

VOCAL"

Portfolio



Tender VLE

The Company

Tender VLE, powered by Alpha Enterprise, is the UK's first online learning resource for all things tendering. Tender VLE brings different levels of masterclasses to those who are at different stages of their tendering journey. It even supports with developing CPD credits and supports flexible and self-pace learning.

The Brief

The brief was to develop an online learning environment for those who wanted to learn to how to write tenders for the UK government. The system had to be robust, allow for accredited training, online mentoring and the completion of online tasks. The name Tender VLE had to remain, but the system needed to be able to adapt for a future product, Procure VLE, where the technical specification was still in development.

➤ [TenderVLE Website](#)

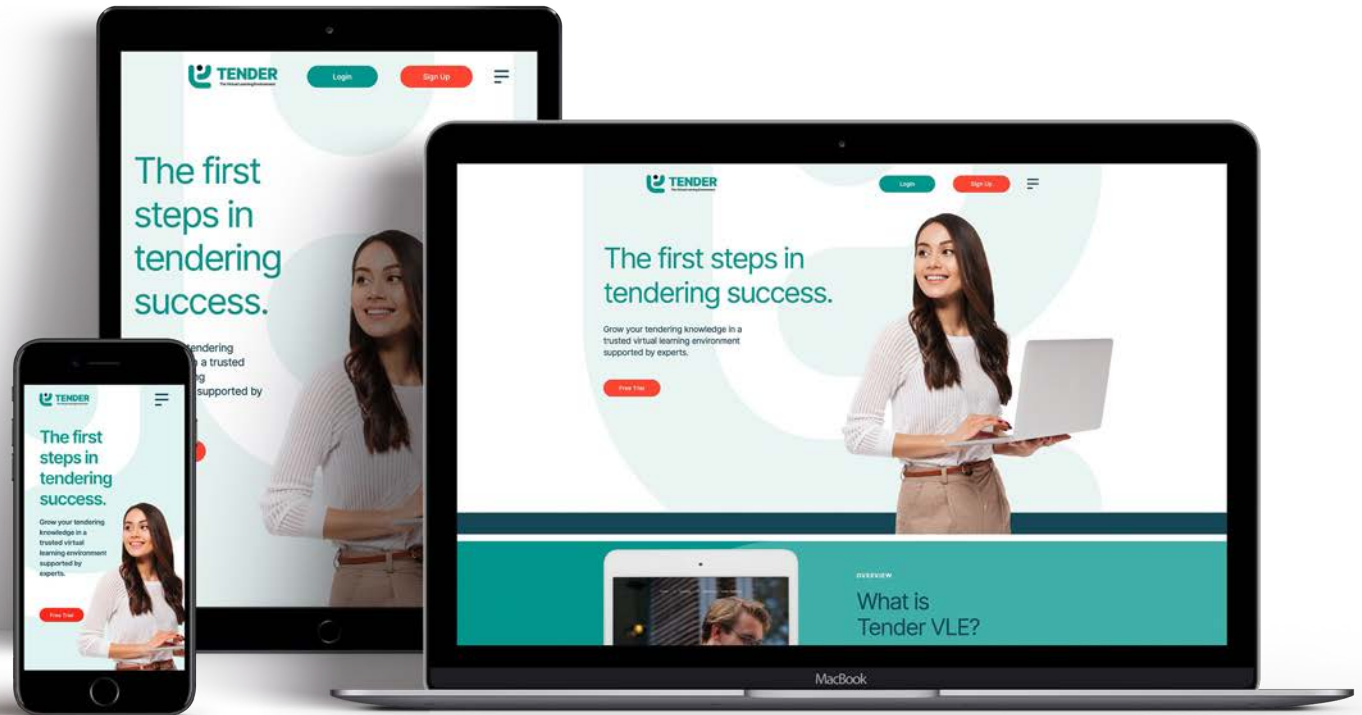
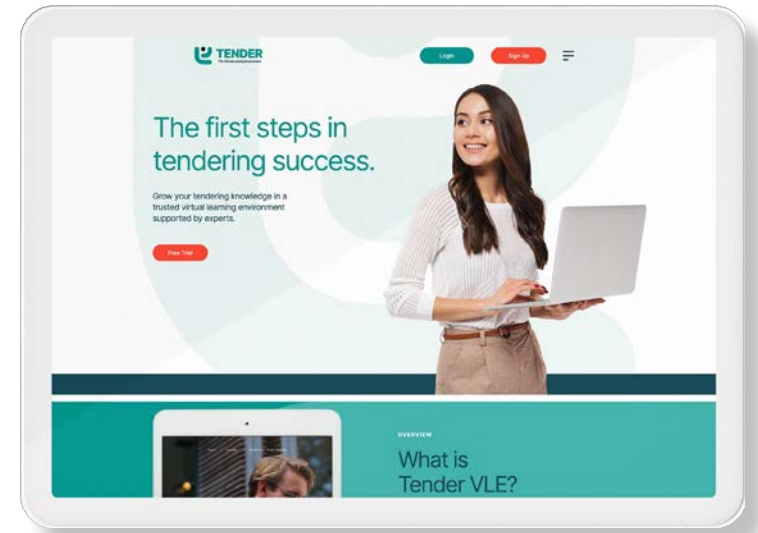


TENDER
The Virtual Learning Environment



The Solution

We started this project with a full research exercise and built and managed a basic MVP, allowing users to view and feedback on Tender Masterclasses on topics that were searched intensely on Google. From this, we could use user insight into what we needed to build for it to be customer ready – for both the end user and the businesses investing in their team’s development. Following this, we re-branded the offering, keeping the name Tender VLE and managed the development of a robust set of brand guidelines. Once a full analysis of the user feedback had taken place, our Project Manager, Kathryn, developed a technical specification for both a free version of Tender VLE and a paid for, accredited version, our design and development contacts were contracted to commence the project, working in parallel to ensure deadlines were met. The entire process, end to end, was managed by Jill and Kathryn, and all marketing managed by Charlotte and her team of digital marketers. TenderVLE is still in development and will launch in 2022.



The Delivery Team

- Jill Hudson - Global CEO
- John Hudson - Group COO
- Kathryn Johansen - Head of Creative
- Charlotte Jarvis - Digital Communications Manager
- Megan Snowball - Graphic Designer
- Ross Palmer - Freelance Designer

Budget

A budget of £50,000 has been assigned to this project and is still ongoing.

Outputs

- » Brand & brand guidelines management
- » Video masterclasses
- » Product development management (front and back end)
- » Website development management (front and backend)
- » Social media management
- » SEO blog writing & digital marketing strategy and delivery
- » Training workbooks design
- » Pitch deck, including pitch videos.

**ONLINE BID
WRITING TRAINING.
ON YOUR TERMS.
FROM ANYWHERE.**

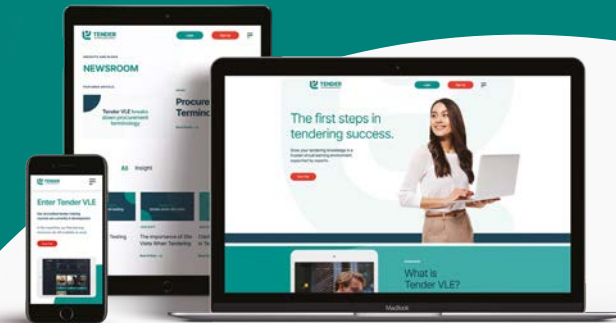


**FREE BID WRITING
TRAINING**



**LEARN ON THE GO.
ANYTIME.
ANYWHERE.**

www.tendervle.co.uk



Healthcare Tenders

The Company

Healthcare Tenders sources tenders on a daily basis from hundreds of buyers, across the UK. Their goal is to save clients both time and money, manually searching for new business opportunities. Their clients receive daily alerts when tenders are released for services in their sector as well as 24hr access to the Healthcare Tenders portal.

The Brief

Healthcare Tenders spotted a gap in the market for a tendering platform, focused on the healthcare industry. Amidst the pandemic in 2020, the need for a system such as this intensified. The clients required an online portal to house the tenders, a website to attract potential clients and a digital advertising strategy to promote the product.

➤ [Healthcare Tenders Website](#)

HEALTHCARE
TENDERS™

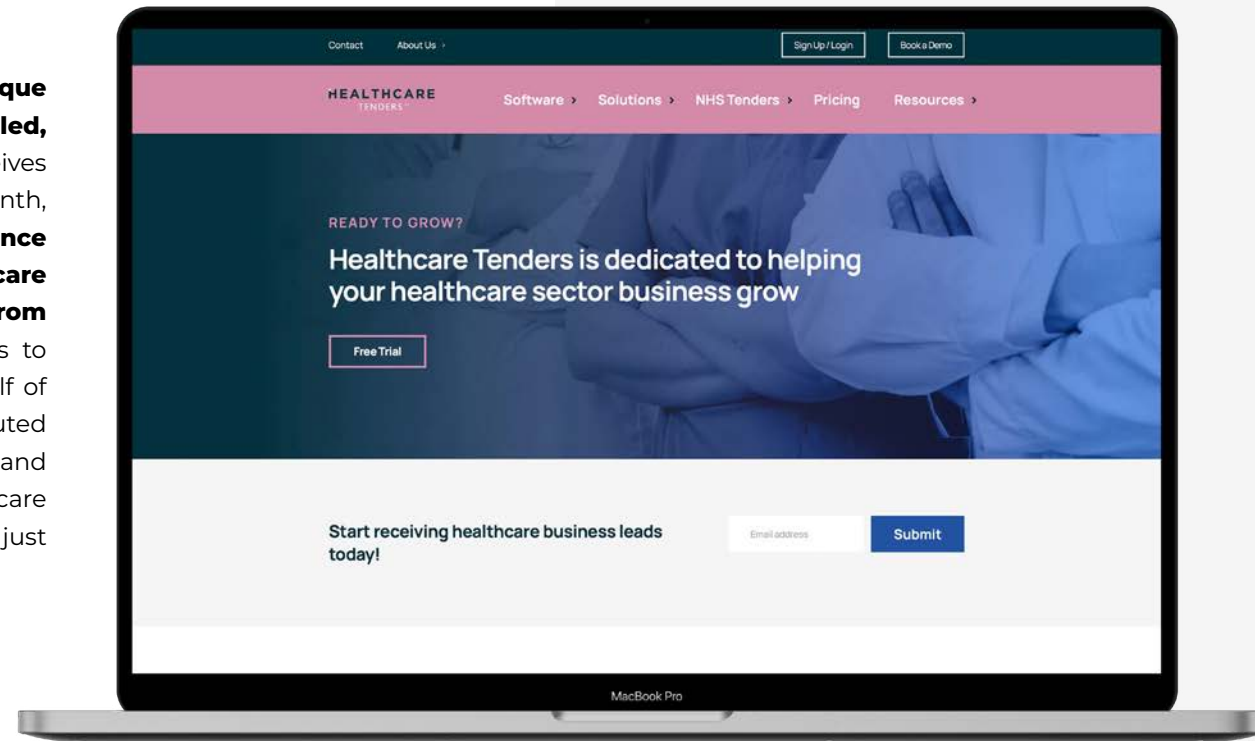


The Solution

We developed a purpose-built website for generating leads. Utilising our expertise in SEO and UX, we created a website that services both users and search engines. Our Design Team created a brand that instantly resonates with the healthcare sector, through strategic colouring and striking imagery. The Marketing Team worked on visually engaging materials to promote the product's launch. They created PPC campaigns, utilising Google Ads, Bing and Facebook for maximum exposure. With an ongoing SEO strategy, and monthly digital management, the team devised a content marketing strategy with longevity.

The Results

In just 12-months, the number of unique website visitors more than doubled, increasing by 69%. The business receives an average of 60 new leads per month, solely from digital marketing. **Since launching in June 2020, Healthcare Tenders has made a 30% ROI from marketing channels alone.** Thanks to the team's SEO expertise, almost half of the site's website traffic can be attributed to organic search. Their hard work and strategic thinking have seen Healthcare Tenders soar up 66 places in SERPs in just 12 months.



The Delivery Team

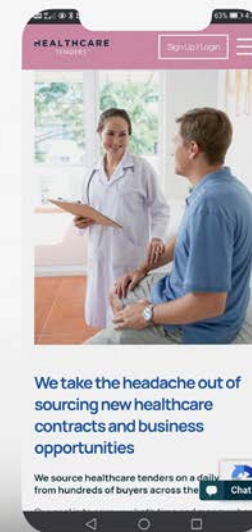
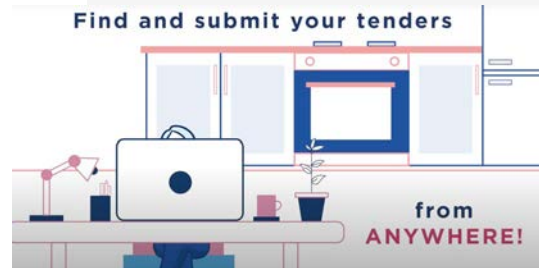
- John Hudson - Group COO
- Charlotte Jarvis - Digital Communications Manager
- Megan Snowball - Graphic Designer
- Kathryn Johansen - Head of Creative
- Ross Palmer - Freelance Designer

Budget

A monthly budget of £5,000 has been assigned to this project and has been running since June 2020.

Outputs

- » Full digital management
- » SEO blog writing
- » Lead management
- » Google Ads
- » Motion graphics videos
- » Illustration
- » Product design and development
- » Brand & brand guidelines
- » Website design and monthly management.



Hudson Publishing Company

The Company

Hudson Publishing Company is a modern-day publishing firm that brings content to the minds of young people in a way in which they choose to digest content. They are publishers of traditional books, games, media, and online resources.

The Brief

As a new company, Hudson Publishing needed the works, a brand, guidelines, social media icons, brochures, a website, social audience, and a launch campaign. The brief was to stand out in a crowded market, but to also shout about why they were created – “to positively impact the lives of one billion children”. It was essential to the owners of the business that no matter how children wanted to digest content, they could do so with material published by the Hudson Publishing Company.

➤ [Hudson Publishing Website](#)



The Solution

Working with an external branding agent, Ross, we managed the creation of a new brand and a set of brand guidelines. This incorporated the core messaging of the brand which was developed by our Marketing Team and creator Jill. Following the successful completion of the brand, we went on to manage the design and development of the company website, producing the content in line with their core values, Be Honest, Be Kind, Be Fair and Be Brave. Upon launch of the site, the Marketing Team produced an SEO strategy and are currently producing monthly blog content to build an online presence in front of authors and content distributors.



The Delivery Team

- Jill Hudson - CEO & Founder
- Kathryn Johansen - Head of Creative
- Megan Snowball - Graphic Designer
- Ross Palmer - Freelance Designer
- Charlotte Jarvis - Digital Communications Manager
- Kathryn Wright - Copywriter
- Millie Newbold - Copywriter

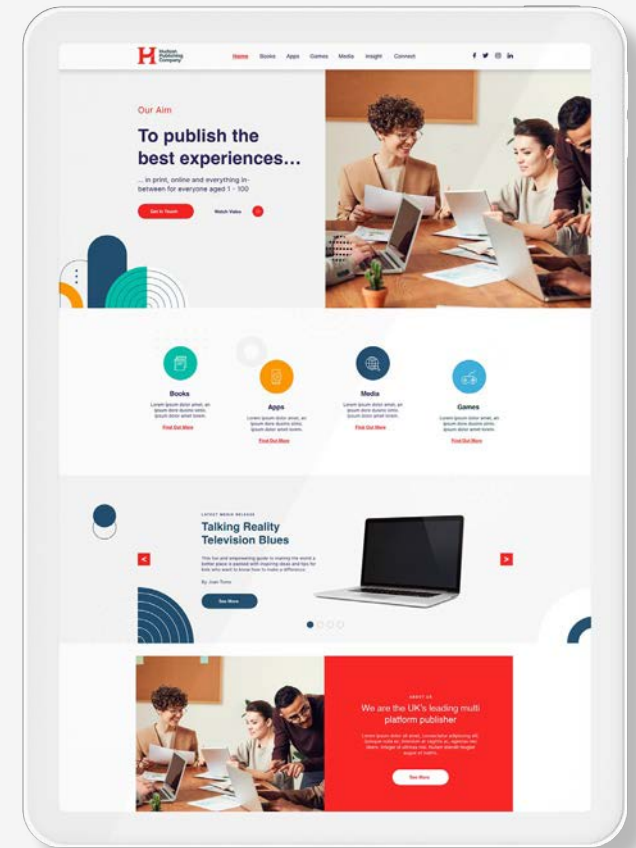
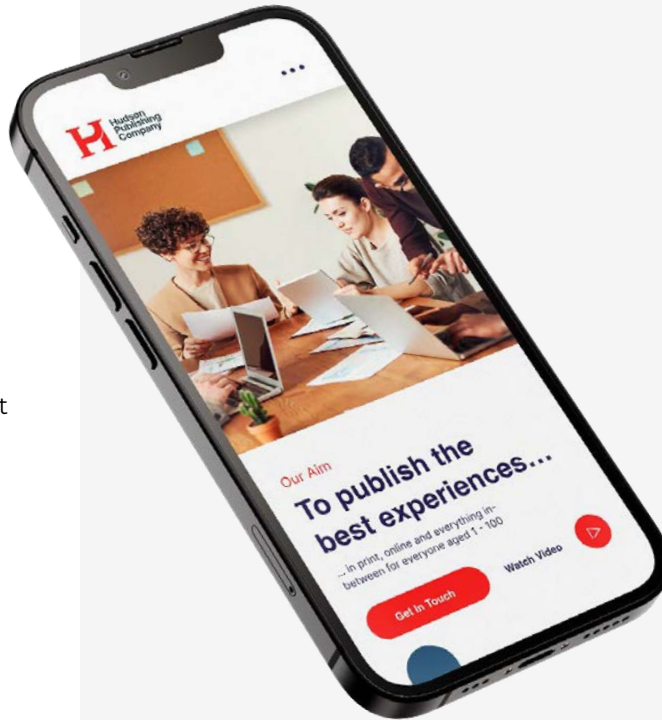


Budget

A budget of £10,000 has been assigned to this project.

Outputs

- » Brand & brand guidelines management
- » Website design and development management
- » SEO blog writing
- » Website copy
- » Digital marketing strategy
- » Promotional materials and banner stands
- » Presentation pitch deck
- » Promotional video content.



Alpha

The Company

Alpha is an online learning platform aimed at supporting three categories of learners. Alpha Home, supporting home learners, Alpha Enterprise, supporting employers and their employees, and Alpha Education, supporting educational institutions by providing exceptional online learning experiences for students.

The Brief

The brief was to initially conduct a research project into the vast array of online learning environments available for all types of learners, Home, Enterprise, and Education, before developing a technical specification of features and assets the product needed to grow into a next generation, global learning platform.

Alpha.

FROM HUDSON OUTSOURCING



The Solution

The Research and Marketing Teams at Vocal worked with the creator to look into the available secondary data. This included;

- » A full competitor analysis, both here in the UK and abroad
- » An overview of the education sector for all three cohorts of learners (Home, Enterprise, and Education)
- » An overview of the procurement exercises for two key markets, central government and educational institutions and the features and functionality they were looking to acquire via the tendering route.

Due to the comprehensive nature of the report, the Vocal Team were then tasked with managing the branding exercise of what is now known as Alpha, linking it back to its parent business. Working closely with a branding expert, Ross, we finalised on the name Alpha; Alpha Home, Alpha Enterprise and Alpha Education. The Vocal Team then managed the design and development of the promotional website and 'coming soon' promotional videos.



The Results

Continuing with these works, the Vocal Team are now developing an MVP of the Alpha Enterprise product – and will run market testing in 2022 with the launch of Tender VLE which is being powered via Alpha. **It is expected that, within 20-months, the system will power over 100,000 learners.**

The Delivery Team

- Jill Hudson - Global CEO
- John Hudson - Group COO
- Kathryn Johansen - Head of Creative
- Charlotte Jarvis - Digital Communications Manager
- Ross Palmer - Freelance Designer
- Megan Snowball - Graphic Designer
- Kathryn Wright - Copywriter
- Millie Newbold - Copywriter

Budget

Current budget for Alpha is £25,000, however as an ongoing project, this will soon rise to a total budget of £100,000 by Summer 2022.

Outputs

- » Brand management
- » Pitch deck and research reports
- » Marketing website
- » Coming soon videos
- » MVP of alpha enterprise
- » Technical product management
- » Pitch deck, including pitch videos.



Bid Design

Brief

The brief initially involved the creation of a bid document which illustrates our bid design service. However, due to client confidentiality, we are not able to show examples of client bids. But as bid design is a large part of what we do, we wanted to demonstrate our capabilities. So, we used our Hudson Outsourcing brand to show that.

Solution

We created an example of a full bid document that includes elements of our bid design service and optional additions to the service (like infographics). The document was mostly created with placeholder text, but certain sections also included written content.

BID DESIGN

HUDSONTM
OUTSOURCING



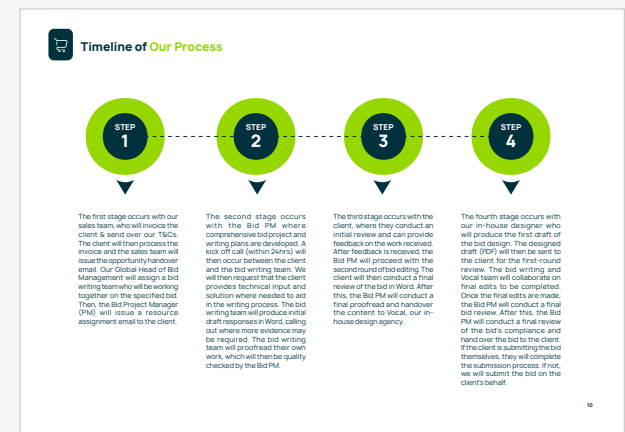
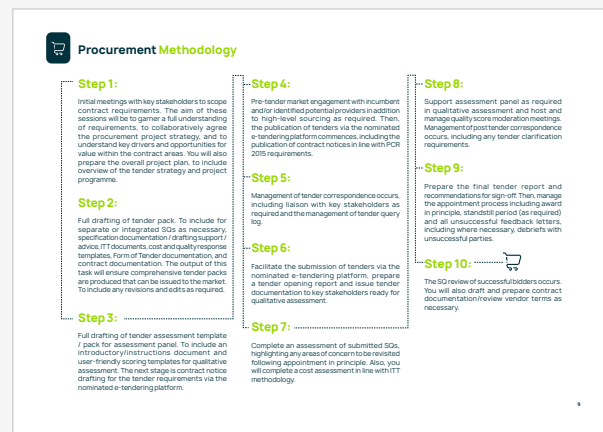
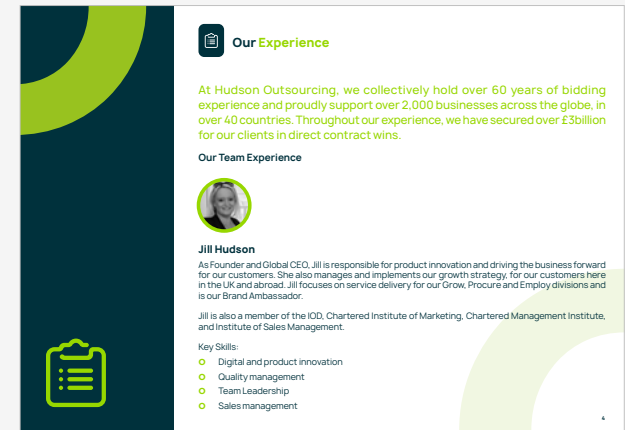
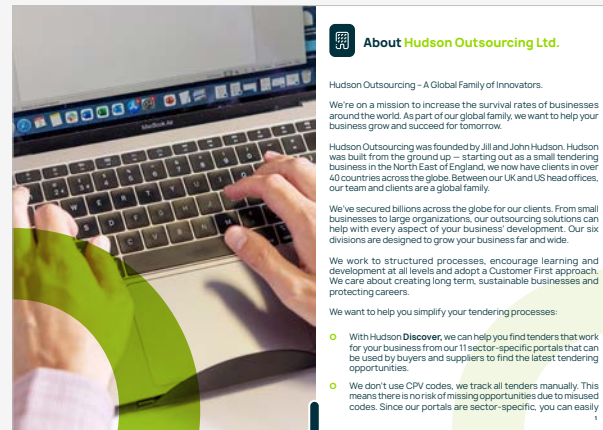
The Delivery Team

We created an example of a full bid document that includes elements of our bid design service and optional additions to the service (like infographics). The document was mostly created with placeholder text, but certain sections also included written content.

- Jill Hudson - Global CEO
- John Hudson - Group COO
- Kathryn Johansen - Head of Creative
- Ajay Kumar Nimmala – Graphic Designer
- Amy Good – Digital Marketing Executive

Results

Ultimately, we wanted to show how we cater to a variety of clients' bid design needs. Therefore, we decided to provide two bid design options—one demonstrating full bid design with extras and one bid design lite option.



Puzzle Break

The Company

Puzzle Break was established as the first American Escape Room company in 2013 by Pittsburgh native Nate Martin, the founding father of escape rooms and Dr. Lindsay Morse, world renowned experience designer. Headquartered in Seattle, Puzzle Break has physical escape room locations in New York, Massachusetts, and on Royal Caribbean cruise ships globally.

The Brief

The proposal design involved the completion of 2000 words of content. Once the project was assigned to our Graphic Designers, we managed the project from beginning to end. We also conducted communications with Shirley Obitz and the Puzzle Break team.

Our Client -

➤ **Puzzle break**



The Solution

Before the design process had begun, we communicated with Shirley and the Puzzle Break team to gather information on their vision. We would also follow up with the Puzzle Break team during the design process every 3 or 4 hours, whenever we had a question, and they were always very responsive in providing the answers.

Once several design files were sent to us, we conducted client research to match our design to Puzzle Break's branding and ensured that all the pages we designed would be in line with the company's vision.

The Results

Through transparent communications with Shirley at Puzzle Break, we managed to complete a professionally designed proposal to a high standard and the timely communications and responses from Shirley made it possible to deliver the project ahead of the given deadline. The team at Puzzle Break were happy after the first draft and only made a couple of changes to the content — they particularly liked the interactive Table of Contents.

The Delivery Team

- Jill Hudson - Founder
- John Hudson - CEO

The Budget

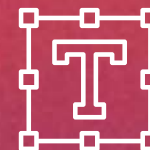
\$ 300

Outputs

- » Transparent communications
- » High standard designs
- » Delivered ahead of deadline
- » Amazing client feedback



**Transparent
Communications**



**High
standard
Designs**



**Delivered
ahead
of deadline**



**Amazing
Client
feedback**

Executive Summary

Cover Letter

Table of Contents

Puzzle
PB
Break

Project Title
Project Subtitle

Respondent

Puzzle Break, 2124 2nd Ave.
Seattle Washington 98121

Submission date

DD/MM/YYYY

Due to client confidentiality we are unable to display the the full design or show any content.

Bid Design Testimonials



“I wish to thank you and your team for the fantastic product you put out and the efforts you went to, to get us in on time. We submitted. Now we wait. Thank you.”

Juan F Gonzalez Jr
CEO

Sector: Security
Delivery: Bid Design



“I’m super impressed with the quick turnaround and quality of the work.”

Susan Kind
System and Operations

Sector: Healthcare
Delivery: Bid Design



“I want to thank the Hudson team of Zoe, Daniel, and Kathryn for the amazing job they did with our RFP response. We had a short timeframe and a weekend in between – however I can assure the response was not short on content, quality and design. I highly recommend Hudson!”

Ken Taylor
CEO of Integrated
Management Solution

Sector: Technology
(Specialising in Court/Health-care Case Management)
Delivery: Bid Design





“Jim and Team, you are rockstars, this looks amazing! Thanks again for all your hard work, enormous drive, and ability to get this done.

We look forward to working with you again Your team have been truly amazing to work with and your hard work and commitment to this project was exceptional!”

Irene Catsibris Clary

Catclar Investments LLC,
Principal

Sector: Construction

Delivery: Bid Design



“The level of professionalism and competency was apparent and greatly appreciated. With such a tight deadline, we could not have done this without Hudson.”

Fred Kivumbi

Care Solutions

Sector: Healthcare

Delivery: Tender Ready



“Thanks so much for your help! Casgo Connections received one of the best professional service from Hudson Outsourcing. The level of support we received starting from the NHS tender application until the outcome of the tender process which was successful was incomparable. We are grateful for using your service.”

Stanley Onwuje

Operations Director

Sector: HR

Delivery: Tender Ready



“Emma and the team did a fantastic job for us; the Procurement Manager at the Council informed us that our tender submission was so strong, they used it as a benchmark for scoring other submissions. We are thrilled with the result and will be back to use Hudson for future funding applications without a doubt.”

Lorraine Ferris

OOPS Manager

Sector: Healthcare

Delivery:
Additional Design for Bid



“From our first contact, Hudson were brilliant. After a short conversation, they quickly grasped the basics of our business and sector in which we operate. Jonny and the team took the stress and hassle away from us and we are very happy to say that we were awarded the first contract that we collaborated on. We would highly recommend Hudson and look forward to future endeavours together.”

Nick Sheehan
Sales Director

Sector: Construction
Delivery: Bid Design



“We were in a fix when we reached out to Hudson. We were bidding on an important contract and needed a presentation in less than three days. Hudson accepted the assignment and assured us they could complete it in time to meet our deadline. This meant designing all the layouts and doing the graphic design. We were so impressed with the results. Not only did Ajay deliver a beautiful presentation ahead of schedule, but he also made the few little changes we needed immediately. I highly recommend Hudson. Everyone is professional, courteous, and communicative”

Shirley Obitz
Customer Success Manager

Sector: Entertainment
Delivery: Bid Design



“Daniel, I would like to take this opportunity to personally thank you and your team for supporting us with our recent tender presentation. This was our first opportunity to collaborate and I was impressed with your strategic approach and ability to work to exacting timescales, particularly during the final stages when you were assigned with several last-minute change requests.”

Carl Aaron
Pre-Construction Manager

Sector: Construction
Delivery: Bid Design

We have supported clients in these sectors

HEALTHCARE



and more

PROFESSIONAL SERVICES



and more

CONSTRUCTION



and more



Contact us

Get in contact to see how we can
make a big difference to your business.



02030512217



hello@hudsonoutsourcing.com