

QPILtd has an ongoing need for:

Web Development

B2B Social Media Marketing (Targeting SME – large organizations)

B2B Email Marketing (Targeting SME – large organizations)

Copy Writing

..and other related services.

We own, control or manage over 100 domain names and will be using them in conjunction with SMM & Email Marketing to target 7+ verticals across major markets around the world.

Please read and BREIFLY address the points below.

...we are inundated with offers, so will not be reading anything more than a few lines, per point.

It is OK if you / your company can only provide partial services, we can work with multiple specialist vendors if necessary.

Why did you contact us?

Pls advise what prompted you to contact us. Was it a new domain listing, a response to a post by us, or?

Are you a company or a Solo Operator?> (We are happy to work with both, just want to know).

If Solo operator pls:

Include a BREIF outline of your personal skills & experience.

If company pls include:

- a corporate structure diagram, including names of key management personnel.
- how will our account be managed and delegated within the company
- who will be our primary and secondary points of contact

Hotmail – Gmail?

We are not going to view a message about web development etc, seriously from a generic email account.

If you are using generic rather than company, pls explain why.

Working together

If we are comfortable with your proposal by reply, we would look forward to discussing in more detail and hopefully working closely together.

At that stage, as much as we would like to, we **do NOT have the time to discuss in detail.**

For now we just want **a concise reply to points below.**

More about what we do – do not need:

We do NOT need:

- Lengthy proposals.
- Overprice proposals (we are a very low overhead, competitively focused company)
- Any level of “BS” and over inflated / sensationalized hyperbole in the information.
- Trying to charge for things that are typically freely available on the web etc.
- Initially we do not want to Skype, Whats App, etc to chat about things
- Extensive ongoing SEO, we are targeting our clients, we are not interested in random prospects searching related services and contacting us.
- E-commerce / Online Shop / Online Payment (our focus is SME – large companies)

We do need:

- Straight, honest talk and “no nonsense approach”
- Very focused, on topic reply / proposal
- Very competitive hourly rates
- Targeted multi channel SMM (both manual and automated)
- Email marketing (both manual and automated)
- copy writing for, websites, email marketing, ongoing SMM
- PPC / CPC / CPM & similar expertise
- multiple (approx 20 - 30) very basic (1 – 2 pages) website copy writes & builds
- we have hosting options however are interested in getting some “free with build hosting”
- multiple (7 - 10) more extensive website builds (3 - 6 pages), to be hosted on our existing servers
- 1 x major rebuild, update to auto responsive on our main QPILtd site

NOTE> We are open to your suggestions and comments about specific topics / media / platforms / processes / services etc that we may have not mentioned.

.....as long as it is directly relevant to t effectively targeting business prospects in our initial sector.

Scope of work over coming 3 - 6 months:

We will give prospective vendors some trial jobs relating to sections of this over coming weeks, as part of our selection process. The focus then will be on partnering closely with one or more vendors for integration and implementation of an extensive campaign.

Target Sector:

Alcoholic Beverage Industry for POS (see <http://www.qpilt.com/abib>)

Target Prospects:

Specifically **Marketing & Brand Managers** in **Breweries, Distillers, Cider Makers**, (also, Wine Producers and related importers and distributors within the Alcoholic Beverage Industry).

Target Markets (in order of priority):

USA, Scotland, Wales, England, Russia, Canada, Australia, New Zealand, South Africa, Germany, Italy, Spain, Baltic States, other Europe, Latin America.

Using:

- Multi channel SMM
- email marketing
- PPC

Supported by:

- about 6 x 1 - 2 page websites
- 1 x 3 – 6 page website
- LI company page/s
- FB company page/s
- FB personal profile page/s
- FB group page/s
- FB group/s participation
- LI personal profile page/s
- LI group/s participation
- Twitter account/s
- other SMM channels

Scope of work over subsequent 6 - 12 months:

Expanding key websites to include apps to support clients.

Targeting six other “verticals” / sectors with similar campaigns.

Scope of work over subsequent years:

Ongoing maintenance and updating of campaign elements as required.
Some new / refocused campaigns, as required.

Please rate your / your company skills in the following areas (0 = cannot do – 100 = best in field):

Individual FB page/s targeting key management staff in companies

Company FB page/s

Twitter

Linked In as a marketing tool

Linked In company page/s

Linked In Show Case page/s

Manual SMM

Automated SMM

B2B Email Marketing

Automated B2B Email Marketing

Facebook PPC etc

Adwords, etc

Tracking / analysis of PPC / CPC / CPM etc Campaign effectiveness (down to per individual ad)

Key word analysis

Copy Writing

International Business English (not localized English)

Graphic Design (PDF brochures)

Video generating (doodle videos, and generic / stock footage presentation videos)

Video editing (very basic cut & splice)

Website building / development

(English to other) Native Level Translation if you have pls advise, if not we have.

Good business contact data (email & SMM) if you have pls advise, if not we have.

Outsourcing services / managing sub-contractors

Building Multi Platform Apps (Apple, Android, PC)

...other skills / areas of expertise which you feel may be useful (and relevant to our B2B marketing)

Pls list and advise your level based on 0 – 100

Hourly Rate

Pls advise your indicative hourly rates for any work that you offer and expect may match our needs.

Note>

We are looking for partners who can simply get on with the work, from a basic brief.

Come back to us with an outline of suggested action plan and then executive summaries of progress.

Piecemeal

We will initially trial some vendors with some piece meal work.

Bulk

Any vendors that prove they can provide an effective service, inline with their proposal, and minimal complications, will get a broadened scope of work, and look to “bulk ongoing” work.