



[www.totalguideto.com](http://www.totalguideto.com)

# how...

**Are you looking to promote your business, venue, event, product or service, to a large and targeted local audience? Then look no further!**

We can help you to promote your business through brand awareness campaigns, lead generation, engaging content & advertorial, events, and offers & competitions on our local and interactive Total Guide to sites.

Whether you're an accountant or a restaurant, a festival or a shopping centre, Total has you covered.

#### Total Guide to sites

- Display advertising
- Guide inclusion & editorial
- Competitions & Special Offers
- Job advertising
- Photo Galleries
- Event listings
- Amplification on our social networks
- Email Marketing
- Event Management

#### Email, Social Media and Lead Generation

- Access to our email database (inclusion in our monthly email newsletters and dedicated email campaigns)
- Lead Generation – promote an offer, competition or white paper and we will provide you with a spreadsheet of all opt-ins (can be in the form of display advertising, email marketing, content or social)
- Social Media Management & Training Solution (monthly workshop, 121 or team training, full or part management, social set-up and optimisation)

...can we help you  
grow your business?



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# 5 advantages and facts online advertising



## wider coverage

How else could you reach thousands of leads instantly and cost effectively? With internet advertising, you can specify the range and audience for your coverage which helps you to enjoy a better advertisement campaign.



## targeted audiences

When compared with offline advertising, online advertising always helps you to reach the targeted audience and this helps in making your campaign more profitable and gather more relevant leads.

## easy to track and measure conversion

Measurability and easiness to track the conversion makes online advertising miles ahead on the traditional advertising methods. A lot of effective analytics tools are available to measure online advertising campaigns which helps in more improvisation of the ads.



## affordable

Much more affordable when compared with the traditional advertising costs. With a much lesser cost you can advertise on the net for a wider range of audience and geographical locations.



## speed

Online advertising is much faster than offline advertising so you can send an important and time sensitive message immediately and strike while the irons hot!



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# statistics...



**225,089**  
unique visitors per month



**45,900**  
active site registrants



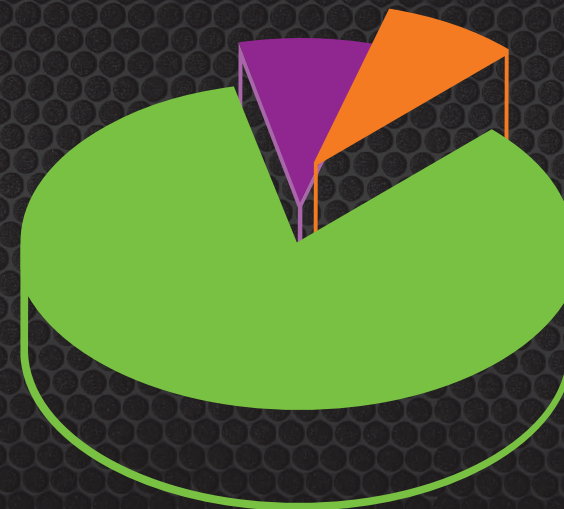
**515,087**  
unique page views per month



**9,000+**  
business registrants



**Over 35,000**  
fans & followers





Don't just take our word



“

Total Guide to took the time to fully understand the business and how a BID works to ensure they gave us the best possible package based on our requirements and demographics. As a result, we have seen huge growth in our website traffic, social media following and interaction, and importantly football in the town centre.

Simon Jackson, inSwindon BID

”

“

Advertising with Total Guide to Swindon has been like a breath of fresh air for us. They always keep our page up to date with our latest press releases, events and news. The team have been so friendly, efficient and approachable. The TGTS website has given us great confidence in advertising online and this is just the start of the adventure!

Marketing Team, New College Swindon

”

“

We have been advertising with Total Guide to since they launched, and we will continue for the foreseeable future. It is a fantastic tool in helping us reach our monthly sales targets and it provides great content for potential and existing members. They take care of everything for us so there's no time or effort needed from our side so we're saving valuable time and resources!

Nick Moreton, David Lloyd Leisure

”

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# advertising packages

We've carefully developed packages to suits all requirements and importantly all budgets. Whether it's a large high impact one-off campaign or an ongoing trickle effect, we've covered all bases

Packages start at just £10+VAT per month for a basic listing through to £795+VAT per month for subsite sponsorship.

Commission available for ad agencies.

## Job advertising

Whether you're a small, medium, corporate business or a recruitment

agency you can take advantage of our high traffic and great search engine rankings for our dedicated job sections.

Membership gives you the option to add unlimited vacancies & search our CV database. We have integrated the job posting board Broadbean to help make your lives easier so you and your team no longer have to waste time posting to individual job boards!

Rates (see rate card)



total  
guide to



# email marketing solutions...

We have thousands of local, active email subscribers

Our registrants have double opted in and we have collected detailed information from age and sex to hobbies and interests so we can send them targeted campaigns on your behalf!

- Total Guide to the month email newsletters
- Total Guide to Business e-bulletins
- Dedicated emails (targeted or to full list)
- Business to Business options
- Lead Generation campaigns



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# social media

## management & training

We help a variety of local businesses utilise the wonders of social media. Clients include local Nightclubs, Restaurants, Local Councils, IT Companies, Hair & Beauty Salons.

### Social Media Training Workshops

- Team & group workshops
- 1:1 training sessions
- Training for Beginners, Intermediate & Advanced
- Cover all platforms including tips on paid for social ads & posts

from **£49+VAT** per session

### Social Media Management

- Social Media Strategy Development & Execution
- Part & full management options
- Lead generation
- Weekly feedback & statistic updates

from **£495+VAT** per month

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# strategic partnerships

We're big advocates of collaboration here at Total Guide to & enjoy great relationships & strategic partnerships with local businesses, sports clubs and local media.

In order to reach a diverse & even larger audience then why not pool together our resources?

## Case Study

Bath Rugby & STFC

- Total Guide to STFC/Bath Rugby (match fixtures & reports, photo galleries, team interviews, event listings, guide content)
- Offers & competitions
- Inclusion in our email newsletters
- Amplification on our social networks

In exchange for

- Ad Boards
- Player Sponsorship
- Hospitality
- Inclusion on website & email newsletters
- Programme advertising



# events

Promoting your business is so much more than standard advertising, we run our own events to promote the Total Guide to brand and engage local audiences and help local businesses run their own events.

## Total Guide to Event Management

- Complete management/strategy & execution
- One-off event packages, launch events, networking events, product launches
- Dual branded promo team & products
- Photographers & Videographers
- Event promotion
- Invites to our targeted data
- Organising theme, venue & set-up



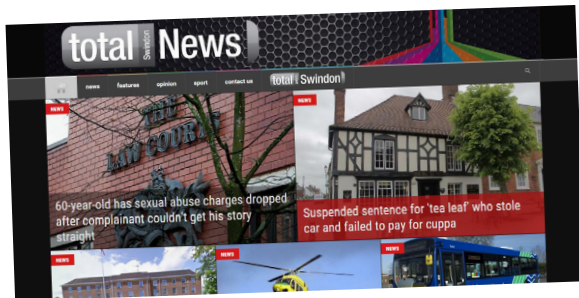
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totalnews.co.uk is local and interactive news website offering its readers real-time breaking news articles as well as diverse and timely content.

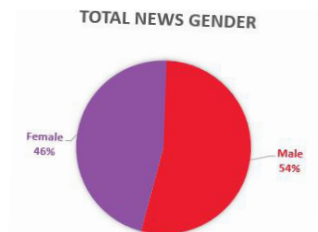
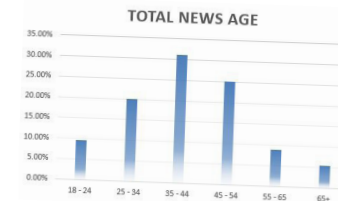
The site provides three key sections News, Features and Opinion, providing the perfect balance between hard news, easy-to-digest lifestyle and trivia content and debate-generating columns and blogs.

With a large audience and a wide range of features, it's the ideal platform for display advertising and advertorial.



## Key features

- Over **53,870 unique views** per month
- More real-time breaking news articles uploaded every day than any other online publication in the county.
- Speed: we are able to break the big news stories ahead of our competitors. These articles have usually been published AND shared through our social media channels before our rivals have even uploaded them.
- A wide range of articles and features, from hard-hitting news to reviews and quizzes.
- Dedicated team of award-winning journalists
- User-friendly, modern and sleek design.
- Demographics:





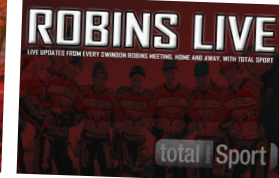
With **93,000 unique visits** per month and a targeted audience of 94% males aged 45-54, could your business be benefiting?

Total Sport offers its readers unparalleled coverage of the region's three primary sports teams – Swindon Town, Swindon Robins and Swindon Wildcats.

We have the broadest range of media output in the area including editorial, photographic and video coverage, making us the perfect platform for you to engage with our audience.

With our exclusive columnists, including the Swindon and Great Britain speedway manager Alun Ros-siter, Swindon Town legend Fraser Digby and former England international fast bowler Jon Lewis, we give first-hand experience of what it's like to be living in sport's fast lane at the highest level.

With packages including branding on exclusive interviews, videos, galleries and sport specific sponsor-ship, we'll be able to find a package to match your budget and campaign needs.





# How do we promote ourselves

We believe in a varied and inspired approach to advertising!

Because we offer so much, we need to attract a wide and diverse audience – which means we have a multi-channel marketing strategy of our own. As well as ongoing in-house Search Engine Optimisation and Social Media marketing you can find brand Total Guide to everywhere!

- Train Station board advertising
- STFC, Bristol & Bath Rugby advertising
- Roundabout signs
- Event sponsorship
- Branded photographers & promo team
- Branded cars
- Total Trike (at events, Fresher's Fairs)
- Business magazine branding & editorial
- Branded merchandise
- Posters, stickers & cards in local bars, restaurants & hotels



**total** guide to

who we are  
working with...

