



IT'S TIME TO CONNECT WITH A BETTER PATHWAY FOR SUCCESS.
FOR YOU, AND FOR BUSINESSES.

THE FAR RED SOCIAL MEDIA AND DIGITAL MARKETING FRANCHISE





SPECIALIST SUPPORT. EXPERT ADVICE. PERFECT FOR SME'S.

If you relish the opportunity of controlling your own destiny, franchising has a lot to offer, with industry experts and support behind you. SME's need quality cost effective support and advice. The time is right. The product is right. Our market is growing fast.

Far-red offer specialist support, knowledge, and expertise to get social media , digital marketing, and advertising results. Our methods are proven to get results that SME's desire. Our team knows how to make a difference. We use a consistent and intelligent approach through managed services support.



THE MARKET IS GROWING

The speed of growth and opportunities to manage customer acquisition and retention through social media marketing is exponential. SME's are not equipped to stay in tune with the pace of change or to maximise the opportunities that exist to grow their business through social media and digital marketing. Far-red, as marketing experts are ahead of the growth curve.

Social media and digital marketing are the tools of our trade. Our clients relish the fact we can help them to create a strategy. We help to navigate the channels, create targeted advertising campaigns, increase awareness, improve reputation, and target new customers to build sales.

90% of the 4 million SMEs do not measure their marketing activity. 70 % of the 4 Million SMEs do not have a social media strategy to effectively build their customer base.

WHY FAR-RED IS A GOOD MOVE

Our managed services offer SMEs of all sizes, expert support to meet all budgets. Starting from £60 per week for expert management support and results.

6 REASON'S WHY

- ⊗ Present your business professionally
- ⊗ Build your awareness
- ⊗ Target new customers effectively
- ⊗ Reach new customers every day
- ⊗ Increase sales and profits
- ⊗ Track performance monthly

SUPPORT FOR BUSINESSES OF ALL SIZES, START-UPS, SMES AND CORPORATE'S

We can get businesses started, improve their efforts and accelerate success. We have a managed service to suit every budget.

“We have been working with far-red for just over 9 months and they have literally become our marketing team. They manage all our social media, digital advertising, photography, branding and copywriting. We wouldn't be without them. They have identified how we attract more customers through social media management and linked this thinking to driving our website traffic and sales. Far-red has created all our social media channels, they manage our content strategy and advertising budget.”

Tina Malhame - Owner, NoLoGo-Chic, Datchet, Berkshire

“We engaged far-red to take over our social media after a disappointing relationship with another agency. The expertise in the business is clear, they truly understand marketing and how to use social media to get results. During a pre-sales campaign, the sales generated by the team were better than anything we have done previously, including google ad words, over 270 memberships sold in 12 weeks.”

Tim Benjamin - Owner, The Fitness Space, Gym Franchise UK, Ascot, Berkshire

“As a market leading premium equipment brand in the marketplace we have been working with far-red to continue to attract specific customer types to our high-end products, through social media marketing and digital advertising.”

David Matthews Senior Brand Manager, Mizuno Golf Europe, Early, Berkshire



GET ON BOARD

- ⊗ Uncapped earning potential
- ⊗ Instant income and long term income
- ⊗ Exclusive territory for selling
- ⊗ Low running costs
- ⊗ Work from home
- ⊗ Flexible hours
- ⊗ Full training and ongoing support

FULL TRAINING AND SUPPORT

- ⊗ Full 5-day Induction program
- ⊗ 8 field days training during years 1 & 2
- ⊗ Online support from head office Monday – Friday 9 am – 5.30pm
- ⊗ Company digital advertising to grow leads

- ⊗ Paid membership of 2 best supported SME business networks year 1
- ⊗ PC, email address, business cards, business presentations, scripts

MARKETING AND PRE – SALES

The franchise owner will take part in a full induction program explaining

How to build a social and digital strategy

How the team and consultants create and manage content

How the head office team manage advertising

How to build sales leads

How to grow you network

How to sell the far-red story

How to explain our services and costs structure

How to evaluate and explain social media results

How the head office team monthly create social media reports

How to identify and build Primary / Secondary Sales



THE STEPS TO SUCCESS

The Clay Group team manage all the important business administration including:

- ④ Content sign off
- ④ Client invoicing
- ④ Franchise payments
- ④ Central contract management
- ④ Client advertising billing
- ④ Monthly report generation

You can concentrate on building your client base and identifying new opportunities to sell your consultancy services in your designated territory.

Get networking. Build your contact list. Look at local opportunities to connect with SMEs through SME enterprises, local chambers, and free directories.

USE YOUR NETWORK

- ④ Set your first client meeting
- ④ Use your company PDF presentation to explain our services and costs
- ④ Discuss the client's goals
- ④ Send a quote and channel plan considering the goals
- ④ Confirm the start date and send Terms and Conditions agreement
- ④ Receive client social logins
- ④ HQ will raise an invoice
- ④ Receive payment, Consultant starts work

LOCATION TRAINING

The franchise owner will take part in a full induction program explaining

COVERING

- Elevator Pitch Practice
- Lead building / identification
- Presenting the business to a client 1-2-1
- Presenting to a network



WEBSITE & TECHNOLOGY

The franchisee will benefit from the Far-Red company website to direct potential clients to as a reference point. The franchisee will also be featured as an approved Far-Red Social Media & Digital Marketing Consultant operating in their designated agreed franchise region. Far-red operates a continued marketing and SEO program to drive awareness of the business and its services to potential business clients. Ongoing targeted advertising linked to social media is also directed to improve the profile, awareness and to generate sales leads for the business and its franchise partners.

Technology is embedded in the way Far-Red deliver business support to improve sales leads and customer acquisition. Far-Red offer continued professional training and development through an ongoing program delivered via quarterly workshops for franchise owners, aimed to build knowledge and confidence. This ongoing knowledge helps franchise owners explain and advise on best practice in our sphere of influence for existing and prospective new clients. All this support is aimed at helping our network deliver on their ambition. "To become the most informed, creative and honest team of social media and digital marketing consultants in the business.

"We find tomorrow's customers today"

All business marketing materials are designed to make it easy to explain the services and benefits of using a Far-Red Social Media Consultant

ADDITIONAL CAPITAL EXPENDITURE

- 🌀 Broadband connection
- 🌀 Business Model Plan *
- 🌀 Business set up costs
- 🌀 Monthly subsistence with networking events
- 🌀 The Franchise Owner is liable for all bookkeeping and taxation costs

EXPENDITURE SUPPORTED BY FAR – RED

- 🌀 Lap Top
- 🌀 Email account
- 🌀 Social Media Management Tools
- 🌀 Social Media Apps
- 🌀 Business Presentation
- 🌀 Business Advertising
- 🌀 Year 1 Networking Costs
(not including subsistence)



ABOUT THE CLAY GROUP

Formed in 2001 The Clay Group have worked with leading international corporate companies to shape marketing and promotion strategy. Winning industry awards and recognition for results gained working in multiple business sectors. This big brand thinking has now been applied to SMEs with excellent results. Far-Red is the specialist social media and digital marketing arm of The Clay Group.

NEXT STEPS

The Clay Group is proven at developing marketing and advertising strategies which meet the needs of businesses, and accelerate growth. As proven industry experts The Clay Group invites you to become part of a winning team, with a winning formula.

In the beginning, it would be ideal to meet for an informal discussion regarding becoming a Consultant for the far-red franchise. You can ask all the questions face to face this way. If you wish to go forward after this meeting we will invite you to attend a “chemistry” meeting.

The first contact is **Shay Boyd**, Franchisor far-red.

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