

**thebestofsuttoncoldfield**

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

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# Welcome to thebestof Sutton Coldfield

*Throughout your membership with thebestof Sutton Coldfield, 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!*

*Sam Nicolson*

Your dedicated marketing experts



# What is thebestof?

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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 07702 911214!**

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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

# 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 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 07702 911214.**

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



Give our team of marketing experts a call! - 07702 911214



**BUSINESS**  
OF THE YEAR AWARDS

**Buzzard's Valley - Sutton Coldfield Business of the Year**

# What our members say 5

“Sam at TBO Sutton has been an amazing support to us at Our Place Community Hub. Not only does she provide us with many fantastic opportunities to link with other local businesses and organisations she is continually promoting the work we do in every possible way!! Our Place are both proud and privileged to be a part of The Best Of Sutton Coldfield”

**Kelly Round – Our Place Community Hub**



“Since joining The Best of Sutton Coldfield the Studio has had far more online exposure than before, due to the regular posts that Sam does on our behalf. As a result of that our client base has grown and we have been able to help more local people achieve their goals in health and fitness. The networking opportunities with other businesses have also been a major bonus and enabled us to support other local businesses. Would definitely recommend joining”

**Stella Munro - Four Oaks Healthy Lifestyle Studio**



“We have been with Sam since she first started the Best of Sutton Coldfield and have truly enjoyed the experience ! Sam has been really good at promoting all of her businesses, and for us , with the breakfast meetings and the evening get together we have been able to put our name further afield.

Also because of the new companies that Sam has brought into the group, we have made contact with Swift office supplies and been able to source my work clothing and more recently she brought Francine’s Travel in and Francine has sorted out our trip to the USA and we really cannot praise her enough ! I know that trying to organise any group of people is never easy so the fact that Sam has done such a good job is a massive credit to her!”

**Yvonne & Peter Viggers -  
Buzzard Valley & Excelsior Wholesale**



“I have been a member of the Best of Sutton Coldfield now for around 2 years. Since joining, I have found the manager Sam to have been extremely supportive to my own business and that of other members. Sam is relentless in promoting and supporting members interests.

This is done online, face to face whilst exhibiting at numerous stands, shows and expos, attending various networking groups and also via social media. Sam also takes social responsibility very seriously, supporting local charities within the town and encouraging businesses to do the same. Sam not only maintains close relationships with the members, but also with other local groups, businesses, media and wider members of the public, with the intention of furthering the members interests.”

**Glenn Richardson - Photobooth**



# How do we deliver it?





## 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.



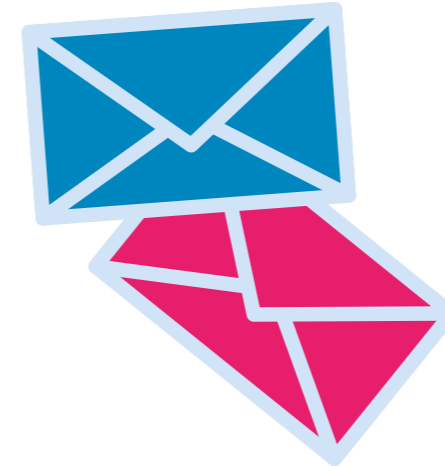
## Using our bespoke SEO tool

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.



## 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 Sutton Coldfield"



## 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!

## 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!



## 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.



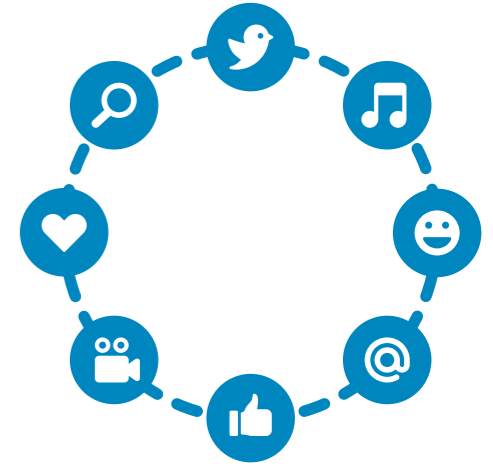
## Professionally written articles

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.



## 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.



## 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 Sutton Coldfield 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!

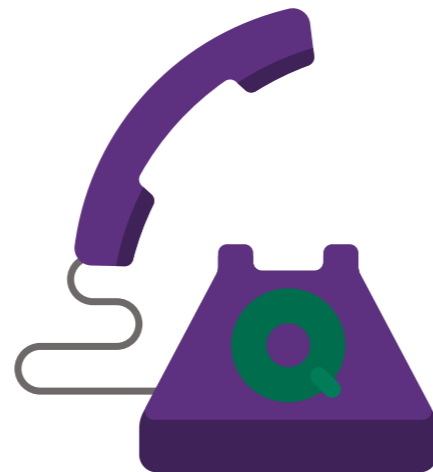


## Unlimited business profile updates

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.

## Quarterly business review meetings

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.



## 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.



## 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.

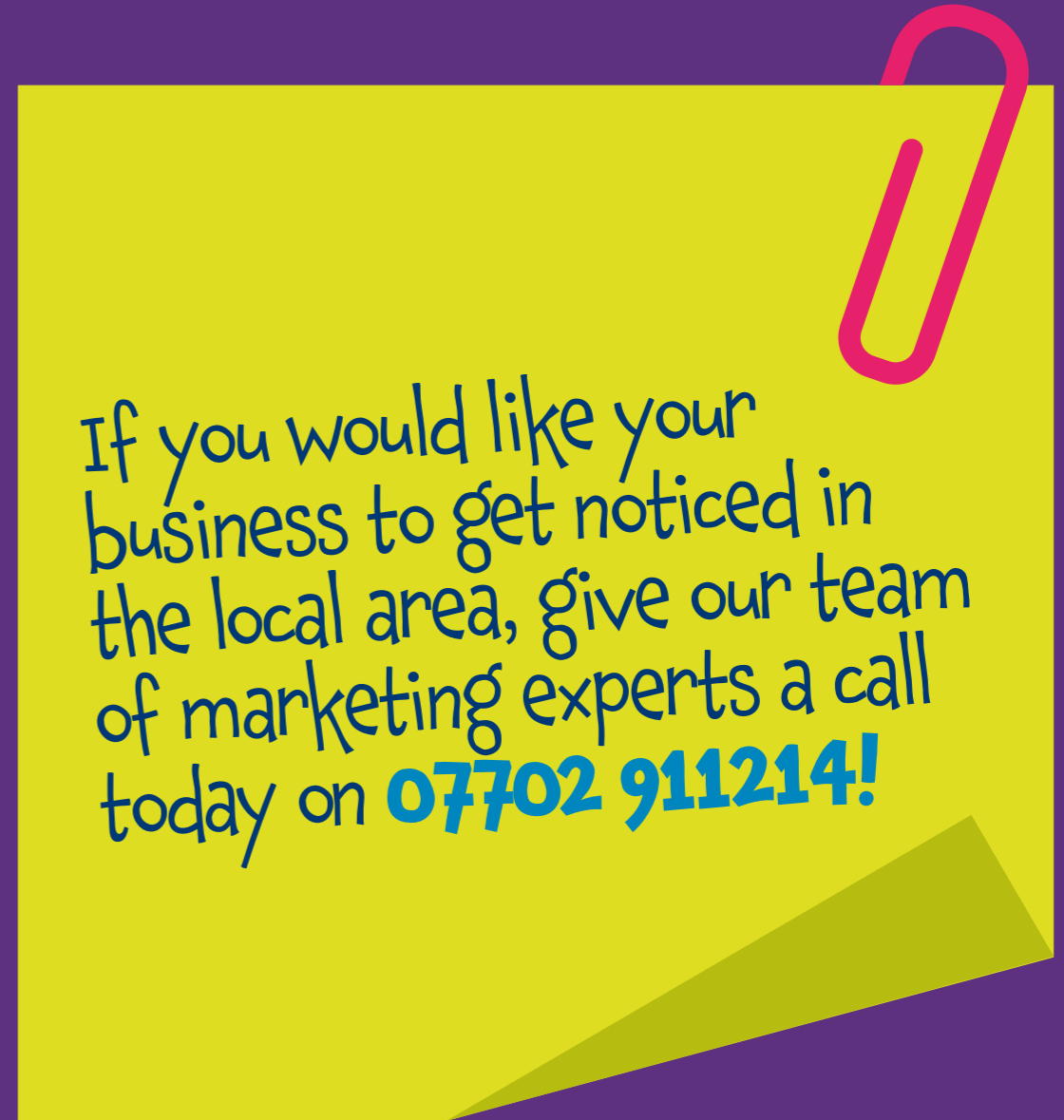


## Website Feature

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.



# Ongoing monthly membership\* from £99+VAT

- ✓ 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
- ✓ Quarterly Business Review Meetings

If you would like your business to get noticed in the local area, give our team of marketing experts a call today on **07702 911214!**

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

# One-Off Kickstart\* £249+VAT

- ✓ 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



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

# 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 EXPERTS A CALL ON 07702 911214**

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

**Call us now!**

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**Bringing trusted businesses and the community together**

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