



activ
digital marketing
franchise

Prospectus

Carve Your Own Path
Set Your Own Hours
Select Your Own Clients
Help Businesses

Established in 2008, we're award winning and the longest running digital marketing franchise in the UK

Table of content

The story of activ	3
Our franchise package	5
The ideal candidate	6
An investment in your future	8
Testimonials	9
Market outlook	10
Earning potential	11
FAQs	12



The story of activ



Founded in 2008, we're award winning and the longest running digital marketing franchise in the UK.

We are thrilled that you have made the decision to explore investing in your future. This prospectus will help you understand if activ is the right route to success for you.

About activ

activ is one of the most profitable franchises in the UK. We are a marketing franchise business that offers an authentic route to business success with access to an expert support crew.

Our Franchisees have serviced 1000s of happy clients since 2008 with websites, social media, SEO, PPC, PR and much more. Imagine a work-life balance where you get to carve your own path, select your own local clients, and help businesses with their business goals.

The activ business model can make this your reality.

Vision

To offer flexibility, profitability, and inspiration for entrepreneurs to run their own marketing businesses successfully.

Mission

To empower our franchisees by providing them with training, specialised assistance, technical expertise, and continuous promotional initiatives, enabling them to effectively cater to their clients in the digital realm and run a successful business.

Values

To be champions of the work-life balance and to always remember that training and support are paramount to business success.

We are the longest running UK digital marketing franchise, founded in 2008



Plug-in to a team of experts in one place when you need them whilst maintaining full control of your business.

The story of activ



About Katie Bullon

We have quite a unique story here at activ. Our managing director Katie Bullon was an activ franchisee from 2014 before taking over the overall franchise in 2021, testament to her strong belief in the network.

Katie has a long-standing background in corporate marketing dealing with huge budgets across the globe. She has been with activ since her first experience of self-employment and knows our network inside out.

Given her variety of experience she was best placed to take activ forward. Katie implemented a re-branding of the business in 2021 and works hard to ensure the activ brand continues to grow and remains a top-level digital marketing franchise opportunity.

Katie is passionate about supporting aspiring entrepreneurs along the same journey that she has been on herself. Along with her team, the activ head office team really are here to support franchisees in growing their business.



Our awards

We are absolutely thrilled by our remarkable journey as a marketing agency and franchise since embracing new ownership in January 2021. Achieving several prestigious awards, the culmination of our relentless dedication, fills us with immense pride and gratitude.



activ franchise

Flexibility, profitability and inspiration.

Our franchise package

If you're wanting to start your own business and enjoy all the benefits of self-employment or you're an existing marketing professional looking to grow your business, the activ Franchise could be exactly what you're looking for.

As a franchisee your business is your own; you simply have the benefit of plugging into our proven framework as a top UK franchise. We'll be your support crew and help you to make your business succeed.

Franchise benefits

- Ready-made business in a box
- Full back-office management system
- Legal templates
- Marketing materials
- Fully supported franchise website
- Access to franchisee support forum
- Plug-in support team
- Access to 100+ services to sell to your clients
- Business strategy support team
- Option to delegate marketing activity to head office
- Ongoing training and professional development accreditation scheme
- Franchisee support panel – business and life experts dedicated to you.

Continued professional development

The activ Digital Marketing franchise encourages continued learning throughout your business journey. That goes for us at head office also. The world of digital marketing is ever evolving and we recognise the importance of staying up to date or ahead of the game (why not carve that path?!). This is why we offer our own CPD.

As an activ Digital Marketing franchisee you will have access to regular training seminars hosted by your plug-in head office team. You can achieve full training accreditation and retain marketing expertise status.

All training materials will be sent to you monthly, and you will have access to each seminar and training manual.



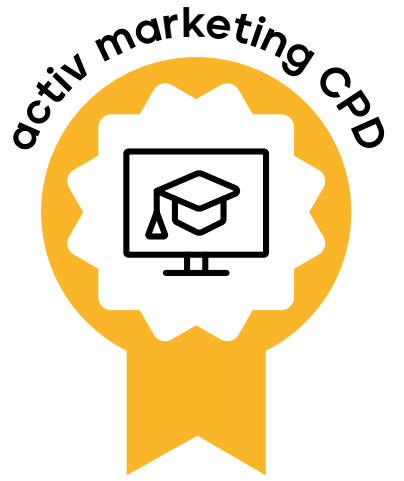
Franchisee support panel

We have been doing this a long time. However, more than ever before, entrepreneurs are managing more than just their business. Life places certain expectations on us all. Be that care giving, social requirements, the list goes on.

Our franchisee support panel is a new feature at activ which is a team of carefully selected professionals who are available at intervals to support our franchisees with personal and professional growth.

Our panel covers topics such as:

- Business and life coaching
- Accountancy
- HR
- Achieving balance
- Personal branding



activ franchise

Flexibility, profitability and inspiration.

The ideal candidate



Are you our next franchisee?

Embark on or continue your entrepreneurial journey with authentic digital marketing and carve your own path to success and be your own boss.

At our award-winning holding company, activ Marketing Group, we take immense pride in championing the next digital marketing success.

You can enjoy the freedom of owning your own business, flexible working hours, and a favourable work-life balance, all while having a dedicated plug-in team at head office if and when you need us- it's your business after all, we can be involved as much or as little as you determine.



How is activ different?

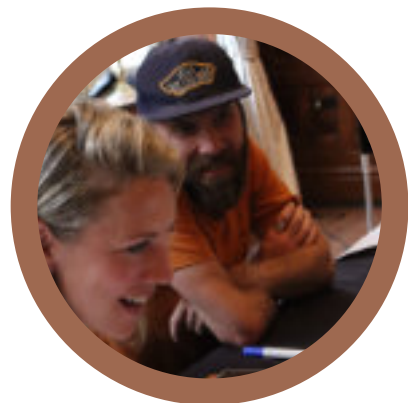
Our digital marketing franchise is not just any franchise; it's one of the most attractive marketing ventures in the UK.

It provides an exhilarating chance for aspiring entrepreneurs to elevate their careers with an online marketing franchise.

In the thriving market sector of digital marketing, where healthy growth is the norm, you can grow YOUR business and support small businesses in your local community at the same time.

As the longest-running digital marketing franchise in the UK, we boast a highly experienced network of franchisees spanning across the UK and Ireland. Joining us means becoming a part of a legacy, backed by expertise and a proven track record.

Our digital marketing franchise not only offers professional marketing consultants the ideal opportunity to build their own brand or grow their existing business, it's also ideal for individuals without any marketing experience. You will be supported by a team of experts in the head office team with years of experience in all forms of marketing and communications.



activ franchise

Flexibility, profitability and inspiration.

The ideal candidate



Which opportunity?

We have two franchise brands available for prospective franchisees. These have been developed since 2008 to allow us to:

- Respond to the market post COVID and in 2024 and beyond.
- Give the market what we know works
- Build our brand clearly for the right franchisees
- Help you choose which is most suited to your strengths,
- Location Franchise or Consultant Franchise?

Is it about the location?

Do you want to be the digital marketing expert in a specific area? This opportunity allocates you an exclusive area to market, offering an extensive list of businesses and potential clients. No experience in marketing necessary, learn as you develop your very own business.

Since 2008
in the UK
and Ireland

activ
digital
marketing®

leads

Is it about you?

Perhaps you are a small marketing business that is ready for growth without huge risk. The Consultant Franchise offers that freedom to pursue growth whilst maintaining your business fundamentals - this option is when the plug-in team becomes your very own marketing team.

New for
2024

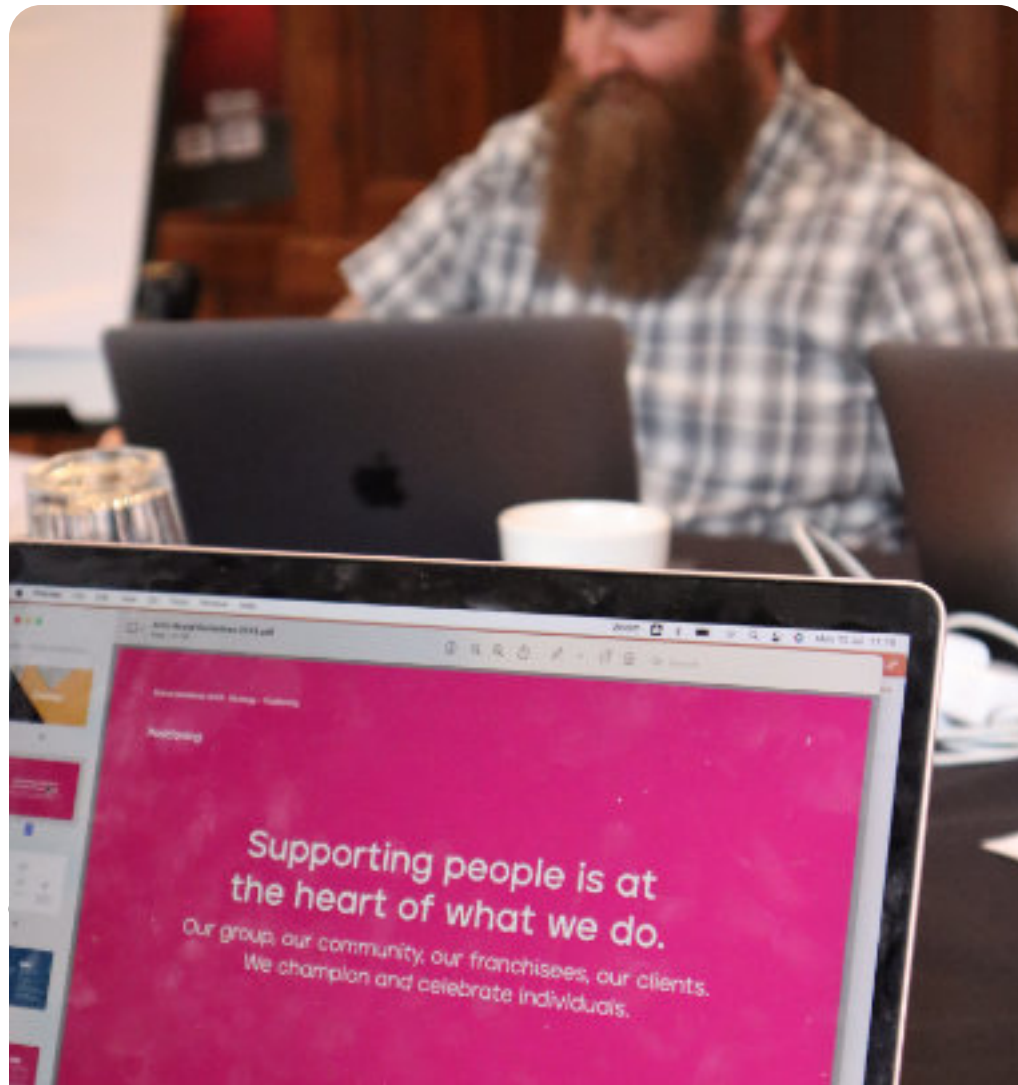
activ
marketing™
by
Nancy Hewson

An investment in your future



Carve Your Own Path

Along with all our franchisees, you will receive full support from our head office team to run your own business. Enhance the services you offer and provide robust technical and marketing support to your clients.



Our Recruitment Process

All sounds great doesn't it? Now you may be intrigued enough to ask, is this the opportunity I've been searching for? Our success as champions for our franchisee's is fundamentally down to accepting applications from the right people.

These candidates then go through an interview process before signing up and hitting the ground running with their new activ Marketing business.

If you answer yes to the following, you may well just be our next franchisee:

- Do you want to be in control of your success?
- Are you driven?
- Are you hungry to grow your business?
- Are you ready to invest in your future?

Our franchisees are at the core of what we do – our business is about driving the success of their businesses. So, let's discuss financials. Based on feedback from our existing franchisees and previous enquiries, we know the main upfront concerns are about the support we give, and finances. Rest assured, we have comprehensive support systems in place.

Now, let's talk about money. Our franchise package has been carefully priced to encompass training, setup, and the necessary operational knowledge required for a confident start to your business. We understand that investing in a new venture can be daunting, but we want to assure you that by following our proven success model, you will begin to see a return on investment in no time.

Our
upfront
franchise fee
is just
£15,000^{+VAT}.

Our franchisees are at the core of what we do

Testimonials



We know there is no better way to illustrate the activ franchise model than hearing success from our existing franchisees.



"activ provide the support we need to grow and enable us to provide a variety of services to our clients which helps enormously with client retention and obtaining new clients."

Lisa and Reece



"I was able to create a work/life that was more agreeable to my situation with the activ franchise. I started my business with little marketing experience but the training and support from head office at activ Digital Marketing meant I could accelerate my learning whilst simultaneously growing my own business. I've since gone on to win awards and I have a very healthy marketing business."

Mark



"Plugging into a team of experts at head office has been priceless. Since signing up I have gone through the training sessions regularly and I have a much broader understanding of digital marketing which means I'm fully prepared and confident when I speak to prospective clients."

Cameron



"activ has provided me with the opportunity to grow a successful business at my own pace but with the backing of a really knowledgeable and supportive team, which is worth its weight in gold when you're self-employed."

Jen



"This opportunity has given me a platform to build my own business without additional barriers that 'going it alone' would've presented. You have the satisfaction of building your own business but with the support of a head office function that provides both technical and marketing support. It's all there in a hypothetical marketing toolbox, so with the right attitude and hard work, you have a great chance to build a successful business."

Allan



"I was able to build a successful business with the activ franchise and believe in the model so passionately that I bought the franchise in 2021, proof that the opportunities with activ are endless."

Katie

activ franchise

Flexibility, profitability and inspiration.

Market outlook



We live in a world where marketing in some form is key to all businesses, large or small.

There are currently around 5.6 million private sector businesses in the UK¹. There is business to be found in all locations across the UK! And there is enough to go around, particularly when you stand out against competition with the activ offering.

The number of digital advertising agencies has increased by 6.1% from the previous years (2021 and 2022), reflecting the continued growth and importance of the digital marketing industry in the UK².

The activ client demographic is current and relevant to the market. Total employment in SMEs increased from 16.4 million at the start of 2022 to 16.7 million at the start of 2023, an increase of 1.7%³. These are your potential customers – and they are plentiful.



How much should a digital marketing budget be?

A digital marketing budget should be around 10% of the total annual revenue of a business. UK businesses pay an average monthly retainer fee of £1,065 to their digital marketing agency in 2023 (figure adjusted for inflation)⁴.

There is huge opportunity to build a profitable residual income with the support of the plug-in head office team.

Total employment in SMEs increased by 1.7%³. From '22 to '23

Digital advertising agencies has increased by 6.1%

Budget should be 10% of a business annual revenue

Sources.

[https://www.gov.uk/government/statistics/business-population-estimates-2023/business-population-estimates-for-the-uk-and-regions-2023-statistical-release#:~:text=At%20the%20start%20of%202023%3A,aside%20from%20the%20owner\(s\)](https://www.gov.uk/government/statistics/business-population-estimates-2023/business-population-estimates-for-the-uk-and-regions-2023-statistical-release#:~:text=At%20the%20start%20of%202023%3A,aside%20from%20the%20owner(s))
<https://www.linkedin.com/pulse/how-many-digital-marketing-agencies-uk-digirushsolutions/>
<https://www.linkedin.com/pulse/how-many-digital-marketing-agencies-uk-digirushsolutions/>
[https://www.expertmarket.com/uk/digital-marketing/digital-marketing-cost#:~:text=A%20digital%20marketing%20budget%20should,\(figure%20adjusted%20for%20inflation\)](https://www.expertmarket.com/uk/digital-marketing/digital-marketing-cost#:~:text=A%20digital%20marketing%20budget%20should,(figure%20adjusted%20for%20inflation))

Earning potential



Head office can carry out all work on your behalf, if required.

Alternatively, franchisees can have full software access and carry out build and activity themselves keeping a higher margin. It depends where your strengths lie!

Sample client: route 1

Franchisee management and execution

eCommerce website	£3000
New logo	£329
Keyword research	£229
Ongoing social media management	£299/MO
Hosting and support	£74.75/MO

Franchisee margin	100% less hosting fee
Upfront franchisee profit	£3558
Monthly franchisee profit	£359.70

Sample client: route 2

Franchisee management, head office execution

eCommerce website	£3000
New logo	£329
Keyword research	£229
Ongoing social media management	£299/MO
Hosting and support	£74.75/MO

Franchisee margin	50%
Upfront franchisee profit	£1779
Monthly franchisee profit	£210.21

Sample client: route 3

Head office management and execution

eCommerce website	£3000
New logo	£329
Keyword research	£229
Ongoing social media management	£299/MO
Hosting and support	£74.75/MO

Franchisee margin	30%
Upfront franchisee profit	£1067.40
Monthly franchisee profit	£150.41

1. You take full control
2. Half-way house
3. Totally outsource to head office



FAQs



Frequently asked questions about joining a leading digital marketing franchise.

Below are some of the questions we get asked most often about joining our digital marketing franchise.

I feel like I need professional marketing training? Do I need to do a marketing degree?

You cannot of course deny that a marketing degree gives great knowledge. But, this is not necessary for our franchisees in order to become marketing experts. You're investing in your future by joining activ and this too involves training and accreditation to show your gained knowledge and expertise.

We run bi-weekly training modules for franchisees which cover the most up to date trends and changes within marketing, as well as the fundamentals of business. Franchisees are expected to attend training webinars or read up on the topics afterwards and complete subject assessment which means that they are a fully refined and accredited marketing professional.

What can I earn?

How much you earn depends on how much you put into your business. A franchise gives you a stronger grounding and a head start to going it alone. It is not unrealistic to think you could turnover over £5000/month after six months.

activ franchise

Flexibility, profitability and inspiration.

Would this opportunity suit a marketing consultant?

Totally. Our consultant marketing franchise is ideal for those with a marketing background. As an experienced marketing professional, you can sit in the middle and offer the services of a full agency without employing anyone and grow your business with minimal risk and administration. Technical support is covered, along with the fulfilment of the marketing services you don't want to do yourself. You can sit in the middle, plan, and project manage your clients with a full team behind you. You set your client's pricing and pick and choose from our fixed price list which of those services head office fulfils for you. It could not be more perfect. We have an established brand for you to trade as, without losing your consultant identity, if you choose the consultant franchise option.

What if I have existing clients? Can I bring these into my new franchise?

Yes! This is the perfect model to support the growth of your business to the next level. activ allows you to do as much or as little of the work for your client yourself so you can choose which work you continue to do yourself, and which work you outsource to your plug in head office team. Don't worry though, you maintain control and contact with your client as well as invoicing (if you want to!).

What type of person would be best suited to the activ digital marketing franchise?

We have franchisees with a wide variety of backgrounds, from HR, admin, finance, sales, software development, aerospace, to name but a few. The beauty of activ is that you can tailor how you operate your franchise to capitalise on your skills. If you want to focus on sales, the head office can fulfil all client work on your behalf. If you want to build websites yourself, you can do so and the head office will just host, maintain and update your client's sites and take a much lesser fee. The choice is yours. We can help you define your growth strategy. Plug-in to the team as and when you want to.



FAQs



How long have your team been working at activ?

Three of our originating head office team members have 33 years service between them! They know the business inside and out and are in a strong position to continue supporting franchisees and clients as the business grows.

Do you have long serving franchisees?

Yes! Our three longest serving franchisees have 45 years 'service' combined and have over 500 live clients between them.

Running a business is new to me, how can you support my learning journey?

Don't worry, many of our franchisees have never run a business before joining activ. As part of your induction and training period you get a series of 1-2-1 online sessions with our MD Katie Bullon. Katie is a former franchisee who operated her South Wales based franchise from 2014 before she bought out the entire business in 2021. She is well placed to advise on how to run your business and what needs to be done at each stage. Even after these sessions Katie and our head office team are always on hand to help and advise. Our franchise Support panel is also on hand to support you.

I know marketing is an industry that is always changing. How do we keep abreast of changes?

The beauty of being part of a franchise like activ is that you don't have to worry about this. Any significant industry changes that we feel need to be rolled out in the work we do for clients will be reviewed and rolled out to our entire network by head office. This may be in the form of an email update so you have the most up to date information for clients, or in more detail within a training workshop.

Either way, this is a huge benefit of being part of a franchise rather than going it alone.



activ franchise

Flexibility, profitability and inspiration.



Start your journey of
discovery with activ today.

Book an initial call:

hello@activmarketinggroup.com

activ Marketing Group Limited
International House,
10 Churchill Way
Cardiff
CF10 2HE
United Kingdom

0345 395 0300
www.activfranchise.com
hello@activmarketinggroup.com

