



**Helping Our  
Clients Succeed**



# Hello...

**By way of introduction, we exist solely to help our clients succeed in an increasingly competitive digital environment.**

2020 accelerated the requirement for people to effectively work remotely, attract new clients and grow their business against online competitors. In a market where customers, clients and consumers require instant gratification and 'always-on' services, growing companies are facing heightened challenges such as:

- Finding new clients in a remote working environment
- Moving their business online with less in-person interaction
- Effectively navigating and leveraging social media
- Differentiating themselves from their competitors
- Providing greater value to their customers and clients

Our clients benefit from flexible digital solutions that enable them to differentiate their business in ways that their customers and clients value, generate ideal qualified clients and deliver their services online.

If you are looking to reposition or grow your business as a premium provider, you'll benefit from our main areas of focus:

1. [Graphic Design](#)
2. [Website Design](#)
3. [Bespoke Learning Portals](#) for individual coaches or larger organisations
4. [Photography](#)
5. [Video and Animation](#)

For most of our clients, 'good' is not good enough. They are striving to become more successful than their competitors. Every client is different, so solutions are tailored. We are a friendly team who are more than happy to discuss your specific requirements.

To find out how we can help you reposition or grow your business, please feel free to call or [email us](#).

*Charles & Kathryn*

**Directors of The Alondra Group**



## Charles Harris

Charles is responsible for early-stage client interaction and ongoing relationship management for the Group. He has a background in sales and client relationship management having spent much of his career working for a national property company and specialist sales training firm.

He's passionate about helping clients succeed and achieve their business goals. This was a driver behind co-founding our client-focused services and programmes.

Away from the office, he's a keen cyclist and enjoys spending time cooking for friends and family.

Contact Charles on 07817 395377 or [charles@thealondragroup.com](mailto:charles@thealondragroup.com)

## Kathryn Bailey

Kathryn is responsible for delivery of our creative services and facilitates the development of bespoke coaching platforms for our clients. She has a background in creative design and now specialises in digital marketing for service based industries.

She is committed to helping business owners and coaches grow by leveraging the most appropriate digital marketing solutions.

Outside work, she is a competitive ballroom and latin dancer and a keen gardener.

Contact Kathryn on 07786 359685 or [kathryn@thealondragroup.com](mailto:kathryn@thealondragroup.com)







# Graphic Design

## Branding

Whether you need a simple logo or a full rebrand, we can offer you a personalised service, so you don't have to deal with (or pay for) a big agency team. We consider every aspect of a brand's visual language, including the logo, typeface, colour palette and photography.

After a design brief and consultation, we will create 3 concepts for you to review. Based on your feedback, we will then produce 3 final options for you to choose from. You will receive high res image files and a set of guidelines to make sure that you are always on brand.



## Promotional Materials

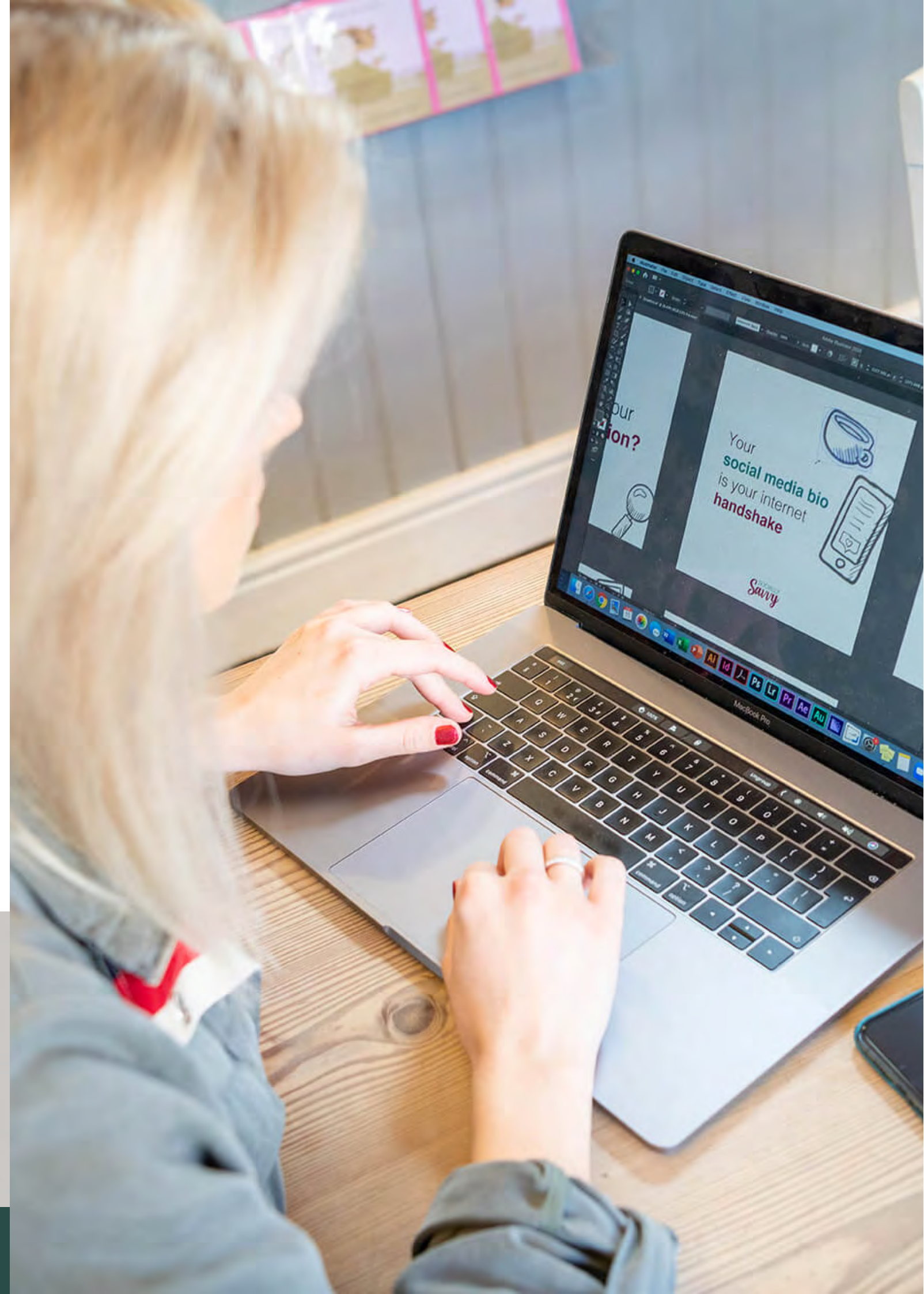
Some examples of promotional materials we can create for you are:

- Business cards
- Price lists or handouts
- Corporate PowerPoint template designs
- Professional white paper or proposal layouts
- Set of fun social media graphics or templates

Printing is charged at cost.



[Email our team to enquire](#)







# Website Design

Our team has experience of creating clean, user-friendly, brochure-style websites for a variety of different industries. The service includes:

- A design brief and consultation with you to understand your intentions and vision
- Brochure style website with up to 5 pages or sections
- Connected to Google
- Social media feeds and links integrated
- Ability to take bookings and payments
- Your unique branded domain to connect to your website
- Specialist SEO add-on available

Hosting and domain registration is charged at cost.

Some examples of websites we have designed are linked below:

[Amy-Leigh Academy of Dance](#)

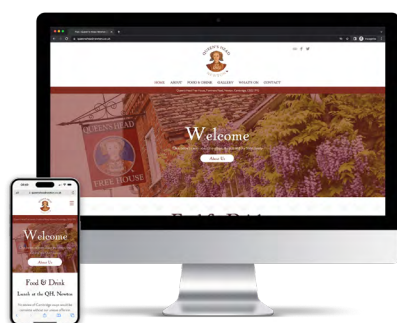
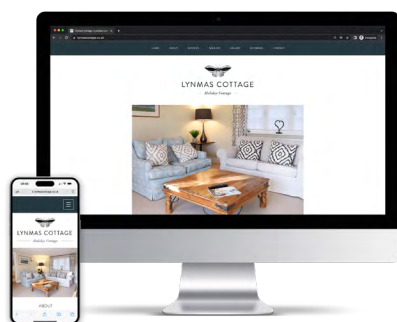
[The Sales Coach Network](#)

[Lynmas Cottage](#)

[Retune Wellbeing](#)

[Queen's Head Newton](#)

[Koasis Tribute Band](#)



[Email our team to enquire](#)





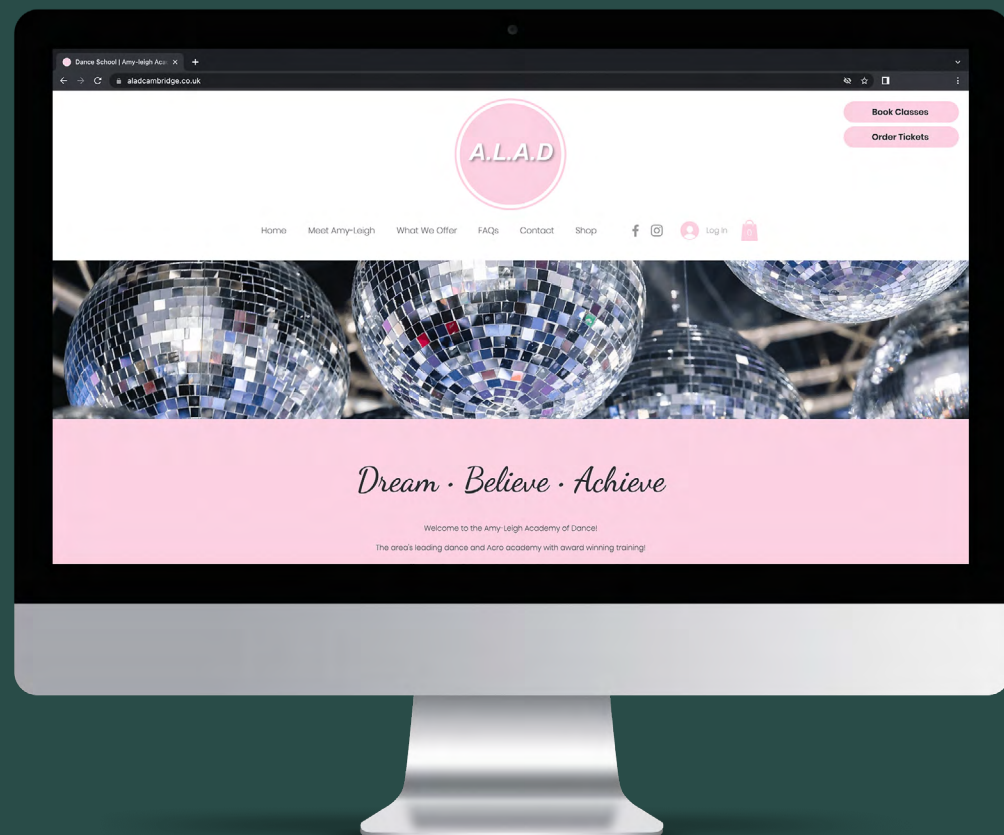
# Case Study

## Amy-Leigh Academy Of Dance

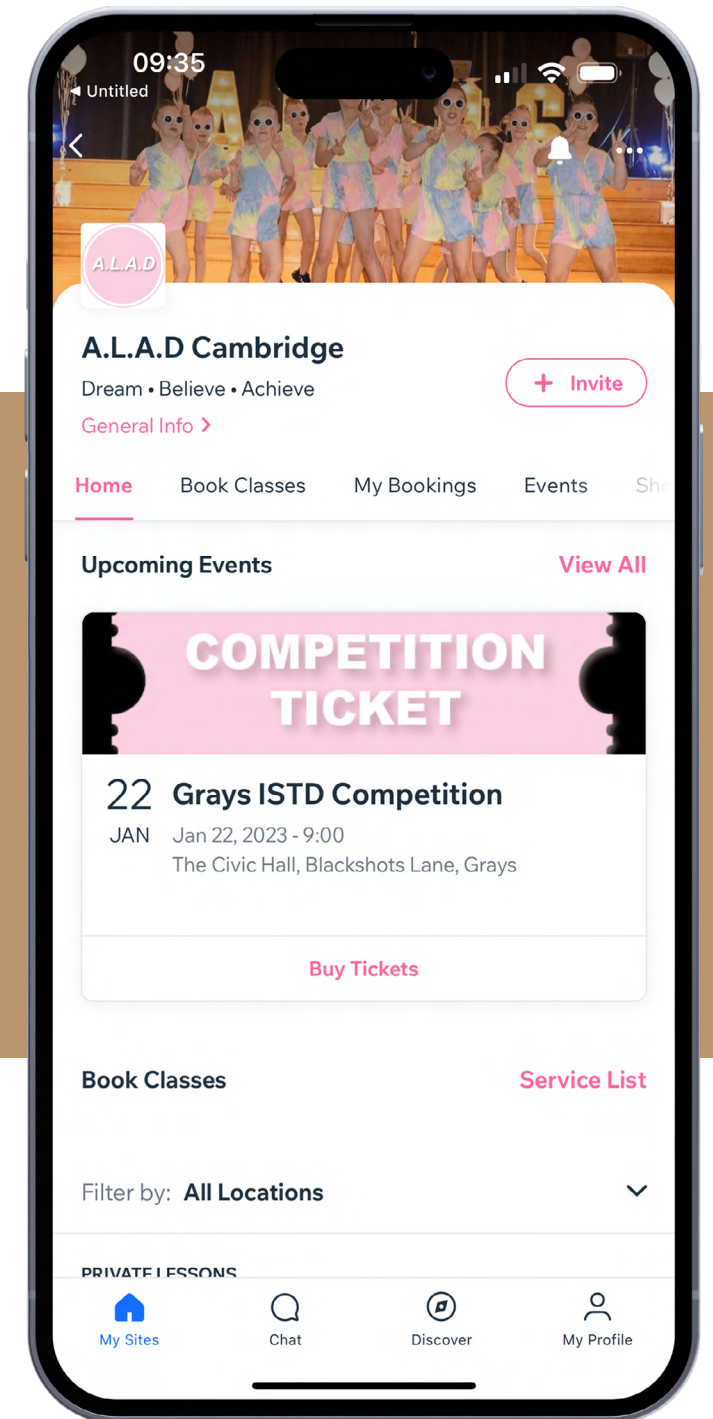
We created a brand new website for the Amy-Leigh Academy Of Dance based in Cambridge. The owner of the dance academy, Amy, had been running a successful dance school for a number of years. However as more pupils joined the school, it was becoming increasingly difficult to manage the admin side of the business with manual processes... manually booking groups classes, private lessons, issuing event tickets, selling uniform and keeping track of everything on a handful of different spreadsheets.

We created a brand new website to solve all of those challenges, and make marketing even easier. The new website has the following features:

- Ability to book and pay for group classes or private dance lessons
- Ability to buy uniform and gift vouchers that can be used against bookings or products
- Ability to book tickets to competitions and workshop events
- A members' area so that parents of pupils can manage their bookings, orders and events
- An FAQ section to direct parents to
- A new starters page with links to the necessary registration and media consent forms
- A team page with bios of all staff members
- A page explaining the different dance styles and different classes available
- Ability to contact Amy directly through a contact form



The website also has a corresponding app, which makes it even easier for people to do everything on their mobile phone. And because they have the option to save their contact and payment details, booking a class or making an order only takes a few clicks.



Email our team to enquire





# Bespoke Learning Portals

Coaches and trainers in all industries are creating bespoke learning portals to build their community and share their knowledge with more people 24/7. This enables them to get out of the 'rut' of exchanging time for money and get ahead of their competitors in a remote environment.

There's a few things that might stop you from turning your expertise into income...

- Not being tech savvy
- Not having the time to learn the ins-and-outs of a new platform
- Not knowing how to give your clients the best learning experience

But those things don't have to stop you from scaling your business. With our help to handle all the tech and setup, you can launch a bespoke learning portal for your coaching business QUICKLY without having to learn the ins-and-outs of a new platform. This typically involves a principal website in which users login to access courses they are assigned to. Our done-for-you service includes three parts:

## 1. Design

- Logos, templates and tools created
- Design portal and front-end website
- Branded member's area with your logos, colours and images

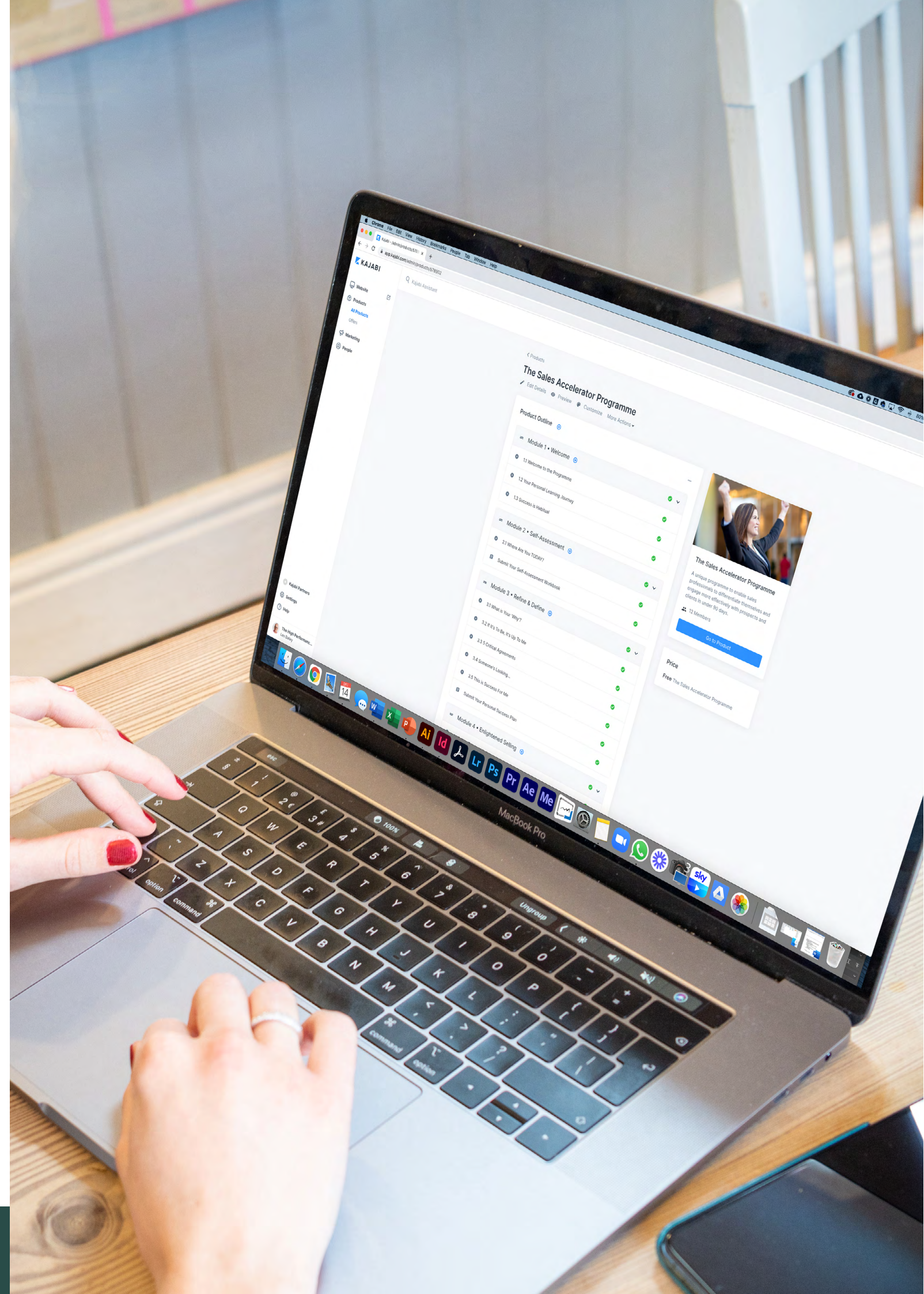
## 2. Build

- Decide programme formats and charging mechanisms
- Create learning journeys or programmes
- Upload your content

## 3. Manage

- Monthly progress call
- Administer users, update content and set up new courses/programmes
- Graphic design

You will be able to share your knowledge in one place 24/7 in your own branded portal (available on any device) that matches YOU and your premium pricing. You can also scale your business with different revenue options meaning **you can create coaching material ONCE and sell it MULTIPLE times over.**



**Book a call to enquire about how to get started**



# Case Study

## The Sales Coach Network

Organisations large and small are continually looking to deliver cost-effective training. Whether you are a trainer, coach, consultant, or part of a larger organisation, our platform management service will enable you to deliver and scale your offering or training content.

The Sales Coach Network is a UK based company that offers sales training and coaching to some of the world's largest organisations. The team wanted a user friendly website that outlined the value that their training and coaching could bring to individuals within larger organisations, and also provide information on their licensing model.

Once the website went live, they wanted to go one step further and digitise their training material. We created a bespoke learning portal linked to their website so that clients can login to watch refresher videos and download tools after taking part in a 2-day workshop. This extended the client's learning journey and allowed the coaches to sell a bigger package.

### Overall Learning Platform

- Custom URL and dedicated email address
- Branded interface
- Access on device of choice at any time 24/7
- Ability to send personalised, automated emails
- External links to main company site
- Link to book coaching sessions with external or internal mentors
- Ability to view [Cognito](#) results (see next page)

### Training Programme(s)

All resources are stored in one place, making the learning experience more streamlined, as clients will access each course from the same portal rather than having to jump between different online platforms.

- Video library displayed in modules with downloadable resources
- Managers or programme leaders can easily see who has enrolled in each course, keep track of how they are progressing, and make notes on individual users
- Assessments with optional grading functionality
- Custom automation triggers
  - » E.g. Once they have completed a specific video, then they receive a specific email
- Managers or programme leaders can easily post announcements

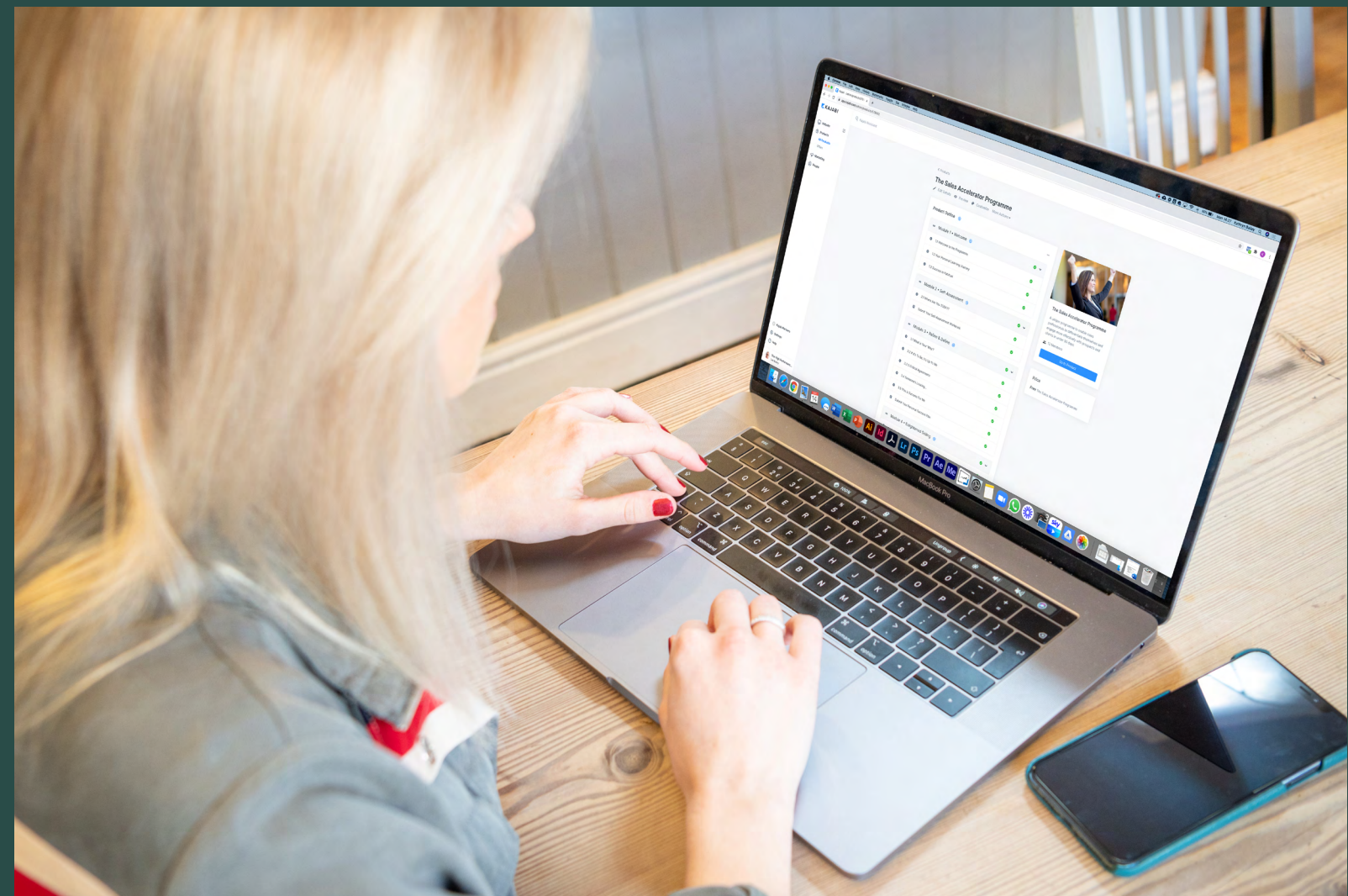
**[Email our team to enquire about how to get started](#)**

### Community Area

- Allows members to interact with one another
- Administrator can set topics for discussion or post into the community feed where members go to engage with one another

### Artificial Intelligence Tool | [Cognito](#)

- Reinforces learning that has been delivered in less than 2 minutes a day by pushing questions to the user's preferred device
  - » Staging frequent training interventions as part of a learning campaign helps solidify the information through active recall
  - » Regular review or practice spaced out over time leads to superior learning than having the repetition(s) occur in close succession i.e. the benefit of distributed practice
- Improves knowledge retention
- Ensures team members are engaged with the learning content
- Gamification further drives engagement, as teams and individuals understand their relative mastery compared to others
- Helps to identify skills gaps and suggest targeted coaching interventions, giving delegates and managers clarity on the areas they need to focus on most
- Results can be viewed within the learning platform, so managers or programme leaders don't have to jump between different online platforms







# Photography

Whether it's straightforward product shots that you require, or more creative brand photography, you can be certain that our photography will remain consistent with your brand, while adding to its value.

Every brand, no matter their industry or background, should use visuals in their brand story, as we all typically find it easier to understand something when it comes complete with helpful pictures.

Some examples of the types of photography we offer are listed below.

- Corporate headshots
  - » Whether for your LinkedIn profile or the 'Meet The Team' page on your website, a professional headshot can help to give a great first impression.
- Personal branding photo collection
  - » Photographs help to translate your brand's personality into something more recognisable for your audience – So, after your fonts, logos, and other design elements are in place, professional brand photography brings it all together
- Product photography
  - » When it comes to making your products shine, a studio shoot can really help capture the finer details. Without having to face the elements of being outside or on-location, we can manipulate the setting to show your products in the best light
- Real estate photography
  - » If you are selling a property or offering a rental holiday cottage, we can make it appear cosy, spacious or modern depending on the USP
- Event photography
  - » Whether a party or a concert, event photographs can perfectly capture a special day

Take a look at some examples of our work of the following double page spread.

[Email our team to enquire](#)







Real Estate



Products



Corporate Headshots



Events





# Film and Animation

Short films help your audience engage with the story of your business. They are a great way to celebrate what makes you unique, and turn new and existing customers into brand-loving ambassadors.

## Promotional Videos / Brand Films

A brand film has the potential to increase your customer purchasing, brand awareness and engage your audience on a deeper level than traditional marketing. It can be an especially great tool to reach younger audiences, as it is shareable on social media and can be picked up by word of mouth. Brand films are like a short movie, and who doesn't love movies?

90% of people say product films help them make purchasing decisions and 64% are more likely to buy something online after seeing film content about it. Putting a film on your landing page alone can even increase your conversion rates by 80%.

## Animation

Vision is our most dominant sense, and the vast majority of people are visual learners. Animated explainer videos can bring concepts to life in a way that text or live videos can't.

Whiteboard animations are very effective in explaining step-by-step processes in a fun and simple way, grabbing your customer's attention. They can have a better understanding of your products and services in just a few minutes!

Each video package includes:

- An initial brief to understand your intentions and vision
- A storyboard to bring ideas to life
- The final product: a brand video or hand-drawn style/simple 2D animation

Voice over and music tracks are charged extra at cost for both video services.

Some examples of films we have created are linked below:

[Retune School Montage](#)

[Bumpkins Nursery promotional video](#)

[Two Wise Chimps promotional video](#)

[Opalbond promotional video](#)

[Key Worker charity single animation](#)

[Retune Crowdfunding animation](#)

[Cambridge LaunchPad presentation video](#)



[Email our team to enquire](#)



# Some Clients

A selection of some of the companies we have worked with.



**UDG**  
Healthcare plc

*tommydev*



 **ENDURANCE**  
ESTATES



**RAPLEYS**

 **FORM THE FUTURE**

**OPALBOND**



 **NORTHERN**  
**TRUST**

*Retune*  
Creative outlets for mental wellbeing





## Get in Touch



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