total guide to

mediapack

how...

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

Whether it's online advertising, content, offers & competitions on our local Total Guide to sites or a complete Digital solution with SEO, PPC & Social Media, we've got it 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

Total Digital

- Complete digital strategy management & execution
- Search Engine Optimisation
- Pay Per Click solutions
- Social Media Management & training solution
- Website Design and Hosting

...can we help you grow your business?

total guide to

5 advantages and facts about online advertising

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.

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.

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 allocations.

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.

speed

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

total guide to

advertising packages

We understand that businesses need a mix of display advertising, content and interactivity to ensure the best possible responses so we've developed a variety of campaigns which combine all of these to help you get the most from your campaign.

We've developed packages to suits all requirements and budgets whether it's a big high impact one-off campaign or ongoing trickle effect, we've covered all bases!

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

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 Management

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

from £495+VAT per month

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 £95+VAT per session

total guide to

emailmarketing
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

total guide to

strategicpartnerships

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 and competitions
- Inclusion in our email newsletters
- Amplification on our social networks

In exchange for

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

107.7 **JACK**fm™
playing what we want®

total Bath
are proud sponsors of
Kane
ner-Newport
novia

BATH RUGBY 18 65

total guide to

Don't just take our word for it,

take theirs...

"Liz took the time to fully understand the business and how a BID works to ensure she 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 footballin the town centre. Simon Jackson, inSwindon BID"

"Advertising with Total Swindon is a new level of advertising for us. We at Colleys are working with Liz Ledger to pin point our advertising to the people in Swindon who are most likely to find a bond with the Colleys brand. She researched our business, uses our business, follows & tracks our business & most importantly, understands our business. Donald, Colleys"

"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"

total guide to

vital
statistics..

36,000
unique visitors per month

108,000
unique page views per month
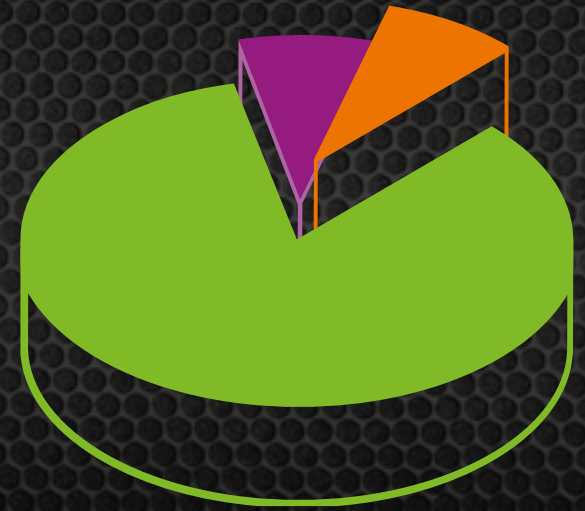
Over 20,000
fans & followers

18,000
active site registrants

4,500
business registrants

total guide to

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 Services

- Complete management/strategy & execution
- One-off event packages, launch events, networking events, product launches
- Organising theme, venue and set-up

- Dual branded promo team and products
- Photographers & Videographers
- Event promotion
- Invites to our targeted data
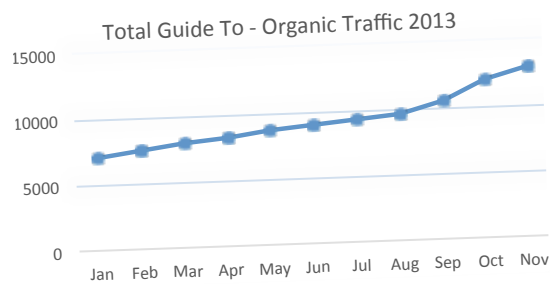- Organising theme, venue and set-up

total guide to

total Digital

Total Digital is a cutting edge online marketing agency, specialising in formulating and executing digital strategies that deliver.

Encompassing Search Engine Optimisation, Pay Per Click Marketing, Content Marketing and Social Media, we work with clients across a broad range of industries – the only thing they all have in common is they have all experienced exceptional ROI from our digital strategies.

Total Guide To - Organic Traffic 2013

Our team comprises some of the best young digital talent in the UK. We are an agency with a difference – we actually deliver what we say we're going to!

Our team comprises of specialists within each area, as well as dedicated account managers, analytics experts and conversion optimisation professionals.

No matter the size or scale of your budget and strategy, the synergy of the team means you can expect exceptional results….quickly!

total guide to

total Digital

They say the proof is in the pudding – we firmly believe that here at Total Digital. It's why we're proud of the results we have achieved for our own stable of sites.
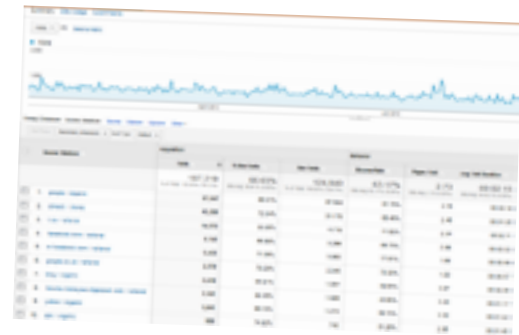
Since launch, we have achieved double digit growth across all sites – this has been achieved through amazing content and innovative amplification of that content. Find out what we can do for you – give us a call today!

Transparency and clarity – not two words you usually associate with a digital agency. Well if you work with Total Digital, you'll experience both of these!

We have invested in a project management system that gives you complete transparency as to the work we are doing on a day by day basis.

We also supply a thorough reporting suite which allows you to see the results of our work in the way which works best for you. For a demonstration, get in touch with us today.

advertising

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 & 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 and hotels

www.totalswindon.com
@TotalSwindon #TotalSTFC

totally
THE BEST FANS IN
THE WORLD
see below

total

total guide to

whoweare
workingwith...

Marriott

Thorntons

107.7 JACK fm
playing what we want®

withy king

British Heart Foundation

David Lloyd

Domino's Pizza

M&S

BATH RUGBY 1865

Alzheimer's Society
Leading the fight against dementia

THRINGS
SOLICITORS

Swindon
BOROUGH COUNCIL

Juice MASTER

GARFUNKEL'S
RESTAURANT

Hilton

THE ROYAL INTERNATIONAL
AIR TATTOO

hq
THEATRES & HOSPITALITY

SWINDON TOWN FC
1879
Salubritas Et Industria

total guide to