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 marketing support available, how our approach works and how to choose the level that best suits your business.



Local knowledge.
Real connections.
Practical expertise.

How Our Marketing Support Model Works

Our approach is designed to strengthen your presence over time. We use the right combination of reputation, content, SEO, promotion and local connections for your business, rather than working through the same fixed checklist every month.

1. We Start With Your Priorities

We agree what you want to become better known for, who you want to reach and where thebestof Eastbourne can best complement the marketing you already have.

2. We Build on Strong Foundations

Your Business Feature, customer reviews, relevant categories and content give us useful assets to build around rather than starting again with every piece of marketing activity.

3. We Make the Different Parts Work Together

Reviews can strengthen your reputation. Content can support SEO and give us something useful to promote. Newsletters and social activity can extend its reach. Networking and introductions can create opportunities beyond digital marketing.

4. We Keep Building and Refining

Where your package includes active marketing support, we monitor available visibility and performance indicators, look at what is gaining traction and use that evidence to guide what we do next.

5. Your Level of Support Determines Our Involvement

Some businesses mainly need a strong foundation. Others want ongoing marketing support, more proactive promotion or greater input around their priorities. Our packages allow you to choose the level of involvement that is right for your business.

6. We Focus on Useful Progress

We do not produce reports simply for the sake of reporting. We use the information available to make better marketing decisions and focus our time on activity that can strengthen your presence, reputation and visibility.

> *"Joining thebestof Eastbourne has helped me make valuable local connections, while David's marketing knowledge and support have increased my business visibility. Professional, supportive and well worth being part of."*
>
> **Dave, Southern Fire Risk Assessments**

Choose the Right Level of Marketing Support

From building a stronger local presence to gaining greater marketing weight and strategic support, choose the level that best reflects what you want your marketing to achieve.

Membership with thebestof Eastbourne can start from £40 + VAT per month with Core Essentials, providing a simple way to maintain your presence with us. **As your level of support increases, so does our involvement in your marketing.**

For businesses looking to make thebestof Eastbourne a more active part of their marketing, we recommend starting with one of the support packages below. Choose the level that best reflects how much marketing support and involvement you want from us.

Platinum Marketing Support

£269 + VAT
per month

For businesses wanting maximum prominence.
Our highest level of visibility, combined with a more strategic relationship focused on your priorities, positioning and where our resources can best support your business.

Gold Marketing Support

£189 + VAT
per month

For businesses wanting greater marketing weight.
Gold gives us greater scope to extend your reach, increase your visibility and strengthen your position across the audiences we're building.

Silver Marketing Support

£129 + VAT
per month

For businesses wanting more active marketing support.
We'll pay closer attention to your visibility, identify opportunities and help you make better use of your presence and the marketing activity around it.

Bronze Support

£59 + VAT
per month

For businesses wanting a stronger local presence.
Build your visibility and reputation across thebestof Eastbourne, with opportunities to promote your business and make more of the things you want to be known for.

One-time setup: Fast Start £150 + VAT | Kick Start £250 + VAT

Fast Start gets your membership professionally set up and ready to launch.
Choose Kick Start if you'd also value dedicated time with us to understand your business, priorities and how to make the best use of your membership.

Package details correct as of **November 2026**

Bronze Support

If you're looking for a stronger local presence and a solid foundation for your marketing, Bronze could be the right place to start. Here's what it gives you, how you can make the most of it and the kind of business it's designed to support.

DOES THIS SOUND LIKE YOU?

You know you run a good business, but you'd like more local people to know about it. You want a stronger local presence, more opportunities to promote what you do and better ways to make use of the reputation you've already built, without handing your marketing over to someone else.

For £59 + VAT per month, Bronze gives you the foundation to build on.

Your Business Feature brings together your services, expertise and customer reputation, with visibility across up to five relevant categories helping people find you for more of the things you want to be known for.

Our review marketing tools help you collect and showcase customer recommendations, while up to two articles each month give you opportunities to share your expertise and promote the areas of your business that matter to you.

You'll also have opportunities to feature within relevant social media campaigns, gain recognition as your reviews grow and qualify for the annual thebestof Business Awards.

Bronze works best when you play an active part. Keep us informed, encourage reviews and share useful content, and you give us more to work with when supporting your visibility.

NETWORKING

Connect with other local businesses through our business WhatsApp group whenever it suits you, or join us face-to-face at our informal open networking events. No awkward pitches or rigid routines, just opportunities to meet people and build useful local relationships on your own terms.

If you'd value thebestof Eastbourne taking a more active role in developing your visibility, Silver could be your next step.

> *"I have been with thebestof Eastbourne for over 10 years. David is a real support and sage on all things digital marketing."*
>
> **Mina, Ditzy Media**

Silver Marketing Support

If you want more than a marketing platform and would value thebestof Eastbourne taking a more active interest in your visibility, Silver is where that relationship changes. Here's what that means for your business and what the additional investment allows us to do.

DOES THIS SOUND LIKE YOU?

You're already investing in your business and know your marketing could work harder. You don't need someone to take everything over, but you would value an experienced local marketing partner paying attention to your visibility, spotting opportunities and helping you make better use of what you're already doing.

For £129 + VAT per month, Silver brings us more actively into your marketing.

We'll look at how your business is being positioned, what people are finding you for and where there may be opportunities to strengthen your visibility. Ongoing internal performance monitoring helps us track how your presence is developing, so we can use what we learn to decide where our attention and your opportunities are best directed.

Your Business Feature, Business Guide presence and review marketing tools provide the foundations, supported by up to two optimised articles each month, premium social media campaign rotation, enhanced website visibility through a Top Spot and priority consideration for relevant consumer newsletter opportunities.

The more you share with us, from reviews and articles to events, offers and business updates, the more we have to work with. But you don't need to become a marketing expert yourself. Part of Silver's value is knowing that we're paying attention too.

NETWORK & LEARN

Alongside our business WhatsApp group and informal open networking events, Silver members can benefit from Academy workshops and marketing sessions around useful topics and member demand, giving you opportunities to get around the table, ask questions and improve different areas of your marketing.

> "*Joining thebestof Eastbourne has helped me make valuable local connections, while David's marketing knowledge and support have increased my business visibility. Professional, supportive and well worth being part of.*"
>
> **Dave, Southern Fire Risk Assessments**

Gold Marketing Support

If increasing your visibility has become commercially important, Gold gives us greater scope to put marketing weight behind your business. It's designed for businesses that want to be seen more often, strengthen their market position and extend their reach.

DOES THIS SOUND LIKE YOU?

Being more visible matters commercially to your business. Perhaps you're entering a more competitive market, preparing for an important trading period or want to establish your business as a recognised local name. You're prepared to invest more because you want greater marketing weight behind you.

For £189 + VAT per month, Gold gives us more scope to increase your reach and visibility.

Building on Silver, we can put greater resource behind promoting your business, with wider distribution of relevant content, visibility through thebestof East Sussex and additional website advertising.

You'll also benefit from premium social media campaign rotation and priority consideration for relevant newsletter sponsorship opportunities, giving us more ways to keep your business visible across the audiences we're building.

Gold isn't about filling your marketing calendar with more activity. It's about giving us greater scope to put your business in front of the right people and strengthen the position you want to build.

NETWORK & LEARN

Alongside our business WhatsApp group and informal open networking events, Gold members can benefit from Academy workshops and marketing sessions around useful topics and member demand, giving you opportunities to get around the table, ask questions and improve different areas of your marketing.

> *"David has been a huge help in helping promote FOUNDRY and its services and increasing our enquiries. He's incredibly helpful and always on hand with any advice. Highly recommend joining as a bestof Eastbourne member!"*
>
> **Hanna, FOUNDRY Eastbourne**

Platinum Marketing Support

If prominence matters to your business, Platinum gives you our highest level of visibility together with a more strategic marketing relationship. It's designed for businesses that want their brand to be seen, remembered and strongly positioned within the audiences we reach.

DOES THIS SOUND LIKE YOU?

You want your business to be prominent. Being seen, remembered and recognised matters to you, and you value having someone thinking about the bigger picture of your business, its positioning and where opportunities through thebestof Eastbourne could support your ambitions.

For £269 + VAT per month, Platinum combines our greatest level of visibility with a more strategic marketing relationship.

You'll receive priority consideration for suitable paid traffic campaigns and selected promotional opportunities, with opportunities to display your own branding at selected thebestof Eastbourne networking events.

Where appropriate, exclusive promotion within one agreed Business Guide category may be available, subject to periodic review.

Platinum is for businesses that want greater prominence and more strategic attention from thebestof Eastbourne throughout the year.

MARKETING TOOLS

Platinum gives us greater scope to use the marketing tools available to us and, where appropriate, explore external promotional opportunities that could support your objectives. Relevant performance reporting can also be shared to show what we're learning and help inform future activity.

STRATEGIC MARKETING REVIEWS

Twice a year, we'll set aside dedicated time to step away from the day-to-day activity and focus on your business. We'll look at your priorities, what we've learned, where opportunities may be developing and where our time and resources could have the greatest value over the months ahead.

> "*Being a member of thebestof has been nothing but good news for our business. David works diligently on our behalf, and the other members are supportive and, in the main, refer work to each other.*"
>
> **Mandy, Recruitment South East**

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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.



07957 806577

eastbourne@thebestof.co.uk

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.