

**Bringing Trusted businesses and
the community together**

**thebestof Sudbury
Membership
Packages 2021**

Contact:

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HELLO AND WELCOME

Thank you for your interest in thebestof Sudbury.

I think we can all agree that this has been an interesting year to date. And although there are challenging times ahead, there are also great opportunities.

As we head out of lockdown, as business owners, we need to make sure our customers and potential customers know we're open for business.

This is where thebestof Sudbury can help...

thebestof Sudbury has a growing reach of 80000 plus people per month. Our engaged audience connect with thebestof Sudbury through social media, our website, email newsletters and personal connections.

Through myriad marketing tools we have at our disposal, thebestof Sudbury will showcase your expertise, news, events and customer reviews to our audience. We always strive for collaboration and I seek out connections with businesses I feel would mutually benefit both.

thebestof Sudbury is all about bringing people together; whether that's trusted businesses and the local community or connecting organisations that can collaborate and grow.

Although my many networking events can't take place in real life, all are welcome at my Free Zoom Meet ups. Contact me for details

If you have any questions, please give me a call on 01787 211100

Penny Wilby



BRONZE MEMBERSHIP

On going monthly fee - £49 + VAT

Professionally written feature page optimised for SEO in one category

Weekly social media promotion on the relevant thebestof Sudbury platforms

Reviews widget for your website

Generic review cards

Integration of your Google, Yell, TripAdvisor and TrustPilot reviews

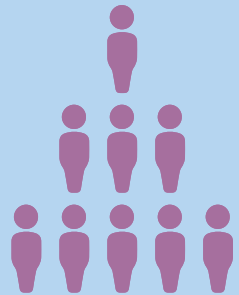
Invitation to thebestof Sudbury business members closed Facebook Group

Access to qualify for Business of The Year Awards

Promotion of one offer per month

Promotion of one event per month through thebestof Sudbury Website

Regular inclusion on thebestof Sudbury's email newsletter



SILVER MEMBERSHIP

On going monthly fee - £99 + VAT

Professionally written feature page optimised for SEO in two categories

Reviews widget for your website

Generic review cards

Integration of your Google, Yell, TripAdvisor and TrustPilot reviews

Invitation to thebestof Sudbury business members closed Facebook Group

Access to qualify for Business of The Year Awards

Unlimited promotions of events and offers

Promotional post via thebestof Sudbury Social Media

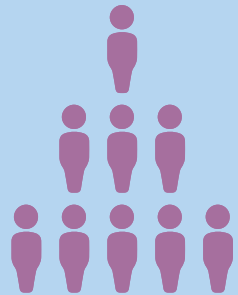
Competitions and bespoke emails to thebestof Sudbury database

Professional blogpost/ news article written quarterly, with the potential to be turned into a Press Release for you to use.

Inclusion in thebestof Sudbury weekly newsletter to 3100 plus subscribers

Enhanced Social Media campaign via thebestof Sudbury's platforms

Introductions to other business



KICKSTARTER FEE

~~One off fee £250 + VAT~~ Just £50 +vat until March 2021

Professionally written feature profile on thebestof Sudbury,
no fee for any future changes or photo uploads

Generic review cards

Code for website to showcase reviews

Inbound link to your inbox and website

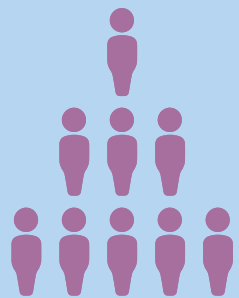
Welcome posts on social media

Access of thebestof Logos to use for your own promotion

Promotional post via thebestof Sudbury Social Media

Photoshoot

Integration of your / Google/ TripAdvisor/ TrustPilot/Tell
reviews through to your thebestof Profile. Facebook review
integration coming soon!



OPTIONAL EXTRAS

For when you need a bit of extra promotion

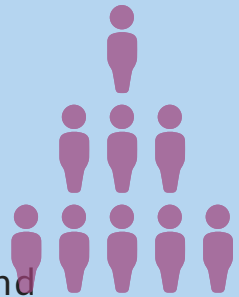
£30 per month for banner ad on thebestof Sudbury website

£50 Blogpost written for your profile

£49 Outdoor "as recommended on" banner

£45 Competition or prize draw including social media promo and promotion across thebestof Sudbury network

£45 per month Event promotion - promote your event through thebestof Sudbury website, email newsletters and social media platforms



All prices excl. VAT

thebestofsud

Additional Marketing Services

You have a great business. Top customer service and brilliant products. The problem is, you struggle to market your business. You're working so hard in your business, you don't have time to work ON your business. This is where we can help.

We can dispatch Penny to work with you, to create your business's marketing strategy: She will get your business in touch with your potential customers and work with you to create an easy to follow marketing plan

Half Day, plus writing plan/ report: £280

Full Day, plus writing plan/ report: £550

Local PR: Penny will work with you to create a potential news story that will appeal to editors and journalists. And get you the story that will help raise the profile of your business.

This includes writing press releases, amendments, sending to newspapers and liaising with local media and of course following up
£175 per press release

Social Media: Whether you love it or hate it, social media can be an incredibly cost effective and impactful way to connect with your potential audience and customers. We will work with you to identify the best platform for your business, curate relevant and engaging content to keep your audience interested and help grow your business.

From £35 per hour

Additional Marketing Services

Social Media Advertising:

We can set up social media advertising to increase awareness, drive people to your website or grow your database with relevant warm leads.

Prices dependant on campaign

Media planning/ Buying

Working out where best of advertise can take time. And time is money when you're in business.

With over 20 years experience in magazine and digital advertising, we source the right publication to speak with your audience, buy the media and track the campaign's effectiveness.

Project and Campaign Management

If you're launching a specific project or service, thebestof Sudbury can run a specific marketing campaign, with a specific budget and timescale. We work with trusted local suppliers (or your own) to make sure the lines of communication stay open. It's also, more importantly, one less thing to worry about

Costs: Dependent on campaign time and budget