

# choose woodbridge.co.uk

CHOOSE WOODBRIDGE  
REPRESENTS WOODBRIDGE  
BUSINESSES

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4k+

MONTHLY UNIQUE VISITORS TO  
OUR WEBSITE

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5 k+

SOCIAL MEDIA FOLLOWERS

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AN EVER GROWING LIST OF  
E- MAIL SUBSCRIBERS

JOIN CHOOSE WOODBRIDGE

[www.choosewoodbridge.co.uk](http://www.choosewoodbridge.co.uk)



# MEMBERSHIP OF CHOOSE WOODBRIDGE

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## *Important changes regarding Choose Woodbridge Membership Fees and Billing*

Choose Woodbridge as an organisation has evolved over the past year, and is not just about a printed town guide anymore, but about fostering and building a real sense of community within our town - The 10 new directors of CW have spent a lot of time discussing what matters to both our current members as well as those businesses that are not currently subscribing.

Choose Woodbridge now represents member interests (and the wider community) in the following areas: **Community, Member Value, Marketing, One Woodbridge, Communication, Visitor Satisfaction & Lobbying** on behalf of members & the town.

In the past Choose Woodbridge members have been paying a very mixed level of payments, most of which were ascertained based on what size your listing was in either the online & printed town guide.

We have looked into the past membership fee structure and the various categories of member businesses, and have decided to offer a simple three tier membership, based upon business category - 'Creative', 'Business to Business' and 'Retail / Food & Drink'.

The new Membership benefits and costs are attached.

We are now employing an external PR & social media marketing company to share the news from Woodbridge & our members to the widest possible audience via all appropriate methods (our website, our social media feeds, print articles and email bulletins).

This is automatically included within your membership of Choose Woodbridge and is available as a benefit to all members who share their news & stories to us.

# MEMBERSHIP OF CHOOSE WOODBRIDGE

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Choose Woodbridge are streamlining its payment processing systems, as the past systems involved manually creating over 150 separate invoices, which were then manually sent to all members.

This then naturally leads to the handling & collection of many separate cheque payments,, resulting in increased processing cost and time.

The period from October 2017 to January 2018 will in effect be given free to all members, owing to the costs of administration for both Choose Woodbridge and Members to process back dated invoices and payments.

We have chosen to work with one of the newly appointed directors of CW, Kevin Ward of Conatus in Gt Bealings, who has existing processes & payment handling systems to maximise the efficiency and value for our member subscriptions.

**Payment will now be via standing order on a monthly basis for your annual membership** although we can still handle a single annual payment for membership; we will be in contact in the next week to confirm whether you would prefer to pay monthly or annually.

In either case, the next step after that will be, you will receive an email invitation from Go-Cardless (branded Choose Woodbridge). Once you have accepted this, you can enter your chosen debit or credit card, and then the system will automatically process your subscription on the same date monthly - meaning CW will have a regular and predictable income for the first time.

We appreciate that these changes are completely new for both Choose Woodbridge directors and its members, so we understand there will be questions.

Please feel free to email us via [news@choosewoodbridge.co.uk](mailto:news@choosewoodbridge.co.uk) and we will respond back to you (or call to chat to Chris Mapey on 07931 300082).

# CREATIVE MEMBERSHIP

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2.8 k+

CHOOSEWOODBRIDGE



900+

CHOOSEWOODBRIDGE



3 k+

WOODBRIDGEUK

***This is a new tier of membership, and allows for the first time creatives based in Woodbridge to tap into the online traffic Choose Woodbridge enjoys, to enhance your reach for events, gigs and news.***

Share your events / gigs to the events listing on CW Social Media (Facebook / Twitter & Instagram) & the Choose Woodbridge website via a single email.

Co-hosting of Facebook events with CW to maximise reach to prospective audience & attendees. *Your event will be offered to all CW Facebook followers & subscribers automatically with no extra effort on your part.*

Enhanced Listing in online directory on Choose Woodbridge site. Your contact details, a short bio & a back linked website url (to assist with SEO of your own site).

Events Listing in a block 'Choose Woodbridge' section of Grapevine Live (Ipswich / East Anglia's Music listings website & magazine) - data by CW, so no additional work for you.

More benefits to be confirmed ongoing...

## MEMBER BENEFITS

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BETTER REACH ON SOCIAL MEDIA

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PROMOTION OF FACEBOOK EVENTS

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SHARE NEWS & GIGS EASILY

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ONLINE DIRECTORY LISTING

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EVENTS SHARED TO GRAPEVINE LIVE

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NEWS SHARED TO PR EXPERTS

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BACK LINKING FROM CW SITE

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**ONLY £5 PER MONTH**

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# BUSINESS TO BUSINESS MEMBERSHIP

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2.8 k+

CHOOSEWOODBRIDGE



900+

CHOOSEWOODBRIDGE



3 k+

WOODBRIDGEUK

***This is a new tier of membership, and allows for the first time businesses & consultants access to other business members of Choose Woodbridge***

Share your news & offers easily to Choose Woodbridge via a single email. Your story will then be posted on the Choose Woodbridge website, and will also be shared to Social Media (Facebook / Twitter & Instagram) if you would like.

Listing in the online business services directory on Choose Woodbridge site. Your contact number, address & website url (to assist with SEO of your own site), including text & a photo, meaning you get an effective online presence as part of your membership, on a site with well over 4k unique visitors per month, and your listing is searchable by business sector.

Monthly B2B email newsletter from CW to remind members & subscribers what services are available locally within the town, and any offers / training / events that you wish to include.

Enhanced listing in the printed 2018 Town Guide (photo, text and contact details).

Access to Business Lobbying & other member services from Choose Woodbridge.

More benefits to be confirmed...

## MEMBER BENEFITS

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*EFFICIENT SHARING OF YOUR NEWS*

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*ACCESS TO PROFESSIONAL PR*

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*INCLUDED IN B2B NEWSLETTER MONTHLY*

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*ONLINE DIRECTORY LISTING*

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*ENHANCED LISTING IN TOWN GUIDE*

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*NEWS SHARED TO PR EXPERTS*

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*BACK LINKING FROM CW SITE*

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*BECOME INCLUDED WITHIN  
THE WOODBRIDGE BUSINESS  
COMMUNITY*

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**ONLY £10 PER MONTH**

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**choose**  
woodbridge  
.co.uk

## RETAIL / FOOD & DRINK MEMBERSHIP



2.8 k+

CHOOSEWOODBRIDGE

***This tier is designed to maximise value to shops, pubs & restaurants in Woodbridge, to ensure decent reach to both visitors to and residents of Woodbridge and the surrounding area.***

Enhanced PR / News & Social Media sharing - send your news in one email, and it'll be escalated to the largest audience efficiently by the CW PR agency. We create the post for you, and add it to both our website & social media, and also escalate to our PR company and thence to the press if required.



900+

CHOOSEWOODBRIDGE

Listing in the online directory on Choose Woodbridge site - contact number, address & website url (to assist with SEO of your own site) - with unlimited text and photos, so you can get an effective online presence as part of your membership, on a site with well over 4k unique visitors per month.



3 k+

WOODBRIDGEUK

Co-hosting of Facebook events with CW to maximise reach to prospective audience & attendees this means that your event will be offered to all (2.8k) Choose Woodbridge Facebook followers & subscribers automatically with no extra effort on your part.

Enhanced listing in the printed 2018 Town Guide (photo, text and contact details).

Priority option to advertise within the printed Town Guide.

Access to Business Lobbying services from Choose Woodbridge.

### MEMBER BENEFITS

ACCESS TO PROFESSIONAL PR

ENHANCED WEBSITE LISTING

WEEKLY EVENTS NEWSLETTER

WEEKLY NEWS / OFFERS NEWSLETTER

ENHANCED LISTING IN TOWN GUIDE

YOUR NEWS SHARED TO PR EXPERTS

BACK LINKING FROM CW SITE

EFFICIENT SHARING OF YOUR NEWS / OFFERS & STORIES EASILY TO THE WIDEST AUDIENCE

**ONLY £15 PER MONTH**

**choose**  
woodbridge  
.co.uk