

We are **thebestof**

1



Local marketing made easy

Welcome to

thebestof started life in 2005 as the UK's first independent web directory. But things have changed a lot since then...



We now work with tens of thousands of businesses, every one demonstrably one of the best in their area at what they do. We work closely with these carefully chosen businesses, relentlessly promoting them and building awareness, using a powerful combination of cutting edge marketing tools and techniques that embrace both online and offline methods.

It's a unique combination that can deliver stunning results...

So what exactly is the best of, and could it help you?

we are... **MARKETING EXPERTS**

Marketing can be confusing – and time consuming – especially nowadays with so many different things to think about.

Luckily we're here to take care of all the tricky bits, leaving you free to concentrate on what's really important – namely, running your business.

Our people have the **flair, skill and attitude** that enables them to work with you to get and keep the customers you need to take your business to the next level.

Crucially, we've also got the local knowledge to make it all happen.





we are... **LOCAL CHAMPIONS**

Talking of local, never underestimate the passion people in the UK have for their communities. Buying local is becoming increasingly important to consumers and we'll help you tap into that.

We're all about making your town, city or borough better for everyone and giving people a say in the things that matter to them.

we are... the place for bespoke marketing solutions

We understand that businesses are all different. This is why we don't deploy a standard, one-size-fits-all approach to your marketing.

- ✓ We'll use a variety of methods to get your phone ringing, your website buzzing, or people through your door.
- ✓ We'll work with you to find the best way to tell your story.
- ✓ We'll raise awareness of you and your brand.
- ✓ We'll put you in touch with like-minded business owners and help you to build strong, long-lasting and mutually beneficial partnerships with them.
- ✓ We'll help you to exploit the new opportunities that social media and the internet provide but also ensure that the traditional ways of promoting you aren't missed either.
- ✓ Whether you're looking for online or offline help, whether you're B2B or B2C, if you're good at what you do then we can probably help you.

We'll act as your personal marketing consultant and agree with you the perfect solution for your business – and because we're **local, passionate and committed**, you might be surprised at just how affordable it is to have us on your team.

We are... **TRANSPARENT & ACCOUNTABLE**

This is the 21st century so everything we do is tracked and reported. Our job is to get your phone ringing, your website busy and people through your door. And we'll show you how you can track and measure this activity so you'll know exactly what's happening as a result of your membership.

We are... **SELECTIVE**

You can't just write a cheque and join thebestof.

Every business that becomes a member is vetted – to make sure that you really are one of the best – and there's an application process to go through.



Both local people AND our business members tell us that it's important that we keep the standards high. And we agree.

We also restrict the number of businesses in any particular category – for example, you won't find dozens of plumbers in your area, just the two or three best ones.

We are... SO MUCH MORE THAN JUST A WEBSITE

Oh sure, our website gets well over a million unique visitors each month, and we will send people to your website as a result of your involvement with us, but that's only the start of what we do.

We can help you in so many other ways – and we will – because we're all about working with you to get and keep the customers you need to take your business to the next level.

You can learn more about the myriad of tools and techniques that we can deploy for you elsewhere in this pack and, of course, we can talk about and show you many of them when we meet.



we are... **AWARD WINNERS**

Over the last few years, we've racked up a cupboard full of awards that have recognised the innovative and effective ways that thebestof works for our customers.



CEO and Founder of thebestof Nigel Botterill with Duncan Bannatyne

While it's nice to win awards, much more important to us is the feedback from our member businesses, telling how much we've helped them, and from local people who really appreciate and value the 'one-stop-shop' that thebestof has become in their area.



You'll find feedback from businesses in 50 different categories in section 6 of this pack and of course you're welcome to call any business featured on thebestof to find out from them how well their membership works

(we're transparent, remember!)

we are...

ALL ABOUT PEOPLE

We're plugged into your local community. We meet with local people and businesses – your customers and potential customers – every single day.

We have a database of thousands of local people and businesses that we've lovingly nurtured and can utilise to promote you.

Every time we meet somebody new, we'll be thinking about how they can help your business and we often come up with ingenious ways in which you can forge long-lasting partnerships that lead to success.

Our campaigns, like 14 Days of Love and Buy Local, mobilise people right across our area to get behind, support and buy from thebestof member businesses.



But it's not all work. We also know the value of getting to know the right people in a more social environment. Our 'Evenings With...' are networking meetings with a difference. You know that you'll only be meeting like-minded business owners, and whether you gain a vital new business contact or a new friend, you'll come to see these highly popular and hugely useful events as a big part of your membership with thebestof.

we are... **UNIQUE**

There is nothing else out there like thebestof.

We're a national brand working at a local level, which means you get the benefit of our vast infrastructure, knowledge and resources while still working closely with us, locally, on the ground.

Most importantly for you, thebestof works.

And probably the biggest single reason for that is because we care.

That's why many of our customers' businesses are growing faster than those around them and why we've gained a reputation for being and working with the best.

