



# Marketing Passport®

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*Foundations » Strategy » Execution Readiness*

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# CLIENT INFORMATION

## 1. BUSINESS BASICS

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Business Stage: (Idea/ Growing/ Established)	Established	Primary Contact:	Peter Rea
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### Which industry best describes your primary business?

Boomerling operates in the global recruitment and offshore team-building industry. The company helps businesses build reliable global teams by connecting them with skilled professionals in the Philippines who integrate directly into the client's organisation. Rather than treating offshore staff as external resources, Boomerling focuses on long-term team building where individuals become part of the company they support. This approach emphasises value alignment, professional development, and creating opportunities for both businesses and team members to grow together.

### How does your business primarily operate?

Boomerling operates as a service-based business delivered primarily online. The company recruits, screens, and supports skilled professionals in the Philippines who become dedicated members of a client's team. Clients interview and select the individuals who will join their organisation while Boomerling manages the recruitment process and provides ongoing back-office support including HR, IT, finance, and operational guidance. This structure allows businesses to integrate global team members into their operations while maintaining strong support systems for both the client and the employee.

### Where do you currently serve customers?

Boomerling serves businesses internationally, primarily in Australia, the United Kingdom, and the United States. These businesses are looking to build reliable global teams that can support their operations while maintaining strong communication and integration with their existing staff. By working across these markets, Boomerling helps organisations access exceptional talent in the Philippines while continuing to operate within their own business culture and leadership structure.

### If you have a physical presence, where is it located?

Boomerling operates physical premises in the Philippines alongside a flexible work-from-home model. The offices provide professional workspace options including open desk areas, partition desks, and private rooms so team members can work in environments that suit their role and collaboration needs. These premises support secure operations, professional infrastructure, and reliable connectivity while allowing team members the flexibility to work remotely when appropriate.

## **Which location matters most for your growth right now?**

Boomerling's growth focus is on English-speaking markets where businesses are increasingly seeking to build global teams. Australia, the United Kingdom, and the United States remain key markets while the company continues to strengthen its operational base in the Philippines where the teams are located. This combination allows Boomerling to support international businesses while providing meaningful professional opportunities for talented individuals in the Philippines.

## **2. MISSION, VISION & VALUES**

(WHY YOU EXIST AND WHAT YOU STAND FOR)

### **Mission (what you do and who you help?)**

Boomerling enriches the lives of clients and staff by delivering simple and smart offshoring solutions. We help businesses build reliable global teams while creating meaningful professional opportunities for the people who work with them. Our focus is on building long-term relationships that benefit both the organisations we support and the professionals who become part of their teams.

### **Vision (what success looks like in the future?)**

Boomerling is building a global business that delivers secure, reliable, and high-quality team solutions for businesses around the world. The company will operate with strong infrastructure, advanced technology platforms, and multiple operational locations while maintaining excellent service standards and strong retention of both clients and staff. By continuing to strengthen our operations and culture, Boomerling aims to become a trusted provider of global team solutions and a recognised great place to work.

### **Core values (3-5 guiding principles)**

Boomerling operates according to the STEP principles: Service, Transparency, Extra Mile, and Partnership.

Service means delivering consistent, reliable support with strong cultural alignment and a clear focus on helping clients succeed.

Transparency guides how we communicate and operate through integrity, accountability, and clear communication.

Extra Mile reflects our commitment to proactive support, smart and simple solutions, and going above and beyond to solve problems.

Partnership means building strong working relationships through openness to feedback, willingness to learn, and flexibility in how we support both clients and team members.

### **3.PRODUCTS & SERVICES**

((WHAT YOU ACTUALLY SELL))

#### **List of core products/services .**

Boomerling provides simple and smart offshoring solutions that help businesses build reliable global teams. We help clients recruit skilled professionals in the Philippines by sourcing and screening candidates based on role requirements and cultural fit. Clients remain in control of the hiring process by interviewing and selecting the people who will join their team. Once a candidate is chosen, Boomerling supports onboarding and provides ongoing back-office services including HR, IT, finance, and operational support.

#### **Outcomes: the results your customers get.**

Businesses working with Boomerling gain access to skilled professionals at a more cost-effective salary level while maintaining strong operational support and integration with their existing teams. This allows companies to reduce staffing and operational costs while improving productivity and scalability. Clients also benefit from secure and professionally managed environments aligned with ISO27001 standards, supporting strong protection for systems, data, and business operations.

#### **Pricing: how you package or charge for your work.**

Boomerling uses a transparent flat offshore service fee that supports long-term working relationships between clients and team members. Businesses can explore and review candidates with no upfront fee. A recruitment fee only applies once a client chooses the candidate they wish to hire. There is no lock-in contract, allowing businesses to move forward when the timing is right. The structure follows Philippine employment regulations and ensures team members are supported through compliant operational systems.

#### **Hero Offer: the offer that drives most of your revenue.**

Boomerling's primary offer is helping businesses recruit and support dedicated global team members in the Philippines who work as integrated members of the client's organisation. Boomerling manages the sourcing, screening, and operational support while the client interviews and selects the individual who joins their team, ensuring the business remains in control of the hiring decision from start to finish.

## **4. AUDIENCE & CUSTOMERS**

(WHO YOU'RE FOR)

### **Ideal customer profile (plain English) .**

Boomer's ideal customers are business owners and leaders of growing companies who need reliable support to remove operational bottlenecks and scale their business. These organisations typically have between 5 and 100 employees and operate in industries such as IT services, marketing, accounting, construction support, and professional services. They are often experiencing growth but find their skilled staff spending too much time on tasks that limit productivity and expansion.

### **Customer segments (if you serve more than one type of customer).**

Customer Segments: if you serve more than one type of customer

Boomer works with several types of growing businesses. Many clients are professional service firms such as IT companies, marketing agencies, accounting firms, and consulting businesses that need operational, technical, or administrative support. Other clients are construction, engineering, or project-based businesses that require specialist support roles such as drafting, estimating, reporting, or operational coordination. In each case the goal is to build reliable global team members who integrate into the company's existing structure.

### **Customer Problems: the challenges they face.**

Most clients come to Boomer because their business has reached a capacity constraint. Highly skilled team members are spending time on tasks that prevent them from focusing on revenue-generating work, operational workloads are increasing faster than the team can handle, and growth begins to slow as leadership becomes overloaded with operational responsibilities. Businesses also face increasing salary and operational costs when hiring locally, making it difficult to scale efficiently. These constraints limit productivity, slow turnaround times, and create pressure on business leaders.

### **Why do customers choose you?**

Clients choose Boomer because the approach is structured, transparent, and focused on long-term integration rather than simple outsourcing. Boomer helps define the right role to solve a real operational constraint, screens candidates carefully, and allows the client to interview and choose the person who joins their team. The transparent flat fee model, no lock-in contract, and focus on cultural alignment create confidence that the team member will become a genuine part of the business rather than external support.

## 5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

**Direct Competitors: businesses offering similar products or services.**

Boomerang competes with offshore staffing providers, outsourcing companies, and recruitment agencies that help businesses hire remote or offshore employees. These companies typically operate in the Philippines or other offshore markets and offer remote staffing or outsourcing solutions to businesses looking to expand their team.

**Indirect Competitors: alternatives your customers might choose instead.**

Businesses may choose to work with freelancers through platforms such as Fiverr or Upwork, or engage agencies that provide project-based services instead of hiring dedicated team members. Another alternative is Employee of Record providers that allow companies to hire overseas staff while the provider manages employment and compliance. These options often provide flexibility but often lack long-term team integration.

**Your Edge: what you do differently and why customers choose you.**

Boomerang focuses on building long-term professional teams rather than providing outsourced labour. The professionals working with our clients are legally employed through Boomerang, ensuring employment is handled correctly, ethically, and in compliance with Philippine regulations. Our ISO27001 security framework protects both client data and team members while supporting secure operations. Boomerang also provides the infrastructure that enables professionals to succeed, including equipment, secure systems, social engagement within the workplace, and private healthcare support. This structure ensures clients gain committed, supported professionals who become genuine members of their global team rather than temporary resources.

## **6. BRAND POSITIONING & MESSAGING**

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

**Positioning Statement: the core idea you want to own.**

Boomerang helps growing businesses build reliable global teams by connecting them with skilled professionals in the Philippines who become integrated members of their organisation. Through transparent pricing, secure infrastructure, and strong employment standards, Boomerang delivers simple and smart offshoring solutions that create long-term value for both clients and team members.

**Short pitch / 7-second explanation.**

Boomerang helps businesses build reliable global teams with skilled professionals in the Philippines while maintaining full control of hiring and long-term team integration.

**Hooks/Taglines: memorable lines that spark interest.**

Build a global team you can rely on.  
Humanising offshoring through real careers and real partnerships.  
Simple and smart offshoring solutions.  
Offshore professionals who work as part of your team.  
Global talent integrated into your business.

**Tone of Voice: choose the style that fits your brand.**

Boomerang communicates in a professional, practical, and transparent tone. The voice is clear, confident, and grounded in real business outcomes rather than hype. Messaging focuses on trust, fairness, and long-term relationships while emphasising practical solutions that help businesses grow through strong global teams.

## **7. BRAND STORY**

(EMOTIONAL CONTEXT)

### **Who is your ideal customer?**

Boomer's ideal customer is the owner or leader of a growing business who wants to expand but feels operational pressure from limited capacity. Their team is skilled and motivated, but key people are spending time on tasks that prevent them from focusing on high-value work. They are looking for a practical way to grow their team while maintaining quality, culture, and control over how their business operates.

### **What are they struggling with?**

As the business grows, operational bottlenecks begin to appear. Highly skilled staff become overloaded with work that slows down productivity and limits the company's ability to take on more opportunities. Hiring locally can be expensive and difficult, while outsourcing can feel disconnected from the company's culture and standards. Business leaders often find themselves stuck between the desire to grow and the pressure of managing increasing operational demands.

### **How does your brand help?**

Boomer helps businesses remove these constraints by supporting them to recruit skilled professionals in the Philippines who integrate into their organisation as part of their team. The client remains in control of the hiring decision while Boomer manages the sourcing, screening, employment structure, and ongoing support. By providing secure infrastructure, professional employment standards, and operational support, Boomer helps businesses build reliable global teams that work alongside their existing staff.

### **What does life look like after success?**

Once the right people are in place, the business begins to operate with greater clarity and capacity. Skilled staff can focus on the work that drives revenue and innovation, while operational tasks are handled by capable team members who are integrated into the company's daily operations. The organisation becomes more scalable, leaders regain time to focus on strategy and growth, and the business can expand with confidence knowing their team is strong, supported, and aligned with their goals.

## **8. BRAND PERSONALITY & VOICE**

(HOW YOU SOUND AND SHOW UP)

### **Brand personality traits.**

Boomer's brand personality is professional, trustworthy, and practical. The company presents itself as a reliable partner that helps businesses solve real operational problems rather than promoting hype or quick fixes. The personality reflects fairness, transparency, and a strong sense of responsibility toward both clients and team members. Boomer communicates with confidence, clarity, and respect, emphasising long-term relationships and ethical offshoring rather than short-term cost cutting.

### **Voice Guidelines: the do's and don'ts that keep your communication consistent.**

Boomer communicates in clear, direct language that focuses on practical outcomes for businesses. The voice should remain professional, confident, and grounded in real examples and operational experience. Messaging should emphasise fairness, transparency, global team integration, and long-term partnerships. Communication should avoid exaggerated claims, aggressive sales language, or portraying offshore professionals as cheap labour. The tone should reflect respect for the people involved and highlight how global teams contribute to stronger businesses.

### **One-Word Descriptor: the single word that captures your brand's essence.**

Opportunity

## 9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

**Logo [upload].**



The Boomering brand uses a primary logo consisting of the Boomering wordmark and icon. The logo should appear in its full colour version whenever possible, using the purple and cyan gradient symbol with the Boomering name. A white version of the logo may be used when placed on dark backgrounds. The icon element can also be used independently in situations where a compact brand mark is required, such as social media profiles or application icons.

**Brand colours, e.g: your colour codes: #8c52ff**

Boomering's visual identity uses a modern and confident colour palette built around purple, cyan, and dark neutral tones. The primary brand colour is purple (Hex #5B299B) which represents trust, professionalism, and stability. A complementary cyan (Hex #20AFD1) is used to introduce energy, innovation, and modern technology themes. A dark neutral tone (Hex #343741) is used for backgrounds and text to maintain strong contrast and readability. These colours work together to create a clean, professional, and technology-forward visual identity.

**Fonts / typography.**

Boomering uses the Montserrat font family across its brand communications. Headings are presented in Montserrat Bold to create strong visual hierarchy and clarity. Body text uses Montserrat to maintain readability and consistency across digital and print materials. This typeface supports the brand's modern and professional presentation while remaining clear and accessible in marketing, presentations, and documentation.

**Visual preferences.**

Boomering's visual style should appear modern, professional, and confident. Visual elements should emphasise clarity, technology, and global collaboration while maintaining a human and approachable tone. Design should remain clean and structured with strong use of space, consistent typography, and balanced colour application. Imagery should highlight professional teamwork, global collaboration, and real people working together rather than abstract corporate imagery, reinforcing the brand's focus on building genuine global teams.

## 10. WEBSITE & INFRASTRUCTURE

### SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress       Webflow       Shopify       Other \_\_\_\_\_

Where is your Domain or DNS hosted?

Cloudflare       GoDaddy       Namecheap       Unsure       Namecheap

Do you have full website access or not?

Yes       No       Unsure

## 11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

### Current channels in use.

Boomerling's primary channel for client acquisition and marketing qualified leads is LinkedIn. The platform is used to build authority, share educational content, and engage with business leaders looking to build global teams. Facebook is also used to support brand visibility and team member acquisition, reflecting the high usage of the platform in the Philippines. Paid advertising is currently run through Google and LinkedIn to support lead generation, alongside a dedicated landing page for a free educational resource titled Offshore Best Practice which helps businesses understand how to successfully work with offshore teams. In addition to digital channels, the business generates a significant amount of opportunity through networking and referrals. Both business owners, Dean and Peter, are actively involved in networking and relationship building, and the company also benefits from referrals from existing clients.

### Channels you want to use next.

Boomerling plans to expand its presence across additional social media platforms including YouTube, TikTok, and Instagram as the internal marketing capability grows. These channels are not yet active but are intended to support a broader content strategy focused on education, brand authority, and practical guidance for businesses building global teams. The marketing team has recently expanded after operating with only two people for an extended period. A new marketing manager joined in December followed by additional hires in February and March. The current focus is consolidating the team structure and operational systems before expanding into more strategic marketing initiatives and increased content production.

### Paid vs organic mix (if any).

Boomerling uses a combination of organic and paid marketing to generate opportunities. Organic marketing includes thought leadership, content marketing, networking, and referrals from existing clients. Paid marketing includes targeted campaigns through Google and LinkedIn to support lead generation. The business has also invested in outbound lead generation with a dedicated lead generation specialist focusing on the Australian market, while Peter leads targeted lead generation activity into the UK. Search engine optimisation is currently handled by an external specialist agency with a longer-term intention of bringing SEO capability in-house around 2027 as the internal marketing function continues to develop.

## **12. MARKETING ASSETS (EXISTING)**

(WHAT YOU ALREADY HAVE TO WORK WITH)

- **Logo files**
- **Photos**
- **Videos**
- **Testimonials**
- **Case studies**
- **Written content**

Boomerang has a complete set of logo assets including the full Boomerang logo in colour and white versions as well as the standalone icon mark used for compact placements such as social media profiles and application icons. These files are available in multiple formats suitable for digital and marketing use and form the foundation of the company's visual identity.

Boomerang maintains a growing library of brand photography including team photos, workplace imagery, and operational environments within the Philippines. These images are used across marketing materials, presentations, recruitment, and social media to represent the people behind the business and reinforce the concept of real global teams rather than abstract outsourcing.

Boomerang has video assets used for marketing, education, and brand communication. These include content created for LinkedIn and other social channels as well as recorded discussions and interviews that explain how global teams operate within the Boomerang model. Video content is expected to expand as the marketing team grows and begins producing more structured content across additional platforms.

Boomerang has testimonials from clients describing their experience working with the company and the impact global team members have had on their businesses. These testimonials highlight operational improvements, cost efficiencies, and the integration of offshore professionals into existing teams.

Boomerang has developed case studies that demonstrate the measurable impact of offshore team integration. These include examples such as the Shopfit case study showing significant operational improvement and revenue growth after building an offshore team. Additional case studies are being developed as more client success stories are documented.

Boomerang has written marketing content including blog articles, educational resources, website copy, and supporting marketing materials. This includes the Offshore Best Practice resource designed to help businesses understand how to successfully build and manage global teams. Written content continues to expand as the marketing team grows and develops a more structured content strategy across multiple channels.

## **13. KEYWORDS & SEO FOCUS**

(ONLY NOW DOES THIS MAKE SENSE)

**Core topics you want to be known for.**

Boomerang wants to be known for helping businesses build reliable offshore teams in the Philippines that integrate into their organisation and support long-term growth. The brand focuses on ethical offshoring, humanising offshore employment, and helping businesses scale through global teams rather than short-term outsourcing. Boomerang aims to be recognised for operating with fairness, transparency, and win-win outcomes for both clients and team members. The company also emphasises best-practice operational standards, including security frameworks such as ISO27001, where compliance and protection are implemented as genuine operational value rather than used as a marketing claim.

### **Primary keywords/themes (the search terms and themes your ideal customers actually use)**

Primary keywords include the language and industry terms business leaders commonly use when researching offshore hiring and remote staffing solutions. These include outsourcing, offshoring, offshore staffing Philippines, hire staff in the Philippines, hire remote staff Philippines, virtual assistants Philippines, VA Philippines, remote teams Philippines, offshore recruitment Philippines, outsource business support Philippines, remote employees Philippines, build an offshore team, global team hiring, offshore support services, remote workforce Philippines, outsource accounting Philippines, outsource marketing Philippines, outsource IT support Philippines, offshore staffing company Philippines, offshore BPO Philippines, remote workforce solutions Philippines, and business process outsourcing Philippines. These keywords reflect the real search behaviour of companies exploring ways to scale operations, reduce operational pressure, and access global talent while maintaining strong operational standards.

## **14.GOALS & SUCCESS METRICS**

(WHAT SUCCESS LOOKS LIKE)

### **Primary business goal (your main focus for the next 6–12 months).**

Boomerling's primary goal over the next 6–12 months is continued growth by helping more businesses build reliable global teams while creating meaningful employment opportunities in the Philippines. Growth is important not only from a commercial perspective but also because every new client relationship creates additional career opportunities for professionals working through Boomerling. Expanding the number of team members placed with clients allows the company to enrich more lives while strengthening long-term partnerships with growing businesses.

### **Key outcomes you care about (leads, sales, visibility, etc.).**

The key outcomes for Boomerling include increasing qualified business leads, converting those opportunities into long-term client relationships, and expanding the number of professionals working within client teams. Success will be measured through the number of new clients onboarded, the number of team members placed with those clients, stronger brand visibility in key markets such as Australia, the United Kingdom, and North America, and continued growth in the company's global team footprint.

### **Biggest constraints: what's limiting progress (time, budget, clarity, systems).**

The biggest constraints to growth are time and financial resources. Building strong marketing systems, expanding brand visibility, and developing new client relationships require sustained investment and operational focus. As the company continues to grow its internal marketing capability and operational structure, addressing these constraints will allow Boomerling to scale its marketing activity and reach more businesses that can benefit from building global teams.

## **15. BUDGET & DECISION-MAKING**

(HOW WORK ACTUALLY GETS APPROVED)

**Marketing Budget Range: an approximate amount you're comfortable investing.**

Boomerang invests consistently in marketing to support long-term growth, brand visibility, and lead generation across key markets. The marketing budget is set collaboratively by Dean, Rohan, and Peter to ensure alignment with the company's operational capacity and growth objectives. Investment is allocated across the internal marketing team, paid advertising, SEO services, lead generation activities, and content development. The budget remains flexible so the business can increase investment when opportunities for growth and market expansion arise.

**Decision-Maker: the person who approves spend and final decisions.**

Marketing budget accountability currently sits with Peter. While the budget is developed collaboratively by Dean, Rohan, and Peter, Peter holds responsibility for overseeing marketing investment and ensuring spending aligns with the company's growth strategy and operational priorities. The marketing team manages day-to-day execution while major decisions and adjustments to budget allocation are reviewed within the leadership group.

## **16. COMPLIANCE & PERMISSIONS**

(RISK PROTECTION – KEPT LAST)

**Do you have permission to use testimonials/photos?**

Boomerang has permission to use client testimonials and case studies that reference client organisations and business outcomes. These materials are developed with the knowledge and approval of the clients involved. The company uses brand imagery, office environments, and operational visuals for marketing purposes but does not use individual team member images in marketing materials in order to protect privacy and maintain professional boundaries.

**Industry Rules: any sector-specific regulations you must follow?**

Boomerang operates within the offshore staffing and recruitment sector and follows employment, operational, and data security requirements relevant to the Philippines and the international markets it serves. Marketing communications must remain accurate and transparent, avoiding misleading claims about employment conditions, compensation, or business outcomes. The company also follows strong operational standards including ISO27001 security practices to ensure responsible handling of client information and secure operational environments.

