



FAVERSHAM BUSINESS PARTNERSHIP

GROW YOUR BUSINESS

Receive support, marketing and advice

Membership Package - £145 a year (£12.35 a month)

This amazing package includes the following benefits:

Page on faversham.org

faversham.org

Faversham.org is the area's leading reliable directory of local information with an established and extensive business directory. The website hosts 1800 pages of information and receives over three million hits a year. A page includes 500 words of text, four images, full contact details, website link, location map and opportunity to feature in up to five relevant categories in the directory. Pages benefit from excellent Faversham results on internet searches, especially in Google rankings.

Business to business networking, business generation and information sharing

Meet local traders/businesses and keep abreast of topical issues by enjoying free attendance at regular meetings with excellent networking opportunities and guest speakers. Receive regular email communications/e-newsletters; inclusion on a listing of members on faversham.org; exposure on Faversham Business Partnership (FBP) social media sites.

Working Collaboration

FBP works closely with Faversham Town Council, Swale Borough Council and Helen Whately mid Kent MP to provide members with excellent business support, network opportunities and access to training workshops.

Support, advice and communications

Enjoy the support of a dedicated team of FBP staff including regular email information; one-to-one business advice service and active marketing for Faversham. Members also benefit from support with recruitment via on-line platforms.

Business initiatives

Members can benefit from involvement in Faversham-wide business sponsorship, support initiatives and town promotions, for example: Social Media campaigns, Christmas promotions, town directory, town marketing, Faversham Transport Weekend, Faversham Rewards, inclusion in Faversham's on-line directory and email PR newsletters to more than 3,000 addresses.

Events and Blogs

Managing the area's largest, frequently visited free on-line events calendar and popular Blog section on faversham.org, ensures local activities get noticed. Making sure you're part of the conversation couldn't be simpler. Enter your events for free on-line and members are invited to submit text for a Blog on faversham.org. Blogs are a great way to reach, teach and inform; let us share your knowledge.

Use of Faversham Business Partnership logo

Show you are part of the FBP. Members can use the FBP logo on their corporate materials and will receive a FBP window sticker to show they are a member. The logo will also appear on their faversham.org page.

Additional membership benefits

Upgrade your membership for some great extra benefits:

On-line Media Package - £65 a year (£5.55 a month)

Take advantage of this great offer of a placement advert on faversham.org for two months (worth £100) and discounted prices for advertising throughout the year (artwork for advert not included). Measurements; Homepage advert is: 240px height x 180px width. Banner advert is: 190px height x 334px width.

Receive free advice on domain name purchasing, and setting up business Facebook and Twitter accounts.

Additional pages on faversham.org - £70 a page for the first year

Members who would like to take out additional pages on faversham.org can do so at the discounted rate of only £70 a page for the first year, and £90 a year thereafter.

Would your business benefit from being part of our loyalty scheme?

Faversham Rewards

This very successful loyalty scheme is now in its sixth year and is used by an estimated 5,000 cardholders. It's an effective tool for marketing your business, encouraging repeat custom and thanking customers for their loyalty. All Rewards businesses benefit from extensive support from FBP staff to ensure they maximise the benefits of being part of Faversham Rewards.

Tablet membership - £50 set up plus £180 a year (£15.00 a month)*

Full Rewards membership entitles you to an electronic tablet on which you record customer points; upload card-use data and communicate with cardholders – along with all the other benefits of an internet-linked tablet. Full members also receive extensive marketing support including an entry on the Rewards web-page; regular email marketing; social media publicity; promotional and point of sale material and inclusion in the Rewards app.

***(Note: there is an additional charge of £15 plus VAT a month to the suppliers of the tablet app for software and support.)**

Direct debit

Spread the cost of membership throughout the year by paying by monthly direct debit, via **GoCardless**, (an email with details will be sent to you). There is an additional small charge for this of 2%.

Eligibility

If you are a business operating in Faversham and the surrounding area, you are eligible to join Faversham Business Partnership.



For up-to-date information on membership visit

faversham.org/favershambusinesspartnership