



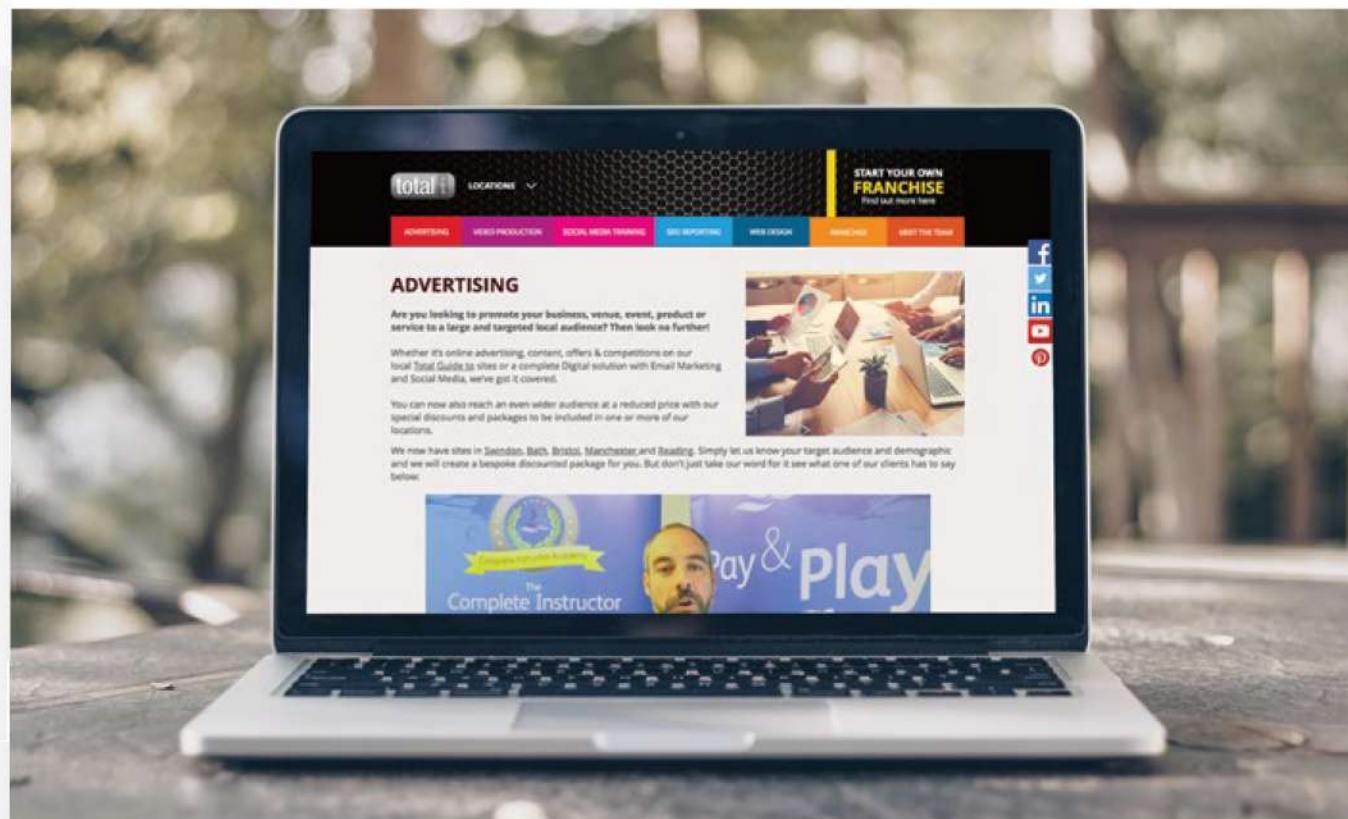
Poole Media Pack

'Bringing communities together; helping businesses succeed,
people thrive and places come alive.'

www.totalguidetopoole.com

Contents

- 03 Get To Know Our Community
- 04 Who We Are & What We Do
- 06 Advertising Packages
- 10 Ad Hoc Solutions
- 13 Email Marketing
- 17 Video Production
- 18 Who We Work With...
- 19 Franchise
- 20 Get In Touch



The proof
is in the
numbers...

20,297
Listing Page Views*

Every one of our clients has
a profile listing on our site
featuring a bio, links to all
site content and social media
links

* Average annual views for a Platinum Listing



Get To Know Our Community

At Total Guide to we've been guiding local businesses, residents, students and tourists since 2012. We know our communities, audience and demographics so we can target the right audience for you.

We love what we do and we take pride in helping businesses grow and reach our audiences and we've created digital marketing solutions for all businesses - no matter the company size or budget! Read on to find out how we can help your business grow...

“

We love what we do and feel so privileged to work with such a diverse mix of people & businesses. Helping companies and local communities to be all they can be are at our core. We take great pride in constantly pushing ourselves out of our comfort zone in order to evolve and achieve great results for our clients, users and team members.

Liz Hutchings, Total Guide to LTD Director



About Poole

Population:
150,600
67,000 Dwellings / Households
Estimated 1.2m annual tourists to Poole and Bournemouth



Our Audience

46% Male
54% Female

Age Range:
18-34: 34%
35-44: 25%
45-54: 20%
55 + : 21%



How we're found

40% SEO

40% Direct

15% Social

5% Email



Our following

26,378 social followers
160,392 monthly social impressions
Email database of 9,700+ local & 2,500 B2B



1m + website views per year

1.3m monthly Google impressions

1m 29s Avg. time on page

Who We Are & What We Do

Total Guide to is a digital marketing company designed to bring people the very best of their town or city.

We work together with fantastic local businesses to amplify their message through creating unique guides and high-quality content, as well as

strategic placement of content & ads throughout our website.

Our clients also benefit from inclusion in our targeted email campaigns and promotion to our ever-growing social media community.



We are very happy with the overall service offered by Total Guide to. Their personalised approach makes you feel you are their only customer. Very impressed with response time and effectiveness of the work they offer. They suggest, advise, recommend and work with you on any required improvements.

Kinga Dabrowska, Ridgeway Rise Care Home

1 Wider Coverage

With hundreds of thousands of users visiting our sites, and tens of thousands signed up to receive our emails, we're the perfect platform to spread your message to local people! Take a look at the full statistics further in to this Media Pack.

2 Measurable Results

Unlike print or radio advertising, digital marketing offers you all the information you need to truly understand your target audience. We're able to report on just how much return on investment your campaign is receiving so you can see what's working.

3 Affordable

Digital advertising with Total Guide to doesn't break the bank. Packages start at just £10 +VAT per month, with the flexibility to build bespoke packages to suit you so you'll be spending your budget wisely.

4 Targeted Audiences

Whether you're looking to reach a new demographic or you want to double-down on your key audience, we can work with you to make sure your marketing message is reaching the right people.

5 Speed

With your own account manager and experts in each field you won't find a personalised campaign go live faster than on Total. Last minute promotion? We'll get it live on our sites before you know it!

How We Help Businesses Thrive - Our Services



**DISPLAY/BRAND
ADVERTISING**



**CONTENT MARKETING
(CREATION, BLOGS ETC.)**



**PRODUCT &
VENUE REVIEWS**



INTERVIEWS



COMPETITIONS



**PROMOTION OF
SPECIAL OFFERS**



**EVENT
LISTINGS**



VIDEO



PHOTOGRAPHY



**EVENT
PROMOTIONS**



**EMAIL
MARKETING**



**PR &
COMMS**



**SOCIAL MEDIA OUTREACH,
TRAINING & MANAGEMENT**



**NETWORKING
EVENTS**



SEO & PPC

Prices for each are bespoke and based on individual requirements, please contact the team for more info and prices.

Advertising Packages

No matter the size of your business or budget we can work with you to find you the right solution to help you grow your business using a multitude of platforms.

Enhanced Listing | **£120+VAT** for 12 months / **£10** a month

- ✓ Company name, telephone, email, website, and map, links in the directory & one category of your choice
- ✓ Google loves back links to authoritative websites, so being featured will improve your own organic rankings!

1 Intro Package | **£295+VAT** for 6 months*

* **£295+VAT for 6 months**
* **£540+VAT for 12 months**

- ✓ Detailed profile listing in up to 3 categories
- ✓ Unique content; blogger review & team interview
- ✓ Inclusion in up to 3 relevant guides
- ✓ Amplification on our social networks
- ✓ Unlimited event & offer listings
- ✓ Invite to client only FB group, inclusion in client email newsletters
- ✓ Option to add competitions



For more information contact:
liz@totalguideto.com

2 Bronze Package | **£89+VAT** per month for 12 months

- ✓ Detailed profile listing in all relevant areas of the site (logo/images, contact details, map, logo, website, social links)
- ✓ Publication of one press release/blog post per month
- ✓ Inclusion on all relevant and timely guides
- ✓ Amplification across our social networks
- ✓ Event listings/inclusion in the events calendar
- ✓ Display advertising in all relevant areas
- ✓ Option to add special offers
- ✓ Job membership enabling you to upload unlimited vacancies
- ✓ Option to add site and social competitions
- ✓ Dedicated account manager
- ✓ Invite to client only FB group, inclusion in client email newsletters

Some people need us a little, others use Total as their sole means of digital advertising. That's why our different levels of service come in different packages

3 Silver Package | £175+VAT per month for 12 months

- ✓ Display ads - animated + promo banner
 - ✓ Inclusion in all relevant and timely guides & unique content
 - ✓ Detailed profile listing in relevant areas of the site
 - ✓ Unique content and coverage
 - ✓ Events listings and inclusion in the events calendar
 - ✓ Option to add special offers and exclusive offers for TGt users
 - ✓ Option to add competitions to the site and social
 - ✓ Monthly front page editorial/blog
 - post/press releases
 - ✓ Quarterly inclusion in Total Guide to the month email newsletter
 - ✓ Ongoing feedback and stat updates
 - ✓ Invite to client only FB group, inclusion in client email newsletters
 - ✓ Job membership enabling you to upload unlimited vacancies
 - ✓ Amplification on our social networks Incl. ads/boosts
- Want to get your message out to a national audience?**
Discounts available for inclusion on 1 or more TGt sites...



For more information contact:
liz@totalguideto.com

“

We love working with Total Guide to, they are very helpful, proactive and encouraging in all that they do for us. They have helped us with lots of media campaigns with great success.

Carol Elliot, Bowman House Business Centre



4

Gold Package | £345+VAT per month for 12 months

- ✓ Display ads - animated + promo banner
- ✓ Company profile in all relevant areas with detailed info, contact details, map, logo, website & social links, 3 images
- ✓ Coverage of your events/ open days (gallery, editorial, live social)
- ✓ Amplification on our social networks incl. ads/boosts
- ✓ Ongoing feedback and stat updates
- ✓ Guaranteed second position in all relevant guides and content
- ✓ Event listings and inclusion in the events calendar, timely guides
- ✓ Unique content e.g blog posts, reviews etc.
- ✓ Option to add competitions & offers to the site & social
- ✓ Monthly front page editorial
- ✓ Amplification across our social networks incl. boosted posts on Facebook
- ✓ 2 x solus email campaigns
- ✓ Monthly inclusion in Total Guide to the month email newsletters
- ✓ Invite to client only FB group, inclusion in client email newsletters
- ✓ Job membership enabling you to upload unlimited vacancies

Want to get your message out to a national audience? Discounts available for inclusion on 1 or more TGt sites...

“

When advertising with Total Guide to, we found them to be really proactive and super professional. Really nice to have someone outside the scope of your own organisation that supports and drives your advertising campaign, rather than the other way around. It simply takes the pressure off.

Richard Swatton, Minety Festival

The proof is in the numbers...

11.5m Total Ad impressions

Strategically place an animated advert across our entire site and you could reach a serious amount of site users



5

Platinum Package | **£595 +VAT** per month for 12 months

- ✓ Sponsored by logo at the top of subsite (av. 600k monthly impressions)
- ✓ Company profile in all relevant areas with detailed info, contact details, map, logo, website & social links, 6 images
- ✓ Display ads (homepage + top animated & promo banners)
- ✓ Guaranteed top position in all relevant guides, content and timely guides
- ✓ Ongoing feedback and stat updates
- ✓ Coverage of your events/ open days (gallery, editorial, live social)
- ✓ Unique content e.g. blog posts, reviews etc.
- ✓ Publication of your press releases/blog posts/content
- ✓ 4 x solus email campaigns
- ✓ Monthly inclusion in Total Guide to the month email newsletters
- ✓ Events, offers & competition listings
- ✓ Job membership enabling you to upload unlimited vacancies
- ✓ Amplification on our social networks incl. ads/boosts
- ✓ 1 x video (T&Cs apply)



For more information contact:
liz@totalguideto.com

“

Incredibly talented and hard working business who are really wired into their client's communities. High performing and totally trustworthy, we've turned to the TGt team now for over a decade and they always perform for us. 10/10.

Marcus Whittington, Bath Boutique Stays



Ad Hoc Solutions

Although consistency and longevity is the key to digital marketing, certain products, times of the year or events call for one big blast.

We can create high volume, rapid and quality results for you with an ad hoc campaign. We've listed just a few examples in this pack..



Display Ads

Leaderboard adverts - premium area, large animated adverts limited to one top and one mid ad per subsite

Homepage Leaderboard - £300+VAT per month

Homepage Midway Leaderboard - £250+VAT per month

Top Subsite Leaderboard - £250+VAT per month

Mid Subsite Leaderboard - £150+VAT

Leaderboard ad statistics: **1,087,611 impressions** **per month**
306 click-throughs

*Average over 12 months for Domino's campaign



Brand Campaign | £150+VAT

If you have a product or new range you would like to promote we have a really high impact, low cost solution for you to reach your target audience.

- Profile listing in all relevant areas of the site (12 months)
- Product review
- Site and / or social media competition (including boost/ad)
- Social media outreach

Farr's Brand Campaign Case Study



Avg. 137 profile visits per month & 55 clicks



290 views on written review & avg. 4mins on page



17,311 reach & 3,233 engagements on social comp



Total social reach 21,807 & engagement 3,572

“Professional, helpful and incredibly responsive”



Event Promotion

If you want to sell tickets quickly and get people talking, we have experience in promoting a huge range of events from festivals like MFor and Pub in the Park to big annual events like the Royal International Air Tattoo and Bath Half Marathon.

If you have an event and need to sell tickets or entries, take your pick from the below activity...

- Solus email newsletter to our database
- Email newsletter insertion
- Content/Editorial and publication of your press releases/blogs Interviews (staff, acts)
- Social Outreach (including ads, boosts)
- Site and Social competitions
- Offers
- Display advertising
- Live coverage, photo gallery and editorial of the event itself
- Video highlights
- Profile listing
- Guide inclusion
- Inclusion in events calendar (top 3 of Google for Events/What's On)

From £295+VAT to £3,000+VAT (subject to duration and activity)



5,000+ Tickets sold using our unique code



6,000+ Event listing views



Avg. 10m 15s time on page



**Speak to Liz for a chat
about a bespoke campaign**

liz@totalguideto.com

07814 080119



Business Launch/Opening

Build the hype and make sure you're found on the sites, social and Google while people are searching for you (new businesses have large amounts of searches as people will be curious of anything new and you will lose the potential conversion if you aren't found!)

- Solus email newsletter to our database (B2B and / or B2C)
- Email newsletter insertion (B2B and / or B2C)
- Content/Editorial and publication of your press releases/blogs
- Interviews (staff)
- Social Outreach (including ads, boosts)
- Option to add site and social competitions
- Team photos/headshots
- Offers
- Display advertising
- Live coverage, photo gallery and editorial of the event itself
- Video highlights
- Profile listing
- Guide inclusion

From £295+VAT to £3,000+VAT (subject to duration and activity)



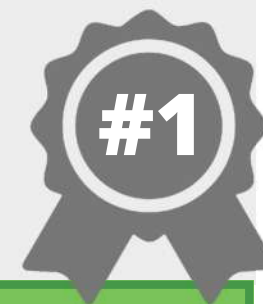
Timely Guide Campaigns

Make the most of your key trading times throughout the year like Christmas, Valentine's, Halloween, Mother's and Father's Day with our guides, all of which rank on Google for key terms.

Timely/Seasonal Guide example package (e.g. Christmas Gift Ideas, Mother's Day Venues):

- Inclusion in guide (image, editorial, backlinks)
- Guide sponsorship (overall/headline sponsor)
- Email newsletter insertion
- Solus email
- Detailed profile listing
- Option to add events, offers, competitions
- Option for TGt bloggers or staff to write a review
- Social outreach

From £195+VAT to £1695+VAT



We rank on Google for relevant key terms including...

- | | |
|---------------------------------|-------------------------|
| ★ Halloween in Poole | ★ Easter in Poole |
| ★ Bonfire Night Poole | ★ Mother's Day Poole |
| ★ New Year's Celebrations Poole | ★ Valentine's Day Poole |

Email Marketing

Did you know that **77% of consumers prefer to receive permission based marketing communications through email**? At Total Guide to we pride ourselves on creating engaging email campaigns that puts your message in front of the right audience at the right time.

Take advantage of our our fully opted-in, tailored, GDPR compliant database and leading email marketing software via our packages, which can be adjusted to meet your business requirements and budget.

1 Dedicated B2B email campaign | From £345+ Vat*

- ✓ Dedicated email campaign to our business list
- ✓ Fully cleansed and active database
- ✓ Average 28% open rate
- ✓ Perfect for new openings and launches, products, events, special offers and competitions

2 Dedicated email campaign | £445+ Vat*

- ✓ Fully cleansed and active database
- ✓ Average 28% open rate
- ✓ Perfect for new openings and launches, events, special offers and competitions.

* Based on price per month, Limited spaces booked on a first come, first served bases.

 see next page for more options....



 **39,000+ contacts and counting!**

 **28% average click-through rate**

 **Highly targeted B2B & B2C lists**

 **Perfect for Launches, events, special offers & more**

3

Inclusion in Total Guide To monthly business email newsletter | **£95+Vat**

- ✓ 6,000+ Local businesses registered (key decision makers)
- ✓ Fully cleansed and active database
- ✓ Average 28% open rate
- ✓ Perfect for new openings and launches, events, special offers and competitions.

4

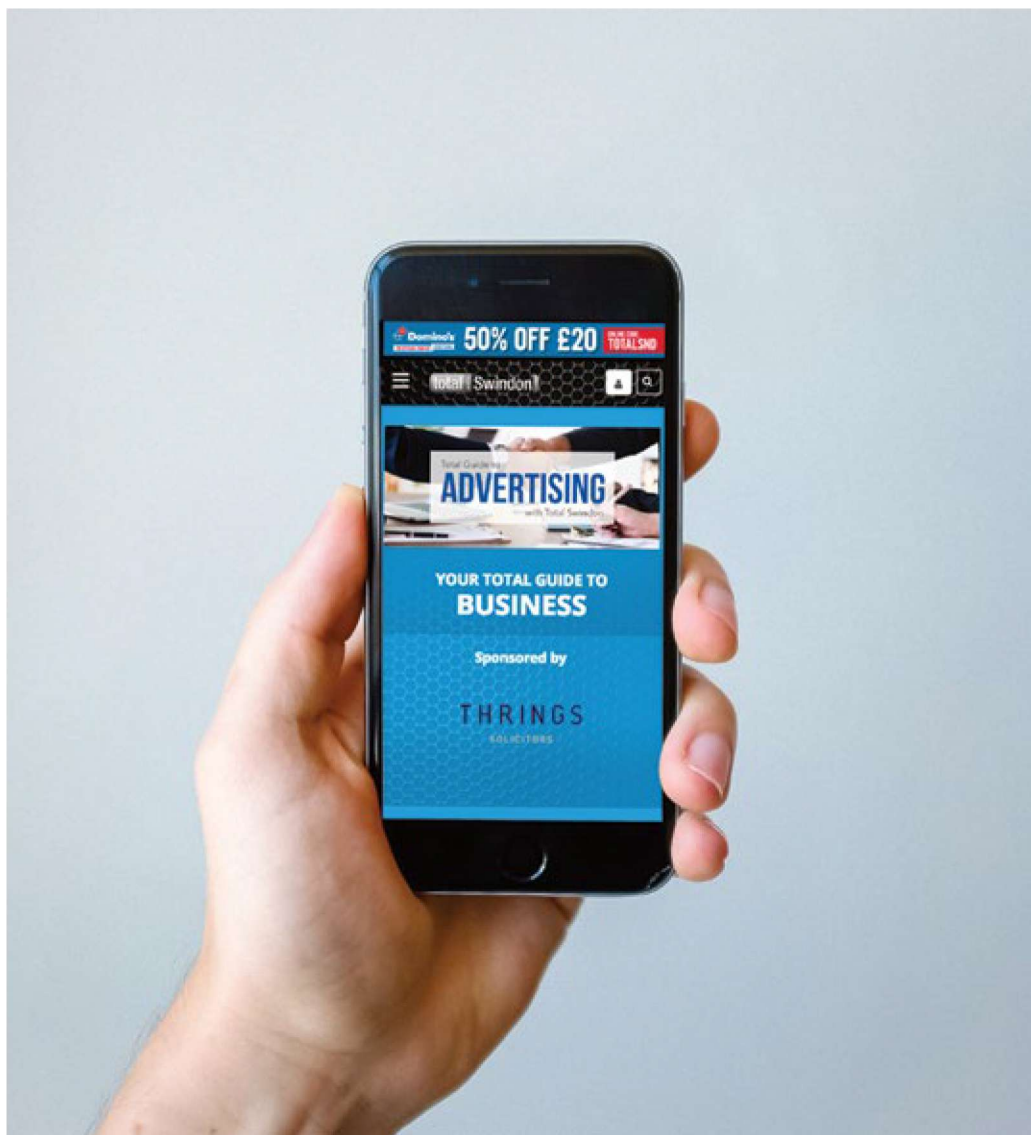
Inclusion in Total Guide To monthly email newsletter - box | **£95+Vat**

- ✓ 15,000+ subscribers
- ✓ Inclusion in the form of a box (graphic with link to your website)
- ✓ Fully cleansed and active list
- ✓ Average 28% open rate
- ✓ Perfect for new openings and launches, events, special offers and competitions.



...Without your sterling efforts to create an email campaign (in super-fast time!) and send the correct message to the good people of Swindon, I don't think we would have got as far as we have right now. As soon as the campaign went live, the phone started ringing and we are now delivering delicious meals around the town.

Hospitality Services



5

Inclusion in Total Guide To monthly email newsletter - banner | **£145+Vat**

- ✓ Large inclusion in form of a banner advert with graphic, text and link to website
- ✓ Perfect for new openings and launches, events, special offers and competitions
- ✓ Fully cleansed and active database
- ✓ Average 28% open rate.



Did you know that **77%** of consumers prefer to receive permission based marketing communications through email?



To discuss your requirements and find the right solution for you and your business give Liz a call on **07814 080119** or drop her an email at: **liz@totalguideto.com**

Video Production

Video may seem high-cost and labour intensive but the stats don't lie.

- ✓ 51.9% of marketing professionals worldwide name video as the type of content with the best ROI
- ✓ Customers who view video are almost twice as likely to purchase than non-viewers.

- ✓ Even just using the word "video" in an email subject line boosts open rates by 19%, click-through rates by 65% and reduces unsubscribes by 26%.

** Prices and items included are guidelines only as each project is bespoke*

1 GOLD PACKAGE | £1599+VAT

- ✓ Three hours planning time at your premises
- ✓ Editing
- ✓ 6-8 hours filming on location
- ✓ Average five minutes in length

3 BRONZE PACKAGE | £599+VAT

- ✓ One hour planning time
- ✓ Editing
- ✓ 2-3 hours filming
- ✓ 30 seconds – 1 minute in length

2 SILVER PACKAGE | £999+VAT

- ✓ Two hours planning time at your premises
- ✓ Editing
- ✓ 4-5 hours filming on location
- ✓ Average 3 minutes in length

OPTIONAL EXTRAS

- Voiceover from £199+VAT
- Scriptwriting/editing from £199+VAT
- Long-form videos (>5 minutes) £POA

SHORT VIDEO OR SOCIAL MEDIA 'LIVE' VIDEO ON OUR PAGE

from £299+VAT

32,750 total local social following and counting!

Would you like to own your own Total Guide to in your town or city?

Are you stuck in a rut? Ambitious yet unfulfilled in your role? Hungry to run your own business? **Our Total Guide to franchise opportunity may have the answer.** Be in control of your destiny and work towards the balance in life you crave...

Did you know that £7.5bn UK advertiser spend went on online media during 2019 beating print, cinema, billboards, TV and radio combined? Would you like a cut of the billions being spent on digital advertising? You can own a proven online media business from just £8,000+VAT licence set-up fee with first refusal on renewal and options for re-sale.

Why become a Total Guide to Franchisee?

- Develop the business to suit your ambitions and lifestyle
- Proven model (£179k turnover and 26k profit in year 1)
- Buoyant and evolving market
- Huge demand and low maintenance
- No stock and your decision on when you take on employees
- Residual income with a massive earnings potential
- Respectability
- Low running costs and overheads
- Training and ongoing support



 Find out more at **totalguideto.com/franchise**

 Interested? Let's talk! Please drop us a line to **info@totalguideto.com** and we will be in touch.



I have always wanted to have my own marketing business to not only make money but to help others grow their business. Total Guide to is marketing with a difference, it's online marketing as well as the care of the client is on the top of their agenda. The team from the central office have been absolutely amazing through our journey and they help us every step of the way. Our clients love the vibrance of the team and website and I would seriously suggest speaking to Liz if you are driven and passionate about bringing communities together and willing to put in some hard work for great results.

Liam Armstrong, Total Guide to Bristol Franchise Owner

Who We Work With...



call on: **07814 080119** or drop Liz an email at: **liz@totalguideto.com**





07814 080119 | liz@totalguideto.com

**Total Guide to Limited: Total Towers, Napier Road,
Hamworthy, Poole, BH15 4ND**

Company Reg No: **07884561**