

thebestof Marketing Toolbox

A flexible set of tools to support the priorities in your business.

Every business needs something slightly different. Rather than working through a fixed monthly checklist, we use the parts of the Marketing Toolbox most likely to help at the right time. The tools used depend on your package, your priorities and what is appropriate for your business.

Business Presence

- Business Feature built to explain and convert
- A-Z and Business Guide visibility
- Relevant categories and keyword coverage
- Local, regional or national visibility where appropriate

Reputation

- Customer review collection and promotion
- Review display and widgets where included
- Reputation-led content and trust signals
- Making more of your existing reputation

Content & SEO

- Blogs, articles and useful business content
- Category optimisation and supporting SEO
- Internal linking and search-focused content
- Graphics for articles and member content

Promotion

- Newsletter opportunities and internal promotion
- Social media and community-group amplification
- Business and Event Top Spots where included
- Offers, events and relevant seasonal campaigns

Connections

- Business Boost networking
- Introductions and connections through our network
- Member and WhatsApp network where included
- Local business and community relationships

Marketing Support

- Practical ideas, guidance and content refinement
- One-to-one support according to your package
- Initial priorities agreed and confirmed when you join
- Changing the mix as your business needs change

Focused on useful results

Marketing data only matters when it helps us make a better decision. We do not produce reports for the sake of statistics. At the outset, we agree the initial priorities for your business and confirm them in your welcome information. We then use the most appropriate tools, give activity time to work and refine the approach as we learn.

Where useful, individual blogs, promotions, adverts or campaigns can be tracked. Enquiries made through your Business Feature are identified as coming from thebestof Eastbourne, helping you see how effectively your page and marketing message are encouraging people to make contact.

Want to discuss the Marketing Toolbox?

Scan the QR code to WhatsApp David and talk through which tools could help your business.

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WHATSAPP