



thebestofhastings

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

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Welcome to thebestof Hastings

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Throughout your membership with thebestof Hastings, 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!*

Clare & Cale



What is thebestof?

2

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 us a call today on **07484 805 545!**

Give us a call! - 07484 805 545



Why should your business join?

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Because our ***“done for you marketing”*** works!

- ✓ We only work with the **best** and aspiring businesses
- ✓ 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 love SMEs and are **passionate** about helping them
- ✓ We **care about independent business survival** and keeping the ‘pound on the high street’

Give us a call! - 07484 805 545

thebestof

GET FOUND
GET NOT!CED

Who does it work for? 4

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

We work with several business types ranging from accountants to restaurants and only the **BEST** businesses within these categories are eligible for membership.

"Supporting **two or three of the very best** in each category provides 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 in our Business of the Year awards, 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 07484 805 545.

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

Give us a call! - 07484 805 545

Some of our winners from the 2019 Business of the Year Awards



Cale with James Mackay, General Manager of Bannatyne Spa Hotel Hastings, Awarded Highly Commended in the category of Hotels and Accommodation.



Cale with Nadine from Calmer Self, Winner in the category of Health and Wellbeing.



Cale with Richard Smith of Eyemasters, who were awarded; Top 100 UK Business, Highly Commended Business in Hastings and Highly Commended in the category of Opticians and Audiologists.



Cale with Danny the Idiot. Danny was awarded; Top 100 UK Business, Highly Commended Business in Hastings and Highly Commended in the category of Children's Activities and Parties. and Highly Commended Business in Hastings.

What our members say 5

"The Best of Hastings is fantastic at connecting businesses, networking events and promoting members to the local region. I would like to thank Cale and Clare for their advice, help, suggestions, pestering, encouraging, celebrating, insights, hard work and friendships to help me promote myself and my business.

If you are a local business who wants to grow and be seen, you need to be in the Best of Hastings."



Danny Z

Danny the Idiot



Give us a call! - 07484 805 545

"I have little natural empathy with the administration of Social Media in general, but I do recognise the necessity of having a connection and back up to one's web presence - and Cale does a great job of doing what I really don't have the time or the inclination to do myself. The link to my website with the Bestof Hastings site gives prospective customers the ability to immediately check what those customers who've reviewed my business say about what I do and how I do it.

That's the mechanics, fine, but what goes into providing relevant and necessary material is imperative, and Cale is on the button here. He understands the locality, so if you want to be 'current' in bringing your commercial operation to the attention of the modern consumer in this area, you really need to be having a serious conversation with the Bestof Hastings. Cale pays attention to detail, is thorough and committed to doing his best for what you need to be doing. Wholeheartedly recommend thebestof."



Richard Smith

Eyemasters



Give us a call! - 07484 805 545

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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 your feature on thebestof Hastings website, the review cards (we send these to you), or the review widget (pictured) that sits on your website.



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 on thebestof Hastings"*

Facebook Marketing

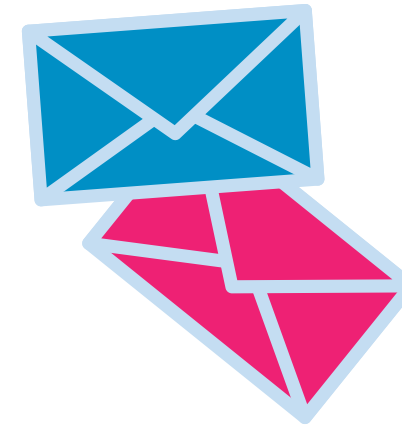
We can market your business via Facebook Ads, showcasing your business to local people on their Facebook Feed.



Give us a call! - 07484 805 545

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.



Give us a call! - 07484 805 545

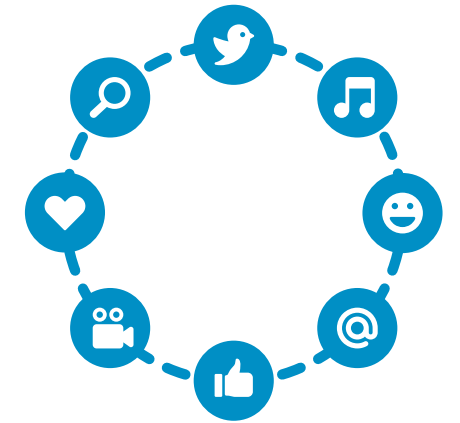
Professionally written articles

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.



Social Media Marketing

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



Business of the Year awards

Our 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, you get an award for it. You have the opportunity to be crowned "**The best business**" in Hastings or even "**The best business in your business category**". We then host a prestigious awards ceremony to congratulate you on your win!

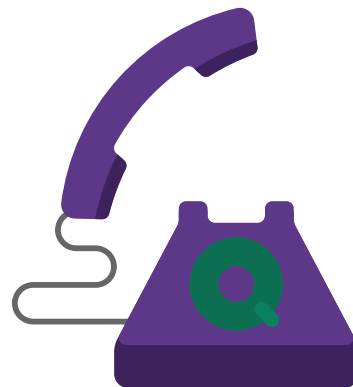


Business profile updates

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 who will always be happy to help.

Regular business review call

A dedicated member of our team will **give you a regular call to review your membership** needs every six weeks. 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.



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.



Give us a call! - 07484 805 545

Give us a call! - 07484 805 545

Offers promotion

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

2 FOR 1

50%
OFF



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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Ongoing monthly
membership* from
£30 →

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Membership Packages

	£30* <small>Minimum contract 6 months</small>	£49*	£99*	£249*
Feature Page - Professionally Copy Written and Optimised For SEO	✓	✓	✓	✓
Categories	1	2	3	4
Online Reviews Facility	✓	✓	✓	✓
Social Media Welcome	✓	✓	✓	✓
Events Facility (access to upload your events to the What's On guide.)	✓	✓	✓	✓
Blog Facility (access to add your articles to the News and Updates section)	✓	✓	✓	✓
Discounts at thebestof Hastings Networking Events	✓	✓	✓	✓
Business of the Year Awards - Access to qualify for Business of the Year Awards	✓	✓	✓	✓
thebestof Hastings Logo Suite	✓	✓	✓	✓
Offer Promotion		✓	✓	✓
Feature Updates Per Month		1	Unltd.	Unltd.
Social Media Promotion		✓	✓	✓
Review Cards			✓	✓
Quarterly Professional Blog			✓	✓
1-1 Bi-Monthly Meeting if Required			✓	✓
Facebook Ads Campaign			✓	✓
Social Media Amplification			✓	✓
Facebook Business Page Management				✓

*ongoing monthly fee for the duration of your membership.

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What do we promise? 8

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 US
A CALL ON
07484 805 545**

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

Call us now!

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**Bringing trusted businesses
and the community together**

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