

HAWTHORNE CONSULTANCY



COMPANY PROFILE

Hawthorne Consultancy



We provide companies access to marketing expertise only when needed at the budget they can afford, without compromising the skills and qualifications they need to get the job done.

Outsource your marketing requirements to us and we guarantee that this will allow you to focus better on your core operations.

~ Episa

Outsource to us!

We are the experts.
We are Consultants-on-Call.



Hiring a Consultant is a smart solution to scaling your business in pace with your growth while removing many of the cumbersome concerns in HR Management. Here are the advantages to engaging our services.



Expertise and Unbiased Perspective



Cost Savings



Flexibility

Hi, I am Eloisa !

I am your Lead Consultant.



I am a business strategist with more than 20 years of cross-industry experience in financial services, consumer goods, education and healthcare which developed my leadership skills at strategic execution across different types of industry. I have a strong record of driving revenue growth and building brands, making me and my team an asset to companies seeking expertise in product development, marketing & communications and brand management.

My managerial experience in Marketing is backed by a Master's Degree in Business from Ateneo Graduate School of Business and Cum Laude honors from the University of the Philippines, Diliman. I also have a certificate in Corporate Finance from Ateneo CCE.

Click on my [Professional Experience](#) tab to view my CV.

OUR SERVICES



01 CORPORATE
TRAININGS



02 SOCIAL MEDIA
MANAGEMENT



03 CUSTOMER
SERVICE



04 MARKET
RESEARCH



05 TALENT-ON-
RETAINER



06 CREATIVE
SERVICES

EXPERTISE & EXCELLENCE

We provide a complete range of marketing services
customizable to your unique business needs.

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0956-400-1626



Corporate Trainings

Let us build an A Team.

Select from our standard corporate trainings designed to provide the smartest shortcut to building an A team. We deliver best-in-class lectures that condense critical knowledge and know-how using easy-to-understand language.

Our seminars include workshops that simulate real-world scenarios to equip your employees with business savvy, marketing expertise and language skills that are immediately applicable in the workplace.

We will equip your team with the right skills to create actionable projects that will enhance your brand's visibility and drive measurable results.

Packages and Fees

Market Research

Learn the A, B, Cs of research to make sure your business plans and marketing campaigns are aligned with the latest trends. This training pays for itself because it will equip your team to do research in-house, saving your company millions in the long run.

Project Management

This technical training covers the basic techniques in planning and implementing projects. In this Project Management module, we will teach the methods of scoping, planning and monitoring projects, including how to crash project timetables to meet deadlines.

Corporate English Training

Communication is crucial to running a legit corporation and is critical in client-facing functions. Make sure your team is articulate, professional and credible in its manner of speaking, writing and, yes, even in creating graphic design.



CORPORATE TRAINING



Brand Management

We will give you the building blocks in creating a winning brand. Piece by piece, we will walk you through the creative and scientific process of crafting a unique selling proposition, dissecting your target market and creating the communication blueprint for an unforgettable promise.

Marketing 101

This module is meant to train you in coming up with the analysis and strategies behind marketing initiatives by teaching the methodologies of brand portfolio reviews, market segmentation and SWOT analysis

Digital Marketing Basics

This seminar will update your team on the current trends and practices in the digital age that will allow you to gain market share by launching measurable and budget-friendly campaigns.

Training Details

Our Corporate Training Packages

The standard rates indicated are applicable to all the modules. The fees cover the manpower fees for two people -- the Lead Consultant and one Junior Consultant -- and the preparation of the materials but it does not include venue and food.

Each session is an eight-hour training day.

For face-to-face trainings, each session has to be eight hours per day, it cannot be split into lesser hours for more days of training.

Online Trainings have the following additional perks:

- 5% discount on total package fee.
- Maximum number of participants is twenty (20) instead of ten (10).
- Total training hours can be split into three-hour sessions or one-and-a-half hour session per day, thereby extending the number of days.

CORPORATE TRAINING

We'd love to share our expertise with your team.

Package A

Package Price: Php100,000
(net of taxes)

Five (5) day training
40 hours

Maximum of ten (10)
participants

Additional participant is
+Php7,000 per head

Package B

Package Price: Php 60,000
(net of taxes)

Three (3) day training
24 hours

Maximum of ten (10)
participants

Additional participant is
+Php5,000 per head

Package C

Package Price: Php 30,000
(net of taxes)

One (1) day training
8 hours

Maximum of ten (10)
participants

Additional participant is
+Php3,000 per head





Digital Marketing

Let us build your online presence.

You have to make sure that your social media presence is covered at all times. It is an important touchpoint linking you to your customers and is critical to supporting your brand promise. Let us manage it for you so you can keep close tabs on your core operations while we build your online presence.

The package covers the strategic process of creating, scheduling, analyzing and engaging with content across social platforms to build a strong online presence. There are three packages to choose from:

- Premium
- Professional
- Basic

MARKCOM. MANAGEMENT



TOTAL MARKETING COMMUNICATIONS DESK PACKAGE

Social Med Content Development

- Facebook
- Instagram
- LinkedIn

Video

- Two (2) Capcut cut-to-cut video per week
- One (1) commercial-level, professional video every other week in the first 6 months, then every week starting on the 7th month.

Website Content Development

- One (1) new material every other week in the first 6 months, but on the 7th month it will be one (1) new material every week.

Corporate e-mail Management

- 24 to 48 hour Turn-Around-Time commitment.
- Counting only working days, excluding weekends and holidays.

Optional FB responses

- Counting only 8-hour working days, excluding weekends and holidays.

Digital Marketing Professional Package

Content Development

- Facebook
- Instagram
- LinkedIn

Video

- Two (2) Capcut cut-to-cut video per week.

Website Content Development

- One (1) new material every other week in the first 6 months, but on the 7th month it will be one (1) new material every week.

Corporate e-mail Management

- 24 to 48 hour Turn-Around-Time commitment.
- Counting only working days, excluding weekends and holidays.



SOCIAL MEDIA MANAGEMENT

Basic Social Media Management Package

Content Development

- Facebook
- Instagram
- LinkedIn

Video

- One (1) Capcut cut-to-cut video per week.

Website Content Development

- One (1) new material every other week.



Management Fees

Total Marketing Communication Package

Php 100,000 NET / month
if complete package.

Php 70,500 NET / month
if Corporate e-Mail Services is
removed and no FB responses.

Digital Marketing Professional Package

Php 60,000 NET / month

Basic Social Media Management

Php 40,000 NET / month

*Packages can be further adjusted
in a negotiation.*



Customer Service Management

Let us enhance your focus.

We accept outsourced handling of your customer inquiries, complaints and feedback sent via e-mail.

If you let us take non-voice customer service off your hands we will enable you to focus on your core business. Here are the advantages to outsourcing your customer service to us:

- **Standardize the Process:** Efficiency is the natural outcome of a streamlined process. Let us create order out of chaos.
- **Create Spiels:** We craft carefully worded spiels that can quell a complaint, promote a product or simply address an inquiry.
- **Develop an Escalation and Risk Management Plan:** Your reputation is your most valuable asset. Make sure you entrust it to someone who can manage it.

Management Fees for this service is variable, depending on client specifications.



Market Research

Let us map out your success.

Done right, research can give you your roadmap to success. Do it wrong and expect a few losses ahead. Don't risk it, hire us. Let the experts handle this critical function.

Our services cover market research design, implementation and analysis. Fees depend on the scope of research brief and Lead Consultant Fees are separate from the field researcher's fees.

Management Fees for this service is variable, depending on client specifications.

A person in a brown blazer and blue shirt is holding a folder and papers. The background is a light gray wall.

Talent on Retainer

Let us tap the best marketing talent.

Gain access to the best marketing talent only when you require it so that you can keep your company lean without losing out on opportunities.

Consultant can come in at a specified schedule with a specific job function or package can include on-call consults only. It can cover people management or Consultant can come in as an individual contributor, all depending on client requirements.

Retainer Services allows your company to access our expertise only when needed at the budget you can afford without compromising the skills and qualifications you need to get the job done.

Packages and Fees

Regular Retainer

A specific job function and regular scheduled attendance more akin to a regular employee costs Php10,000 per day for face-to-face attendance plus Php2,000 transportation and meal allowance for engagement of the Lead Consultant. Virtual attendance via ZOOM on WFH basis is only Php8,000 per day.

Junior Consultants charge less and have a more negotiable professional fee, and they will be remotely supervised by the Lead Consultant.

Custom Retainer

Packages can be designed specific to client needs and may or may not tuck in other services like White Paper Services, Research Work or Creative Services, among others.

On-Call Retainer

An on-call arrangement means the Lead Consultant will make herself available for telephone and ZOOM calls of a specified number per month. The fixed monthly rate will vary based on the client's estimated number of calls and ZOOM consultations. The charge per ZOOM attendance is Php1,500 per hour and Php500 per telephone consultation up to 20 minutes.

Junior Consultants are not available for this package as this set-up will not allow time for briefing.





Creative Services

Let us create your brand story.

Creative Services include writing services for articles, scripts, blurbs, ad copy. It also includes development of taglines, name studies, brand themes and concepts. May also cover video production and design of brochures, posters and signages.

The benchmark fees for Production & Design indicated only cover creative concept development of the Lead Consultant. The artistic team has a separate fee. For Writing Services and Brand Asset Development, only the Lead Consultant is paid.

Creatives is the Key to Branding

Writing Services

Writing Services is Php100 per word with a minimum of 100 words. This covers articles, scripts and brochure copy.

Blurbs, ad copy and other creative material that is brief by nature are not priced per word but by category and scope of use, if it's going to be used in the website, advertisement or signage. This is variable in pricing but a minimum charge for the simplest job order is Php30,000.



Production & Design

This category covers conceptualization & design of brand materials like brochures, sales kits, proposals, memes, signages, social media posts, signages, etc. Video production also falls under this category, but might incur additional charges for script development and video shoot.

The charges for this category is highly variable depending on client requirements.



FINAL WORD

THIS IS THE BEGINNING OF SOMETHING GOOD.

Hawthorne Consultancy is a marketing solutions company that provides a complete range of marketing services customizable to your unique business needs.

We provide businesses like yours access to expert talent or quality marketing work only when needed at the budget you can afford, without compromising the skills and qualifications the company needs to get the job done.

You can outsource your marketing requirements to us which will allow you to focus on your core operations. Engaging our services is a smart move that will build your brand, improve your operations and enhance your online presence.

Let us walk you through our services and creative process in an exploratory meeting that will open doors you didn't know existed.



NOTICE: All Hawthorne payments are only accepted through deposit to the authorized Hawthorne passbook-only Savings Account Number (3731027071). Payments can be made Over the Counter, via online banking or fund transfer, but it has to be deposited to this bank account only. Cash and/or Cheque payments paid in person will not be accepted, it has to be deposited to the authorized Hawthorne bank account. Payments through other payment channels will not be accepted. Likewise, also note that ALL Hawthorne payments including all its brands do not accept payment in any of our websites because all website payments are disabled. This Hawthorne bank account number is indicated in the contract signed by the Lead Consultant and only the Lead Consultant is authorized to sign any contract or issue any receipt in behalf of Hawthorne Consultancy and these contracts are signed only by the Lead Consultant on-site in a face-to-face meeting. No other representative has been authorized to accept any payment in behalf of Hawthorne nor execute any financial transaction in behalf of Hawthorne. This payment rule applies not only to the Hawthorne Consultancy business but also to the following Hawthorne brands --- Clerica, Canterbury Academy, Lingua Franca, Biblioteque, Maldita Speaks, Power Tutorial. There is only one authorized bank account for all Hawthorne payments for all its brands.

There are only two modifications to this payment rule which is in the case of Power Tutorial and MOD, wherein for these two only the twenty-five percent (25%) downpayment - which serves as Consultant's Fee - is paid to the Hawthorne bank account, because the 75% balance payment is paid directly to the tutor (for Power Tutorial) or client (for MOD).

Note that PowerTutorial is a microsite temporarily housed in the Biblioteque domain but Biblioteque is a totally separate brand from Power Tutorial and therefore, all of the fees for payment in Biblioteque (unlike Power Tutorial) is for the full account of Hawthorne Consultancy only. Biblioteque has no affiliates, partners or other service providers, unlike Power Tutorial.

This notice is communicated in all Hawthorne materials---website, contracts, e-mails, mobile messages, receipts and all marketing materials such as brochures, letterheads and proposals.

HAWTHORNE CONSULTANCY



Thank you!