



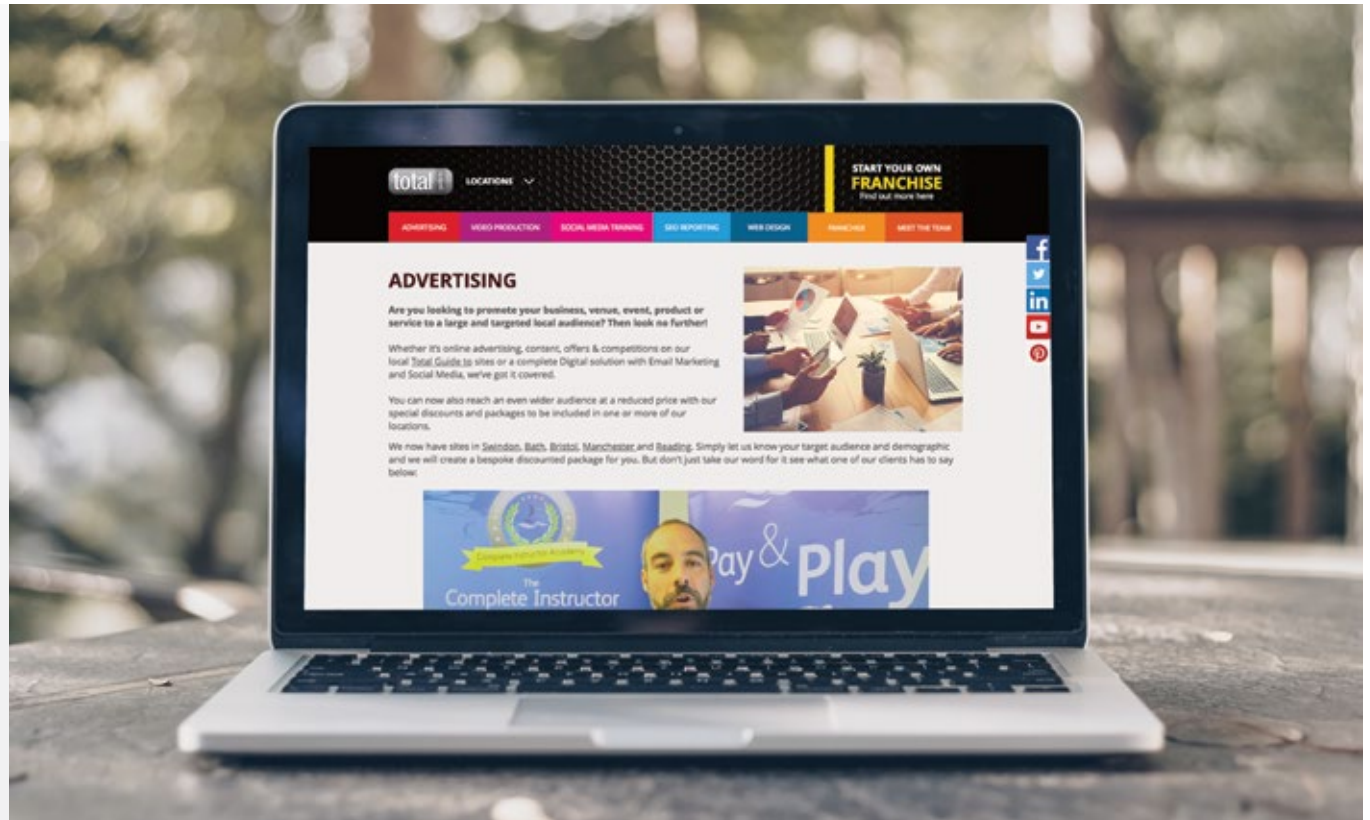
MANCHESTER | Media Pack

www.totalguideto.com



Contents

- 1 Who We Are & What We Do
- 2 Advertising Packages
- 3 Email Marketing
- 4 Video Production
- 5 Web Design Training Info
- 6 Total Guide to Franchise
- 7 Who We Work With...
- 8 Get In Touch

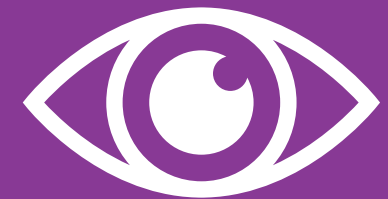


The proof is in the numbers...

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



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 animated 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 marketing 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

Total Guide to is a digital marketing company designed Advertising your business with Total Guide to can take many forms.

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

- ✓ Company Profile in up to 3 x areas of the site
- ✓ Inclusion in up to 3 relevant guides
- ✓ Event listings and inclusion in events calendar
- ✓ Option to add special offers (incl. exclusive offers to TGt users)
- ✓ Option to add regular competitions on the site and social
- ✓ Automatic inclusion in monthly triggered campaigns (events, offers, competitions)
- ✓ Control panel allowing you to log in and update your adverts
- ✓ Amplification on our social networks *

2 Bronze Package | £125+VAT per month for 12 months

- ✓ Company profile in all relevant areas of the site with detailed info, contact details, map, logo, website & social links & up to 3 images
- ✓ Inclusion in all relevant guides including timely guides (i.e Christmas, Bank Holiday's)
- ✓ Events listings and inclusion in the events calendar
- ✓ Option to add special offers (including exclusive offers to TGt users)
- ✓ Option to add competitions to the site
- ✓ 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
- ✓ Amplification on our social networks*



For more information visit:
www.totalswindon.com/advertising-packages-swindon/

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

- ✓ Animated advert in all relevant areas of the site (248 x 68 pixels)
- ✓ Company profile in all relevant areas with detailed info, contact details, map, logo, website & social links, 6 images
- ✓ Inclusion in all relevant guides and content including timely guides (i.e. Christmas, Half Term)
- ✓ 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 (events, offers, competitions)
- ✓ 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...



For more information visit:
www.totalswindon.com/advertising-packages-swindon/



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. STFC, Fitness, Beauty) site and social
 - ✓ Company profile in all relevant areas with detailed info, contact details, map, logo, website & social links, 3 images
 - ✓ Monthly front page editorial
 - ✓ Medium animated advert on relevant subsite homepage and in all relevant areas (248 x 128 pixels)
 - ✓ Amplification across our social networks incl. boosted posts on Facebook
 - ✓ Promo banner on relevant subsite (684 x 300 pixels)
 - ✓ 2 x dedicated email campaigns
 - ✓ Promo banner on the site homepage (max. 8 weeks/52)
 - ✓ Bi-monthly inclusion in Total Guide to the month email newsletters
 - ✓ Guaranteed second position in all relevant guides and content
 - ✓ Control panel allowing you to update events & special offers
 - ✓ Event listings and inclusion in the events calendar
 - ✓ Job membership enabling you to upload unlimited vacancies
 - ✓ Option to add special offers and exclusive TGt offers
 - ✓ Amplification on our social networks; £7 per month budget Facebook boosted post *
 - ✓ Option to add competitions to the
- Want to get your message out to a national audience? Discounts available for inclusion on 1 or more TGt sites...**



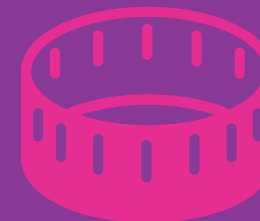
In business it is all about building relationships and working with people who you can trust and now will get the job done for you and do what they say! Liz and the team at Total Guide meet all the above and are a real pleasure to work with.

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

- ✓ Subsite sponsorship ('sponsored by' logo on every page of subsite e.g. Lifestyle)
- ✓ 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 of large animated advert on sponsored section and pages within
- ✓ Promo banner on the section homepage (684 x 300 pixels)
- ✓ Promo banner on the site homepage (12 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 email newsletters
- ✓ Control panel allowing you to update events & special offers
- ✓ Job membership enabling you to upload unlimited vacancies
- ✓ Amplification on our social networks; min £20 budget for Facebook boosted posts

“

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



For more information visit:
www.totalswindon.com/advertising-packages-swindon/

Email Marketing

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

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 Dotmailer child account | From £245+VAT*

- ✓ Have your own, industry-leading Dotmailer 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 dotmailer, its functionalities and training
 - ✓ On-going support and training from our team
 - ✓ Inclusion in Total Guide to Monthly Email Newsletter (Box)
 - ✓ Dedicated Email Campaign
- * 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 (9,500+ subscribers, key decision makers)
 - ✓ 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***

- ✓ 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 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 Liz Ledger, to pin point our advertising to our target audience who are most likely to find a bond with the Colleys brand. She researched our business, uses our business, follows and tracks our business and most importantly, understands our business

Tom Annear, Epoch Wealth Management

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.

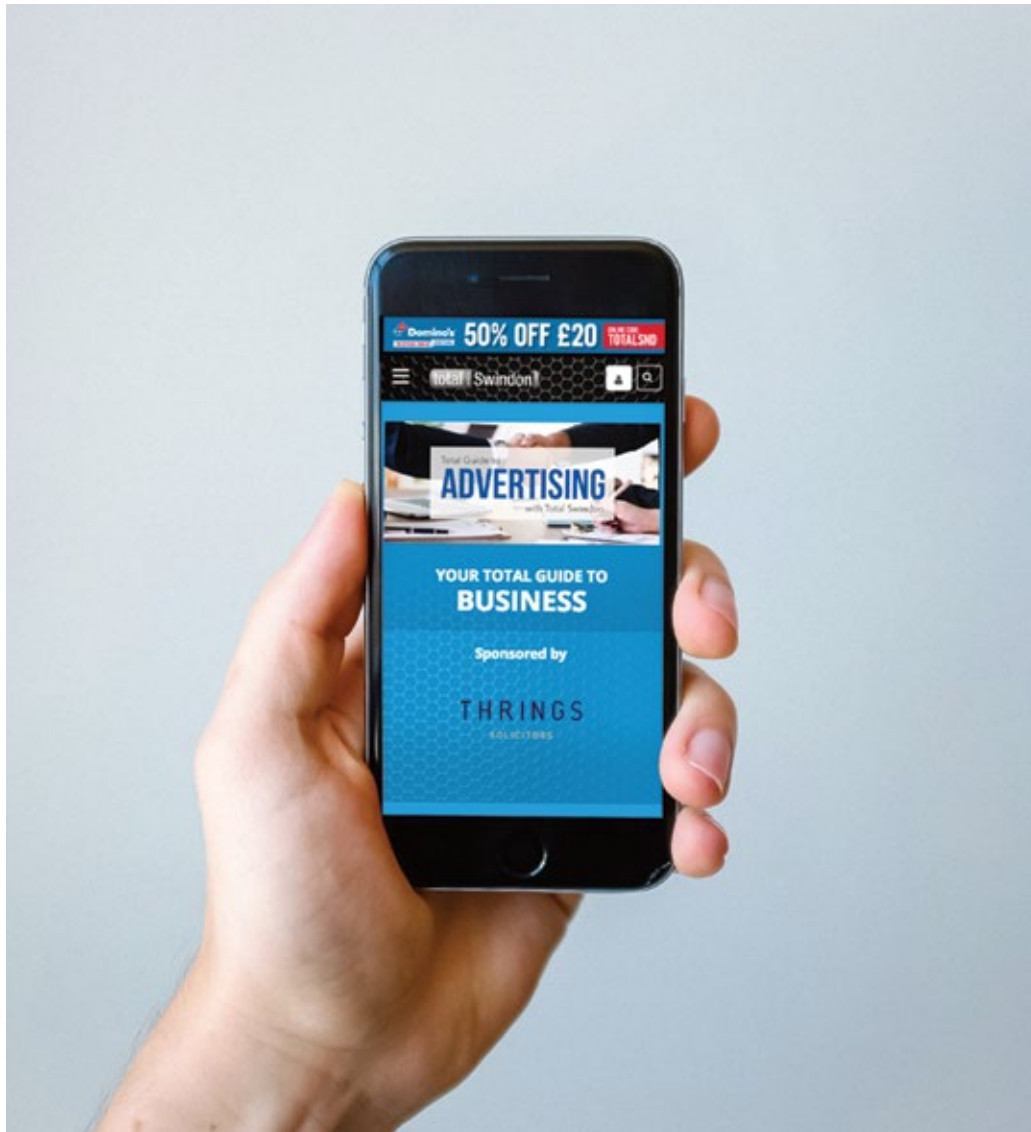
4 Inclusion in Total Guide To Swindon business email newsletter | **£95+Vat***

- ✓ 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.*

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

- ✓ 29,000 Swindon 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 Swindon monthly email newsletter - banner | **£145+Vat***

- ✓ Large inclusion in form of a banner advert with graphic, text and link to website
 - ✓ 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.*



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: **01793 823000** 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 are guidelines only as each project is bespoke*

1 GOLD PACKAGE | £1599+VAT

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

3 BRONZE PACKAGE | £599+VAT

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

2 SILVER PACKAGE | £999+VAT

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

OPTIONAL EXTRAS

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

Web Design Training Info

Total Guide is a lot of things, but we're definitely not web designers! The truth is, for a business to have a great looking, functional website you don't need to spend thousands building something bespoke. There are some really good cloud-based web development programs out there, you just need to know how to use them. That's where we come in!

Using a site called Wix, we've created websites for clients that are cheap to run and easy to update and maintain. We'll have a consultation with you about what you need, we'll build the template using Wix, then train your team to do the rest!

Content and Storyboard Meeting to Decide Sitemap

Meet with the client to discuss the look and feel, pages, features and content needs to be on the new site.

Create site homepage and navigation template

Work up a working draft of proposed new site including home page, navigation and most of the content (excl. past blog entries) Send links to client for approval

30-minute presentation to team previewing new site

Once approved present new

site to client team that will be responsible for updating new site.

Full 90-minute training session with site contributors

Full training on how to use Wix to update website, add new features, manage blog etc.

£549+VAT

** 30 day period for us to add more features, any extra features we're asked to add. After the 30 days will be chargeable*

Total Swindon link/logo to remain on site at all times.



Total Guide to Franchise

The Opportunity

Did you know that more than 50% of £15.7bn advertiser spend will go on digital and online media during 2016 beating print, cinema, buses, billboards, TV and radio combined?

Would you like a cut of the billions being spent on online and digital advertising? You can own a proven online business from just £8,000+VAT.

There are many franchise business opportunities out there, but becoming a franchise owner with award winning Total Guide to Ltd means you have the opportunity to grow your business with the support of the originators of the

business. This means you can focus on sales and the development of income and profit while we take the stress away and support you with a bullet proof platform.

Total Guide to Swindon went live in 2011 and turned over £184,000 and made a profit of £26k in its first full year of trading, despite investing heavily in the launch of multiple sites; Bath, Bristol, Manchester and Reading.

By having multiple sites in house and already having franchised Total Guide to Manchester, we have proved the business model works in any town or city in the UK!

Why become a Total Guide to franchisee?

- | | |
|--|--|
| 1. Proven model
(£179k turnover and 26k profit in year 1 - during the recession!) | 6. No employees |
| 2. Buoyant and evolving market | 7. Residual income |
| 3. Huge demand | 8. Massive earnings potential |
| 4. Low maintenance | 9. Respectability |
| 5. No stock | 10. Low-cost |
| | 11. Training and Ongoing support |
| | 12. Develop the business to suit our ambitions and lifestyle |

Who does the Total Guide to Franchise suit?

- Individuals looking to set up their own business quickly with minimal risk and investment
- Local councils, BIDs or Chambers of Commerce looking for an all-encompassing local website which can be monetised
- Anyone wanting to set up their own business with interest and skills in sales, digital marketing and writing
- Those passionate and knowledgeable about the town/city or area they live

The Package

The Total Guide to Ltd franchise package includes ongoing consumer advertising and marketing and business development support.

The franchise starts from £8,000+VAT to £20,000+VAT depending on the size of the areas.

This single entry fee represents an all-encompassing package which brings together all the key ingredients to successfully launch and building a business. We believe that this offers a turnkey business opportunity that equips franchisees from the outset, providing a strong foundation for the growth of a successful business.

The Franchise Package includes:

- Exclusive and protected service area to operate, run and market your business.
- A fully populated and up to date website ready for you to start adding advertisers
- Full technical and business training courses, including:

1. Content Management System Training
2. Sales Training
3. Marketing and PR Training (including SEO, Social Media and PR)

4. Photoshop/Design Training
5. Ongoing additional ad-hoc training to develop the range of services you can provide in your business such as social media management and training
6. Business Mentoring from Founder and Managing Director Liz Ledger
7. Access and use of Total Guide to software licences; CMS, Email Marketing Software
8. Everything you need to start a Total Guide to franchise including; website and CMS, CRM, Email Marketing software, social media and marketing support
9. Opportunities to develop your site and business with 'bolt-ons' – News, Sport, Classifieds and Lead Generation

There is also the added benefit of centrally coordinated national advertising campaigns and being a part of a rapidly growing brand.

Licence Fees

The Licence Fee is based on 5% of your turnover. This is important as it aligns the interests of the franchisee and the franchisor, facilitating greater and continued investment in the development of the network and the continual enhancement of ongoing support.

What's included in the licence fee?

Your franchise entitles you to trade under the Total Guide to name and to make use of our in-house staff, site, software, content management and it software to build yourself a successful business that you will manage and run. You will have access to all aspects of the business, including all the marketing material, the website, newsletters, prospecting system, CRM, social media and ongoing support and training - all included.

As well as selling to businesses in your location, you also have the opportunity to make even more money by cross-selling packages on the group websites.



To learn more about how you can build a successful Total Guide to business, contact liz@totalguideto.com



Who We Work With...



call on: 01793 823000 or drop Liz an email at: liz@totalguideto.com





01793 823000 | info@totalguideto.com

Total Guide to Limited, 2A Kingsdown Orchard, Hyde Road Swindon SN2 7RR
Company Reg No: 788456

