

# Digital Marketing Capability Support



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## Background & Objectives

Digital channels provide one of the most cost-effective ways to develop an export market. Choosing how and where to incorporate digital into your business activities will vary for every company, depending on your resources, capabilities and target market: the one constant is that no business can afford to ignore or take their web presence lightly.

Our Digital Marketing Unit (DMU) is focused on helping export-focused clients across all sectors to exploit digital channels as a route to market and to assist them in developing a strategy that will shape how they do business online. We provide a range of services, including strategic guidance, workshops and seminars and funding support, based on the recommendation of your Development Adviser.

Under our Business Process Improvement Grant, client companies can apply for grant support to undertake a **Digital Marketing Capability support**. This support is designed to assist senior managers in client companies to maximise the opportunities presented by the Internet as a business development channel.

Through the use of one-to-one training and action-based learning, consultants/ trainers will work with clients to plan and implement significant strategic digital marketing projects.

Interested applicants must first contact their Enterprise Ireland Adviser to discuss their application/eligibility.

### *How do I apply?*

Clients of Enterprise Ireland should contact their Enterprise Ireland Development Adviser to discuss their proposal and to ensure it meets the overall business objectives for their company.

For specific information regarding eligible activities, please contact the Digital Marketing Unit:

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## Support

Under this support scheme, client companies can apply for grant support to assist a senior project champion (manager) to maximise the opportunities presented by the Internet as a business development channel. Through the use of one-to-one training and action-based learning, consultants/ trainers will work with clients to develop and implement a digital marketing strategy.

### Operation

Client companies applying for support may select a Consultant from the list of providers posted on the [www.enterpriseireland.com/dmu](http://www.enterpriseireland.com/dmu) website. Client companies are therefore strongly encouraged to properly vet any digital marketing agencies/consultants they are considering employing. No liability will accrue to Enterprise Ireland, for either the company's choice or the consultant's performance.

Companies are also permitted to apply for assistance towards the costs of employing a trainer/consultant who is not on the list. Those who do so will be asked to provide sufficient information to satisfy the Digital Marketing Unit that the consultant they propose to use has previously carried out similar digital marketing strategy assignment(s) satisfactorily.

What costs are eligible and what is the maximum funding available?

Eligible costs include the cost of hiring external consultant/trainers. A company may also choose to allocate the costs of one senior internal project champion (manager) subject to Enterprise Ireland approval.

Please note: Web development of any type (including CMS) and online advertising will not be supported by EI and should be clearly identified separately in all Digital Marketing Capability applications and subsequent claims. During the grant inspection process, we will be asking companies for independent evidence of this (to include invoicing and payments which clearly identifies web development costs).

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The maximum level of grant support is up to 50% of eligible costs incurred (*i.e. up to 50% of eligible consultancy costs & up to 50% of eligible champion costs*) up to a maximum grant of €35,000. (Typical projects of this type would fall in the range of €15-28k expenditure).

### External Trainers/Consultants

- Costs of hiring a specialist external trainer/consultant to input into or undertake the proposed Business Process Improvement Assignment are eligible.
- Consultancy rate per day to be inclusive of travel and subsistence and all out-of-pocket expenses.
  - Days 1 to 20: €900 per/day,
  - Days 21 to 40: €700 per/day,
  - Days 41+: €600 per/day.  
(Up to 50% grant allowable)
- Where more than one consultant is being used from the same firm the daily rates/limits apply to the firm.
- Where there is more than one consultancy firm involved on the project, the rates & limits apply to each firm separately.

### Internal Project Champion

- An internal project champion is an Enterprise Ireland assessed and approved manager in your company who will be responsible for driving continuous measurable improvement and efficiencies relating to the Digital Marketing Capability/Business Process Improvement assignment being applied for.
- Maximum of one internal champion allowed. Maxthi support is up to €20,000 i.e. 100 days salary to a maximum daily rate of €200. (*Up to 50% grant allowable*).
- Internal champion costs must not exceed external trainer/consultancy costs or €20,000 whichever is the lesser.

Receipt of other grants from Enterprise Ireland may impact on your eligibility for support under this initiative. The maximum percentage level of funding may be reduced if you have raised funds under the Employment Investment and Incentive Scheme (EII), Business Expansion Scheme (BES) or Seed Capital Scheme (SCS). For further information, please discuss with your Enterprise Ireland Development Advisor [www.enterpriseireland.com/DA](http://www.enterpriseireland.com/DA)

## Application and Approval Process

Prior to applying clients must first:

- Contact their Enterprise Ireland Adviser to discuss their application.
- First time applicants will be required to register on the Enterprise Ireland Online Application System [www.enterpriseireland.com/apply](http://www.enterpriseireland.com/apply)
- Any expenditure incurred prior to receipt of the application by the Enterprise Ireland Client Service Unit will not be eligible for grant aid.

Please note that approval by Enterprise Ireland of any grant sought in this application shall be subject to Enterprise Ireland being satisfied:

- a) of the merits of providing grant support to the activity set out in the application.
- b) that the approval is in accordance with Enterprise Ireland policy.
- c) that the approval is in accordance with the relevant statutory requirements.
- d) that there are sufficient funds available to Enterprise Ireland.

Grant approval decisions will be made by Enterprise Ireland following an assessment by the Digital Marketing Unit.

Successful applicants under this initiative will receive a letter of offer from Enterprise Ireland which MUST be signed and returned. Unsuccessful applicants will also

be notified. A decision will be communicated within 15 working days.

A company can make a maximum of 2 grant claims for this programme.

## Measuring your Digital Marketing Maturity

We have developed a questionnaire to help our clients establish a baseline of their Digital Marketing activity.

This covers a variety of information points and capabilities that will help them and Enterprise Ireland develop a clear understanding of their web presence as well as highlighting opportunities and weaknesses in their existing Digital Marketing strategy.

Download the Digital Marketing Maturity Questionnaire using this link: <http://www.enterpriseireland.com/en/Export-Assistance/Building-Export/Internet-Marketing-Maturity-Questionnaire.doc>

Companies are required to fill out this Digital Marketing Maturity Questionnaire prior to applying for this Digital Marketing Capability support as well as upon completion of the assignment for benchmarking purposes.

## Eligible/Desirable Activities

- Optimising your web presence to ensure visibility in your target export market.
- In-depth analysis of your web presence, your target audience and your brand (from a marketing perspective) which should help you make informed decisions about which online marketing channels are the most appropriate and cost-effective.
- Development of a written online marketing strategy and production of a roadmap for implementation of this strategy (incorporating resource/ process considerations).
- Ensure that your web presence is being fully utilised/optimised to fulfil its overall marketing potential, tying in with and supporting other initiatives that have been undertaken or are planned for the future.
- Training for measuring, monitoring, moderating and managing online marketing channels (including SEO, Analytics, Google Adwords, email marketing and social media campaigns, etc).
- Comprehensive analysis of your competitor's online presence.
- Development of content to ensure that you are portraying a consistent message and posting information online that supports the development of your brand

- and meets the needs of your target audience and export market.
- Identifying your company's value proposition, how this should be communicated, what should be emphasised and then how to present this to the user.

### Other Sample Activities

- Website localisation for specific markets and cultures - we will allow a limited number of search engine optimised landing pages. (Marketing/technical brochures, white papers are excluded).
- Pay-per-click campaign strategy development – terms, frequency and geographic locations. We do not fund the actual campaigns themselves, just their design/development.
- Concept design of sample web pages (wire-frames, sitemap).
- Limited training for Content Management Systems.
- Planning/design of eMail marketing campaign.

Please note: Web development of any type (including content management systems) will not be supported by EI and should be clearly identified in any Digital Marketing Capability application.

## Choosing Your Consultant

Choosing your consultant carefully is important in the development of your online marketing strategy. The criteria that consultants have to meet to be included in the Enterprise Ireland list of Digital Marketing agencies/consultants are presented below.

Consultants should have-

- A proven track record in providing digital marketing consultancy services to business in either the large and/or the small and medium enterprise (SME) sectors.
  - Experience in developing, implementing and managing a digital marketing strategy to achieve measurable improvement in internationalising a company's web presence to ensure visibility and increased sales in a target export market.
  - Expert knowledge of digital marketing business processes and strategies and recognised qualifications in this area. This should include the ability to work with a company's existing web presence which may need to be lifted to the next level.
  - Ability to carry out an in-depth analysis of a company's web presence, their target audience, their competitors and their brand which should help them make informed decisions about which online marketing channels are the most appropriate and cost-effective.
- Experience in providing training and embedding capabilities for measuring, monitoring, moderating and managing online marketing channels.
  - The ability to ensure that a company's web presence is being effectively utilised/optimised to fulfil its overall marketing potential, tying in with, and supporting other initiatives that have been undertaken or are planned for the future.
  - The capability to identify a company's value proposition and to develop content to ensure that this is communicated consistently and efficiently to support the development of the company brand and meet the needs of their target audience and export market.
  - The full-time resources and capacity to deliver prompt and professional responses to enquiries from Enterprise Ireland clients and to successfully complete assignments for Enterprise Ireland clients participating on the Digital Marketing Capability support.

Please note: Web development of any type (including CMS) will not be supported by EI and should be clearly identified in any Digital Marketing Capability application and subsequent claims.

## Checklist for choosing your Consultant

Before talking to any consultant it is important to try to understand what you are trying to achieve. The following questions are designed to help you do this. (We would recommend that you talk to at least 3 consultants to ensure you have a good fit prior to engaging).

What is the purpose of the Digital Marketing Capability – what are you trying to achieve?

Who is your key audience/export market?

What type of help do you need?

What are the potential benefits of the proposed Digital Marketing Capability support?

Consultant Name	Understands problem?	Can Help?	Sector Experience	Score

Rating Scale:

1: Adequate    2: Good    3: Excellent

## Digital Marketing Agencies/Consultants

See below a list of consultants who have indicated to Enterprise Ireland their interest in performing work under this initiative. Companies applying for a grant are encouraged to select any consultant/trainer they choose from this list. However, the fact that a consultant is included on the list is no guarantee of the consultant's competence or that the consultant is suitable for your particular assignment.

This is not an exclusive or exhaustive list of service providers who may be capable of carrying out Digital Marketing Capability support and there is no obligation to use a consultant/trainer from the list to avail of this support funding.

Applicants are therefore strongly encouraged to properly vet any digital marketing agencies/consultants they are considering employing. No liability will accrue to Enterprise Ireland, for either the company's choice or the consultant's performance.

This list will be updated by Enterprise Ireland on a regular basis.

The current list of consultants can be found on our website: [www.enterpriseireland.com/dmu](http://www.enterpriseireland.com/dmu)

## Guidelines for Digital Marketing Agencies/ Consultants

Consultants/trainers performing work under the Digital Marketing Capability support should undertake to operate in accordance with the terms of the Assignment. In particular they should agree to the following:

- to act as an independent trainer/adviser and not seek to promote any particular products or services whose sale would create a material benefit for this consultancy company or those who control it or own it.
- to cooperate with any reasonable quality monitoring/assurance arrangements that may be put in place by Enterprise Ireland.
- not to engage in promotion of EI grant schemes to a general audience regardless of the company's eligibility, the availability of funding or the suitability of the support to their overall business strategy.
- not to submit applications on behalf of an EI client without having instructed the client to make contact with their Development Advisor to ascertain if funding support might be forthcoming or that the client is eligible for the support.
- not to incorporate the cost of any non eligible website development (including CMS) and online advertising into the client contract. These costs must be itemised and invoiced separately and be available on request at time of the grant claim inspection.
- not to misrepresent or overstate their relationship with EI to clients and others eg 'partners' or 'trusted EI suppliers'.
- to cooperate with Enterprise Ireland in their efforts to verify the accuracy of any grant claims made in respect of work carried out by our company under these Assignments.

## Contacts

Digital Marketing Unit  
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