

Contributing Partners Proposal



About LocallySocially

It's never been more important to be local and social.

LocallySocially is an online platform that enables small-medium businesses (SMEs) to stay connected and an opportunity to continue providing products and services to their consumers by accessing a marketplace of proven information, webinars and tools from industry experts, like you.

LocallySocially was established in 2019 for [QubeSocial](#). It has now been repurposed in response to Covid19 shut-downs and the need for SMEs to pivot to digital delivery.

A platform for business industry experts

LocallySocially provides a platform for service providers, like you, to become a **Contributing Partner** and offer your products services to the **LocallySocially** Community.

The platform provides the opportunity for **LocallySocially** Community Members to access libraries of information, useful business tools, webinars and community forums through an online marketplace. The content is building and will continue to be over time.

Proudly brought to you by

LocallySocially is proudly brought to you by marketing and brand consultancy, **BWCommunications**, social media business, **QubeSocial** and brand design agency, **Seamer Design**, who are its Founding Partners.

Target community audience

LocallySocially is for SMEs of 50-100 people or solopreneurs who are turning over \$1-10million and already pivoting their businesses to digital (or better) delivery.

Members will join for a low Community Membership fee that will build over time as the platform's marketplace grows. Initially, **LocallySocially** Community Membership will be charged at \$1 USD, with pricing set to increase over time, as more value is added to the platform.

Some members from BWCommunications, qubePartners and Seamer Design's databases will be offered 'grand-fathered' Community Membership and others compelled to join through lead-generation campaigns driven by **LocallySocially**.

Affiliate opportunity

LocallySocially also provides an [Affiliate Program](#) that enables 'approved affiliates' an income stream by promoting and driving **LocallySocially** Community Membership. Profit-sharing will start high to help build the community and reduce to a set price within three years.

Marketing by experts

LocallySocially is driven by the Founding Partners, who are experts with over 20 years' experience in branding, marketing and design.

A marketing plan saw the refreshed **LocallySocially** website launched (organically) in April 2020 and a FREE-to-download PDF lead generation campaign, '5 Steps to Video' executed to drive community acquisition and membership adoption.

The Opportunity for Contributing Partners

The opportunity exists for you/your business to become a **Contributing Partner** and provide industry expertise, products or services, **along with a unique offer**, to this established community.

The Benefit to Contributing Partners

LocallySocially provides many benefits to businesses like yours including:

- ✓ **Access to an established marketplace platform on which to upload and promote your business solutions, under your own brand that would cost in excess of \$10,000 +GST to establish;**
- ✓ **Free account management to set up a Contributing Partner Page (see examples page over) to promote your business solutions, valued at \$2,000 +GST.**
- ✓ **The ability to 'just provide information and turn up' on a platform driven and managed by market experts, which would normally cost up to \$15,000 +GST for their creative, digital and marketing promotional services;**
- ✓ **Access to leveraging a digital marketing program that would usually cost \$5,000 +GST;**
- ✓ **The ability to promote your solutions through webinars, blogs and other business tools to an established online community ready to learn and pay for services like yours;**
- ✓ **The ability to build your brand through another sales channel that is already at market and attracting a growing community, within today's Covid10 environment;**
- ✓ **The ability for you to establish another lead-generation opportunity outside the platform;**
- ✓ **The opportunity to earn a share of profits from services sold through the platform;**
- ✓ **Logo positioning and much more as LocallySocially grows.**

Contributing Partners Guidelines

Following are the guiding principles to ensuring quality assured Contributing Partners are able to be invited/part of **LocallySocially**:

1. They are a registered business company or sole trader in Australia or another country.
2. Have certified qualifications or have been in business for 10 years or more.
3. Have been in business for more than seven years.
4. Have Professional Liability insurance to the value of \$5million.
5. Will supply the required information such as logos, bios, personal picture images, product images etc as required by **LocallySocially** in a timely fashion.
6. Agree that **LocallySocially** and its Partners (BWCommunications/Ben Walkenhorst, Seamer Design/ Brent Seamer and qubePartners/Chris Dobbin and agents acting on their behalf) will not be and are not held liable for the advice, information, services, products etc they provide.
7. Agree to [LocallySocially Terms](#).
8. Are the only service provider of their type OR have a unique angle to their delivery, at the discretion of the Founding Partners on a case-by-case basis.
9. Have been recommended/interviewed by at least one of the Partners.
10. Agree that all leads, contact information of users of LocallySocially belong to it and its Partners.
11. Will provide a unique offer to the LocallySocially Community Members.
12. Sell a solution to a business problem rather than pushing their own brand.
13. Will not openly solicit work before or during their contribution to LocallySocially, unless otherwise expressly, in writing, agreed to by LocallySocially.
14. Agree to a percentage of income as agreed by LocallySocially and its Partners

The Fee

Contributing Partners joining within the first six months from April 2020 will not be charged a joining Fee because they are supporting the platform's growth.

LocallySocially will negotiate percentage of Contributing Partner's trading profits through the platform, dependent upon the Contributing Partner's contributions to the platform marketplace. This will be based upon a standard rate for all **Contributing Partners**.