

Business in Berkshire

Building Business in Berkshire



How are you planning to promote your business online in 2007?
What are you doing about email marketing?
How often do you get enquiries through your website?
How well are your email campaigns performing?
What do your web stats look like?

Read how we can help you... then call 07713 151710

Business in Berkshire

Online PR Machine

Business in Berkshire is a website which, in simple terms, helps its members get their latest news found by as many people as possible! For our members, we're building business in Berkshire



Created in 2002, our site has gone from strength to strength, especially over the last twelve months. We have gone daily with our newsletters due to the volume of content that our members are producing. The last quarter of 2006 has seen over 50,000 visitors a month to our website!

Monday morning sees our events email broadcast to over 3500 opt-in readers.

Tuesday – Friday emails takes a PR focus, with 10-15 articles to choose from!

Our readers are looking forward to finding out what is happening, who's doing what and perhaps more importantly, networking opportunities that could result in new business connections!

With all this news being added to our established website, the search engines enjoy the feast, constantly popping back to see what is new.

This means that our member's articles tend to get ranked towards the first page...

Review this media pack and please contact us with any questions you may have:

Tel: 01753 852904

Email: 2007@businessinberkshire.co.uk

Business in Berkshire is produced by LiaiseOnline Limited. We have been running email marketing campaigns for over 6 years for a range of clients both big and small. Business in Berkshire is the best example of our work in action.

When searching on the Internet, 40% use Google, 60% of us don't go past the first page and 35% believe the companies on page 1 are the experts in their field.

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Business in Berkshire

Respected by All the Major Search Engines

Respected by all the major search engines, Business in Berkshire plays a strong role within the internet community. But rather than blow our own trumpet, here's what some of our members have to say about us...



Malcolm Wicks, Three Steps Consulting

"This is the second time that Business in Berkshire has got us onto the first page of Google results."

Keith Steptoe, Silent Partners

"Publishing articles in BinB does get me on page 1 or 2 of Google for key search words. I'm learning how to optimise my pages to get even better results."

Paul Bidwell, Absolute Health & Safety Solutions Ltd

"We are in 7 of the top 10 search results out of almost half a million sites."

Marianne McClelland, MiniMoonsailors

"Rather than spend money on expensive optimisation and PPC programmes, our BinB account does the same thing for us at a fraction of the cost."

Angela Beckett, Thames Valley University

"With the help of the Business in Berkshire, we've managed to get our web pages designed, written, and online quickly and professionally."

Alastair Gemmill, Slough Enterprise Hub

"It is quick and easy to update information, upload a story or promote a networking event."

Steve Mills, Max Marketing

"Type 'hiring an interim manager' into Google and our company is now No1 out of 7,790,000 websites."

Sally Amooore, Sculptures of the Wild

"An extremely professional organisation whose combination of promptness, efficiency, and vision meant my website was created swiftly, but with care and individuality."

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Business in Berkshire

Three Levels of Membership

Business in Berkshire is offering some Online Marketing Magic
Choose below or Google "Online Marketing Magic"
for our Special Offer!

Bronze Membership

Bronze membership now gives you FULL membership rights and provides you with your own website within the Business in Berkshire community complete with news and events pages.



Your Membership gives you:

- FREE daily event updates.
- A Business in Berkshire website which can contain 100+ pages of information relating to your business.
- The ability to add news & events to your website which are then published in our daily newsletters for FREE.
- Members can broadcast their news, advertise their products & services or promote their events to an average of well over 3000 business people each day.
- Annual Membership to one of the most recognised business networks in Berkshire.
- All for just £180 + Vat, payable online, right here, RIGHT NOW!
- Once payment had been made your account manager will talk you through the set up process.
- We provide an online training manual and offline training workshops.

Silver Membership

Silver includes Bronze features plus:



- We launch your account with a BinB Special Feature. One of our journalists will contact you, write 250 words, pass to our design team who will turn your news or event into a quality pdf, the perfect hand out for promotions or client meetings. This article will then be published in the appropriate BinB events listing.
- Your own email newsletter. An opt-in form will be added to your account to allow people to sign up for your email newsletter. This can be despatched in plain text or full html. We provide the solution for distributing the emails. We can build the html or leave that to you and your team. 1000 email units are included in the membership.
- Silver membership is £540 per year.
- Once payment had been made your account manager will talk you through the account set up process and discuss the level of ongoing service you would like.

Silver account holders are also known as Berkshire Knights, actively referring us to friends and colleagues. Some of our Berkshire Knights add value to the Bronze members by providing copy and design services.

Gold Membership

Gold membership is aimed at entrepreneurs looking to build their own community and need a platform on which to launch their network / product or service.



- Gold membership starts at £1080 plus a monthly fee per sub account.
- Your very own Business in Berkshire type community.

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Business in Berkshire

Price List

You can pay online at www.businessinberkshire.co.uk or post cheque made payable to LiaiseOnline Limited, 1 Clewer Hill Road, Windsor. SL4 4BU and our wheels will go into motion!

All prices are subject to the addition of VAT.

Description	First Year	Yearly	Monthly
Membership			
Bronze	£180	£180	–
Silver	£540	£540	–
Gold	£1080 per year plus fixed fee per account		

Royale Options for Members Only

All your news stories and events published as a text listing for FREE

Offer of the Day – product promotion - £45 per entry or 3 for 2.

Feature - addition of 100 words and an image to the BinB newsletter - £90

Special Feature written designed by BinB, PDF created & published in BinB - £180

HTML trackable bespoke newsletter containing your 3 latest articles and other relevant news to up to 1000 recipients - £180
(Additional emails charged at £25 per 1000 or £100 for 10,000)

Online Marketing Magic – a campaign that includes the production of three special features, despatched to BinB readers and a bespoke newsletter plus delivery to up to 5000 of your recipients, full reporting back and account management. All for £997

If you would like one of our online marketing directors to assist you in the process of campaign management - £120 per hour

If you would like one of our online marketing account managers to assist you in the process of campaign management - £60 per hour

General administration of your account. You provide content or ask us to research and add - £30 per hour

Report creation, data analysis from newsletters, website and other available data, making recommendations – via account manager / director.

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