

**Bringing Trusted businesses and  
the community together**

**thebestof Sudbury  
Membership  
Packages 2022**

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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 couple of years. And although there are challenging times ahead, there are also great opportunities.

As we return to some sort of normality, 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 the variety of 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 seek out connections with businesses we 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.

You're more than welcome to attend my regular networking events on Zoom or in real life.

If you have any questions, please give me a call on 01787 211100 or email me at [sudbury@thebestof.co.uk](mailto:sudbury@thebestof.co.uk)

**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

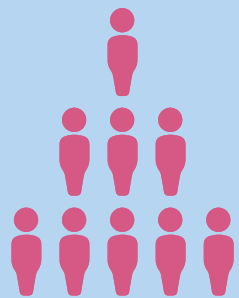
Generic review cards

Integration of your Google, Yell, TripAdvisor, Facebook and TrustPilot reviews

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, Facebook and TrustPilot reviews

Access to qualify for Business of The Year Awards

Unlimited promotions of events and offers

Promotional post via thebestof Sudbury Social Media

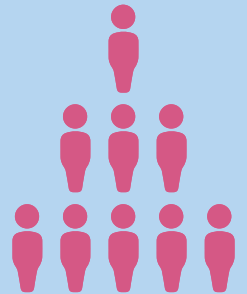
Competitions and bespoke emails to thebestof Sudbury database

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

Professionally written feature profile on thebestof Sudbury,

No fee for any future changes or photo uploads

Generic review cards

Code for the website to showcase reviews

Inbound link to your inbox and website

Welcome posts on social media

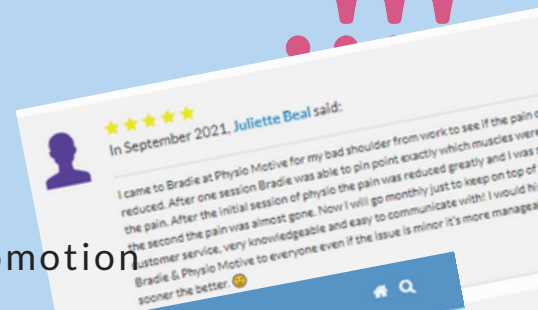
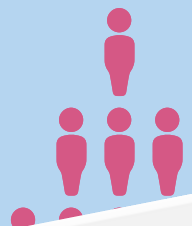
Access to thebestof Logos to use for your own promotion

Promotional post via thebestof Sudbury Social Media

Integration of your Facebook/ Google,

TripAdvisor/ TrustPilot/Yell

reviews through to your thebestof Profile



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# 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