

All Our Services

 **PATHFINDER**

SCOPE OF WORK

www.pathfinderagency.co.uk

support@pathfinderagency.co.uk

Your fixed-rate subscription for weekly marketing & design hours, cancelled at any time. No long commitments and zero fuss.

SCOPE OF WORK

PATHFINDER

Scope of Work Service Agreement

BACKGROUND:

See the tasks below to view the entire scope of potential items covered in our plans. These cover inclusions for each discipline, but also cover some miscellaneous tasks which have been categorised accordingly.

Additional paid services are accessible but come at a cost. This cost is either billed immediately or added to your monthly billing. These tasks are often carried out by a specialist or one of our expert contractors.

Unavailable services is a helpful list of most asked about services that aren't typically covered in your monthly subscription.

MARKETING SPECIALISTS

Award writing and nominations	Included
Blog scheduling and publishing	Included
Blog writing	Included
Brief-writing for printers and suppliers	Included
Brief-writing for third party agencies	Included
Calendar management (including event entry and permissions)	Included
Campaign deployment	Included
Campaign planning	Included
Collating performing metrics	Included
Competitor benchmarking	Included
Content and copy editing	Included
Copywriting for digital collateral (including web)	Included
Copywriting for printed collateral	Included
Creation of business dashboard linked to 3 x data sources	Included
Creation of business listings on directory sites	Included
Creation of business listings on search engines	Included
Creation of direct marketing campaigns	Included
Creation of email campaigns	Included
Creation of internal marketing bulletins/newsletters	Included
CSV extraction of existing data banks	Included
Desk research	Included
Finding industry-specific awards	Included
Implementing scheduling tools (such as call and meeting scheduling processes or subscription processes)	Included
Implementing task management tools (not managed)	Included
Keyword audit	Included
Lead generation magnets and processes	Included
Liaising with third-party agencies and suppliers (technical queries only)	Included

Management of business listings on directory sites	Included
Management of business listings on search engines	Included
Management of entries in a CRM system	Included
Management of fields in a CRM system	Included
Outbound engagement with social accounts	Included
PR writing for publications and outlets	Included
Prompt engineering language AI tools such as ChatGPT	Included
Scheduling and publishing email marketing	Included
Scheduling and publishing internal marketing bulletins/newsletters	Included
Scheduling and publishing social posts	Included
SEO auditing	Included
Setting up a CRM system	Included
Technically interviewing team members (related disciplines only)	Included
Technically qualifying team members (related disciplines only)	Included
Video compiling	Included
Video trimming	Included
Website auditing	Included
Writing social copy for social posts	Included

GRAPHIC DESIGNER:

Branding of packaging such as mailing boxes, bags, display units, EPOS, sleeves or info stickers (net and guidelines required)	Included
Creation of and updating presentation documents	Included
Creation of brand guidelines	Included
Creation of branding	Included
Creation of device or readily available product mock-ups	Included
Creation of digital-display graphics for advertising	Included
Creation of digital-display graphics for websites	Included
Creation of email footers, invoices, document covers, QR codes, manuals or SOPs	Included
Creation of iconography	Included
Creation of infographics (dependent on complexity of data)	Included
Creation of logos	Included
Creation of outdoor signage, roller banners, banners, exhibition stands, menus, stickers or inserts	Included
Creation of printed or digital brochures, flyers, leaflets, posters and business cards	Included
Creation of publish-ready digital collateral to industry specific specification	Included
Creation of publish-ready print collateral to industry specific specification	Included
Creation of social media banners and display pictures	Included
Creation of social media graphics using pre-existing imagery or imagery available online	Included
Creation of static out of home projections (guidelines required)	Included
Creation of visualising work-flows, process maps and organograms	Included
Data visualisation (dependent on complexity of data)	Included
Designing ambient media for out of home advertising (guidelines required)	Included
Drawing and tracing vectors	Included
Liaising with printers and suppliers on technical details (not commercial)	Included
Masking and colour grading imagery	Included

Photo/image editing	Included
Photo/image manipulation	Included
Prompt engineering visual AI tools such as midjourney	Included

WEB DESIGNER:

Adding alt tags to images	Included
Adding products and service listing to websites	Included
Adding security measures such as 2FA and captcha	Included
Basic handover training for website	Included
Basic HTML and CSS inclusions, edits and optimisations	Included
Correctly tagging content (with tags such as H1, H2, H3, P)	Included
Creation of email addresses	Included
Creation of Google Search Console	Included
Creation of website backups	Included
Creation of websites (WYSIWYG builders/templates)	Included
Domain authority audit	Included
Domain handling	Included
Domain purchasing	Included
General housekeeping maintenance and upkeep of website	Included
Implementation of Google Drive filing	Included
Implementing best practice for SaaS	Included
Implementing best practice for technology stacks	Included
Implementing data tracking through Google Analytics	Included
Lighthouse performance audit	Included
Managing access to SaaS platforms	Included
Managing Google Analytics properties	Included
On-site SEO improvements	Included
Registering domains	Included
Setting up Zapier automations (without API)	Included
UI mockups	Included
UI/UX improvements	Included
Updating domain records	Included
Updating URL slugs	Included
Updating website plugins	Included
Website deployment	Included
Wireframing of website concepts	Included
Writing meta descriptions	Included
Writing page titles	Included



NEED DOMAIN, HOSTING AND EMAIL MANAGEMENT?

We also offer domain, hosting and email management as a paid service outside of our usual monthly packages. If you need our services outside of these packages, let us know.

ADDITIONAL SERVICES:

Additional work within hours (Graphic Designer)	£50 per hour
Additional work within hours (Marketing Specialist)	£50 per hour
Additional work within hours (Web Designer)	£50 per hour
Out of hours work (Graphic Designer)	£75 per hour
Out of hours work (Marketing Specialist)	£75 per hour
Out of hours work (Web Designer)	£75 per hour
Custom website build from third-party UI designs	Starting from £149 per page
Email & domain management	Starting from £149 per month
Fractional CMO service	Starting from £999 per month
Off-page SEO	Starting from £499 per month
On-site Account Manager	Starting from £399 per month
In-person meetings	Starting from £199 per visit
Specialist Copywriting	Starting from £499 per month
Hourly reporting	£199 per month
Strategy creation	Exclusive to Fractional CMO service
User acceptance testing	Starting from £249 per group
Application & software creation	Contact for pricing

UNAVAILABLE SERVICES:

Complete project management, outside of projects with us	Not Available
Customer services (eg. Email or telephone support)	Not Available
Optioneering and selecting third-party suppliers	Not Available
Outbound/Inbound sales	Not Available
Personnel management (within IR35)	Not Available
Photography	Not Available
PPC management	Not Available
Printing	Not Available
Retrieving supplier quotes	Not Available
Videography	Not Available



NEED SOME MORE HELP?

support@pathfinderagency.co.uk

Whether you need further help, or want to ask about a specific service that's not listed, get in touch with our friendly team. Get help understanding your scope, changing your package, or changing your scope by emailing us today.



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