

Background

There are three independent companies namely:

1. Morison Muscat
2. Center for Management Excellence
3. Compass

All located in Muscat, Oman and are well established businesses. The owner of these enterprises has identified a gap in their marketing strategy which is to be relooked at and solution provided.

Each independent company has a newly developed website, however the mechanism driving traffic to each of these websites is lacking and preventing business growth.

A brief for the businesses is outlined below:

Morison Muscat (www.morisonmuscat.com)

Morison Muscat is a member firm of MorisonKsi, a global association of leading professional firms established to meet cross-border accounting, auditing, tax and business consulting needs for their clients. The association globally provides Morison's Muscat great credibility.

Tax services (given the new situation in the GCC) and auditing are Morison's priority as this ensure a secure income annually and the ability to create a long-standing relationship with clients. This in turn provides the business stability.

Morison Muscat have a very good reputation; their rates are reasonable, providing a good service with value for money. Their current clients are happy with their service.

Competitors

Morison Muscat do not compete with the International auditing firms such as KPMG, Deloitte and Ernst & Young. Their competitors are more likely Moore Stephen and Grant Thornton – locally.

Current Source of Business

- Referrals from outside the country and the Morison Ksi network
- Good reputation and quality of work, local referrals
- Website
- Senior management contacts

Top line target audience

- Limited Liability Companies
- Registered on the securities exchange for OMR 100K.

- Established medium size enterprises.

Most importantly – the business' they would deal with must have a financial system in place. They would require an in-house accountant or person responsible for the company's financials.

Morison Muscat seek business locally in Oman and Internationally requiring auditing and tax services. For International business, generally it would be an international business either with a presence in Oman or looking for exposure in Oman.

Compass Risk Support Services (www.compassrss.com)

Compass Risk Support Services is a commercial, corporate and consumer debt collection agency based in the Sultanate of Oman. They are a full-service debt collection company, with the ability to collect their client's debts in the Middle East, North Africa and around the world.

Working with Compass is a "no brainer". The business charges a % commission on debts recovered, as far back as 10 years. It's a win-win situation where the client really does not have anything to lose "no collection, no fees".

Most potential clients would seek legal advice prior to considering debt collection but the legal process is laborious, costly and offers no guarantees of a successful outcome. 90% of cases with Compass are settled outside of court. Instead of writing off bad debts as per auditor instruction, this debt can be recouped.

They have a dedicated team continuously following up and can provide assistance to a business's finance department with the necessary dedicated resource to ensure results are delivered.

The biggest issue that this business faces is that awareness. Market exposure and greater awareness of the company's services are crucial.

Competitors

Compass is the market leaders in Oman with very little in country competition. This provides Compass with a huge opportunity locally.

Current source of business

The team currently hunt for new business and set up direct meetings with decision makers.

Direct contact through LinkedIn is made from personal accounts and meetings set up accordingly.

Top line target audience

Corporate companies such as:

1. Banks and finance institutions
2. Telecoms
3. Insurance

4. Education colleges

Center for Management Excellence www.cfmeoman.com

CFME is an integrated outsourcing service provider in Oman with over 10 years of considerable experience in offering full range outsourcing services and solutions in the Middle East. Over the last 10 years, CFME has emerged as one of the most reliable human resource outsourcing agencies and has developed expertise in recruitment & contract staffing, HR consulting, assessment, training, project management and accounting outsourcing.

With the current employment difficulties in Oman, this service is a perfect fit for large to medium sized corporates that want to take the often-painful administration out of recruiting highly skilled middle to senior management.

The outsourcing will either complete the process for an already recruited individual or will be able to recruit to a job specification and complete the full process to bring that employee on board.

Current source of business

Business is currently obtained through web enquiries, contacts or searching for new business. Although the website is generating interest, it's not sufficient.

Top line target audience

Large corporate companies such as

1. Oil and Gas
2. Banks
3. Telecoms
4. Agents
5. International businesses looking to have operations in Oman

Business Objective

1. Increase lead generation and convert leads to sales
2. Increase all 3-business' revenue

Key Issue, across all 3 Companies

Although each business is a separate entity, each individually requires better lead generation. A lack of online presence is impacting their business as currently very little marketing is done for each business to drive new business. The businesses are well set up, have the staff in place to deliver good customer service and respond to sales inquiries.

Not one of this business has a social media presence or any communication driving traffic and leads to the websites. Although each website is well set up, the traffic is not being generated towards the sites.

Scope of work

- Each of the three businesses requires social media pages set up that will be in spaces where their target audience will be found. For all 3 this would be Facebook (awareness) and LinkedIn (lead generation). Additional suggestions encouraged, however, pages to be to a maximum of two per business.
- It would be suggested that Facebook would drive awareness for the business, but budget is spent on LinkedIn to create leads.
- Google Business to be set up for each business.
- Google Ad Words and SEO for each website to be completed.
- The business at this stage does not have budget for online advertising so budget to be spent on awareness and direct lead generation for LinkedIn.

Scope of work over a 4-month period

Month 1:

- Set up Facebook and LinkedIn pages for each business utilizing existing logos, stock imagery and content from the websites
- Google Business to be initiated
- SEO for each website
- AdWords to be completed
- Optimizing website content and messaging for each site
- Optimize conversion from traffic – sales pages, clear CTA forms

All communication to be in English only and videos, to be in English with Arabic subtitles.

Month 2 – 4:

- Ongoing management of social media platforms by the agency.
- Content creation to drive awareness, to only be posted every other day.
- Facebook used to only boost awareness in Oman.
- Test lead generation on LinkedIn and establish ongoing budget requirement to ensure that good quality leads are generated that are converted to clients.
- Creation of a video (animated) of services for only Compass and CFME which is to be used to drive awareness.
- Setting of KPIs in line with budget allocation and measurement thereof.
- Monthly reporting against KPIs.

Set up cost of 1 month to be priced separately and a retainer cost for month 2 – 4 testing periods to be priced separately.

Deliverable

Please revert with an electronic proposal which covers:

1. Costing for the scope of work as two separate costs for month 1 and month 2 to 4.
2. Timings plan to complete work
3. Recommendations of alternative methods to consider along with costing for the suggestions.
4. Agency credentials that provide insight into the ability to complete the scope of work and justification why the agency is the best for the project.