

**thebestofwatford**

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

**1.**

**Welcome to  
thebestof Watford**

**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 Watford

*Throughout your membership with thebestof Watford, 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!*

*Abby*

*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 07919 542 810!**



thebestofwatford



Give our team of marketing experts a call! - 07919 542 810

# 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 07919 542 810.**

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







# What our members say

5

What a breath of fresh air Abby is! Always so enthusiastic about my business, she takes the time to understand exactly what I do and how she and thebestof tools and audience can provide added value to my own business marketing activity. I cannot recommend Abby highly enough. Any local business should take the time to look at what thebestof has to offer, and consumers can rely on the quality of the information provided.

**Christine Ferris - Hybrid Sales & Lettings**



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thebestof Watford has been great for us as a business. Abby keeps us connected with the rest of the community and what's going on. If we are doing a special offer Abby will be straight onto us to get all information so that she can do a blog, our presence on social media has significantly improved. And what's great is they aren't just online, it gives members buying power, so we benefit from discounts on things like leaflet distribution, which we do regularly with them.

**Pamela Parmar - UD Hair & Beauty Salon**



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My business has been a member of thebestof Watford for 7 years. Over the last 18 months thanks to working with several large accounts, my business is growing and I have taken on new sales and production staff, and we want to increase our marketing activity. As Abby already knows us and our business, customers and has a great local knowledge and network, she could step into the role of our Marketing Manager, as part of her 'Done for You' package for members who need additional support. She has also identified opportunities for sales and marketing, and writing us a marketing plan for the coming year.

### **Charan Anand - Fastsigns Watford**



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Thebestof has worked really well for us as a marketing aid. We look to both the long term and the short term from a marketing perspective and thebest of provides us with an all in one solution. An initial solution was offered by the social media coverage, something that is not our specialty, while the facility of collecting reviews and having them on our website offers our customers reliable testimonials. We have found that this is a really positive and interactive way of communicating to both new and existing customers. We pride ourselves on excellent customer service and feedback is really important to us, and through the reviews we collected we won an award in the National Business of the Year Awards.

We feel we are very lucky to have Abby representing our business locally, she's very hands on and always on the end of the phone if we need advice.

## Pete Cronin - Tolpits Motors



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# 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 Watford"

## 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!

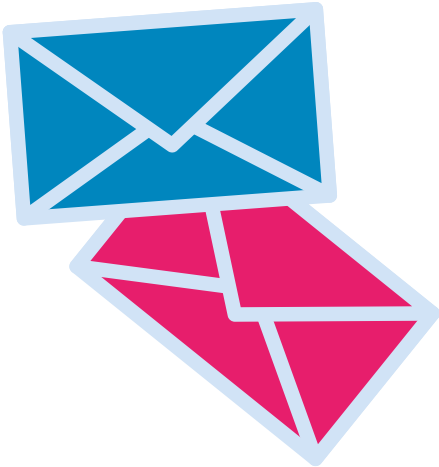


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## Using our bespoke SEO tool

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.

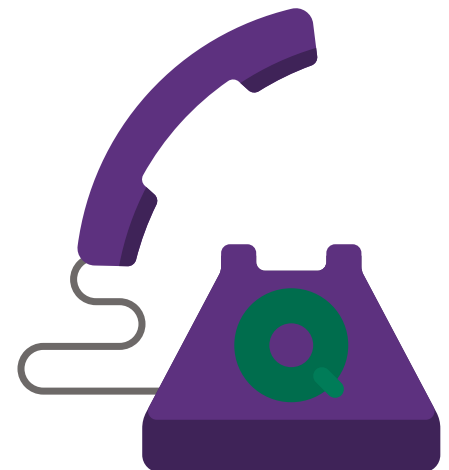


## Business of the Year awards

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 Watford 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

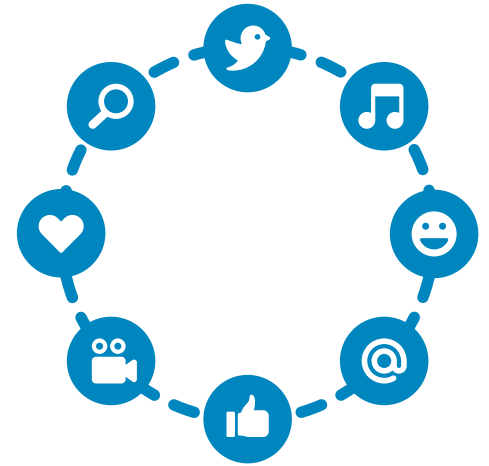
A dedicated member of our team will give you a regular call to review your membership needs. This will enable you to make any changes to your profile, add any offers/events you may be hosting or give you the chance to have a chat with a member of the team.



Give our team of marketing experts a call! - 07919 542 810

# 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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7

Ongoing monthly  
membership\*  
from £69+VAT

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

- ✓ Being recognised as one of the BEST businesses in the local area and associated with our brand
- ✓ Facebook marketing & promotion – presenting your business to a known and engaged audience. Helping you to get noticed
- ✓ Profile optimisation using our bespoke SEO tool
- ✓ A multi-platform reviews facility that operates in REAL time
- ✓ Regular news articles written for your business by a professional copy writer
- ✓ Newsletter mailers to the local database in the area
- ✓ Mailing system via our database
- ✓ Be a part of our national business awards campaign
- ✓ Unlimited events promotion
- ✓ Unlimited offers promotion
- ✓ Unlimited business feature updates
- ✓ Ongoing Marketing Support
- ✓ Social media marketing
- ✓ Regular proactive business review calls

**If you would like your business to get noticed in the local area, give our team of marketing experts a call today on **07919 542 810!****

**One-Off  
Kickstart\*  
£299+VAT**

\*one off setup fee applied at commencement of your membership



- ✓ Professionally copy written and fully optimised business profile on thebestof website
- ✓ “We’ve been recommended by thebestof” logo suite
- ✓ Review widget for Facebook and your website
- ✓ Welcome social media posts
- ✓ Marketing critique
- ✓ Starter article to be published online
- ✓ Images uploaded to the feature page
- ✓ Pack of 50 review cards
- ✓ Welcome pack sent out to you: Certificate, Review cards & Window sticker



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# 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  
07919 542 810**

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

**Call us now!**

**thebestofwatford**

**Bringing trusted businesses  
and the community together**

**Call 07919 542 810  
watford@thebestof.co.uk  
www.thebestof.co.uk/watford**

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