

why **thebestof** could work **for you** **2**



Local marketing made easy

You'll get better at **finding** **and keeping** customers

It goes without saying that without people who are both willing and able to pay for your product or service, you haven't got much of a business.

That's why a big part of your membership with thebestof is dedicated to helping you find and keep new customers.

That's what we'll do for you.



helping you
to find new
customers

Using the vast array of marketing tools and techniques at our disposal and by tapping into our relationships with people throughout your local community, we will get your phone ringing, your website buzzing or people through your door – whichever is the best for you.

If we don't believe we can do that then we won't take you on as a member.

And, of course, you've got the safety net of our unique guarantee – so you really have got nothing to lose.

You'll be clearly positioned as one of the best

All our member businesses are accredited with the kitemark of distinction – so everybody will know that you are truly one of the best businesses in the area.

You'll receive a certificate and also some eye-catching stickers for your windows or vehicles, which make it clear that you are recommended on thebestof as one of the best businesses in town.

Our application and selection process is such that being part of thebestof really does mean something and helps you stand out from the competition.

Membership helps you to build trust and confidence among your potential customers.

You'll get a large bank of customer reviews and testimonials

One of the ways we ensure that all our member businesses retain the high standards associated with being the best is through a regular flow of customer reviews and testimonials.

We'll help you to gather these, using some cool tools that work really well, and then we'll shout loudly about them on our website and via social media.

Reviews are now such an important thing for consumers choosing a business that the help and service we'll give you here is arguably one of the most valuable things we do.



You'll get full accountability

One of the most effective and important parts of your membership with thebestof is our accountability to you.

This is something you won't get with most traditional forms of advertising and it's one of the main reasons why so many businesses recommend and keep working with us year after year.

But it's a two-way street

In order for us to help you effectively there are a few simple things that you'll need to implement in your business. They're not complicated and we'll help and steer you through them, but they will need to happen.

Once everything is in place, through the use of Google Analytics, and one of the best kept secrets in the marketing armoury – Call Tracking Numbers – you'll always know exactly which bits of your marketing are working and which aren't.



You'll get a colleague, not a service

That might sound a bit trite - but it's true and we're very sincere about it.

- ✓ You get another colleague
- ✓ Somebody who knows and genuinely cares about your business
- ✓ Somebody you can trust
- ✓ Somebody you can work closely with and bounce ideas off
(one member recently described joining thebestof as "like getting a new team member")
- ✓ And, of course, you'll be working with someone who's invested in you for the long haul because thebestof is owned and run locally

You'll get access to **like-minded businesses**

Who you hang around with matters - a lot.

And as a member of thebestof you'll be hooking up with local champions. With that comes regular access to dozens of influential, like-minded business people - the real 'movers and shakers' in your community.

You'll also benefit from our large database of local people

This means that every time we send a tweet, email, newsletter or Facebook message about you and your business, the people who can really help you - our local community, your potential customers - will sit up and take notice.



