



Service Definition Document

G-CLOUD 15

**HELPING YOU REALISE
YOUR DIGITAL VISION**

WEB • DESIGN • BRANDING • CONTENT • MARKETING



Service Overview

Digital Marketing Strategy & Channel Governance Advisory

Our Digital Marketing Strategy & Channel Governance Advisory service helps public sector organisations bring clarity, structure and focus to their digital marketing and communication activity. The service supports better decision-making by aligning audience needs, messaging priorities and channel roles with organisational goals.

Rather than focusing on campaign delivery, the service provides strategic guidance, governance models and practical recommendations to help teams use existing channels more effectively and sustainably.

Audience and stakeholder understanding

We work with organisations to clarify audience needs, behaviours and priorities, alongside key stakeholder requirements. This helps ensure marketing and communication activity is grounded in evidence rather than assumption, supporting more relevant and effective engagement.

Insights are used to inform channel strategy, messaging focus and content planning.

Channel strategy and role definition

The service supports the definition of clear channel roles across websites, social media, email, campaigns and other digital touchpoints. This helps organisations understand which channels should be prioritised, how they work together and where effort should be focused.

Clear channel definition reduces duplication, improves consistency and supports more efficient use of resources.

Messaging and value proposition frameworks

We help organisations develop messaging frameworks and value propositions that reflect organisational goals and audience needs. This provides a shared reference point for teams creating content or planning communications, helping ensure consistency across channels and campaigns.

Messaging guidance supports clearer communication without prescribing tone or creative execution.

Governance models and ways of working

The service includes advice on governance structures for digital marketing and communications. This may include defining ownership, decision-making responsibilities and approval processes across campaigns, content and channels.

Clear governance supports accountability while reducing friction and delays in day-to-day delivery.

Measurement and performance planning

We provide guidance on defining meaningful KPIs, measurement approaches and attribution models aligned to organisational objectives. This helps teams understand what success looks like and how performance should be assessed.

The focus is on practical measurement that informs decisions, rather than excessive reporting.

Workflow and capability assessment

Existing workflows across content creation, publishing, social media and reporting are reviewed to identify inefficiencies or gaps. We also assess internal capability, including skills, resourcing and tooling, to understand where improvements or support may be needed.

This helps organisations make better use of existing tools and teams before introducing new ones.

Risk assessment and prioritisation

Channel risks, dependencies and constraints are identified and assessed, supporting informed prioritisation of activity. This includes considering capacity, compliance requirements and reputational risk.

Guidance helps organisations focus effort where it will have the greatest impact.

Roadmap and strategic recommendations

The service concludes with a clear, practical roadmap outlining recommended improvements across strategy, governance and capability. Recommendations are prioritised and proportionate, supporting incremental improvement rather than wholesale change.

Roadmaps provide a structured basis for future planning and investment.

Tailored to organisational context

Digital Marketing Strategy & Channel Governance Advisory is tailored to the organisation's size, maturity and operating environment. Advice is grounded in public-sector realities and designed to support sustainable improvement over time.

Enabling your team

Training and enablement

Training is provided to help teams use the platform confidently and effectively as part of day-to-day work. The focus is on practical enablement rather than formal courses, ensuring staff can manage content, workflows and features relevant to the service without unnecessary overhead

Training is tailored to the organisation, the platform configuration and the roles involved. Sessions are designed to support editors, administrators and reviewers, with emphasis on real tasks rather than abstract system features.

Delivery formats

Training can be delivered in a range of formats, depending on preference and practical constraints:

- Face-to-face sessions for hands-on walkthroughs and collaborative learning
- Online sessions delivered remotely for distributed teams
- Recorded sessions to support onboarding, refreshers and knowledge retention
- Written guidance and PDF documentation covering key workflows and platform features

Formats can be combined where helpful, allowing teams to revisit guidance as needed.

Scope and focus

Training typically covers areas such as:

- Content creation, editing and publishing workflows
- Use of structured content and reusable components
- Role-based access and approval processes
- Platform-specific features relevant to the service

The scope is agreed in advance to ensure training remains focused, relevant and proportionate.

Ongoing knowledge support

Training may be delivered as part of onboarding, handover or ongoing support arrangements. Where platforms evolve over time, refresher sessions or updated guidance can be provided to support new features or changes in working practices.

This approach helps teams remain confident and self-sufficient while avoiding reliance on continuous training or specialist support.

How we work

Introduction

We're Feel Created, a UK-based digital studio partnering with public and private sector organisations across the UK. We design and build WordPress-led platforms that are on brand and make content easier to manage, publish and govern. No off-the-shelf, one-size-fits-all themes, just carefully crafted platforms shaped around your needs.

Our focus is on secure, accessible platforms that are straightforward to run and integrated with the systems teams rely on day to day. Everything is designed to support clear communication, internal collaboration and efficient content workflows, without unnecessary complexity.

A platform-led mindset underpins our work, prioritising reliability, consistency and long-term value over short-term fixes or one-off projects. The platforms we deliver are built to work well every day and adapt as needs change.

Long-term digital partnerships matter to us, but trust is earned. We take time to understand how teams actually work, focusing on practical improvements that save time and reduce friction. When support is needed, clients speak directly with experienced developers who know the platform and give clear, considered answers.

Drawing on extensive experience with WordPress as an open-source content management system, we deliver platforms that improve processes and support confident digital delivery.

Responsible and sustainable digital practices

We design and support digital platforms with long-term environmental impact in mind. Through considered hosting choices, performance optimisation and efficient content structures, we help reduce unnecessary resource use and avoid frequent rebuilds, supporting more sustainable digital services over time

How we build our platforms

Open-source foundations

We use WordPress as the foundation for our platforms. It gives organisations long-term control and flexibility, without locking them into a single supplier, and makes it easier to integrate with other systems as needs change over time.

Secure and maintainable architecture

Platforms are structured to support secure operation and long-term maintainability, including clear separation between environments, controlled change processes and support for regular updates without unnecessary disruption.

Accessibility by default

Accessibility is built into our approach from the start. Platforms are designed so WCAG 2.2 AA accessibility is part of day-to-day use, helping teams create and manage content that can be used by everyone.

Clear separation of platform and support services

We clearly distinguish between the software platform and any ongoing support or consultancy services. This provides clarity on what is included as standard and allows additional support to be added separately where needed.

Editor-first content management

Platforms are designed around the needs of the people who use them day to day. Clear content models, reusable components and intuitive editing tools help editors publish, update and maintain content efficiently without any need for on technical support.

Our technical approach

We design and build digital platforms using established architectural and development standards. The underlying framework is selected based on the needs of the service and the role the platform is expected to perform, with a focus on security, reliability and long-term maintainability.

Enterprise-grade platform architecture

Structured development workflows are used, supported by version control, controlled release processes and automated quality checks to ensure consistency and reduce delivery risk.

Environment management and release control

Platforms are typically managed across separate development, testing and live environments, allowing changes to be reviewed and validated before release and helping maintain stability.

Shared quality and security standards

All platforms are delivered to the same standards for security, deployment control and long-term maintainability, regardless of the underlying framework.

WordPress platform builds

Where content management is a core requirement, platforms are built using WordPress to support structured content, editorial workflows and long-term maintainability.

WordPress platforms integrate with third-party systems through APIs and standard interfaces, without reliance on off-the-shelf plugins.

Laravel application builds

Where a service requires bespoke application logic beyond a traditional CMS, platforms may be built using modern frameworks such as Laravel to provide greater control over workflows, data handling and business logic.

Laravel-based platforms can consume existing APIs or expose new ones to support integration with other systems.

Accessibility and compliance

Accessibility is a core consideration across all platforms and is built into how services are designed and configured.

Support and accessible content

Platforms support accessible content creation through structured content models, reusable components and in-context guidance.

Assistive technology compatibility

Platforms are designed to work predictably with common assistive technologies, including screen readers and keyboard navigation.

Ongoing compliance considerations

While platforms support accessible publishing, responsibility for published content accessibility remains with the customer. Additional support such as audits or training can be agreed separately.

Security and data protection

Security and data protection are built into platform design from the outset to support secure operation throughout the life of the service.

Secure platform design

Platforms use established security practices, including least-privilege access controls and secure default configurations.

Data hosting and residency

Data is hosted within UK-based cloud environments unless otherwise agreed.

Encryption and data protection

Industry-standard encryption protects data in transit and, where supported, at rest.

Backups and recovery

Regular backups support service continuity and recovery.

Updates and patch management

Platform components are kept up to date using controlled update processes to minimise disruption.

Hosting, maintenance and support

Hosting

Platforms are hosted within cloud environments designed to support availability, performance and resilience. Hosting arrangements are selected to meet public sector expectations around security, data protection and operational stability, using UK-based infrastructure unless otherwise agreed.

Where managed hosting is in place, this includes defined availability targets provided by the hosting platform, along with 24/7 infrastructure-level monitoring and server support. This helps ensure services remain available and that underlying infrastructure issues are identified and addressed proactively.

Support

Support is focused on maintaining platform stability and availability, resolving incidents, and providing technical assistance related to the supplied service.

Where required, additional support can be provided on a retainer basis. This offers a predictable way to access ongoing design and development input alongside technical support, including planned improvements, refinements and agreed enhancements delivered within the scope of the retainer.

Maintenance

Where a hosting and maintenance arrangement is agreed, platform components are kept up to date to support security, stability and compatibility. This includes applying security updates and patches, maintaining supported components, and monitoring service health as part of day-to-day operation.

Performance and reliability are supported through caching and optimisation, alongside regular backups for continuity and recovery. Separate development, testing and live environments may be provided, allowing changes to be reviewed before release and minimising disruption to live services.

Highlights

- Cloud hosting aligned with public sector expectations
- Managed, highly available infrastructure
- 24/7 monitoring and support
- Maintenance and security updates
- Automated health checks
- Performance optimisation
- Regular backups
- Segregated environments
- Stability-focused support

Onboarding & transitional support

Onboarding and service initiation

Our onboarding process provides a clear, structured start to each engagement and establishes shared understanding from the outset. We work with the customer to bring together the people directly involved in the service, focusing on those with the knowledge and decision-making responsibility needed to move work forward.

At the start of the service, we run a structured kick-off session to confirm scope, responsibilities and the agreed delivery approach. Key milestones, dependencies and initial timelines are discussed, with the understanding that these may evolve as the service progresses.

Onboarding also covers how the service will be delivered in practice. This includes agreeing development and review processes, environment setup, access arrangements and any technical considerations. Where relevant, we identify key organisational contacts such as IT, security or accessibility teams and agree how approvals and reviews will be managed.

Where existing platforms or data are involved, onboarding may include reviewing current systems and planning content or data migration. Migration approaches are designed to minimise effort for customer teams and support long-term maintainability.

Clear points of contact and ways of working are agreed as part of onboarding, along with communication routes and expectations around change. We take a pragmatic, flexible approach where priorities or dependencies shift, adapting plans to keep delivery moving.

Highlights

- Structured kick-off session with key stakeholders
- Confirmation of scope, responsibilities and delivery approach
- Agreed points of contact and ways of working
- Environment setup and access planning
- Content or data migration planning, where applicable

Offboarding and service exit

Offboarding is handled in a structured and cooperative way to support a smooth transition at the end of a service. Exit planning is approached pragmatically and proportionately, based on the needs of the organisation and the scope of the service. Where required, we work with the customer to agree exit arrangements that reflect the platform and services provided.

This may include supporting the handover of the platform, providing access to relevant documentation, and assisting with the transfer of hosting, code or data where appropriate. Any handover activity is planned to minimise disruption and ensure continuity for users.

Customers retain ownership of their content and data. Where platforms are hosted or maintained by us, access arrangements and responsibilities following service exit are agreed as part of the Offboarding process.

The scope and level of Offboarding support are agreed in advance and may vary depending on the service and hosting arrangements in place. Additional exit or transition support can be provided under a separate agreement where required.

Highlights

- Support for platform handover and transition
- Protection of content and data ownership
- Clear agreement of responsibilities
- Minimised disruption during supplier transition
- Additional exit support available, where agreed

Pricing

Standard rate card

Description	Day rate	Hourly rate
Standard rate	Standard: £590 Senior / Director: £763	Standard: £85 Senior / Director: £110
Consultancy	£900	£130
Content entry	£416	£60
System UX / Design	£694	£100
Copywriting	£590	£85
Project management	Calculated at 10% of the job fee	-

Prices exclude VAT

Reasonable travel expenses may be charged where applicable

A 10% educational discount is available on the rates shown to eligible organisations

Website design and development

Description	Day rate	Hourly rate
Planning stages	£694	£100
Design stages	Standard: £590 Senior / Director: £763	Standard: £85 Senior / Director: £110
Development stages	Standard: £590 Senior / Director: £763	Standard: £85 Senior / Director: £110
System UX testing	£694	£100
Content entry	£416	£60
Project management	Calculated at 10% of the job fee	-

Prices exclude VAT

Reasonable travel expenses may be charged where applicable

A 10% educational discount is available on the rates shown to eligible organisations

WordPress cloud hosting and maintenance support

Description	Monthly Rate
Hosting Hosting with 10GB of web space, 20K monthly visitors and 125GB bandwidth	£100
Hosting Per additional 10GB cloud space, 20K monthly visitors and 125GB bandwidth	+£75
Maintenance and support option Monthly updates maintenance package with up to 2 hours support in the event of system issues following the update	£150
Maintenance and support option Twice monthly updates maintenance package with up to 4 hours support in the event of system issues following the update	£200
Maintenance and support option (Recommended) Weekly updates maintenance package with up to 8 hours support in the event of system issues following the update	£275
Maintenance and support option Premium level service. Daily updates maintenance package with up to 16 hours support in the event of system issues following the update	£1200

Prices exclude VAT

Requires an initial 12 month commitment with 3 months cancellation notice thereafter
Hosting requires a maintenance package to be taken. Custom packages can be costed on request

Retainer-based monthly support

The rates shown are for general-purpose support hours that can be used across our in-house services, including consultancy, design and development, subject to the agreed scope of work.

Description	Monthly Rate
8 hour package, per month	£750
16 hour package, per month	£1450
24 hour package, per month	£2100
40 hour package, per month	£3450

Prices exclude VAT

Requires an initial 12 month commitment with 3 months cancellation notice thereafter

Custom packages can be priced on request

Travel, mileage and subsistence

Travel, mileage and subsistence costs may apply where meetings take place more than 15 miles from our head office or where an overnight stay is required.

Mileage reimbursement is calculated using the standard HMRC mileage rates for the use of a personal vehicle for business purposes.

Subsistence expenses may include meals and overnight accommodation where necessary.

All rates are based on the applicable HMRC guidance in force at the time of travel.

Thank you

Thanks for taking the time to read this document. Should you have any questions, please feel free to let us know and we'll be happy to run through things.

**READY TO
START A
PROJECT?**

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