



HELLO THERE...



Marketing Cheltenham is working to bring together like-minded local businesses, investors and partners to make the most of our town, and promote it fully to residents and visitors alike. As you are part of Cheltenham Business Improvement District (BID) you are entitled to a free listing on the VisitCheltenham website. There are additional opportunities available through full membership of Marketing Cheltenham which you can take advantage of to boost your business even further.

So what does your membership include?

Membership includes a listing on the newly redesigned visitcheltenham.com platform. This listing includes full contact details, two images, 150 word description and social links. You are also able to add your events to VisitCheltenham.com.

Want more?

We would suggest that you upgrade your listing to become a full Marketing Cheltenham member. This includes an enhanced listing on VisitCheltenham.com with an unlimited amount of images, unlimited description, online booking (where relevant), show reviews from TripAdvisor, add videos and appear in the relevant landing page highlights.

You will also benefit from a standard listing on the Cotswolds.com platform, which allows for full contact details, 6 images, unlimited description, social links and online booking (where relevant). There is the opportunity to upgrade your listing with the Cotswolds for an additional £200 which allows for up to 12 images (an extra 6), be featured on the landing page highlights and the ability to have an additional product record on the site (e.g. for restaurant, wedding etc).

But membership is much more than the listing on the website...



Other benefits include:

- Social media promotion through all of our Visit Cheltenham platforms
- Preferential inclusion in our PR & influencer destination promotion
- Preferential inclusion on our blog
- Preferential inclusion in our consumer competitions
- Preferential consideration for a takeover of our Instagram account
- Preferential consideration for our core content themes – food & drink, history & heritage and style (where relevant)
- Promote special offers and last minute availability through the VisitCheltenham platform
- Preferential inclusion in feature pages on the website
- Access to market intelligence including local funding opportunities, consultations and industry statistics
- Monthly newsletter update from Marketing Cheltenham
- Regular industry meet ups which enable you to find out what we've been up to whilst networking with peers
- Access to our online Cheltenham image library
- Advice and guidance from the Marketing Cheltenham team, all of whom has their own knowledge and expertise and are always happy to help

OUR PLATFORMS



JUST UNDER 300,000 UNIQUE VISITORS PER YEAR ON VISITCHELTENHAM.COM (2017)



SOCIAL MEDIA FOLLOWERS ARE:



2K FACEBOOK FANS



7K TWITTER FOLLOWERS



1.3K INSTAGRAM FOLLOWERS

STATISTICS AS AT MAY 2018. ON COURSE TO DOUBLE IN 2018.

To take advantage of these benefits, simply select your tier and sign up with our application form:

HOSPITALITY & LEISURE BUSINESSES

For all those who help make the town a vibrant place to visit including bars, restaurants and shops.

< 5 employees	£117 + VAT
6-15 employees	£195 + VAT
16-50 employees	£315 + VAT
50-100 employees	£510 + VAT
100+ employees	£750 + VAT

More information on what's included in Marketing Cheltenham membership can be found here: www.marketingcheltenham.co.uk/membership

More information on what we have achieved to date can be found here:

<https://marketingcheltenham.co.uk/our-work/>



APPLICATION FORM

CHELTHENHAM
BID Local businesses
improving
our town



*TITLE & FULL NAME

*ADDRESS

*EMAIL ADDRESS

*TELEPHONE NUMBER

☐

We would like to join Marketing Cheltenham.
Please invoice me for £ _____
to the address above.

*SIGNATURE

Date _____

INVOICING CONTACT

*TITLE & FULL NAME

*ADDRESS

*EMAIL ADDRESS

*TELEPHONE NUMBER

MARKETING CONTACT

*TITLE & FULL NAME

*EMAIL ADDRESS & *TELEPHONE NUMBER

Terms and conditions apply. See www.marketingcheltenham.co.uk for details.

Contact us at membership@marketingcheltenham.co.uk or telephone: 01242 250692

Marketing Cheltenham is a division of Cheltenham Borough Council
working with the Cheltenham Tourism Partnership: www.marketingcheltenham.co.uk