



PARTNERSHIP PROGRAMME

Domestic Cleaning Business Network

WHO ARE THE DCBN?

The Domestic Cleaning Business Network (DCBN) is a membership organisation set up to represent the domestic cleaning industry. The DCBN strives to raise the industry profile, industry standards and support those running cleaning businesses throughout the UK.

Our directors are experienced cleaning business owners, so the DCBN can provide guidance, technical, business and emotional support, business templates, group purchasing deals and online, local and national training and networking events.

Our members range from sole traders to companies with over 30 staff and since our launch in October 2019, we have gained 300 active subscription members with a wider online network of over 40,000 and a subscribed database of nearly 5000 cleaning business owners.

WORK WITH US

Getting your message out to the people who need it most is essential. We are keen to work with the best suppliers in the industry who can provide great products and amazing service to our members.

Our members trust us to recommend suppliers that will bring value to their business and help them grow or streamline their operation, so we demand the very best from our Partners. We don't offer exclusivity to our Partners as we believe our members should have a choice of the best in the industry.

We expect Partners to provide an exclusive deal for our members, with an ongoing discount, an introductory offer, or both. Our role is not to market your business, but to provide access to great suppliers for our members. There is no cost to you for accessing our Partnership programme, but some suppliers do offer a commission to the DCBN for confirmed business. We discuss this on an individual basis and this does not affect our decision on whether a Partnership is suitable.

We also encourage our partners to provide marketing material for the members only area of our website, educational blogs and there is also opportunity to participate in online training webinars if a suitable topic is available.

PARTNERSHIP TERMS

WHAT YOU WILL RECEIVE AS A PARTNER:

- Approved DCBN supplier status and use of our approved supplier logo
- A marketing piece uploaded to the members only area of our website
- An advisory role in our exclusive members' only Facebook group
- Option to provide online training for our members either live and/or recorded for our online training library
- Social sharing on our social media platforms
- Introductory and periodic marketing of our partnership on social media, to our database and on our website
- Option to co-host a regional networking event
- Option to sponsor DCBN live events and workshops

WHAT WE EXPECT FROM YOU:

- An exclusive discount or introductory offer, or both, for our members that you do not offer elsewhere
- Let members know when to expect delivery and follow the delivery instructions
- Provide a great service to our members at all times and if there are problems, communicate effectively to remedy where needed
- Provide us with marketing materials that we can use to highlight your deal for our members
- We would love you to promote your approved supplier status on your social media and other marketing
- Any blogs that you provide must be educational rather than a straight out advert
- You must not contact any of our members directly either by private message or by obtaining their details from our social media or website. Members will contact you via the details provided for our members only area.
- Our members only facebook group is a private, trusted environment. You can access this group only to answer members questions, not to advertise your products or service
- Please feel free to share and comment on any of our public social media posts
- If our partnership ends for any reason, you should remove the DCBN approved supplier logo from your website and future marketing materials