



# Swindon Media Pack

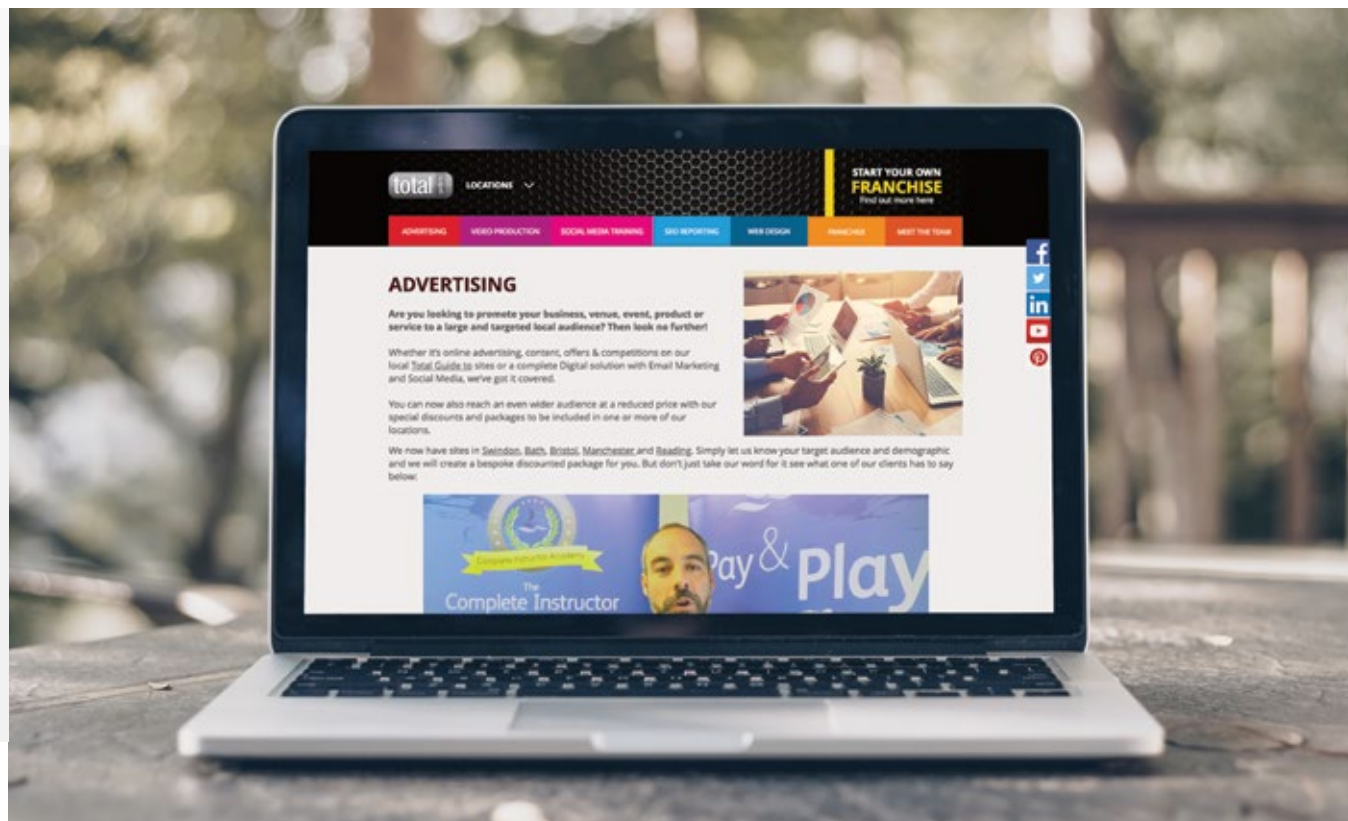
'Bringing communities together; helping businesses succeed,  
people thrive and places come alive.'

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



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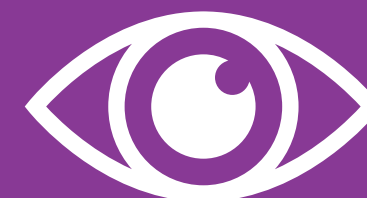


The proof  
is in the  
numbers...

**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 know our community, audience and demographics so we can target the right audience for you. So what are you waiting for, check out our audience & community just waiting to hear about you and your business!

“

*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 Ledger, Total Guide to LTD Director*



## About Swindon

**Population:**  
220,000

**Grown 5x faster than Eng average over last 4 decades**



## 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

**63,000 social followers  
...and growing every day!**



**1 million website views per year  
With high dwell time**

# 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 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.*

**Nick Moreton, David Lloyd Leisure.**

## 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!

# 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.

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:

## 1 Intro Package | £395+VAT for 6 months\*

\* £395+VAT for 6 months  
\* £595+VAT for 12 months

- ✓ Detailed profile listing in up to 3 categories
- ✓ Inclusion in up to 3 relevant guides
- ✓ Unlimited event listings
- ✓ Automatic inclusion in monthly triggered emails
- ✓ Login area to update your content & view stats
- ✓ Amplification on our social networks
- ✓ Control panel allowing you to log in and update your adverts

## 2 Bronze Package | £125+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)
- ✓ Inclusion on all relevant and timely guides
- ✓ Event listings/inclusion in the events calendar
- ✓ Option to add special offers
- ✓ Option to add site and social competitions
- ✓ Publication of one press release/blog post per month
- ✓ Amplification across our social networks
- ✓ Control panel allowing you to update events & special offers
- ✓ Job membership enabling you to upload unlimited vacancies



For more information contact:  
[rachael@totalguideto.com](mailto:rachael@totalguideto.com)

### 3 Silver Package | £295+VAT per month for 12 months

- ✓ Animated advert in all relevant areas (248 x 68px)
- ✓ Promo banner on relevant subsite (16 weeks/52)
- ✓ Detailed profile listing in relevant areas of the site & inclusion in relevant guides
- ✓ 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
- ✓ Automatic inclusion in monthly triggered campaigns
- ✓ Control panel allowing you to update events & special offers
- ✓ Job membership enabling you to upload unlimited vacancies
- ✓ Amplification on our social networks

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



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“

*Totally enthusiastic, helpful, dynamic, innovative and their advertising works! What more could a company want? We have used Total Guide to advertise wedding offers and events over the last year with great results and would happily use them again.*

**Sian Swift, Guyers House Hotel & Restaurant**



## 4 Gold Package | £495+VAT per month for 12 months

- ✓ Premium area sponsorship (e.g., Fitness, Beauty)
  - ✓ Company profile in all relevant areas with detailed info, contact details, map, logo, website & social links, 3 images
  - ✓ Medium animated advert on relevant subsite homepage and in all relevant areas (248 x 128 pixels)
  - ✓ Promo banner on relevant subsite (858 x 376 pixels)
  - ✓ Promo banner on the site homepage (max. 12 weeks/52)
  - ✓ Guaranteed second position in all relevant guides and content
  - ✓ Event listings and inclusion in the events calendar, timely guides
  - ✓ Unique content and coverage of events/live social
  - ✓ Option to add competitions & offers to the site & social via your own control panel
  - ✓ Monthly front page editorial
  - ✓ Amplification across our social networks incl. boosted posts on Facebook
  - ✓ 2 x dedicated email campaigns
  - ✓ Bi-monthly inclusion in Total Guide to the month email newsletters
  - ✓ Automatic inclusion in monthly triggered campaigns
  - ✓ Job membership enabling you to upload unlimited vacancies
  - ✓ Amplification on our social networks; £27 per month budget Facebook boosted post
- Want to get your message out to a national audience? Discounts available for inclusion on 1 or more TGt sites...**

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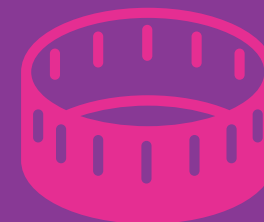
*In business it is all about building relationships and working with people who you can trust and now will get the job done for you and do what they say! The team at Total Guide meet all the above and are a real pleasure to work with.*

**Ben Smithson, Aqua**

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 | **£795+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
- ✓ Large 248 x 248 pixel animated advert on the site homepage
- ✓ Guaranteed top position in all relevant guides, content and timely guides
- ✓ Promo banner (Permanent) on the section homepage (858x376px)
- ✓ Promo banner on the site homepage (24 weeks/52)
- ✓ Top inclusion in all relevant guides and content
- ✓ Publication of your press releases/blog posts/content
- ✓ 4 x dedicated email campaigns
- ✓ Monthly inclusion in Total Guide to the month & automated emails
- ✓ Control panel allowing you to update events & special offers
- ✓ Job membership enabling you to upload unlimited vacancies
- ✓ Amplification on our social networks; min £34 a month for Facebook boosted posts
- ✓ Unique content & coverage
- ✓ 1 x video (T&Cs apply)



For more information contact:  
[rachael@totalguideto.com](mailto:rachael@totalguideto.com)

“

*A very well structured and dynamic (but jargon free) training session delivered by a friendly and experienced team in a bite size chunk, resulted in an interesting and fully informative relevant session that had already paid for itself before we had finished the fresh coffee and croissants, in the beautiful Bath venue of The Porter. Highly recommended.*

**Marcus Whittington, Bath Boutique Stays**



# 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 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 Dotdigital child account | From £245+VAT\*

- ✓ Have your own, industry-leading Dotdigital account
  - ✓ Secure and Private Child Account using Total's credits/licence
  - ✓ Send out your own email campaigns to your clients and lists
  - ✓ Use of automation tools, surveys, forms, landing pages
  - ✓ Triggered campaigns
  - ✓ Reporting
  - ✓ Whole use of dotdigital, its functionalities and training
  - ✓ On-going support and training from our team
- \* Based on price per month, dependent on size of database/ number of emails being sent.*



## 2 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

\* Based on price per month, +£50 for any artwork requirements

## 3 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....

“

*Advertising with Total Guide to is a new level of advertising for us. We at Colleys are working with TGt, to pin point our advertising to our target audience who are most likely to find a bond with the Colleys brand. They researched our business, use our business, follow and track our business and most importantly, understands our business.*

*Colleys Tea Rooms*

The proof is in the numbers...

**61,037** Facebook impressions

Have your marketing message reach more than just those people that already like your page.  
Cross-promoting gets more eyes on your content.

4

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

- ✓ 10,500+ 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.

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

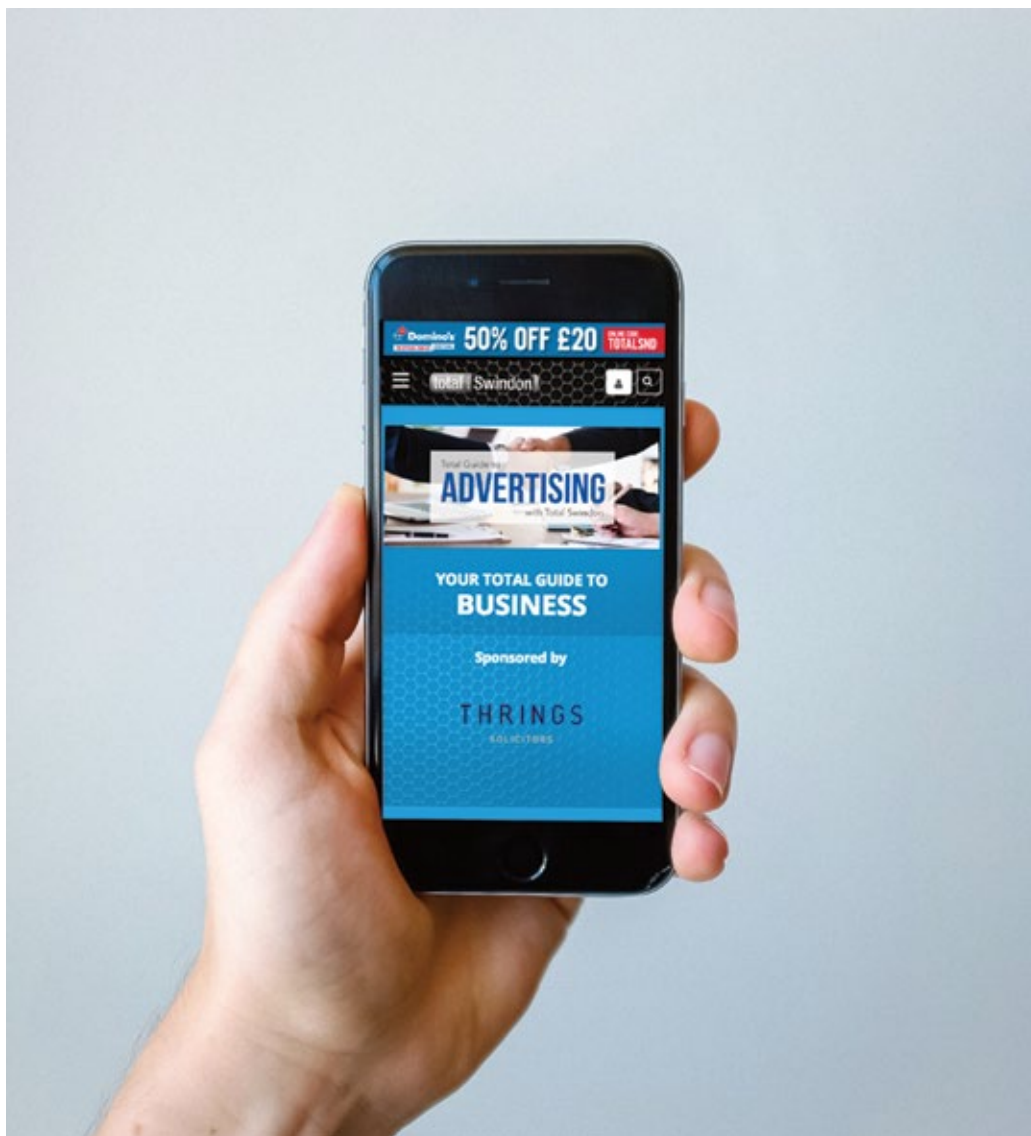
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## Inclusion in Total Guide To monthly email newsletter - box | £95+Vat\*

- ✓ 29,000 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.

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





6

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
- \* Based on price per month, Limited spaces booked on a first come, first served basis.
- ✓ 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 Rachael a call on: **07754 856949** or drop her an email at: **[rachael@totalguideto.com](mailto:rachael@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
- Long-form videos (>5 minutes) £POA
- Scriptwriting/editing from £199+VAT

## Who We Work With...



call on: **07754 856949** or drop Rachael an email at: **[rachael@totalguideto.com](mailto:rachael@totalguideto.com)**





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