

total guide to Bath

Bringing communities together by helping businesses succeed, **people thrive** and places come alive

The proof is in the numbers...

18,761

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 Package Listing.



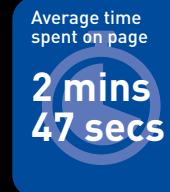
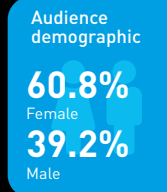
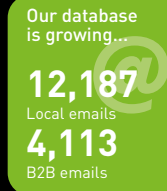
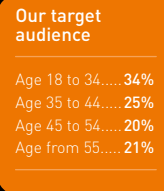
Want to get your message out to a national audience?

Discounts for inclusion on one or more sites...

GET TO KNOW **OUR** THRIVING COMMUNITY

At Total Guide to we've been guiding local businesses, residents, students and tourists since 2012. We know our communities, audience and demographics so we can target the right audience for you.

We love what we do and we take pride in helping businesses grow and reach our audiences and we've created digital marketing solutions for all businesses.
No matter the company size or budget!



"We love what we do and feel so privileged to work with such a diverse mix of people and 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 Hutchings,
Total Guide to Director



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Discounts for inclusion on one or more sites...

WHO **WE** ARE AND 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 and ads throughout our website.

Our clients also benefit from inclusion in our targeted email campaigns and promotion to our ever-growing social media community.



A 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 the message to local people! The proof's in the numbers.



Measurable results

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.



More affordable than you think

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.



Target your audience

Whether you're looking to reach a new demographic or you want to double-down on your audience, we can work with you to make sure your marketing message is reaching the right people.



Faster service

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!



"Incredibly talented and hard working business really wired into their clients communities."

"High performing and totally trustworthy we've turned to the TGT team now for over a decade and they always perform for us."

10/10."

**Marcus Whittington,
Bath Luxury Rentals**



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Discounts for inclusion on one or more sites...

HOW **OUR** SERVICES HELP BUSINESSES THRIVE

Total Guide to have a whole raft of services tailored to the needs of our thriving business community. Prices for each are bespoke and based on individual requirements, please contact the team for more info and prices.



DISPLAY
& BRAND
ADVERTISING

**CONTENT
MARKETING**
CREATION, BLOGS ETC.

PRODUCT
& VENUE
REVIEWS

**INTERESTING
INTERVIEWS**

ENGAGING
COMPETITIONS

**PROMOTION
OF SPECIAL
OFFERS**

EVENT
LISTINGS

**PROMOTIONAL
VIDEOS**

PROFESSIONAL
PHOTOGRAPHY

**EVENT
PROMOTIONS**

EMAIL
MARKETING

**PR &
COMMS**

SOCIAL MEDIA
OUTREACH, TRAINING
& MANAGEMENT

**NETWORKING
EVENTS**

SEO & PPC



**Want to get your message out
to a national audience?**

Discounts for inclusion on one or more sites...

OUR ADVERTISING PACKAGES TAILORED TO YOUR NEEDS

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.

JUST SOME NICE FEEDBACK FROM A FEW CLIENTS...

"Total Guide are a fantastic set-up. I could not be more impressed with Total Guide. They are responsive and basically do all the work for you, leaving you to look after your business. They have already given me so much more than I expected."

Madeline Blackburn,
Soul Spa

We have found TGT to be really proactive and super professional. Really nice to have someone outside the scope of your own organisation that supports and drives your advertising campaign. It simply takes the pressure off.

Richard Swatton,
Minety Festival

"After 3 months of succesful advertising we would highly recommend Total Guide. Very effective and great communication. Total Guide are different, they care. If you are looking for local promotion this is the place to go."

Danielle Holmes,
Black Nova Designs Ltd

The proof
is in the
numbers...

**9.1
MILLION**

**Total Ad
Impressions**

Strategically place
an animated advert
across our entire
site and you could
reach a serious
amount of site
users!!!



**Want to get your message out
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Discounts for inclusion on one or more sites...

OUR ADVERTISING PACKAGES TAILORED TO YOUR NEEDS

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.

Enhanced
Listing
£120.00
for 12 months
Excludes VAT.

ENHANCED LISTING

This is most popular with tradespeople, and Sole Traders looking to be found by those specifically searching and to help build backlinks to improve their Search Engine Rankings.

- Company name, telephone, email, website, and map, links in the directory and one category of your choice
- Google loves back links to authoritative websites, so being featured will improve you own organic rankings!

The proof
is in the
numbers...

1,101

Profile
Listing Views
on Enhanced
Listings

Just one of many
examples of our impact
on the community.
www.totalguidetobath.com/ba1-hair-bath/



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Discounts for inclusion on one or more sites...

OUR ADVERTISING PACKAGES TAILORED TO YOUR NEEDS

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.

Intro
Package
£395.00
for 6 months
Excludes VAT.

INTRO PACKAGE

Hugely popular with start-ups and small businesses wanting to start building a local presence, drive more traffic to their site and social networks.

- Detailed profile listing in up to 3 categories
- Inclusion in up to 3 relevant guides
- Unlimited event & offer listings
- Option to add competitions
- Unique content; blogger review & team interview
- Amplification on our social networks
- Invite to client only FB group, inclusion in client email newsletters

The proof
is in the
numbers...

46,449

Average
Annual
Reach On
Our Intro
Package



**Want to get your message out
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Discounts for inclusion on one or more sites...

OUR ADVERTISING PACKAGES TAILORED TO YOUR NEEDS

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.

Bronze
Package
£125.00
per month
Excludes VAT.

BRONZE PACKAGE

Very popular with Restaurants, Bars, Leisure and Entertainment sector. Bronze package clients love that they know they receive inclusion in all relevant guides, can add unlimited events without an expensive outlay.

- 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
- Display advertising in all relevant areas
- Job membership enabling you to upload unlimited vacancies
- Dedicated account manager
- Invite to client only FB group, inclusion in client email newsletters

The proof
is in the
numbers...

62,000

Average
Annual
Reach On
Our Bronze
Package



**Want to get your message out
to a national audience?**

Discounts for inclusion on one or more sites...

OUR ADVERTISING PACKAGES TAILORED TO YOUR NEEDS

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.

Silver
Package
£295.00
per month
Excludes VAT.

SILVER PACKAGE

Our most popular package - with all sectors and especially the Hotel industry. This combines display advertising for brand awareness and driving traffic, unique content, unlimited guide inclusion, email marketing, social media promo - a fantastic option for driving leads and bookings!

- Display ads - animated and promo banner
- Inclusion in all relevant and timely guides and unique content
- Detailed profile listing in relevant areas of the site
- 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
- Ongoing feedback and stat updates
- Invite to client only FB group, inclusion in client email newsletters
- Job membership enabling you to upload unlimited vacancies
- Amplification on our social networks Incl. ads/boosts

The proof
is in the
numbers...

72,309

Average
Annual
Reach On
Our Silver
Package



**Want to get your message out
to a national audience?**

Discounts for inclusion on one or more sites...

OUR ADVERTISING PACKAGES TAILORED TO YOUR NEEDS

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.

Gold
Package
£495.00
per month
Excludes VAT.

GOLD PACKAGE

This package has been designed to help companies move to the next level of advertising. You'll never look back!

- Display ads - animated and promo banner
- Company profile in all relevant areas with detailed information including three images
- Coverage of your events and open days
- Amplification on our social networks incl. ads/boosts
- Ongoing feedback and stat updates
- Guaranteed second position in all relevant guides and content
- Events, guides, offers and competition listings
- Unique content e.g blog posts, reviews etc.
- Option to add competitions and offers
- Monthly front page editorial
- Amplification across our social networks incl. boosted posts on Facebook
- 2 x solus email campaigns
- Monthly inclusion in TGt month email newsletters
- Invite to client only FB group, inclusion in client email newsletters
- Job membership enabling you to upload unlimited vacancies

The proof
is in the
numbers...

102,722

Average
Annual
Reach On
Our Gold
Package



**Want to get your message out
to a national audience?**

Discounts for inclusion on one or more sites...

OUR ADVERTISING PACKAGES TAILORED TO YOUR NEEDS

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.

Platinum
Package
£795.00
per month
Excludes VAT.

PLATINUM PACKAGE

Easily the 'daddy' of all the packages we offer. Not for the faint hearted, targeted to all the serious advertisers looking for serious returns.

- Sponsored by logo at the top of subsite
- Company profile in all relevant areas with detailed information, contact details, map, logo, website and social links, 6 images
- Display ads
- Guaranteed top position in all relevant guides, content and timely guides
- Ongoing feedback and statistic updates
- Coverage of your events and open days
- Unique content
- Publication of your press releases/blog posts/content
- 4 x solus email campaigns
- Monthly inclusion in Total Guide to the month email newsletters
- Events, offers and competition listings
- Job membership - upload unlimited vacancies
- Amplification on our social networks including ads and boosts
- 1x video (T&Cs apply)

The proof
is in the
numbers...

117,981

Average
Annual
Reach On
Our Platinum
Package



**Want to get your message out
to a national audience?**

Discounts for inclusion on one or more sites...

EVEN MORE OPPORTUNITIES WITH **OUR** AD HOC SOLUTIONS

Although consistency and longevity is the key to any digital marketing, certain products and times of the year or events call for one big blast. We can create high volume, rapid and quality results for you with an ad hoc campaign. We've listed just a few examples in this pack.

THE RESULTS SPEAK FOR THEMSELVES...

- **5,000+ Tickets sold**
using our unique code
- **6,000+ Event listing views**
impossible to ignore
- **10 minutes 15 seconds**
average time spent on page



“Professional,
helpful and
incredibly
responsive”

Bath Christmas Market

- 👍 38,798 Event listing views,
impossible to ignore
- 👍 Over three minutes (3:31)
average time spent on page

Pub in the Park

- 👍 4,786 Event listing views,
impossible to ignore
- 👍 Over two minutes (2:32)
average time spent on page



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Discounts for inclusion on one or more sites...

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Although consistency and longevity is the key to any digital marketing, certain products and times of the year or events call for one big blast. We can create high volume, rapid and quality results for you with an ad hoc campaign. We've listed just a few examples in this pack.

DISPLAY ADS

DISPLAY ADS

Leaderboard adverts are situated in premium areas, large animated adverts limited to one top and one mid ad per subsite.

Homepage
Leaderboard
£300.00
per month
Excludes VAT.

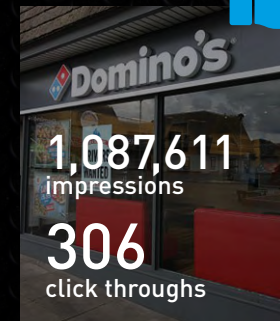
Homepage midway
Leaderboard
£250.00
per month
Excludes VAT.

Top Subsite
Leaderboard
£250.00
per month
Excludes VAT.

Mid Subsite
Leaderboard
£150.00
per month
Excludes VAT.

"TGt help us
to maximise
our brand
awareness"

Our leaderboard
ad statistics*
are **seriously**
impressive!



*Per month average over 12 months
for Domino's campaign.



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Discounts for inclusion on one or more sites...

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BRAND CAMPAIGNS

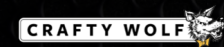
BRAND CAMPAIGNS

If you have a product or new range you would like to promote we have a really high impact, low cost solution for you to reach your target audience.

- 12 months profile listing in all relevant areas of the site
- Product review
- Site and/or social media competition (including boost/ad)
- Social media outreach



“Professional, helpful and incredibly responsive”



Craftywolf

Brand campaign stats gathered from October 2020 - April 2021.

- 👍 Average of 2,328 competition page views, nearly three minutes (2:59) average time spent on page
- 👍 816 views on written review and average eight minutes on page
- 👍 Average 26,786 leader banner ad views and 99 clicks a month
- 👍 Total social reach 21,706 and engagement 782



Want to get your message out to a national audience?

Discounts for inclusion on one or more sites...

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EVENT PROMOTIONS

EVENT PROMOTIONS

If you want to sell tickets quickly and get people talking about your event let us help you by picking from one, some or all of the below solutions.

- Solus email newsletter to our database
- Email newsletter insertion
- Content/Editorial and publication of your press releases/blogs Interviews (staff, acts)
- Social Outreach (including ads, boosts)
- Site and Social competitions
- Offers
- Display advertising
- Live coverage, photo gallery and editorial of the event itself
- Video highlights
- Profile listing
- Guide inclusion
- Inclusion in events calendar (top three of Google for events / what's on)

Campaigns start
from as little as...
£295.00
Excludes VAT.

"TGT are quite different, they really do care"

Bath Half Marathon

- 👍 3,898 Event listing views, impossible to ignore
- 👍 Over 3 minutes (3:28) average time spent on page

Royal International Air Tattoo

- 👍 5,000+ Tickets sold using our unique code
- 👍 6,000+ Event listing views, impossible to ignore
- 👍 Over 10 minutes (10:15) average time spent on page



Want to get your message out to a national audience?

Discounts for inclusion on one or more sites...

EVEN MORE OPPORTUNITIES WITH **OUR** AD HOC SOLUTIONS

Although consistency and longevity is the key to any digital marketing, certain products and times of the year or events call for one big blast. We can create high volume, rapid and quality results for you with an ad hoc campaign. We've listed just a few examples in this pack.

BUSINESS LAUNCH / OPENINGS

BUSINESS LAUNCH / OPENINGS

Build the hype of any new business activity and make sure you're found on the sites, social and Google while people are searching for you.

- Solus email newsletter to our database (B2B and/ or B2C)
- Email newsletter insertion (B2B and/ or B2C)
- Content/Editorial and publication of your press releases/blogs
- Interviews (staff)
- Social Outreach (including ads, boosts)
- Option to add site and social competitions
- Team photos/headshots
- Offers
- Display advertising
- Live coverage, photo gallery and editorial of the event itself
- Video highlights
- Profile listing
- Guide inclusion

Prices start from
as little as...

£295.00

Excludes VAT.

"A valuable partner to support our goals and objectives"

Beckfords Rum

Stats gathered over the course of a typical year of advertising B2B/Gold package.

- 👍 Average 4,251 competition views and 3,769 competition entrants
- 👍 Average 3:30 time spent on page and average 927,000 display ad views
- 👍 Total social reach 61,871



**Want to get your message out
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Discounts for inclusion on one or more sites...

EVEN MORE OPPORTUNITIES WITH **OUR** AD HOC SOLUTIONS

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TIMELY GUIDE CAMPAIGNS

TIMELY GUIDE CAMPAIGNS

Make the most of your key trading times throughout the year. With our guides consistently hitting top three and in many cases top one on Google, it's the perfect place for you to advertise.

- Inclusion in guide (image, editorial, backlinks)
- Guide sponsorship (overall/headline sponsor)
- Email newsletter insertion
- Solus email
- Detailed profile listing
- Option to add events, offers, competitions
- Option for TGT bloggers or staff to write a review
- Social outreach

Prices start from
as little as...

£195.00

Excludes VAT.

"I genuinely
could not
be more
impressed"



We rank
number one
on Google for
relevant key
terms including

- Sunday Lunch in Bath
- Bottomless Brunch Bath
- Outdoor Dining Bath
- What's on in Bath
- Things to Do with the Kids in Bath
- Christmas Parties Bath
- Half Term in Bath
- Bank Holiday in Bath
- Breakfast in Bath
- Staycations Bath



**Want to get your message out
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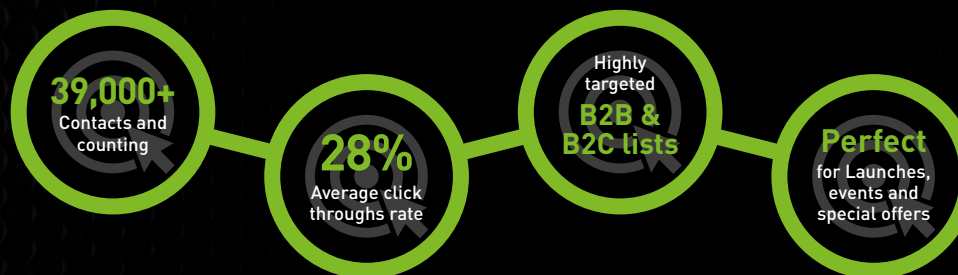
Discounts for inclusion on one or more sites...

YOUR EMAIL MARKETING, **RIGHT PLACE RIGHT TIME**

Emails are a great way to get 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.

77%

of consumers
prefer to receive
permission
based markets
communications
by email.



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Discounts for inclusion on one or more sites...

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Emails are a great way to get 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.

Dedicated
B2B
email
campaign

from
£345.00*
Excludes VAT.

DEDICATED B2B EMAIL CAMPAIGN

- 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, Limited spaces booked on a first come, first served bases.



"Without your sterling efforts to create an email campaign (in super-fast time!) and send the correct message to the good people of Swindon, I don't think we would have got as far as we have right now."

As soon as the campaign went live, the phone started ringing and we are now delivering delicious meals around the town."

Hospitality Services



**Want to get your message out
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Discounts for inclusion on one or more sites...

YOUR EMAIL MARKETING, **RIGHT PLACE RIGHT TIME**

Emails are a great way to get 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.

Dedicated
email
campaign

from
£445.00*
Excludes VAT.

DEDICATED EMAIL CAMPAIGN

- 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.



"Total Guide To are such a great support to us, they are incredibly responsive and keen to assist us in getting the word out about new campaigns and packages.

They are really lovely people too!"

Mary Stringer
Royal Crescent Hotel



**Want to get your message out
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Discounts for inclusion on one or more sites...

YOUR EMAIL MARKETING, **RIGHT PLACE RIGHT TIME**

Emails are a great way to get 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.

Inclusion in
Total Guide
to monthly
business email
newsletter

from
£95.00
Excludes VAT.

INCLUSION IN TOTAL GUIDE TO MONTHLY BUSINESS EMAIL NEWSLETTER

- 6,000+ 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



"Working with Liz and the team has been an extremely positive experience. I have been impressed at how proactive the team is."

We originally signed up to Total as advertising partners but what we get is so much more... we get connections to like-minded organisations, networking opportunities, digital ideas and... they are fun to work with. It's a truly collaborative partnership."

Ththings



**Want to get your message out
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Discounts for inclusion on one or more sites...

YOUR EMAIL MARKETING, **RIGHT PLACE RIGHT TIME**

Emails are a great way to get 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.

Inclusion in
Total Guide
to monthly
email
newsletter - box

from
£95.00

Excludes VAT.

INCLUSION IN TOTAL GUIDE TO MONTHLY MAIL NEWSLETTER - BOX

- 15,000+ 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.



"Total Guide are always super-responsive and often aware of what could be promoted about us before we've even thought about it!"

Madeline Blackburn
Soul Spa



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Discounts for inclusion on one or more sites...

YOUR EMAIL MARKETING, **RIGHT PLACE RIGHT TIME**

Emails are a great way to get 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.

Inclusion in
Total Guide to
monthly email
newsletter -
banner

from
£145.00
Excludes VAT.

INCLUSION IN TGT MONTHLY EMAIL NEWSLETTER - BANNER

- 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



"Total Guide To has been an excellent support for my business. Rachael and the team are great - Helping with social media posts and content ideas.

They go the extra mile to support my business - connecting me with other businesses and making my brand aware.

I am very grateful for all their support and would highly recommend!"

Jamie Martin
Correct Careers Coaching



**Want to get your message out
to a national audience?**

Discounts for inclusion on one or more sites...

VIDEO PRODUCTION 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%.



"A video on our page could make a real difference to your business"

£299.00*

Excludes VAT.

OPTIONAL EXTRAS

Professional voiceover
from as little as

£199.00 +vat

Scriptwriting/editing
from as little as

£199.00 +vat

Long-form videos
(five minutes)

POA



£1,599.00*

Excludes VAT.

- Two hours planning time at your premises
- 6-8 hours filming on location
- Editing
- Average five minutes long



£999.00*

Excludes VAT.

- Three hours planning time at your premises
- 4-5 hours filming on location
- Editing
- Average three minutes long



£599.00*

Excludes VAT.

- One hour planning time
- 2-3 hours filming
- Editing
- 30 seconds - 1 minute long

*Prices and items included are guidelines only as each project is bespoke.



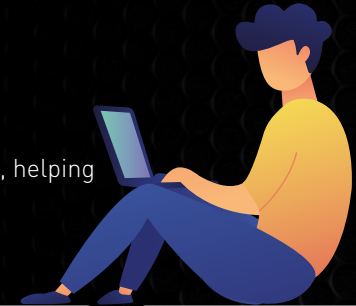
**Want to get your message out
to a national audience?**

Discounts for inclusion on one or more sites...



WE'RE **PROUD** TO BE WORKING WITH...

Total Guide to have been working with local companies in the Bath area for over 10 years, helping them to increase awareness and shape their marketing activities. We pride ourselves on our long term client retention - clear recognition for our excellent work ethic!



Want to get your message out to a national audience?

Discounts for inclusion on one or more sites...

ARE **YOU** HUNGRY TO RUN YOUR OWN BUSINESS?

Our Total Guide to franchise opportunity may have the answer. Be in control of your destiny and work towards the balance in life you crave. Did you know that £7.5bn UK advertiser spend went on online media during 2019?

Would you like a cut of the billions being spent on digital advertising? You can own a proven on line media business from just £8,000 +vat licence set-up fee with first refusal on renewal and options for re-sale.

Develop the business to suit your ambitions and lifestyle

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The team have been absolutely amazing helping us every step of the way. Our clients really love the vibrance of the team and website and I would seriously suggest speaking to Liz if you are passionate about bringing communities together and willing to put in some hard work for great results."

Liam Armstrong,
Total Guide to Bristol



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