

thebestofmanchester

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

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Welcome to thebestof Manchester

If you know that local online and offline marketing can work wonders for your business but are not sure how to make the magic happen, then call us.

Membership of thebestof Manchester will:

- ✓ *Raise your profile*
- ✓ *Increase your exposure to your target customers in Manchester, and*
- ✓ *Generate more enquiries*

All done working alongside you, for a fraction of the cost of employing a marketing agency or an inhouse marketer.

*We're looking forward to helping you **BOOST** your business.*

Aun & Chris

Your local marketing strategy experts



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 0161 933 7807!



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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 Google 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 NOT!CED

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Who does it work for?

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**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 restaurants and dance studios to accountants and solicitors and only the BEST businesses within these categories are eligible for membership.

Supporting only one business in each category, for each distinct area of Manchester, 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 0161 933 7807.**

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

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Did you know?

**68% of consumers say
positive reviews make them
trust a local business more**



What our members say

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“I have used many marketers in the past to promote my Italian restaurant, with varying results. I wish I’d joined thebestof Manchester earlier. I constantly receive advice on how best to market the restaurant, whether through offers, social media or e-shots, and both Chris and Ann are great “sounding boards” for any of my ideas – I really value their input. Winning thebestof Business of the Year Award for Italian Restaurants in the UK has been a huge boost to our business – seriously if you are looking for marketing support for your business, join thebestof Manchester”

Domenico La Calla - Al Bacio Italian Restaurant



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“We have been a member for approx 6 months and never looked back! We utilise all the tools given to us including the breakfast meetings and have met some fantastic contacts which we are looking to build some superb working relationships with. I couldn't speak highly enough of both Chris & Ann who are always at the other end of the phone for you to consult with and using Ann's experience in marketing they help and guide you along the way to grow your business. BOM has now become an integral part of our business structure and I couldn't recommend it enough to anyone looking to grow their business in the local area.”

Dave Evans - Corner House Design & Print



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“Since partnering thebestof Manchester we have found they are as keen as we are to see success. They measure success in terms of satisfied partners, so regular contact and reviews have allowed us to start at a higher level than expected providing us with reviews, blogs, offers and frequently asked questions that support our online strategies. But it doesn’t end there, Ann is part of our offline sales strategy. Ann spends time positioning our business in the minds of all she meets (and that a lot of people) whether this be in one to one contact or within the networking events she attends, generating interest that we follow up with high levels of success.”

Marc Studholme - Flexispace



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“I have an Osteopath practice in St John St, Manchester and Chorlton and I’ve been a Member of thebestofManchester for a couple of years now. Apart from the great benefits thebestof membership offers: Networking Events, Reviews, e-shots, Blogs, social media promotion and so on, (which have all helped to grow my Business locally), Ann has provided additional Marketing support and advice, including the updating of my website, and helping me to understand and use Social Media. They are constantly identifying further opportunities to get my Business name ‘out there’. Thank you, Ann. Thank you thebestof Manchester.”

Faz Page - Osteopath



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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 Manchester"

Facebook Marketing & Remarketing

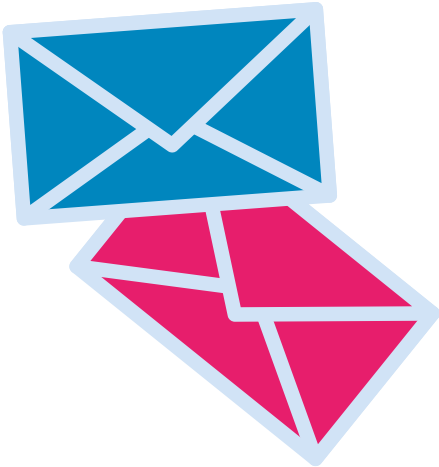
This is a fabulous way of marketing your business subliminally to people who have looked at our website before. We track the customer and then remarket your business to them via Facebook. Bi-monthly we also use Facebook ads to promote you!



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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!

Regular e-newsletter

Our e-newsletters are sent on a regular 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 regular basis.



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Professionally written articles

Our professional copy writer will write an article for you on a topic of your choice! This means if you have something you want to promote, a topic that you would like to discuss or anything relating to your business, we can do this for you! The article is then attached to your profile on thebestof website; this is a powerful way for your customers to gain trust in your brand and build your profile in the local community.

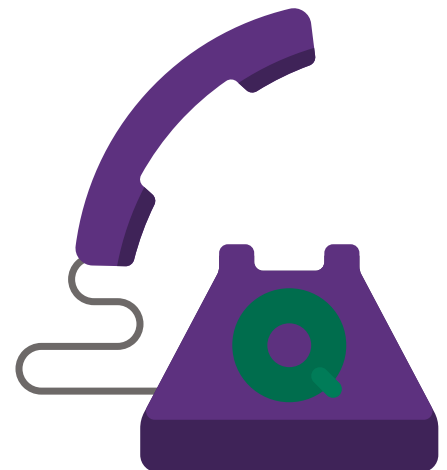


Business of the Year awards

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 Manchester 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!

Regular business review call

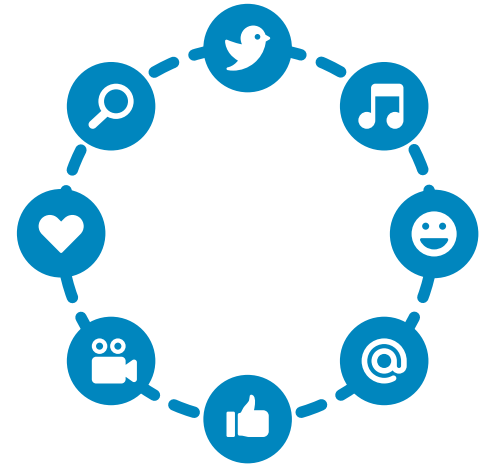
A dedicated member of our team will give you a regular call to review your membership needs. This will enable you to make any changes to your profile, add any offers/events you may be hosting or give you the chance to have a chat with a member of the team.



Give our team of marketing experts a call! - 0161 933 7807

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.

2 FOR 1

50%
OFF



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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If you would like your
business to get noticed in
the local area, give our team
of marketing experts a call
today on **0161 933 7807!**

**Join us (you know
you want to)*
from £50+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 news articles written for your business by a professional copy writer
- ✓ 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
- ✓ Regular proactive business review calls
- ✓ Regular networking events

If you would like your business to get noticed in the local area, give our team of marketing experts a call today on **0161 933 7807!**

**One-Off
Kickstart*
from £100+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
- ✓ Starter article to be published online
- ✓ Images uploaded to the feature page
- ✓ Pack of 50 review cards
- ✓ Welcome pack sent out to you: Certificate, Review cards & Window sticker



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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 from professional marketers
- ✓ Up to date marketing techniques at cost effective prices
- ✓ Regular face to face reviews
- ✓ Frequent marketing hints and tips
- ✓ Upgrades and marketing solutions
- ✓ Membership of a thriving business community of like minded businesses



**TO FIND OUT IF
YOUR BUSINESS
QUALIFIES
FOR OUR
MARKETING
SOLUTION, GIVE
OUR EXPERTS
A CALL ON
0161 933 7807**

BOOST

YOUR BUSINESS with **thebestof**



- ✓ We will help your **business grow**
- ✓ We will provide you with **local exposure**
- ✓ We will help you **build your reviews**
- ✓ We will help you **stand out from your competition**
- ✓ We will become your **business advocate**
- ✓ We will connect you to **new contacts and customers**

Why not book a marketing MOT with us? It's **free** and will give you some great nuggets on growing your business



thebestofmanchester

Bringing trusted businesses and the community together

Call Ann Prax on 0161 933 7807

Email manchester@thebestof.co.uk

www.thebestofmanchester.co.uk





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