



# Category Catalogue

Outsource Anything & Everything



## The blackbear Catalogue

We enable organisations to get work done – any work, from ad-hoc assignments to long-term projects or entire business processes, for organisations of any size in any sector. If you or your team are lacking the time, skills or resources to work on an assignment, give it to blackbear! Our category catalogue provides an overview of the different domains, sub-domains and sample projects we can take off your hands.

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## A snapshot of some of our partners

Successful brands choose blackbear as their strategic outsource partner

LOUWMAN  
GROUP

DHL

heijmans

••T••Mobile•

  
mazda

SPAR

  
Ministerie van Infrastructuur  
en Waterstaat

 TOYOTA

A.Vogel

 BOSCH

gasurte  
crossing borders in energy

BOONEDAM

GS1

 bam

 TIP GROUP

RAINFOREST  
ALLIANCE

DB SCHENKER

CSU

CEVA  
LOGISTICS

menzis

uni  
per

AutoBinck  
Group

Boels  
RENTAL

Johnson  
Controls

Port of  
Amsterdam

PERFETTI  
van Melle

de Goudse  
verzekeringen

TUI

  
Den Haag

Ashworth



# Sales & Marketing

## Digital Marketing & PR

- Digital Marketing Strategy
- Email Marketing
- Content Marketing
- E-commerce Marketing
- Mobile Marketing & Advertising
- Public Relations

## Search Marketing

- SEO (Search Engine Optimisation)
- SEO Strategy
- SEM (Search Engine Marketing)
- Local SEO
- E-Commerce SEO
- Video SEO

## Social Media Marketing

- Social Media Marketing
- Social Media Content Plan
- Social Media Strategy
- Social Media Advertising
- Influencer Marketing
- Community Management

## Analytics & Strategy

- Market Research
- Marketing Strategy
- Go-To-Market Strategy

## Branding & Corporate

- Brand Strategy
- Brand Blueprint
- Rebranding Strategy

## Sales & Business Development

- Sales Development
- Lead Generation
- CRM Management

*"Did you know that Marketing services are among the most commonly outsourced tasks? Level up your brand today!"*





# Design & Creative

## Brand Identity Design

- Logo Design
- Business Cards & Stationery Design
- Brand Style Guides
- Branding Services
- Brand Voice & Tone

## Drawing & Illustration

- Illustration
- Character Design
- Vector Tracing
- Cartoons & Comics
- Storyboards

## Packaging & Merchandise Design

- Corporate Merchandise Design
- Packaging Design

## Digital design

- Social Media Design
- Web & Mobile Design
- Banner Ads
- AR Filters & Lenses

## Building & Architectural Design

- Architecture & Interior Design (CAD)
- Building Information Modeling
- Landscape Design
- Trade Show Booth Design

## Infographics & Presentation Design

- Presentation Design
- Infographic Design

## Print Design

- Flyer Design
- Brochure Design
- Poster Design
- Catalogue Design
- Invitation Design
- Menu Design
- Postcard Design
- Signage Design

## Animation & Motion Graphics

- Animated GIFs
- Logo Animation
- Animated Whiteboard
- Explainer Videos
- 3D Product Animation
- App & Website Promo Videos
- Character Animation
- Intro & Outro Animation

## Video Production & Editing

- Video Editing
- Short Video Ads
- E-learning Video Production
- Real Estate Promo Videos
- Screencasting Videos
- Slideshow Videos
- Subtitles & Captions
- Visual Effects



# Content, Writing & Translations



## Content Writing

Articles & Blog Posts  
Ebook Writing  
Website Content  
Creative Writing  
Press Releases  
Scriptwriting  
SEO Writing

## Copy Writing

Product Descriptions  
Sales Copy  
Advert Copy  
Email Copy  
Social Media Copy

## Professional & Business Writing

Ghostwriting  
Research & Summaries  
Case Studies  
Grant Writing  
Legal Writing  
Technical Writing  
White Papers

## Editing & Beta Reading

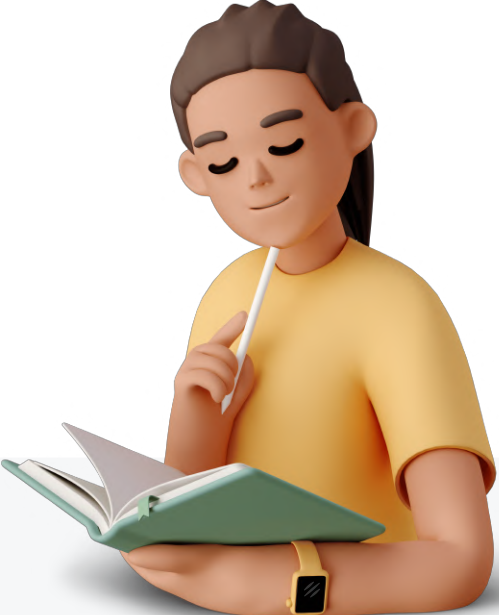
Proofreading & Editing  
Beta Reading

## Translation & Localisation

Content Translations  
Website Translations  
Native Blog Writing

## UX & Digital Writing

UX Writing  
Tutorial Writing



*"High-quality content is the core of every successful brand. Our excellent writers are ready to help you tell your story to the world."*



# IT & Development

## Development

- WordPress Development
- Shopify Development
- Webflow Development
- Website Builders & CMS
- E-commerce Development
- Mobile Apps
- Web Programming
- Desktop Apps
- QA Testing
- User Testing

## Data Analysis & Testing

- Databases
- Data Analysis & Reports
- Dashboarding
- Business Intelligence
- QA Testing
- User Testing

## IT Support & Security

- Support & IT
- Cybersecurity & Data Protection

*"Due to the exceptional demand, experienced developers are hard to hire these days. The blackbear ecosystem provides you access to veteran devs to get your projects done."*





# HR & Training

## People Operations

- Tooling & Setup
- Employee Handbook Creation
- Internal FAQs
- Payroll Process Optimisation

## Culture

- EVP
- Celebration Matrix
- Code of Conduct

## Offboarding

- Process Audit
- Checklist Creation

## Performance Management

- Research Advice & Tooling
- Job Matrix Implementation
- Performance Management
- Process Audit

## Recruitment & Selection

- Candidate Persona Creation
- Vacancy Writing
- Job Market Benchmarking
- Target Group Analysis
- Hiring Workflow Creation
- Candidate Workflows
- Skill Assessment Design
- Email Template Creation
- Talent Pool Creation

## Learning & Development

- Onboarding Analysis, Evaluation & Benchmark
- Onboarding Process Design
- Onboarding Templates & Checklists
- Welcome Package Creation
- How To Guide Creation
- Benchmark Training & Tooling
- Visualise Career Paths & Process
- Skill Gap Analyses



*“Support your people team with additional resources from the blackbear ecosystem!”*





# Finance, Legal & Admin

## Finance

- Spend Analysis
- Business Model Research
- Payment Flow Creation
- Research VAT Policies
- Subsidy Research
- Invoice Process Audit
- Excel Dashboard Creation
- Cost Saving Analysis
- Compliance Audit
- KPI Dashboarding

## Legal

- Contracts & Agreement Writing
- Privacy Policy Writing
- Terms of Service Writing
- Cybersecurity & Data Protection Services

## Admin

- Data Entry
- Project Management
- Business Registration
- Business Plans
- Pitch Deck Creation

*"Accounting and Legal work can be quite overwhelming. They require exceptional attention to detail and in-depth knowledge of procedures and legislations – don't worry, blackbear's got you covered!"*



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 **blackbear**

This catalogue is the complete overview of all the categories in which you can use blackbear to outsource your work. All rights reserved.

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[Give it to blackbear →](#)