



**Manchester
Digital**

Commercial Bolt-Ons

Unlock Added Value

Amplify your brand, engage new audiences, and drive growth with Manchester Digital's Enhanced Marketing Support...

As a Manchester Digital member, you now have exclusive access to a suite of powerful marketing add-ons designed to elevate your brand's reach and impact.

With over 50,000 social followers, 40,000 monthly website visitors, and 10,000+ newsletter subscribers, these marketing bolt-ons provide tailored exposure to a tech-savvy and engaged audience.



Manchester Digital Partnership Bolt-On Opportunities

From enhancing visibility across digital platforms to building connections through exclusive events and talent campaigns, our add-ons empower your business to achieve its unique goals within Manchester's thriving tech ecosystem.

Please find below a range of scalable options, allowing you to 'pick and mix' from various add-ons.

Our focus is on enhancing existing member benefits, with dedicated support to ensure we deliver meaningful engagement without overwhelming our members with sales content. Please note that some of these options are subject to availability and won't always be guaranteed.

Investment: Each of these options is scalable, allowing us to tailor the package to fit your promotional goals. Once we understand your objectives and preferred options from the list below, we'll provide a customised cost proposal.

Marketing Bolt-On

Enhanced marketing support to boost a specific campaign or product for members.

Deliverables:

- **Custom Content Campaign:** Tailored content series (e.g., profile piece, blogs, articles, or case studies) focused on the member's campaign or product, shared across Manchester Digital's website, social channels, and newsletter.
- **Enhanced Social Media Promotion:** Dedicated social posts across Manchester Digital's LinkedIn, Twitter, and Instagram channels, with branded graphics and campaign-specific messaging. Includes up to four posts across a month, strategically timed to maximise engagement.
- **Feature in Monthly Newsletter:** Highlight in the monthly member newsletter with a sponsored section, detailing the campaign's objectives, links, and call-to-action.
- **Paid Social Ads:** Option for paid social ads targeting Manchester Digital's audience, co-branded with member content and driving traffic to the member's chosen link.
- **Analytics Report:** Summary of engagement metrics, clicks, and reach for the campaign to demonstrate effectiveness.
- **Promotion at Events:** Opportunity to be featured at one of our events (subject to availability).

Requirements:

- Member to provide copy and graphics

Investment guide price:

- £500-£1,500

Event Partner Bolt-On

Collaboration to host an event with Manchester Digital, leveraging our brand and audience.

Deliverables:

- **Co-Branded Event Marketing:** Creation of co-branded materials, including a joint event logo, email invites, and social media graphics, featuring Manchester Digital and member branding.
- **Promotion Across Manchester Digital Channels:** Event promotion on Manchester Digital's website, newsletters, and social media, ensuring high attendance.
- **Collaborative Event Agenda:** Joint development of an agenda to align topics, speakers, and content with the member's objectives and Manchester Digital's audience.
- **Attendee Lead Collection:** GDPR-compliant attendee information for member follow-up, unless hosted on member ticketing site.
- **Post-Event Coverage:** Recap blog or video summary featuring highlights, photos, and insights, prominently displaying member branding and links.

Investment guide price:

- Scalable dependant on size of event, remote or in person, location and supplier costs.

Podcast/Video Bolt-On

Sponsorship of a season or year's worth of podcasts or video content, providing members with prominent branding and involvement.

Deliverables:

- **Sponsor Recognition:** Sponsor logo and mention in the introduction of each podcast or video episode.
- **Branded Visual Assets:** Member branding integrated into video intros/outros, podcast cover art, and other visual materials.
- **Exclusive Guest Spot:** One exclusive guest appearance per season, chosen in collaboration with Manchester Digital to ensure relevance and value to the audience.
- **Cross-Channel Promotion:** Every episode promoted across social media, newsletters, and websites, with clear sponsor branding.
- **Metrics Report:** Summary of reach, plays, and engagement for each episode, highlighting sponsor visibility and audience response.

Investment guide price:

- 4 episodes £7000
(scaleable should member provide filming/recording and editing capabilities)

Manchester Expansion Bolt-On

Designed to support members new to Manchester who are aiming to establish and grow their presence in the region.

Deliverables:

- **"Welcome to Manchester" Feature:** Profile article or video interview about the member's goals in Manchester, shared via Manchester Digital's digital platforms.
- **Curated Introductions:** A tailored list of potential connections in Manchester based on the member's profile, including introductions to relevant Manchester Digital contacts and partners (with their permission).
- Plus pick and mix from other bolt ons.

Investment guide price:

- £1,500-£10,000

Talent Attraction Bolt-On

Enhanced support for members looking to grow their teams, attracting top digital talent in Manchester.

Deliverables:

- **Premium Job Listing:** Enhanced visibility for job postings, with featured positions on the Manchester Digital job board and social channels.
- **Talent Campaign Feature:** Dedicated email campaign promoting the member's open roles, company culture, and growth vision, sent to job seekers in Manchester Digital's network.
- **Employer Branding Piece:** Profile article or video interview focusing on company values and team culture, shared via Manchester Digital's digital platforms.
- **Monthly Recruitment Insights (subject to availability):** Monthly report providing data on local recruitment trends and candidate expectations to help refine hiring strategies.
- **Follow-Up Support:** Regular check-ins and an optional post-hire survey to collect feedback from new hires and optimise the member's talent acquisition approach.
- **Recruitment Partnership:** Discounted recruitment services from our preferred partners
- **Free Initial Consultation:** (subject to availability) A one-time consultation offer for each new Talent Attraction bolt-on subscriber, providing tailored recruitment advice and insight.

Investment guide price:

- £2,500-£6,000

Talent Partner sponsorship

Subject to availability

Deliverables:

- **Partnership & Branding:** Recognition across all Talent Attraction bolt-on promotions taken up by members.
- **Quarterly Talent Insights & Data Report:** Co-branded Quarterly Talent Insights & Data Report shared exclusively with members, featuring hiring trends, in-demand skills, salary benchmarks, and other relevant industry insights.
- **Highlight Recruitment Expertise:** The report will prominently feature your organisation as a thought leader, providing valuable insights to guide members in talent attraction and retention.
- **Exclusive Member Discount:** Manchester Digital members receive a preferred rate on placement fees, job postings, or other recruitment services offered by your organisation.
- **Free Initial Consultation:** A one-time consultation offer for each new Talent Attraction bolt-on subscriber, providing tailored recruitment advice and insight.
- **Talent Campaign Co-Branding:** All Talent Attraction email campaigns for members who subscribe to the talent attraction bolt on, newsletters, and digital assets will feature “[Powered by – your organisation]”



Talent Partner sponsorship

Deliverables (continued):

- **Promotional Social Posts:** Dedicated quarterly posts on Manchester Digital's social channels, spotlighting [Recruitment Company Name] as the preferred recruitment partner and sharing key insights or talent acquisition tips.
- **Sponsored Webinar:** Opportunity to co-host an annual talent-focused webinar with Manchester Digital, where [Recruitment Company Name] presents on current hiring trends, attracting tech talent, and workforce development insights.
- **12-Month Metrics & Impact Report:** End-of-year Impact Report to showcase the reach, engagement, and impact of the partnership. The report will include metrics like member engagement, website visits, report downloads, and feedback on the Talent Attraction bolt-on.

Investment guide price:

- Price on request

Terms & Conditions for Manchester Digital Member Marketing Packages

By purchasing a commercial bolt-on package with Manchester Digital, you agree to the following terms and conditions. These are intended to ensure a seamless and productive collaboration that maximises the value of the add-ons while respecting the needs of all parties.

General Terms & Conditions

Content and Design Responsibility:

All copy, designs, visuals, and graphics must be provided by the member and are subject to review by Manchester Digital to ensure alignment with community standards.

Approval and Notice for Changes:

Any changes to the content, graphics, or campaign structure must be communicated at least one week in advance to allow for coordination and approvals.

Non-Competition Clause:

Content, products, and campaigns promoted through these packages must not directly compete with Manchester Digital's own offerings or other key partnerships.

Compliance with Code of Conduct:

Members agree to adhere to Manchester Digital's Code of Conduct and service level agreement.

Intellectual Property:

The member retains ownership of all submitted content, granting Manchester Digital a licence to use, distribute, and adapt content for promotional purposes across our platforms.

Limitation of Liability:

While Manchester Digital will make reasonable efforts to ensure optimal campaign performance, we do not guarantee specific engagement metrics, attendee numbers, or content reach due to the varying nature of digital platforms.

Analytics and Reporting:

Manchester Digital will provide summary metrics and analytics reports where specified.

Package-Specific Terms

Marketing Bolt-On

- **Content Review and Approval:** Campaign copy and graphics will be reviewed to ensure alignment with Manchester Digital's brand and audience interests.
- **Paid Social Ads:** The member is responsible for funding ad budgets.

Event Partner Bolt-On

- **Co-Branded Event Materials:** Co-branding must align with the Manchester Digital style guide.
- **GDPR Compliance for Lead Collection:** Attendee information is provided for follow-up with consent only.

Podcast/Video Bolt-On

- **Sponsor Integration:** Placement will be based on Manchester Digital's discretion.

Manchester Expansion Bolt-On

- **Curated Introductions:** Introductions depend on the availability and interest of relevant parties.

Talent Attraction Bolt-On

- **Job Listings:** Job descriptions must adhere to Manchester Digital's job listing guidelines.
- **Employer Branding Content:** Content must accurately reflect the member's company culture and hiring practices.

Disclaimers

Manchester Digital reserves the right to amend these terms and conditions, and may terminate agreements if content or campaigns harm Manchester Digital's brand integrity or reputation.

Contact information

For more information or to discuss bespoke packages, please get in touch.



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**Manchester
Digital**