

thebestofguernsey

Let's show you how we can help your business grow 

1.

**Welcome to
thebestof Guernsey**

2.

What is thebestof?

3.

**Why should a
business join?**

4.

**Who does it
work for?**

5.

**What our
members say**

6.

**How do we
deliver it?**

7.

**Ongoing monthly
membership**

8.

Kickstart

9.

**What do we
promise?**

Welcome to thebestof Guernsey

Throughout your membership with thebestof Guernsey, our marketing experts will be there on hand to help you to get your business found and noticed more within your local area.

Using our proven marketing methods, we will:

- ✓ *Raise your profile*
- ✓ *Differentiate you from your competition*
- ✓ *Generate new enquiries*
- ✓ *Help you win awards*

We can't wait to help your business grow!

Rick & Diaue

Your dedicated marketing experts



What is thebestof?

We're not like most marketing businesses. In fact we are a marketing business that offers a bespoke solution for the very BEST businesses.

thebestof is an award winning marketing business, set up in 2005 with one aim, to represent the very best local businesses in every town in the UK.

thebestof work as your outsourced marketing team, dedicated to raising your profile within the local community, helping your business to get found, generating enquiries for your business and differentiating you from your competitors to help you get noticed.

Through our platform of multimedia marketing opportunities, including offline and online tools, we help to connect your business to the local community. We truly do care about all of our business members and we have a team here to support you every step of the way.

If you would like your business to get noticed in the local area, give our team of marketing experts a call today on 01481 254 748!



thebestofguernsey



Give our team of marketing experts a call! - 01481 254 748

Why should your business join?

Because our “done for you marketing” works!

- ✓ We only work with the best and aspiring businesses
- ✓ Gives your business exclusivity
- ✓ To help you to get found through increased online exposure
- ✓ To help you to get noticed through unlimited promotion of offers, events, testimonials, and more
- ✓ To increase the credibility of your business through reviews and star ratings
- ✓ To increase the recognition of your business through our Business of the Year awards
- ✓ To build a database which we will then market to on your behalf
- ✓ Save you time with our ‘done for you’ marketing solutions
- ✓ Ongoing support to help you achieve your plans and goals
- ✓ We constantly review and analyse our marketing to keep in front of trends
- ✓ We like SMEs and are passionate about helping them
- ✓ We care about independent business survival and keeping the ‘pound on the high street’

thebestof

GET FOUND
GET NOTICED

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Who does it work for?

**We know that our marketing doesn't suit everyone!
But for many businesses in the UK it does.**

We work with over 100 business types ranging from butchers to tattooists and only the BEST businesses within these categories are eligible for membership.

Supporting three of the very best in each category provides a level of exclusivity, dedicated support and a service that local people love.

Each business has to prove its status as being the best or aspiring to be the best business in their area.

We recognise our top performing members each year at our Business of the Year awards ceremony, recognising the UK's best and most loved businesses voted for by local consumers.

**To find out if your business qualifies for our marketing solution,
give our experts a call on 01481 254 748.**

Don't just take our word for it – read our testimonials on the next page





What our members say

5

“Since joining The Best of Guernsey in 2013 my business has grown from strength to strength, the support, knowledge and patience Rick and the team have provided me with over the years has without doubt helped me make my business what it is today. I’ve have had the pleasure of working with Rick for little over a year now and if there’s one thing I quickly became aware of, it is the passion and dedication he has towards local businesses. I look forward to advertising and working with the Best of Guernsey for many years to come.”

JR Photography



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“My biggest regret is not joining up to thebestofguernsey sooner! Working with such a great team in terms of efficiency and engagement has not only been inspirational, but has also been fantastic in positively supporting our business and making people aware of our products, services and customer service credentials. It’s been such a positive experience and an absolute pleasure dealing with thebestofguernsey.”

Specsavers Opticians Market Street



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“We love being part of thebestof Guernsey - dealing with Rick is a pleasure, very friendly and informative.

It's great advertising for our electrical Company J.E.R. Electrical, it gets our name out there and more clients in the door - would highly recommend thebestof Guernsey services.”

J.E.R Electrical



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“Having only recently joined the Best of Guernsey, we are delighted with what we’ve seen so far, with excellent social media coverage following the initial photoshoot and then a really enjoyable and well organised event for the Best of annual awards dinner, which doubled as a staff social for us. The sense of community and networking opportunities are what we hope to develop further in the coming months, but we are already pleased with our decision to join and would highly recommend Rick and the Best of to any other local businesses, as their pro active support has been great. We are looking forward to getting a few more reviews in and hopefully to being able to collect some awards of our own at next year’s awards dinner!”

Concept Group



How do we deliver it?



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Reviews facility

Reviews are one of the most powerful marketing tools in the world and they are free! What is a better way to market your business than to use the words of your local customers? thebestof facilitates this for you and showcases them to the rest of the community in real time. Collect as many reviews as you can for your business either through the review cards (we send these to you), the review widget that sits on your website or through the Facebook reviews facility.



Brand Exposure

With thebestof you have the opportunity for great brand awareness. As a member you are given access to a whole suite of logos, including: "as recommended by thebestof Guernsey"

Facebook Marketing & Remarketing

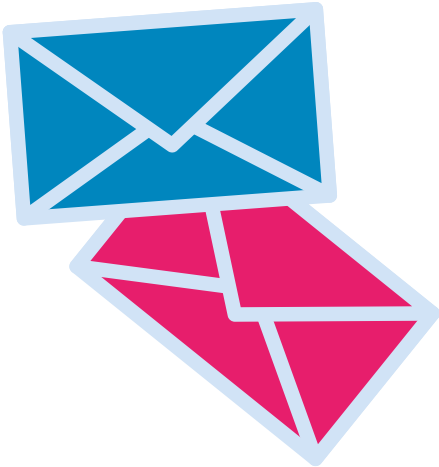
This is a fabulous way of marketing your business subliminally to people who have looked at our website before. We track the customer and then remarket your business to them via Facebook. Bi-monthly we also use Facebook ads to promote you!



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Using our bespoke SEO tool

We have a custom built SEO tool that we use behind the scenes to optimise your profile with us. This means we have the ability to track the key search terms that your customers are using to find your business! From this we can then update your profile; leading to even more enquiries for your business.



A Mailing System & Database

We have a fantastic mailing system allowing us to contact our database on your behalf to shout about a promotion, event or any news in your business. This will enable us to contact people on your behalf who live in your town but may have never heard of your business before. This should increase the number of enquiries to your business very quickly!

Monthly e-newsletter

Our e-newsletters are sent on a monthly basis and feature: great businesses, local events, amazing offers and the latest news posts for the business members in the local area. These will be created on a rotational basis, but the more content that you provide us with, the more likely you are to be featured on a monthly basis.



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Professionally written articles

Our professional copy writer will write an article for you on a topic of your choice! This means if you have something you want to promote, a topic that you would like to discuss or anything relating to your business, we can do this for you! The article is then attached to your profile on thebestof website; this is a powerful way for your customers to gain trust in your brand and build your profile in the local community.

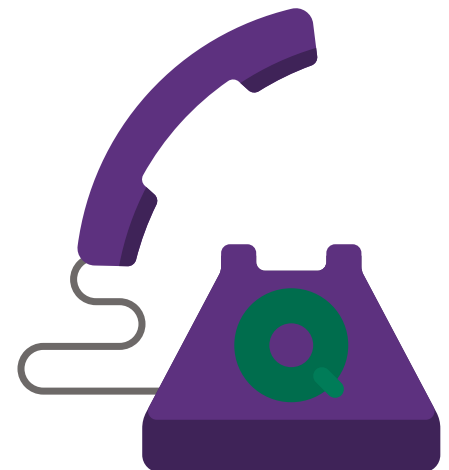


Business of the Year awards

Our national awards ceremony is dedicated to those businesses who have collected the most amount of verified customer testimonials. Yes, it really is that simple! Collect your customers' feedback and if you get more than other businesses in your town you get an award for it. You have the opportunity to be crowned "The best business" in Guernsey or even "The best business in your business category" within the UK. We then host a prestigious awards ceremony to congratulate you on your win!

Regular business review call

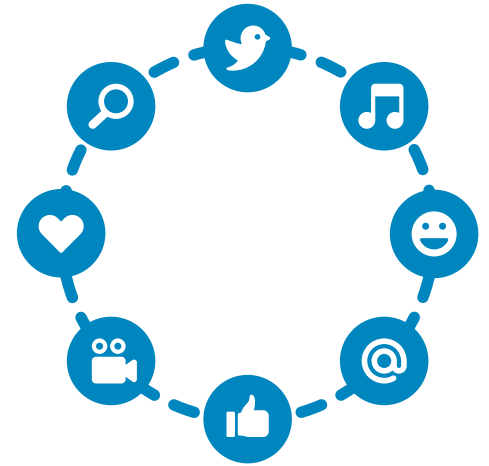
A dedicated member of our team will give you a regular call to review your membership needs. This will enable you to make any changes to your profile, add any offers/events you may be hosting or give you the chance to have a chat with a member of the team.



Give our team of marketing experts a call! - 01481 254 748

Social Media Marketing

We will share and post about you through our local Facebook pages, we will even share your posts from your business page too! Giving your business greater exposure.



Unlimited business profile updates

If you need to make any amendments to your profile, tell us about an up and coming event or offer, you can just pick up the phone or email a member of the team at head office, who will always be happy to help.

Unlimited events promotion

This may not apply to your business. However, if you are a business that perhaps hosts a sale or an open day, a show or even a regular class we can definitely help promote this through our “What’s on guide”, newsletters and Facebook marketing. All you need to do is let us know about your event in advance.



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Unlimited offers promotion

Similar to events, we have the same facility with offers. If your business has a sale or a discounted ticket, we can definitely help promote this on your behalf.



Website Feature

This is your very own page on our website which collectively will get you more visitors and tell the local community what you do.

Ongoing Marketing Support

Anything that you would like to discuss in regards to your marketing strategy, we are here to support you.



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business to get noticed in
the local area, give our team
of marketing experts a call
today on **01481 254 748!**

7

Ongoing monthly
membership*
from £75

*ongoing monthly fee for the duration of your membership. Initial "kick-start" setup fee applies.

Set up fee (one off fee)

£250

- ✓ Professional SEO copywritten business profile on thebestof Guernsey website
- ✓ Professional photoshoot - for use on business profile / social media
- ✓ Review widgets created for your website and facebook
- ✓ "We've been recommended on thebestof" logo suite
- ✓ Vehicle / window stickers
- ✓ Unlimited review cards
- ✓ Just joined promotion on social media (11,500+ followers)
- ✓ Featured business on e-newsletter (13,500 registered addresses)

Standard monthly membership

£75

- ✓ Feature in 2 categories on thebestof Guernsey website
- ✓ Your blogs on our site and in our e-newsletters
- ✓ All profile / feature page updates
- ✓ Promotion of reviews, offers and events
- ✓ Social media marketing
- ✓ Validated reviews system
- ✓ Networking events
- ✓ Exclusive member to member offers
- ✓ Corporate healthcare rates
- ✓ Access to a Corporate pension scheme
- ✓ Local word of mouth marketing, personal recommendations & referrals by our team

Silver monthly membership

£125

As above plus:

- ✓ Feature in 4 categories on our site, 1 as spotlight (which appears on our homepage)
- ✓ Facebook re-marketing / advertising
- ✓ Main sponsorship banner on e-newsletter - minimum 2x a year
- ✓ Feature on homepage banner

Optional extras

- ✓ Social media administration - we look after your social media pages - **£250/month**
- ✓ Main sponsorship banner on weekly e-newsletter - **£100**
- ✓ Directory banner on thebestof Guernsey website - **£50/month**
- ✓ Home page banner on thebestof Guernsey - **£100/month**
- ✓ Professional video shoot - price varies

One-Off Kickstart*

£250

*one off setup fee applied at commencement of your membership

- ✓ Professional SEO copywritten business profile on thebestofGuernsey website
- ✓ Reviews widgets created for your website and Facebook
- ✓ “We’ve been recommended on thebestof” logo suite
- ✓ Vehicle / window stickers
- ✓ Review cards
- ✓ Just joined promotion on social media (11,500+ followers)
- ✓ Featured business on e-newsletter (13,000 registered addresses)
- ✓ Professional photoshoot



What do we promise?

9

Everything we have already mentioned and more! We promise to raise the profile of your business in your local area.

- ✓ Dedicated marketing support at an incredibly competitive and affordable rate
- ✓ A person at the end of the phone to help
- ✓ Up to date marketing techniques at cost effective prices
- ✓ Recognition for your efforts (awards)
- ✓ Stand out from the competition
- ✓ Regular reviews to make sure we are enhancing your business
- ✓ Upgrades and bespoke marketing solutions



**TO FIND OUT IF
YOUR BUSINESS
QUALIFIES
FOR OUR
MARKETING
SOLUTION, GIVE
OUR EXPERTS
A CALL ON
01481 254 748**

**If you have real ambition why delay when
your business can benefit today!**

Call us now!

thebestofguernsey

**Bringing trusted businesses
and the community together**

Call 01481 254 748

guernsey@thebestof.co.uk

www.thebestof.co.uk/guernsey

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