

# Driving business to your door

with the help of grant funding.

OMNISITY™

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An overview of grant funding to support sales and marketing for  
manufacturing and engineering businesses in the Midlands.

# Intro...

## Let's get started

**We'll keep it short, we know you're busy.**

**We conducted a very short, simple survey a few months ago asking small to medium size business owners what they knew about \*grant funding to help them drive new business opportunities their way.**

As it turns out – there's not as much awareness as we thought.

Apart from the usual answers, which don't really cover business promotion activities anyway, things like:

- R&D Tax Credits.
- European Regional Development Fund (EIC Accelerator for example).
- Innovate UK.

It would also appear a lot of business owners are put off by the grant application process due to it being:

- Too difficult, time/labour-intensive to bother applying for.
- Most grants require match funding by the business and need a substantial investment.
- Not knowing where to start (The Gov.uk website lists over 100,000 results for Business Grants).
- Only about 5% of applicants are successful!

# Solution

## Easy access to grant funding

Designed to support your sales and marketing activities.

**The good news is that there are currently a few very accessible grants available to almost any small to medium size business in the Midlands, that are involved in \*manufacturing or engineering.**

The grants are available to support sales and marketing projects that range from just £2,000 up to £5,000 and in some areas up to a £10,000.

**The level of actual grant support ranges from 32% up to 50% and best of all these grants are...**

■ **Easy to apply for**

It takes between 30 to 50 minutes, and we'll help you through the process.

■ **Simple to claim**

The grant money can be in your bank within 10 working days after submitting the claim.

■ **No obligation**

It's none contractual, you're not tied in to anything.

■ **Covering multiple projects**

You can apply for the grants more than once.

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32% - 50%  
Grant Funding

Omnisity  
Bridge Street  
Stourbridge  
West Midlands  
DY8 5YX

01384 294 444  
hello@omnisity.com  
www.omnisity.com

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\*The basic eligibility criteria required to access the grant is that you must be classed as an SME as defined by the EU definition, this means your company (or group of companies) must have fewer than 250 employees, a turnover less than or equal to €50 million or a balance sheet total less than or equal to €43 million and that the business is considered as a manufacturer. To claim the grant and receive payment within 10 working days submission must be made prior to the 20th of any calendar month.

# Function?

## What can these grants be used for?

Quite a few things actually.

**The grants can actually be used for a variety of things, but from our perspective, as business to business marketing people, we've used the grants to support our clients by generating additional enquiries for them.**

So whatever tactics might be needed to make that work, from driving more traffic to a website, to running highly targeted advertising or organic social media campaigns.

It might be the creation and implementation of a digital marketing strategy, along with all the necessary components, from website upgrades to corporate films, to print media and more.

The point is, we're not tied into any particular strategy or platform, we'll analyse everything and recommend the best approach for your business.

- Market Research (various types)
- Advertorial Websites (design & development, upgrades)
- eCommerce Websites (design & development)
- Search Engine Marketing (search engine optimisation)
- Pay Per Click Advertising (on Google, Bing etc.)
- Traditional Print Advertising (direct mail, brochures etc.)
- Paid Social Advertising (on LinkedIn, Facebook etc.)
- Corporate Video Production (product demos etc.)
- Exhibition and Display (stand design/graphics)
- Photography (on-site and in the studio)
- Branding (evolution or revolution)

# Process

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## How does it work?

In a nutshell, the whole process goes as follows...

- Based on your sales objectives, we'll work out the most cost-effective way to get you where you need to be.
- We then write the proposal and arrange for your local grant advisor to give you a call.
- They'll help you answer the few questions required for the application, and ask you to complete an online form.
- We then do all the heavy lifting, and start the various business marketing processes you've agreed to engage with.
- Once the project is complete, we'll invoice you for the work we've done, and you can then make the claim.
- It's simple to claim, all that's required is to send the funding agency your redacted bank statement showing you've paid for the project, and the grant money can be in your bank within \*10 working days.

# Outcomes

## What can be achieved?

Quite a lot – but it has to be driven by your business goals.

We want results! And we're sure you do too. This is what we're about.



**40%**

Increase in profits.

**1020%**

Increase in website visitors.

"Over the three years we have been with Omnisity, we have increased our staff by 30% and in turn, increased profits by 40%."

**Neil Hampton | Director**  
Trailer Engineering Ltd.



**329%**

Increase in sales enquiries.

**632%**

Increase in website visitors.

"The website has since been a success with better-quality leads being generated and captured through the website."

**Gill Lockley | Marketing Manager**  
CS Pouches (CS Labels Ltd.)



**2,046%**

Jump in Googles rankings.

**1,151**

More Google keywords.

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# We are

## Omnisity

We're here to help you sell more.

Established in 1997, we've been working with some great British businesses just like yours, delivering the results they need to drive more enquiries and sales.

We've helped obtain over a million pounds worth of grant funding for our clients, and supported their businesses to drive many millions of pounds worth of sales through their doors.

We specialise in being the outsourced marketing team for all our clients, whereby we can supply the full range of services, offering the complete end to end solution, from consultancy, research, strategy to complete design, implementation and management, or you can just dip in and use what you need, whenever you need it.



# +78 NPS

\*Net Promotor Score



\*The "Net Promoter Score" is an industry-standard metric used in customer experience programs. NPS scores are measured with a single question survey and reported with a number from -100 to +100. The higher the score the greater the satisfaction and loyalty customers have to their supplier.

OMNISITY™

est 1997

£1m+  
in grant funding

Focused on supporting business owners  
Based in the West Midlands  
A team of 14 friendly specialists  
Amazing freshly ground coffee  
(and one relatively cute orange dog)

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# Free!

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## What?

**That's right. We said free (Competitor Analysis).**

**To prove just how committed we are to supporting the growth of your business – we're offering some free competitor analysis to show how you're comparing with your online competitors.**

The analysis is the perfect tool for understanding how you're currently performing against the competition in your industry on the World Wide Web.

It provides in-depth insights into what your competitors are being found for, the market potential, and a lot more besides. It's all designed to help create a plan that meets the needs of your business and your target audience.

**To claim your free analysis either call us 01384 294 444 or email [hello@omnisity.com](mailto:hello@omnisity.com)**



# What our customers think

OMNISITY™

## Positive: Professionalism, Quality, Responsiveness, Value

"Omnisity built us a fantastic website, then showed us where our digital marketing could be improved, they went through step by step everything from socials to You Tube and gained us massive results on Google. We continue to work closely together hitting targets month in month out."

**Neil Hampson** | Director | Trailer Engineering

"We first engaged with Omnisity on a project to create a new website for a new core product. From conception, through to delivery and beyond, the team lent advice, ideas, support and their huge portfolio of skills. The website has since been a success with better-quality leads being generated and captured through the website."

"The performance for the site has been beyond what we would have hoped and the team have excelled at applying our feedback in delivering even more targeted content since its implementation."

"The feedback received from industry peers, prospects and customers has been overwhelmingly positive. Our focus then moved onto our core company website which was scoped and rebuilt it from scratch. Having had the confidence from our first project together, we knew that the project was in the best hands with Omnisity."

"The business anticipated all of the challenges associated with new websites, and we were incredibly thankful that all of the hard work meant that the impact has been almost unnoticeable."

"Performance statistics are consistently showing improvements and the level of pro-active planning to action search engine criterion changes (e.g. Google updates) has meant that there

has been steady growth rather than peaks and troughs, which is perfect for a business that applies so much focus to planning."

"The team are approachable, knowledgeable, helpful, friendly and most of all innovative. Whether there is a requirement for a small business or a large corporation, Omnisity set clear expectations and deliver on them, time and time again."

**Gill Lockley** | Marketing Manager | CS Labels

"We immediately gelled with Omnisity's straightforward no-nonsense approach. The quality of the site is exceptional, recognised by both our customers and Denso in Japan who manufacture the products we sell. We are now recognised as a major player in the barcode scanner and Auto ID sector and have gained significant new business."

**Richard Jacka** | Managing Director | Denso

"Omnisity listened and came back with logical, highly professional solutions that reflected our internal culture and needs. Always efficient and able to work effectively within short time-scales they quickly became our trusted out of house marketing department."

**Andy Baily** | Managing Director | EDS

"From the initial contact through the journey, the team have been professional and responsive at all times. The team at Omnisity talk our language and have prepared a clean professional feel website for us. I strongly recommend them when considering your website and strategic marketing."

**Timothy Sheriff** | Managing Director | Automotive Systems

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