their clients - We have a strong 50+ team of specialists and experts in digital, marketing, design, technology and business.

Thank You

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