

# THE AGENCY PARTNER NETWORK

BROUGHT TO YOU BY WOW GROUP OF  
COMPANIES LTD

BE BRAVE, BE BOLD, BE EMPATHETIC

**WOW!**  
Part of Wow Group of Companies

# WOW

## THE AGENCY TO AGENCY DEV SUPPORT PARTNER YOU CAN 100% RELY ON

It's so lovely to be acquainted.

My name is Cas Majid, and I'm the founder and CEO of Wow Group of Companies. I've successfully run agencies for well over 20 years.

Wow is a **UK-based agency-to-agency dev partner**, set up specifically to provide world-class, rock-solid, reliable development support for agencies just like yours.

I know first-hand the challenges agency leaders face when it comes to dependable development support. I've been on your side of the fence, so I understand the pressures you're under, especially when you need a partner you can rely on when you're up to your neck in it.

Based in the UK does not mean we're expensive. In fact, we've perfected our model so you benefit from a cost base that's typically 50% lower—allowing you to make healthy margins on the work we deliver.

Cost isn't everything, of course, it's just part of the equation. Our award-winning service means you'll also get fast responses, clear communication, and world-class development.

My personal guarantee to you as a fellow agency leader is that we'll be trustworthy, fair, honest, transparent and by your side when issues arise.

Thank you for taking the time to read this. Please feel free to browse our simple, straight-to-the-point brochure. It'll give you a flavour of what we do and how we can support your agency.

We look forward to partnering with you.

Warm wishes,



**Qasim Majid**  
CEO, Wow Group of Companies



# THREE PROBLEMS WE SOLVE

We get you out the SHIT that your freelancer has just  
dropped you in



We do the heavy lifting for creative and performance  
agencies



If your internal team is stacked out, then we can lend a  
hand to help you get your projects over line

# WHAT IS THE AGENCY PARTNER NETWORK?

The Agency Partner Network from Wow Group of Companies has been specifically set up to provide technical & digital agency-to-agency services.

In an agency world where absolute reliability, solid communication and a depth of technical expertise can be a rare find (like hen's teeth in fact), we are here to plug that gap and partner with you on a truly collaborative basis.

A rock-solid technical partner you can 100% rely on.

Don't leave money on the table. We are here to help amazing agencies like yours, so that you can serve your customers better, scale quicker and provide a more complete digital offering.

# WHO IS THIS FOR?

The Agency Partner Network is for phenomenal creative agencies that are awesome at what they do but need technical support in bringing their work to life. It's also for those agencies that are wanting to provide their clients with a more complete service offering.

Typically, this will be Social Media, SEO, Design, UX/UI and CRO Agencies but could also be eCommerce & Digital Transformation Consultants.

If you are experiencing the following issues, then we're here to support you.

- **Poor communication** throughout projects. Reactive rather than proactive.
- **Being let down** by a freelancer that has gone AWOL and/or is delivering work that simply isn't up to scratch.
- **Complex pricing** and being held to ransom by your current technical partner who is charging you way over the odds and demanding more money every time 'the scope' has changed.
- **Waiting weeks** for the smallest of tasks to be completed.
- **Your work isn't being prioritised** and constant delays are common.

# WHAT SERVICES CAN WE SUPPORT YOU WITH?

We work on major, large scale projects but also love smaller, remedial work that allows us to fix that niggling technical problem your client is facing. We'll make it right for you and get things working fast.

Our collective group of companies allows us to bring together skills and services that complement one another.

A summary of services we can support you with can be found below.

**Design, Development, Deployment, Integration & Activation**

**Bespoke eCommerce Solutions**

**eCommerce Platform Migration**

**Mobile App Development**

**Website Audit & Health Check**

**UX/UI**

**Technical Integrations**

**Hosting & Support**

**Analytics and Reporting**

**Set -up Technical Multi-language SEO**

# WHICH ECOMMERCE PLATFORMS CAN WE SUPPORT YOU WITH?

We're platform agnostic, specialising in Design, Development, Integration and Activation and we work with the majority of major eCommerce platforms



We can also support your bespoke systems.

# WHICH TECHNOLOGIES AND INFRASTRUCTURES CAN WE SUPPORT YOU WITH?



Linux



# WHAT DO OUR AGENCY PARTNERS SAY?



*WOW! Group are the perfect development partners. Friendly, Flexible, Fast and F\*ing good at what they do, they have ensured I keep to deadlines when things get too busy in-house. Highly recommend them to any agency looking for a development partner*

Managing Director  
**uandi digital**



*Cas and his team are a dream to work with. They are super creative both at finding technical, as well as design solutions to challenges. They are really flexible and always deliver on time and to budget. I can't recommend them enough!*

Managing Director  
**Art of the Possible Agency**



*It is a real pleasure partnering with the team at WOW! I've been engaged with them for 4 years now as part of the Get Well project for the DVLA bidding site. The team are always fast to react, their communication is on point and they provide amazing technical expertise at the right price for us. They're a tech partner we fully trust!*

Digital Transformation Consultant,  
**DVLA project**



*We approached WOW! Group to provide technical expertise with international SEO for one of our valued members. Our member worked across the MENA region as well as various countries in Europe. Technical SEO support was needed to create pages that accommodated both Arabic (right to left) and European languages (left to write). The whole site needed to be mirrored. Qasim, Dan and the wider team at WOW! did a fantastic job for our member and I cannot recommend them enough*

Head of Digital  
**Dubai Chamber of Commerce**

# WHAT DOES IT COST?

We wholeheartedly believe that pricing should be easy to understand and transparent. As your trusted agency partner, you'll know, upfront exactly how much a piece of work / project will cost, meaning you'll have full clarity from the get-go.

Our pricing model is simple, digestible with no hidden costs. This allows you to make margin and ensures you no longer need to turn work away due to a lack of resource or depend on an unreliable freelancer. You'll be able to keep your customers happy and present them with a 360, complete digital offering.

Our standard A2A rate is **£55 per hour**.

Our rate for referred business, when working directly with and invoicing the end user client is **£75.00 per hour**. In this instance, you will receive a **10% referral payment**.

Our rate for specialist technical resource such as, Python development is **£120 per hour**.

No hidden surprises. Full transparency from the get-go. Simple.

# OUR PROMISE TO YOU?

We'll get to truly understand your business and the problems you're facing. We'll intently listen to help us diagnose and explore ways we can support you as your technical partner.

We work on a totally agile and flexible basis. Working directly with you, client facing and as part of your team, or as a seamless dovetail extension, working in the background. We understand that in some instances it works best for you to have a trusted technical partner you can disclose to the client. In others, you'll want a silent partner, completing the project work to a high standard behind the scenes.

We can work with your project management tools and feed into your existing systems or if you prefer, we can use our own.  
It's totally up to you.

Our job is to make you shine bright with your clients. You'll have our relentless commitment to open communication and delivering on time.

Open and reliable communication is central to everything we do. Proactive over reactive. We understand that you are putting your trust in us to deliver for your client, so that you can serve them better.  
We don't take this responsibility lightly.

We view partnerships as a way we can collaborate together. A way of working that allows us to improve your offering, expand your toolbox and complement skills between our teams.

# JUST SOME OF THE END USER CLIENTS WE'VE DELIVERED PROJECTS FOR...

Tyrrells®



boohoo

غرفة دبي  
DUBAI CHAMBER



Coca-Cola



OmnicomGroup



NHS

Schweppes®



Turtle Bay  
Caribbean social



WOW!

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# WANT TO KNOW MORE ABOUT HOW PARTNERSHIPS CAN HELP YOUR AGENCY?

Get in touch with Catherine

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**THANK YOU**

