

**thebestofbolton**

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

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# Welcome to thebestof bolton

*Throughout your membership with thebestof bolton, 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!*

*David & Gaynor*

*Your dedicated marketing experts*



# What is thebestof?

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

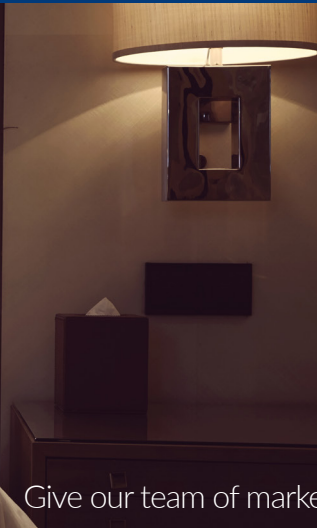
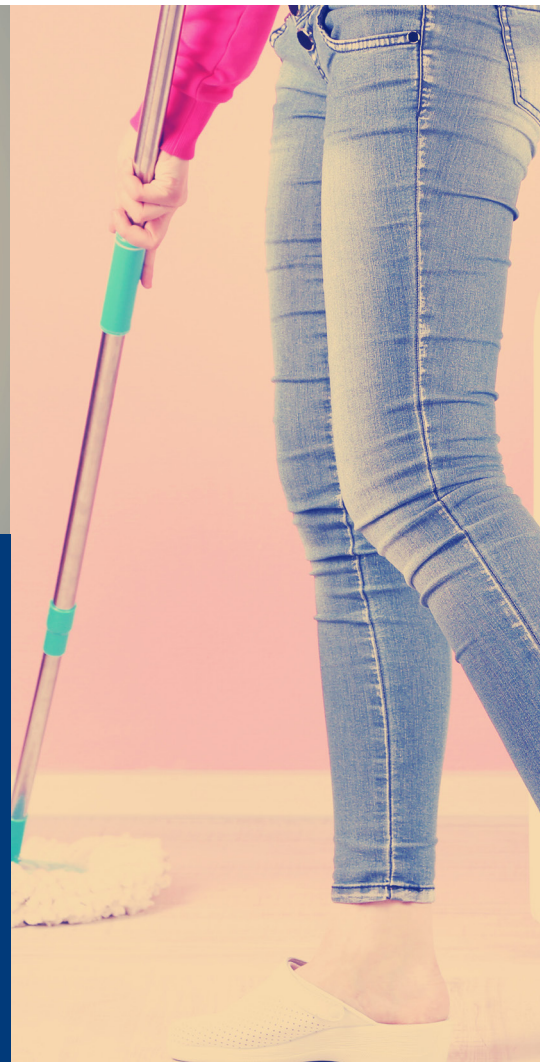
Thebestof is an award winning marketing business, set up in 2005 with one aim, to represent the very best local businesses in every town in the UK.

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 01204 382785 !**

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# 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 SME’s and are passionate about helping them
- ✓ We care about independent business survival and keeping the ‘pound on the high street’

**thebestof**

**GET FOUND**  
**GET NOT!CED**

Give our team of marketing experts a call! - 01204 382785

# 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 01204 382785.**



# Did you know?

**68% of consumers say  
positive reviews make them  
trust a local business more**



<https://www.brightlocal.com/learn/local-consumer-review-survey>

# What our members say

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"I can't recommend Gaynor & David highly enough assisted by Ellie. Over the past 5 years they have helped promote my business. They have for the past few months also been assisting me with social media, in particular facebook and have raised my company profile considerably via that source. Thank you"

**Jayne Hart - Amity Law**



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“David, Gaynor, Ellie and Anna are fabulous! They know everything about Bolton and offer fantastic support for local businesses. We attend many events organised by them such as networking, Women in Business, Big Bolton Expo, workshops, marketing clinics, awards events and have always found these events informative and helpful. They really have helped us to build our business and we’re very proud to now be multi award winning. Thanks guys!”

**Liz McGhie - Fidgets Soft Play Centre**



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“The Best of Bolton are truly a great team of people, and company to work with, I don’t have a bad thing to say about Gaynor, David, Ellie, Anna and the team and I’ve always found that The Best of Bolton are highly knowledgeable and very, very passionate about the work they do. I know that if I ever have a question or need somebody to talk to they will always listen, and are always extremely helpful! A Big big thank you to Ellie in particular for always responding to my many (many, many) emails. The team is so personable throughout email and social media that I feel like I really do know them and its great being a part of The Best of Bolton. I wouldn’t hesitate in recommending them to any business”.

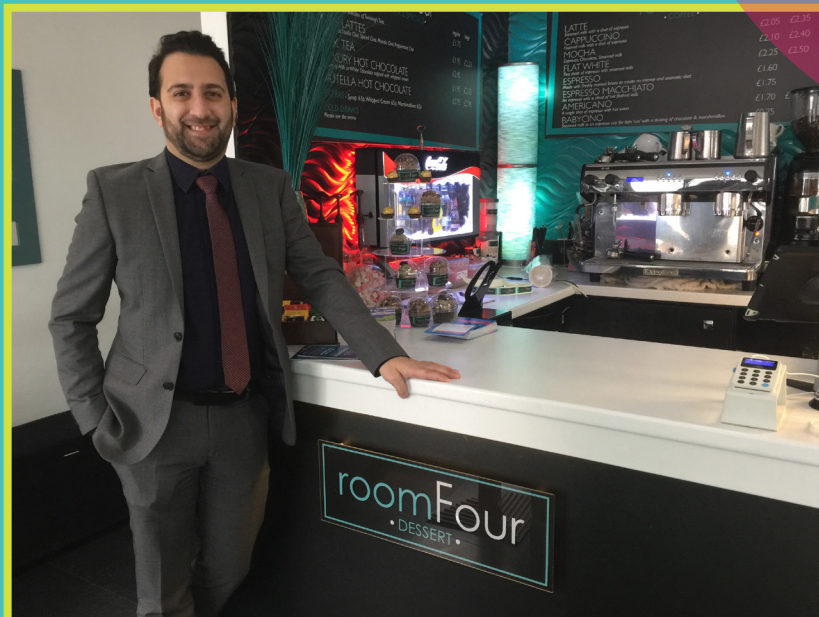
**James W - Full Circle IT**



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“Our business has been members of the Best of Bolton for 3 years now and I’m often asked what they do and/ or what the benefits are. I always struggle to answer, not because I can’t think of an answer but because there is so much on offer. Most significant and invaluable is the business support. Drop a line via any method and you’re guaranteed a response and the advice you need. They have become an essential part of the business. David and Gaynor make Best of Bolton what it is and their expertise, support and guidance is second to none. They are supported by Ellie and a team who are a credit to them and make Best of Bolton what it is - a highly respected and recommended business support service and business community which benefits its members in many ways. Thank you for all your hard work”.

## Asif Timol - Room Four Dessert



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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 just 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 bolton”

## Facebook Marketing & Remarketing

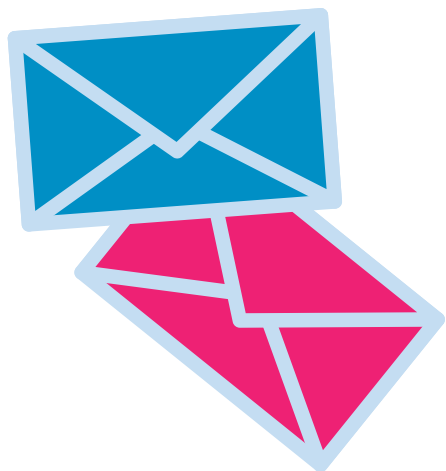
This is a fabulous way of marketing your business subliminally to people who have looked at our website before. We track the customer and then remarket your business to them via Facebook. Bi-monthly we also use Facebook ads to promote you!



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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!

## Regular E-Newsletter

Our e-newsletters are sent on a regular 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 copywriter will write regular articles for you on a topic on 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.

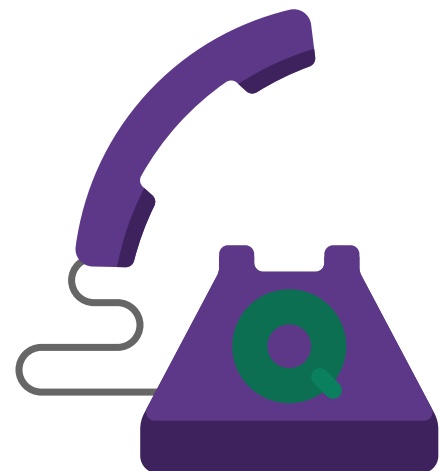


## Business of the Year awards

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 Bolton 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

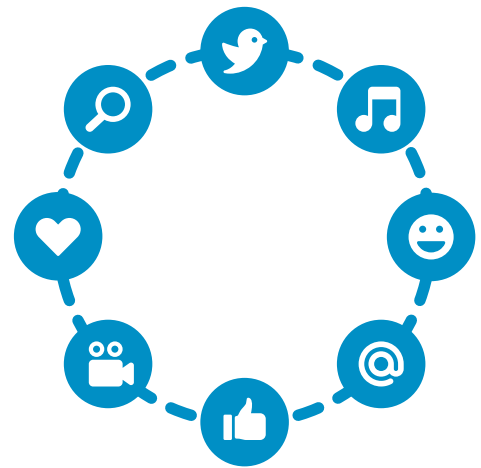
A dedicated member of our team will give you a regular call to review your membership needs. This will enable you to make any changes to your profile, add any offers/events you may be hosting or give you the chance to have a chat with a member of the team.



Give our team of marketing experts a call! - 01204 382785

## 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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business to get noticed in  
the local area, give our team  
of marketing experts a call  
today on **01204 382785!**

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**Join us!**  
**(you know you want to)**

Packages to suit  
all businesses

from just **£38** +VAT per month

No long contracts  
tying you in

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- ✓ Being recognised as one of the BEST businesses in the local area and associated to 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 articles written for the 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 **01204 382785** !**

# One-Off Kickstart from £99<sup>+VAT</sup>

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- ✓ 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?

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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  
01204 382785**



Give our team of marketing experts a call! - 01204 382785

# BOOST

YOUR BUSINESS with **thebestof**



- ✓ We will help your **business grow**
- ✓ We will provide you with **local exposure**
- ✓ We will help you **build your reviews**
- ✓ We will help you **stand out from your competition**
- ✓ We will become your **business advocate**
- ✓ We will connect you to **new contacts and customers**

Why not book a marketing MOT with us? It's **free** and will give you some great nuggets on growing your business



**thebestofbolton**

Bringing trusted businesses and the community together

Call David Ramsden on 01204 382785

Email [bolton@thebestof.co.uk](mailto:bolton@thebestof.co.uk)

[www.thebestof.co.uk/bolton](http://www.thebestof.co.uk/bolton)





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