



Outsourced Desk

STANDARD PACKAGES
HAWTHORNE CONSULTANCY

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Hawthorne Consultancy



We provide companies the option to outsource their entire marketing team or portions of their marketing functions so that they can focus better on their core operations and concentrate on driving revenue growth.

Companies can opt to outsource per project or per function or the whole marketing desk to us, depending on their budget and nature of business.

72 Elisa

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.

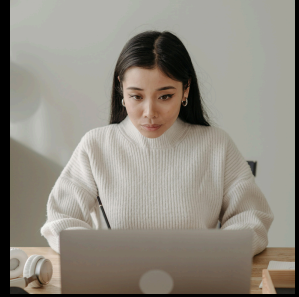
OUR OUTSOURCED DESK PACKAGES



01 PROJECT
MANAGEMENT



02 PRODUCT
INNOVATION &
BUSINESS
DEVELOPMENT



03 PROFESSIONAL
RETAINER FEE
FOR
CONSULTANCY



04 O DESK
PACKAGE:
OUTSOURCED
MARKETING
DEPARTMENT



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

A photograph of a modern workspace. A dark wood desk holds a silver laptop and a white mouse. A white chair with wooden legs is partially visible on the left. The scene is dimly lit, creating a professional and focused atmosphere.

O Desk Package

Creativity needs change. Often.

Marketing and branding drives revenue. And the engine of marketing is Creativity --- discovering a new angle, uncovering a yet unrealized benefit or finding out an untapped need. But Creativity is elusive. Few have it, and those who do burn out in a year or two.

Outsource your marketing and you are sure to always have a fresh perspective that will keep your communication and marketing strategy invigorated at all times.

Hawthorne prides itself for having the creativity to uncover the hidden potential in your brand while being able to balance this out with the disciplined, time-tested methods of translating creative recommendations into quantifiable revenue.

THE BENEFITS OF THE O DESK PACKAGE



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



FLEXIBILITY. An outsourced marketing team is easy to replace, giving you more options whenever you want to bring in fresh ideas to reinvigorate your brand.



CONVENIENCE. Cut down on HR administrative management by removing the tedious process of recruiting, onboarding and training employees. Consultants get right to work.



LOWER MANPOWER COST. Outsourcing your marketing team frees you from paying most government-mandated benefits (SSS, Philhealth, Pagibig) and entitlements (vacation & sick leaves, healthcare).



LOWER OVERHEAD. Free up your office space & eliminate or decrease the need for infrastructure like office furniture, equipment and internet.

WHAT IS THE O DESK PACKAGE?



What this package offers.

We will build a marketing team for your business to deliver an agreed-upon set of metrics upon contract signing. The manpower count and budget will vary, depending on the nature of your business, your qualitative and quantitative objectives, and your KPI requirements.

How this works.

First, we will have a dialogue on the nature of your business and your revenue model, then discuss your goals and constraints.

After a thorough understanding of your business case, we will propose the ideal plantilla and course of action to achieve your business objectives.

No cookie cutter.

Hawthorne believes context is king. No two business cases are ever the same. You will get a customized plan every step of the way, not a generic marketing plan.



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 legwork to launch and everything in between from resource planning then all throughout the project meetings and 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.





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 PACKAGE



01 Submission of proposal & quotation.



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



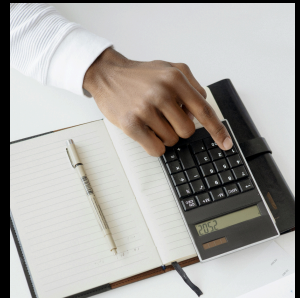
03 Client pays downpayment through deposit to authorized bank account.



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.



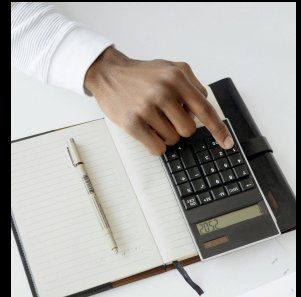
03 Client pays 30% downpayment through deposit to authorized bank account.



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

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

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0956-400-1626

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!