

**thebestofeastbourne**

Let's show you how we can help your business grow 

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# Welcome to thebestof Eastbourne

*Throughout your membership with thebestof Eastbourne, our marketing experts will be there on hand to help you to get your business found and noticed more within your local area.*

*Using our proven marketing methods, we will:*

- ✓ *Raise your profile*
- ✓ *Differentiate you from your competition*
- ✓ *Generate new enquiries*
- ✓ *Help you win awards*

*We can't wait to help your business grow!*

*David Ruddle*



# What is thebestof?

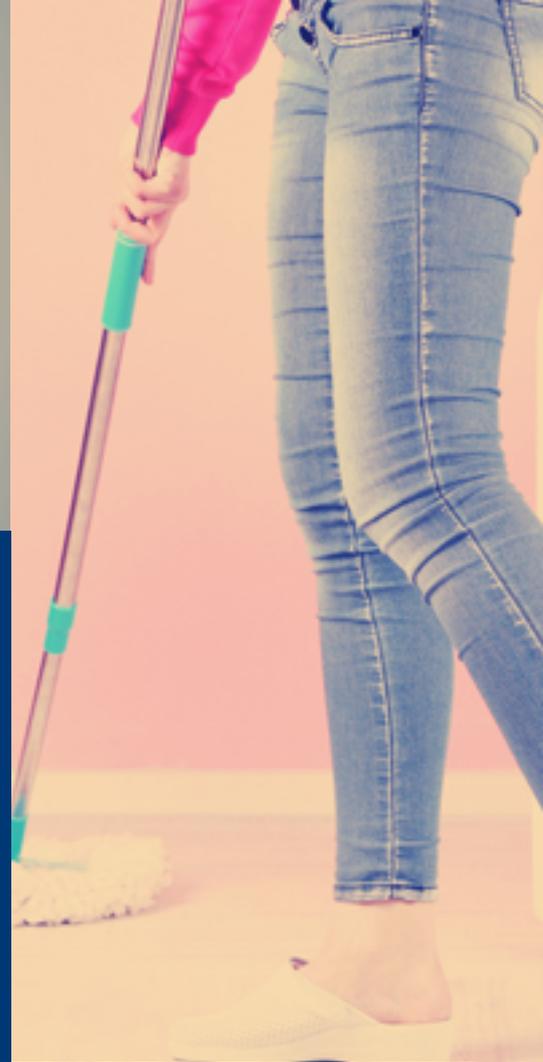
**We're not like most marketing businesses. In fact we are a marketing business that offers a bespoke solution for the very BEST businesses.**

thebestof is an award winning marketing business, set up in 2005 with one aim, to represent the very best local businesses in every town in the UK.

thebestof work as your outsourced marketing team, dedicated to raising your profile within the local community, helping your business to get found, generating enquiries for your business and differentiating you from your competitors to help you get noticed.

Through our platform of multimedia marketing opportunities, including offline and online tools, we help to connect your business to the local community. We truly do care about all of our business members and we have a team here to support you every step of the way.

**If you would like your business to get noticed in the local area, give our team of marketing experts a call today on 01323 458 121!**



thebestofeastbourne



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# Why should your business join?

Because our “done for you marketing” works!

- ✓ We only work with the best and aspiring businesses
- ✓ Gives your business exclusivity
- ✓ To help you to get found through increased online exposure
- ✓ To help you to get noticed through unlimited promotion of offers, events, testimonials, and more
- ✓ To increase the credibility of your business through reviews and star ratings
- ✓ To increase the recognition of your business through our Business of the Year awards
- ✓ To build a database which we will then market to on your behalf
- ✓ Save you time with our ‘done for you’ marketing solutions
- ✓ Ongoing support to help you achieve your plans and goals
- ✓ We constantly review and analyse our marketing to keep in front of trends
- ✓ We like SMEs and are passionate about helping them
- ✓ We care about independent business survival and keeping the ‘pound on the high street’

thebestof

GET FOUND  
GET NOTICED

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# Who does it work for?

**We know that our marketing doesn't suit everyone!  
But for many businesses in the UK it does.**

We work with over 100 business types ranging from butchers to tattooists and only the BEST businesses within these categories are eligible for membership.

Supporting three of the very best in each category provides a level of exclusivity, dedicated support and a service that local people love.

Each business has to prove its status as being the best or aspiring to be the best business in their area.

We recognise our top performing members each year at our Business of the Year awards ceremony, recognising the UK's best and most loved businesses voted for by local consumers.

**To find out if your business qualifies for our marketing solution,  
give our experts a call on 01323 458 121.**

**Don't just take our word for it – read our testimonials on the next page**





**Artemi  
Photography  
Winner in  
Eastbourne 2017**

# What our members say

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David has been incredible so far. I joined TBO Eastbourne 6-8 weeks ago and already have and have had plenty of work come my way due to his networking events, meet-ups and his kind word of mouth. His communication is 100% in understanding and is never late to reply. Looking forward to the future with David.

**Chris Novis – Mad Mouse Media**



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I have been part of David's Best of Eastbourne for 18 months now. I would thoroughly recommend it to other businesses in the Eastbourne Area who don't have their own Sales and Marketing team or who have a team that might need some more inspiration. David and the Best of are full of great marketing ideas to help you grow your business, all you need is a little time to be able to implement them.

**Simon Bulteel – Cooden Tax Consulting**



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The Best of has been invaluable for us from day one their enthusiasm for what they do to support us with our social presence all over the web has been 2nd to none. It's like having your own marketing guru working very hard on your behalf. Their attention to detail is brilliant and they have helped us grow substantially. We have gained in terms of social profile and in actual pounds with businesses coming to us from this medium.

I wouldn't hesitate to recommend David Ruddle and being a member of the Best of Eastbourne it's invaluable which is why we are still a member 5 years on and will continue to be so.

**Mandy Brook – RSE Group**



I have been part of The Best of for just under a year. I wish I'd done it earlier, it's catapulted the business to places I never thought would be possible. The marketing support and workshop meetings are invaluable, always thought provoking and lots of action points to work on. I love the networking opportunities it gives you and chances to meet other like-minded business people. David has been a massive support to me and especially throughout The Biz of the Year awards which saw me win Business of the Year in Eastbourne. Thank you David and The Best of Eastbourne.

**Sarah Walker-Bennett – Artemi Photography**



# How do we deliver it?



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# Reviews facility

Reviews are one of the most powerful marketing tools in the world and they are free! What is a better way to market your business than to use the words of your local customers? thebestof facilitates this for you and showcases them to the rest of the community in real time. Collect as many reviews as you can for your business either through the review cards (we send these to you), the review widget that sits on your website or through the Facebook reviews facility.



## Brand Exposure

With thebestof you have the opportunity for great brand awareness. As a member you are given access to a whole suite of logos, including: "as recommended by thebestof Eastbourne"

## Facebook Marketing & Remarketing

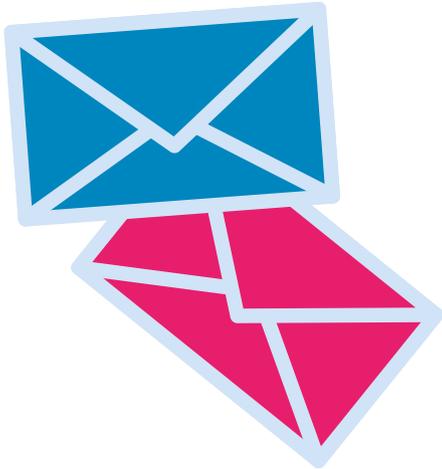
This is a fabulous way of marketing your business subliminally to people who have looked at our website before. We track the customer and then remarket your business to them via Facebook. Bi-monthly we also use Facebook ads to promote you!



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## Using our bespoke SEO tool

We have a custom built SEO tool that we use behind the scenes to optimise your profile with us. This means we have the ability to track the key search terms that your customers are using to find your business! From this we can then update your profile; leading to even more enquiries for your business.



## A Mailing System & Database

We have a fantastic mailing system allowing us to contact our database on your behalf to shout about a promotion, event or any news in your business. This will enable us to contact people on your behalf who live in your town but may have never heard of your business before. This should increase the number of enquiries to your business very quickly!

## Monthly e-newsletter

Our e-newsletters are sent on a monthly basis and feature: great businesses, local events, amazing offers and the latest news posts for the business members in the local area. These will be created on a rotational basis, but the more content that you provide us with, the more likely you are to be featured on a monthly basis.



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## Optimise your blogs for best results

Don't worry if you don't know what to write about we will help you with your blog strategy. As part of thebestof Eastbourne, we will help you showcase your expertise and benefit from added SEO. You can write as many blog posts as you wish and we will help ensure you have the best title and calls to action possible. We will even share these with our various social media channels to give you even greater exposure.



## Business of the Year awards

Our national awards ceremony is dedicated to those businesses who have collected the most amount of verified customer testimonials. Yes, it really is that simple! Collect your customers' feedback and if you get more than other businesses in your town you get an award for it. You have the opportunity to be crowned "The best business" in Eastbourne or even "The best business in your business category" within the UK. We then host a prestigious awards ceremony to congratulate you on your win!

## Business Marketing Workshops

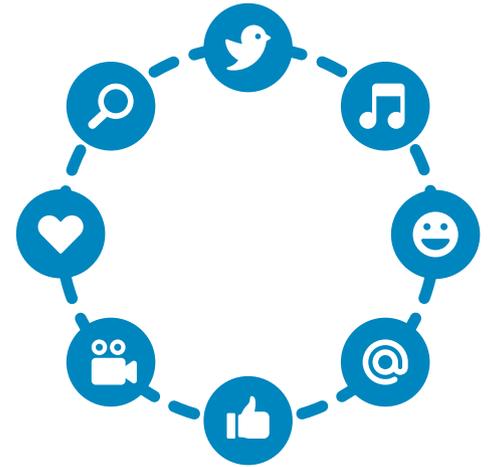
Included in our Marketing Support Membership and above are our mini mastermind sessions. These are focused on practical ways you can improve your business along with a chance to share what is working well, helpful resources and get feedback on your marketing ideas! Between the members, there is not much we have not got experience with and often encourage lively debate.



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# Social Media Marketing

We will share and post about you through our local Facebook pages, we will even share your posts from your business page too! Giving your business greater exposure.



## Unlimited business profile updates

If you need to make any amendments to your profile, tell us about an up and coming event or offer, you can just pick up the phone or email a member of the team at head office, who will always be happy to help.

## Unlimited events promotion

This may not apply to your business. However, if you are a business that perhaps hosts a sale or an open day, a show or even a regular class we can definitely help promote this through our “What’s on guide”, newsletters and Facebook marketing. All you need to do is let us know about your event in advance.



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## Unlimited offers promotion

Similar to events, we have the same facility with offers. If your business has a sale or a discounted ticket, we can definitely help promote this on your behalf.



## Website Feature

This is your very own page on our website which collectively will get you more visitors and tell the local community what you do.

## Ongoing Marketing Support

Anything that you would like to discuss in regards to your marketing strategy, we are here to support you.



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Ongoing monthly  
membership\*  
from £79+VAT

\*ongoing monthly fee for the duration of your membership. Initial "kick-start" setup fee applies.

- ✓ Being recognised as one of the BEST businesses in the local area and associated with our brand
- ✓ Facebook marketing & promotion – presenting your business to a known and engaged audience. Helping you to get noticed
- ✓ Profile optimisation using our bespoke SEO tool
- ✓ A multi-platform reviews facility that operates in REAL time
- ✓ Regular Marketing Workshops
- ✓ Newsletter mailers to the local database in the area
- ✓ Mailing system via our database
- ✓ Be a part of our national business awards campaign
- ✓ Unlimited events promotion
- ✓ Unlimited offers promotion
- ✓ Unlimited business feature updates
- ✓ Ongoing Marketing Support
- ✓ Social media marketing

**If you would like your business to get noticed in the local area, give our team of marketing experts a call today on **01323 458 121!****

**One-Off  
Kickstart\*  
£299+VAT**

\*one off setup fee applied at commencement of your membership

- ✓ Professionally copy written and fully optimised business profile on thebestof website
- ✓ “We’ve been recommended by thebestof” logo suite
- ✓ Review widget for Facebook and your website
- ✓ Welcome social media posts
- ✓ Marketing critique
- ✓ Images uploaded to the feature page
- ✓ Making the Most of your Members folder
- ✓ 1-2-1 Meeting to review your marketing
- ✓ 1-2-1 Meeting to show you how to use relevant tools
- ✓ 1-2-1 Meeting to check progress



# What do we promise?

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Everything we have already mentioned and more! We promise to raise the profile of your business in your local area.

- ✓ Dedicated marketing support at an incredibly competitive and affordable rate
- ✓ A person at the end of the phone to help
- ✓ Up to date marketing techniques at cost effective prices
- ✓ Recognition for your efforts (awards)
- ✓ Stand out from the competition
- ✓ Regular reviews to make sure we are enhancing your business
- ✓ Upgrades and bespoke marketing solutions



**TO FIND OUT IF  
YOUR BUSINESS  
QUALIFIES  
FOR OUR  
MARKETING  
SOLUTION, GIVE  
OUR EXPERT  
A CALL ON  
01323 458 121**

**If you have real ambition why delay when  
your business can benefit today!**

**Call us now!**

**thebestofeastbourne**

**Bringing trusted businesses  
and the community together**

**Call 01323 458 121  
eastbourne@thebestof.co.uk  
www.thebestof.co.uk/eastbourne**

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