



365

MARKETING SUPPORT

Delivered by Bryter Digital, Red Dog PR & Shore Way Marketing

Three local agencies with a broad range of experience and expertise have joined forces to offer affordable marketing and communications support packages – ideal for smaller, local businesses. Created to meet a range of marketing needs in a way which is affordable and practical.

<u>Website-365</u> £100 (inc VAT) – per month, minimum 12 months	<p>A cost-effective way of creating a modern website for your business, along with on-going monthly support.</p> <ul style="list-style-type: none">- Customized mobile-ready Wordpress website- Online shop enabled and ready for your products- WordPress training provided- Domain hosting- Assistance with domain registration- Search engine optimised- Google analytics
<u>All Rounder-365</u> £140 (no VAT) – per month	<p>For those who need general monthly support and a mixture of marketing activity.</p> <ul style="list-style-type: none">- First month spent carrying out marketing review & action plan- Ongoing months will comprise an agreed selection from the following (depending on the plan): publicity materials; offers and promotions; newsletters and emails; events; media relations; low level social media; blogs; website updates.
<u>Social Support-365</u> £140 (no VAT) – per month	<p>For businesses needing focused social media support and training.</p> <ul style="list-style-type: none">- Monthly email with content ideas and seasonal themes- Social media graphics for your business- Two-hour initial social media training via Zoom- Review of website content and use- Up to 1 hour per month 1-2-1 support

<p><u>Marketing Makeover</u></p> <p>£350 (no VAT) – one off</p>	<p>One-off marketing effectiveness review and overhaul of promotional activities.</p> <ul style="list-style-type: none"> - Marketing and communications review and annual plan - Evergreen blog - Review of existing social media channels (update photos, graphics, 'about' sections) - Branding and appearance advice - Social media graphics - Advice on search engine optimisation and keywords - Update on-line directories - Suggestions for website content, layout and promotion - Press pack with hints and tips - Three-hour training via Zoom
<p><u>Bolt Ons</u></p> <p>Price on application</p>	<p>A shopping list of methods and tactics to help support your current marketing and communications activity.</p> <ul style="list-style-type: none"> - Website updates and promotion - Search Engine Optimisation (SEO) campaigns - Complex online shops - Website copy - Product/location photography - Graphic design/logo creation - Branded graphic - Branded videoettes - Branding your video - Newsletters/emails - Bespoke blogs - Press releases and media relations - Update on-line directories - Publicity materials - Create offers/promotion/customer loyalty schemes - Event organisation
<p><u>InFaversham Supporter Package</u></p> <p>www.infaversham.co.uk</p> <p>£150 (no VAT) – a year</p>	<p>Access Faversham's new community website and social media accounts with a rapidly growing base of Faversham supporters.</p> <ul style="list-style-type: none"> - 'Supporter Spotlight' post on InFaversham website - Listing on website's business directory including images, logo and link to website - Inclusion in relevant blogs throughout the year - On-going promotion across InFaversham's social media platforms – sharing supporters' news and updates - Opportunity to share business's own posts on InFaversham's social media - List events InFaversham Facebook - Inclusion in forthcoming newsletters - Inclusion in town promotional initiatives - Opportunity to invest in and support important Faversham business promotional tool

If you feel you need marketing support, but don't know where to start, please get in touch and we can talk through the perfect solution.

Contact details:

Jack Dent	Bryter Digital	jack@bryterdigital.co.uk
Liz Jeffery	Shore Way Marketing	liz@shorewaymarketing.co.uk
Ima Rix	Red Dog Public Relations	imarix@reddogpr.co.uk