



Outsourced Desk

STANDARD MARKETING PACKAGES
HAWTHORNE CONSULTANCY

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Hawthorne Consultancy



We provide companies marketing support for certain marketing functions they prefer to outsource to enable Marketing Heads to streamline their workflow.

Companies can opt to outsource ad hoc projects or specific functions, depending on their budget and nature of business.

η Elisa

Outsource to us!

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



Marketing is a huge field and each marketer has their own specialization. Some focus on either Product Development, Marketing Communications, Digital Marketing, Corporate Communications, Promos or Brand Management. And there are many other sub-fields like Public Relations and Advertising. Since it is mostly impossible to create a Marketing team with a specialist to cover each marketing function because companies usually focus on specific areas only depending on their business needs, Hawthorne is here to support you in the areas of marketing which you consider peripheral to your business. 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 OUTSOURCED DESK PACKAGES



01 PROJECT
MANAGEMENT



02 PRODUCT
INNOVATION &
BUSINESS
DEVELOPMENT



03 PROFESSIONAL
RETAINER FEE
FOR
CONSULTANCY



04 MARKET
RESEARCH



05 WHITE PAPER



06 BRANDING
SERVICES

EXPERTISE & EXCELLENCE

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

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0956-400-1626



Project Management

All about getting it done.

Perfect for AdHoc projects, change management programs or even the simplest one-off campaigns, a project manager that comes in for a specific business objective is usually the most effective way to mobilize without disrupting regular business operations.

This package covers the whole gamut of work from research legwork to launch and everything in between - includes resource planning then all the meeting all throughout the project up to the launch campaigns. Cost component aside from the base fee incorporates fees hinged on the following implementation metrics to ensure client satisfaction:

- On-time implementation
- Within-budget implementation
- On-strat planning & implementation

THE BENEFITS OF AVAILING OF OUR PROJECT MANAGEMENT SERVICES



BENEFIT FROM EXPERTISE. Benefit from a Consultant's decades of experience, numerous corporate trainings and learned mastery at no major investment from your company.



AVOID EXCESS MANPOWER CAPACITY. Hiring a regular employee for an AdHoc project is impractical because you will accumulate excess manpower capacity after project completion.



AVOID DISRUPTING REGULAR OPERATIONS. You do not have to pull out existing personnel from regular operations, preserving business continuity.



ELIMINATE THE NEED TO TRAIN. Do not spend time and money to train employees for a specialized skill that will only be needed one-time for a single project.



Product Innovation & Business Development

Innovate to generate revenue.

Hawthorne specializes in finding unrecognized value that can be monetized and optimized for a stronger and more sustainable business model. Our Lead Consultant's corporate background is mainly in product and business development complemented by hands-on experience in project management that saw through the implementation of projects starting from the ideation stage all the way to its launch.

We can do a business case, conduct a SWOT analysis or run a portfolio study of your business to identify untapped markets, hidden consumer needs or other revenue opportunities that can elevate your business to the next level.

THE BENEFITS OF AVAILING OF OUR PRODUCT INNOVATION & BUSINESS DEVELOPMENT SERVICES



BENEFIT FROM EXPERTISE. Benefit from a Consultant's 2 decades of Product Development experience, numerous corporate trainings and learned mastery at no major investment from your company.



GENERATE REVENUE. Hiring a Consultant for Product Development is an investment, not a cost. New products and services almost always leads to additional revenue.



STAY ATTUNED TO TRENDS. Keep up and prevent your company from becoming obsolete. Your products and services should be in sync with the times to sell well.

Professional Retainer: Consultant Status



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.





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.



White Paper Services

Benefit from our cross-industry experience.

We can provide you with whatever white paper service you need, depending on your business concern.

It can be a business or marketing paper for a campaign, project or portfolio analysis. It can be a process guideline or policy. It can be a risk management plan or crisis escalation protocol. Or perhaps you need a research project done and you need an educated way to navigate your way around a research or branding goal.

Whatever it may be, Hawthorne has the business, marketing and communication expertise to provide you with a clear, effective and realistic blueprint for your business goals.



Branding Services

Brand Manual. Logo Design. Unique Selling Proposition.

Hawthorne can provide a comprehensive branding guideline guaranteed to create a unique story for your brand that your target market will remember and respond to.

We will give you a complete brand manual from the logo to the brand positioning, unique selling proposition and benefits identification. We will also include a brand persona and craft a benefits table which you can cascade to your employees.

For a minimal fee of Php30,000 and up, you can have a professionalized, globally positioned product that clearly communicates superior brand value.

BUSINESS PROCESS FOR PROFESSIONAL RETAINER & O DESK PREMIUM



01 Submission of proposal & quotation.



02 Online meeting for clarifications and expectations setting. Contract will be finalized.



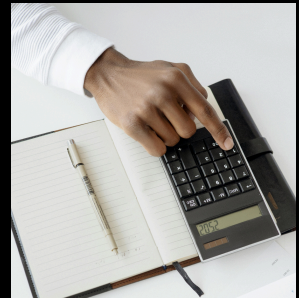
03 Client pays downpayment through deposit to authorized bank account.



04 Contract signing.



05 Business As Usual.



06 Every end of the month, monthly fee is deposited into the official Hawthorne bank account.

BUSINESS PROCESS FOR SINGLE-PAY PROJECTS



01 Submission of proposal & quotation.



02 Online meeting for clarifications and expectations setting.



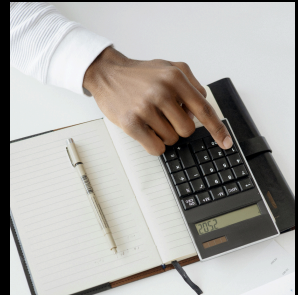
03 Client pays 30% downpayment through deposit to authorized bank account.



04 1st draft submission. Client pays another 25% of total bill one (1) working day after submission.



05 Final draft submission. Client pays another 20% of total bill one (1) working day after submission.



06 Final Submission. Client pays 25% remaining balance payment upon final submission.

MORE THAN MEETS THE EYE

WE OFFER OTHER SERVICES AND WE CUSTOMIZE.

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.



OUR SERVICES



01 CORPORATE
TRAININGS



02 DIGITAL
MARKETING



03 CUSTOMER
SERVICE



04 MARKET
RESEARCH



05 TALENT-ON-
RETAINER



06 CREATIVE
SERVICES

EXPERTISE & EXCELLENCE

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NOTICE: All Hawthorne payments are only accepted through deposit to the authorized Hawthorne passbook-access-only Peso Savings Account Number (3731027071). Otherwise, it was not received by the Consultant because this account is used across all of the Consultant's businesses and brands and there are no other Hawthorne bank accounts – be it personal or corporate – that is in use apart from this. Payments to this account can be made Over-the-Counter, via online banking or fund transfer, as long as it is deposited to this bank account number only. Cash and/or Cheque payments paid in person will not be accepted, nor will payments through other payment channels like GCash, PayMaya or Paypal will also not be accepted. Likewise, also note that ALL Hawthorne payments including all its brands do not accept payment in any of its websites because Hawthorne did NOT activate website payments in any of its websites. This Hawthorne bank account number is indicated in the contract signed by the Lead Consultant in an on-site, face-to-face meeting. No other representative has been authorized to accept any payment in behalf of Hawthorne nor execute any financial transaction nor issue any receipt or invoice in behalf of Hawthorne Consultancy. This payment rule applies not only to the Hawthorne Consultancy business but also to all Hawthorne brands --- Clerica, Canterbury Academy, Lingua Franca, myBiblioteque, Power Tutorial, MOD, Maldita Speaks. 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%) booking fee deposit - which serves as Consultant's Fee - is paid to the Hawthorne bank account, because the seventy-five percent (75%) balance payment is paid directly to the tutor (for Power Tutorial) or client (for MOD). Note that PowerTutorial is a microwebsite temporarily housed in the myBiblioteque domain but myBiblioteque is a totally separate brand from Power Tutorial and therefore, all of the fees for payment in myBiblioteque (unlike Power Tutorial) is for the full account of Hawthorne Consultancy only. myBiblioteque has no affiliates, partners or other service providers, unlike Power Tutorial.

INVOICE/RECEIPT POLICY: Hawthorne only issues Invoices but DOES NOT issue Receipts because the "Official Receipt" (OR) has been phased out as a primary document for the sale of services and it has been replaced by the Invoice, which is now the primary document for both the sale of goods and services according to Revenue Regulations (RR) No. 7-2024 which was issued to implement the Ease of Paying Taxes (EoPT) Act (Republic Act No. 11976). Official Receipts are now just supplementary documents and are not valid proofs of sale for claiming tax credits. References are in this BIR Page: <https://bir-cdn.bir.gov.ph/BIR/pdf/RR%20No.%2011-2024.pdf>

All official invoices issued by Hawthorne Training Consultancy are treated as accountable forms and are subject to controlled issuance. Each official invoice bears a unique serial number, and blocks or ranges of these serial numbers shall be assigned to specific clients and this series is indicated in the notarized client contract signed both by Hawthorne and the client. Once assigned, the block of invoice number series shall be used exclusively for the designated client and must not be transferred, reassigned, or reused under any circumstances for another client. Should the serial number range of the invoices indicated in the client contract be depleted, an appendix to the contract will be prepared indicating the new block of the invoices' serial number series that will be designated for the said client and this addendum should be notarized and become a part of the original contract. The assignment of blocks of invoice number series per client is intended to ensure traceability, prevent duplication or unauthorized issuance, and establish clear accountability for every transaction recorded.

Further, each Hawthorne-issued invoice is ONLY VALID IF the details and notes are handwritten by the Lead Consultant in blue ink, including the printed name and signature. Furthermore, it is ONLY VALID IF it bears the paid amount BOTH in words and in figures. There are no other signatories for the invoice apart from the Lead Consultant.

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

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Thank you!