

**thebestofeastbourne**

# How Our Marketing Support Works and what it costs

Practical local marketing support for **Eastbourne** businesses.

“ You know your business.  
We know **Eastbourne**. ”

This guide outlines the different levels of support available, how our model works, and how you can choose a starting point that suits your business.



Local knowledge.  
Real connections.  
**Practical expertise.**



# The Support Levels at a Glance

Fivewaystoworkwithus - notfivestepsyou have to climb.

01

## Core Essentials

From £40 + VAT per month

Essential platform access, review tools and a credible local presence.

02

## Bronze Support

From £59 + VAT per month

A broader foundation with greater category coverage and relevance.

03

## Silver Marketing Support

From £129+ VAT per month

Our most popular level - active support and an advocate in your corner.

04

## Gold Marketing Support

From £189+ VAT per month

Greater reach, visibility and more useful learning from marketing activity.

05

## Platinum Marketing Support

From £269+ VAT per month

The greatest scope to plan ahead and pursue opportunities around your goals.

### One-time setup: £250 + VAT

We set up your business properly from day one - including your feature, positioning, categories, initial content and review sources.

Your setup also includes a 1-to-1 with David to plan your first few months, answer questions and help you get the best from the platform.



# How the Model Works

A practical explanation of how we support local businesses.

1

## It is a collective support model

We do not divide work into rigid timesheets for each business. We invest in the platform as a whole, then create more visibility opportunities for higher-tier members within it.

2

## You can be hands-off or proactive

Some members leave it to us. Others send articles, events and updates. The more helpful material you bring, the more value you can unlock at no extra cost.

3

## No long contracts

We recommend giving it time, but members are not tied into a 12-month contract. It is easy to upgrade, easy to step back and easy to leave with one month's notice.

4

## Why we do not provide detailed monthly reports

Detailed reporting takes time away from practical marketing. We focus on visible opportunities, useful content and measurable activity where it matters.

5

## Why we limit the number of businesses we work with

A balanced membership helps us make stronger recommendations and protects visibility for the businesses already with us.

6

## Why the package names sound familiar

We use simple names businesses already recognise rather than inventing jargon to make our support sound more complicated than it is.



**You don't need to know which package you need before we talk.**



If you are unsure where to begin, **a conversation** is usually the best starting point.



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# Not Sure Where to Start?

Let's talk it through.

A free **Business MOT** or phone chat can help you work out what support makes sense for your business.

No pressure. No jargon. Just a practical conversation about your business, your goals and what could work best.



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Visit **thebestof Eastbourne**



Book a **Business MOT**

## What happens next

- 1 We have a conversation
- 2 We look at your business and goals
- 3 We recommend a sensible starting point



**Better marketing starts with better thinking.**