Maximise your ESL Membership

LITTLE THINGS | NO EXTRA CHARGE | BIG RESULTS

We give out your leaflets

1

We hand out our Members' leaflets at the many shows we attend, where we act as a mobile Herefordshire Tourist Information point.

Therefore supply us with your DL sized leaflets to promote you.

Make sure they are professionally designed and with high quality pictures, to showcase you at your best.

(See our Partnership Perks for discounted design & print)

PROMOTING HEREFORDSHIRE TO THE WORLD

EAT SLEEP LIVE HEREFORDSHIRE

WWW.EATSLEEPLIVEHEREFORDSHIRE.CO.UK

Come to our FREE business events

2

Mix and chew the tourism cud with other businesses at our FREE Forums.

Get free marketing and business tips and industry information in a social environment.

We keep you informed of dates and venues around the county by email.

Host an ESL Forum, Training course or Experience Day

3

Showcase and network your business to those who could use you and talk about you.

Hosting an ESL business event is the perfect way.

TURN OVER FOR MORE...

Social Media promotion

Tag us in to your posts on Facebook, Twitter, and Instagram so we know about your events, awards, news updates etc to share them with our many followers too.

We'll include you any special campaigns too.

*And don't forget to share **our** Herefordshire posts on YOUR feeds too!*

5

Discounts on advertising in our Ultimate guide books

Be in all 3 editions for no extra charge

Members save up to **20%**

Discounted Marketing Training

6

Building your Marketing knowledge is essential for your business. ESL works with professional training company Minx Media Ltd to develop your skills in:

Social Media

Marketing Planning

Email Marketing

Advertising

…and lots more

Members receive discounted rates on our already low-cost courses.

We also provide 1-1 inhouse training & consultancy too.

7

Offer a Competition

To be carried for 14 days on our website and social media.

With over 100,000 views, visitors to our ESL website respond well to a great competition.

You get front line exposure on our Home page and additional digital promotions (don't forget to share it yourself too).

Contact Amanda for all Member benefit details on info@eatsleepliveherefordshire.co.uk

FREE JOBS PROMOTION

8

Looking for staff?

The big Jobs page on our website is to promote your vacancies for FREE!

Just go to that page, under the 'About' tab, and complete the electronic form.

We also promote jobs on our social media

Free Membership?

9

Refer a business to take up ESL Membership and we will give you **£10 off your next Membership renewal** for each one that takes up Membership up to a maxof 15 referrals.

Just introduce us to the new business via joint email (you MUST copy us both in) advising them that you think they would greatly benefit from ESL Membership and you'd like to connect us, then we'll do the rest.

Please ensure that you include the new business person's full contact name and website, and send to heidi@eatsleepliveherefordshire.co.uk so that we can have a professional conversation.

Be on our News page

10

We can't promote your news unless you tell us about it.

Our popular digital News page is spun out across all our online channels. We could be featuring YOU.

Add us to your media list.

Tell us about your great inspection rating, your recent award, your brilliant event, new improvements or any great achievements.
Press releases with a great picture always welcome.

You might not think they're news but we do.

Update your online listing

11

The fact that you are listed on the ESL website improves your own website ranking.

Keep your online page with us up-to-date, send new photos, awards, improvements, rates etc. any time.

We're happy to update your details. Just drop us an email.