

thebestof Sudbury

Membership

Packages 2025

thebestofsudbury

**Bringing Trusted businesses and
the community together**

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thebestof



HELLO AND WELCOME

Thank you for your interest in thebestof Sudbury.

I think we can all agree that the last few years have been challenging. And although the economic landscape looks less than plain sailing, that's not to say we don't have huge opportunities as small businesses.

More now than ever, we need to let our communities know, we are open for business and this is where thebestof Sudbury can help...

thebestof Sudbury has a growing reach of 80000 plus people per month. Our engaged audience connect with thebestof Sudbury through social media, our website, email newsletters and personal connections.

Through the variety of marketing tools we have at our disposal, thebestof Sudbury will showcase your expertise, news, events and customer reviews to our audience. We always strive for collaboration and seek out connections with businesses we feel would mutually benefit all parties.

thebestof Sudbury is all about bringing people together; whether that's trusted businesses and the local community or connecting organisations that can collaborate and grow.

If you have any questions, or would like find out a bit more, please give me a call on 01787 211100 or email me at sudbury@thebestof.co.uk

A handwritten signature in black ink that reads "Penny Wilby".

Penny Wilby

A large, blue, diagonal banner with the text "thebestofsud" written in a white, sans-serif font. The banner is positioned in the bottom right corner of the page.

KICKSTARTER - TO GET YOUR MEMBERSHIP OFF TO A FLYING START

To kickstart your thebestof Sudbury membership, we'll set you up with a bespoke profile, to tell your potential clients what you'd like them to know about you, your businesses and how they can help. You will also get...

- A professionally written profile, explaining to your potential customers what you do and why they should use your business.
- A stack of review cards to give to happy customers, that will then get uploaded to your profile on the website
- We will also link reviews from other online review platforms, such as TripAdvisor, Booking.com, Goofle, Facebook, CheckaTrade and Yell, so all your online reviews can be seen in one place
- Not only that, we'll provide you with your own "widget" that can pull through all your reviews onto your own website!
- We'll link your socials to your profile, along with any photos. You can upadte these for no extra cost.
- Access to thebestof Logos to use for your own promotion
- To celebrate you joining us, you'll get a welcome post and a "Meet The Business Member" article so people can learn a bit more about you



£120 + VAT

A one off payment to set you up on thebestof Sudbury



THEBESTOF SUDBURY PACKAGES



thebestof Sudbury offers various packages to suit all budgets and marketing requirements, starting from just £1.87 per day.

The comparison table below will give you an idea of what we offer.

PACKAGES

Bronze	Silver	Gold
£57*	£118*	£197*

Social Media Promotion Across TBOS platforms	✓	✓	✓
Regular review meetings to discuss activity	✓	✓	✓
Review API widget for website	✓	✓	✓
3rd Party Online Review Integration	✓	✓	✓
Event and Offer Promo	✓	✓	✓
Inclusion in email newsletter	✓	✓	✓
Quartry Blog posts	✗	✓	✓
Competitions with email and social media promotions	✗	✓	✓
Bespoke emails to thebestof Sudbury subscribers	✗	✗	✓
Advert running throughout thebestof Sudbury website	✗	✗	✓
Help writing and distributing press releases to the local press with follow ups	✗	✗	✓
Sponsorship of email newsletter (once a quarter)	✗	✗	✓
Free entry to Networking and Nibble events and preferencial rate for exhibiting at Sudbury Business Expo	✓	✓	✓

OPTIONAL EXTRAS

For when you need a bit of extra promotion

- £36 per month for banner ad on thebestof Sudbury website
- £55 Blogpost written for your profile
- £46 Outdoor "as recommended on" banner
- £150 Competition or prize draw including social media promo and promotion across thebestof Sudbury network
- £35 per month Event promotion - promote your event through thebestof Sudbury website, email newsletters and social media platforms

MARKETING SUPPORT

Doing your marketing, so you don't have to

As a business owner, you have enough on your plate, dealing with running your business, concentrating on cashflow and looking after your customers. You wouldn't be alone in not having time to actually market your business to new potential clients.

Penny Wilby has over 20 years experience in advertising and marketing. From writing a marketing strategy, to implementing a marketing campaign, Penny has done it.

She has a varied and extensive list of contacts for great local providers, from printers to podcasters, webdesigners to marketing merch, so she can ensure you're getting great products and services without paying over the odds.

If you would like to see how she can help, give her a call.

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