



# Media Pack

Our award winning diverse and agile online marketing platform bridges the gap between businesses, tourists and the local community; helping **businesses succeed**, **people thrive** and **places to come alive**.

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If you are looking to reach quality audiences that are highly engaged on our platforms and actively looking to find local businesses audience looking for local businesses, services and activities then our audiences and solutions are definitely are for you.

Google loves our sites! We're Top 3 on Google for 700+ keywords and phrases and page one for 1500+.


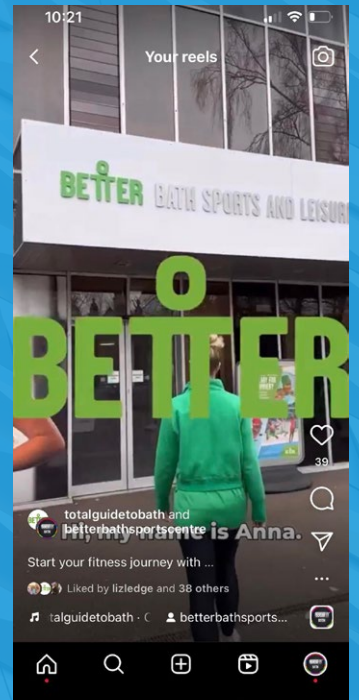
### Better Bath

**Problem:** Looking for ways to promote they are more than just a gym to a mix of ages and demographics in the Bath area.


**Solution:** A video overview showcasing the range of facilities including drone footage, staff and member interviews. Dedicated email campaign to 17k+ Bath residents, social posts and boosts to our 20k+ Bath audience, leaderboard ads and content to our 68k unique monthly visitors on Total Guide to Bath.

**Result:** Total campaign reach including leaderboard ads, content, socials and videos =

# 1,245,392

The proof is in the numbers...

  
**20,297**  
\* Listing Page Views

Every one of our clients has a profile listing on our site featuring a bio, links to all site content and social media links.

\*average annual views per client listing

# Get to know our thriving community

At Total Guide to we've been guiding local businesses, residents, students and tourists since 2012. We know our communities, audience and demographics so we can target the right audience for you.

We love what we do and we take pride in helping businesses grow and reach our audiences and we've created digital marketing solutions for all businesses.

**No matter the company size or budget!**



## They will create a bespoke package tailored to our needs!

What I love about Total Guide To is they won't just provide a set package, they'll listen to an objective and compile a package that would support the need of our campaign. We have a number of fantastic campaigns run in the past, all being very different to one another depending on our product and have worked well. The audience engaging with Total Guide To is perfect for our product offering.

- Sophia

## Our target audience:

- 46% Male
- 54% Female

### Age Range:

- 18-34: 34%
- 35-44: 25%
- 45-54: 20%
- 55+: 21%



## How we're found:

- 72% - Organic
- 13.6% - Social
- 11.5% - Direct
- 2.6% - Referral



## Our following:

- Email Database: **65,000 local, 30,000 B2B**
- Social Media Following: **150,493**
- Monthly Social Impressions: **1,039,203**



## Our following:

- **3 million page views per year**
- **1.3m Google impressions**
- **3 minutes average time spent on page**





# Who we are and what we do

**Total Guide to is a digital marketing company designed to bring people the very best of their town or city.**

We work together with fantastic local businesses to amplify their message through creating unique guides and high-quality content, as well as strategic placement of content & ads throughout our website. Our clients also benefit from inclusion in our targeted email campaigns and promotion to our ever-growing social media community.



## Simply the best...

I can't recommend Total Guide enough. They have looked after us so much and will continue to do so. I am looking forward to a very long working relationship. Thanks guys!

**- Phil Merritt, Smart Car UK  
(Director)**

## Wider Coverage

With hundreds of thousands of users visiting our sites, and tens of thousands signed up to receive our emails, we're the perfect platform to spread your message to local people! Take a look at the full statistics further in the media pack.

1

## Measurable Results

Unlike print or radio advertising, digital marketing offers you all the information you need to truly understand your target audience. We're able to report on just how much ROI your campaign is receiving so you can see what's working.

2

## Affordable

Digital advertising with Total Guide to doesn't break the bank. Packages start at just £10+VAT per month, with flexibility to build bespoke packages to suit you. So you can have peace of mind that you are spending your budget wisely.

3

## Targeted Audiences

Whether you're looking to reach a new demographic or you want to double-down on your key audience, we can work with you to make sure your marketing message is reaching the right people.

4

## Speed

With your own account manager and experts in each field, you won't find a personalised campaign go live faster than on Total. Last minute promotion? We'll get it live on our sites before you know it!

5

**What we won't do: if you're looking for tons of traffic even if it comes from low-quality clicks from click-bait sources we're not for you.**

# Our Services - How we help **businesses thrive**

Our prices for each service are bespoke and based on individual requirements. Please contact the team for more information and pricing.



**Display / Brand Advertising**



**Content Marketing (Creation, Blogs etc)**



**Product & Venue Reviews**



**Interviews**



**Competitions**



**Promotions (Special offers etc)**



**Event Listings**



**Video**



**Photography**



**Event Promotions**



**Email Marketing**



**Influencer Marketing**



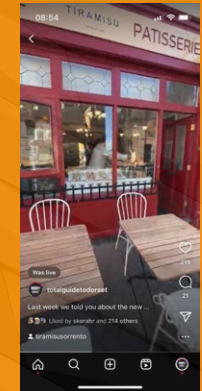
**Social Media Outreach (Training & Management)**



**Networking Events**



**Local organic SEO**



## Tiramisu Patisserie - Poole

**Problem:** Opened during low season, very small budget.

**Solution:** We made some noise around the launch and did a Facebook and Instagram Live, written review, ongoing social posts and added a profile listing to all relevant areas which ranks no. 1 on Google.

**Result:** Enormous engagement with shares and tags - they were so busy they had to close early as they ran out of stock!

# Advertising Solutions

No matter the size of your business or budget we can work with you to find you the right solution to help you grow your business using a multitude of platforms.

**Contact the team today to discuss the right option for you.**

## Introductory Package | From £395+VAT

£66+VAT per month for 6 months

£49.60+VAT per month for 12 months

Payable upfront  
or in monthly  
instalments

- Detailed and optimised profile listing in up to 3 categories and guides of your choice
- Inclusion in up to 3 x relevant guides
- Inclusion in up to 3 x seasonal guides
- Unlimited event listings - included as featured events
- Option to add special offers
- Option to add site or social competitions
- Shares of your Instagram posts as stories, tags in posts promoting guides you're included in
- Access to Basecamp online project management tool
- Discount to Total Guide to Events

# 1

## Enhanced Listing | £99+VAT for the year upfront or £10 per month

- Company logo, optimised description, link to site, socials, contact details, map, inclusion in one category and guide of your choice

This is for you if you're looking to build some Google juice/back-links on authoritative sites and be found when people are searching for your business and/or sector.



## Bronze Package | From £125+VAT per month/12 months

- Detailed and optimised profile listing in all relevant categories and guides
- Display advertising
- Influencer review and social posts
- Publication of your press releases (up to 1 per month)
- TGt Meets Written Interview
- Inclusion in **all** relevant guides and content
- Inclusion in **all** seasonal guides
- Unlimited event listings - included as featured events
- Option to add special offers
- Option to add site or social competitions
- Job membership allowing you to post unlimited vacancies
- Ongoing posts on our Facebook, Instagram, Twitter
- Features in the Instagram Reels and TikToks & Facebook posts promoting the guides you're included in
- Access to Basecamp online project management tool
- Dedicated account manager
- Discount to Total Guide to Events

# 2



## Silver Package | From £245+VAT per month/12 months

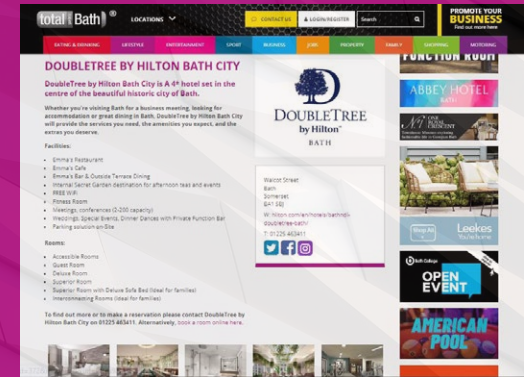
- Detailed and optimised profile listing
- Top 3 inclusion in all relevant guides and content
- Top 3 Inclusion in seasonal guides
- Regular featured homepage content
- Display advertising
- 2 x Influencer reviews and social posts
- Publication of your press releases
- 2 x blog posts
- Unlimited event listings - included as featured events
- Option to add special offers
- TGt Meets written and option for a video interview
- Option to add site or social competitions
- Job membership allowing you to post unlimited vacancies
- Ongoing posts on our Facebook, Instagram, Twitter & LinkedIn (B2B)
- Inclusion in Instagram Reels and TikToks & Facebook posts promoting the guides you're included in
- 1 x Facebook boost or ad and Instagram ad per (£50+VAT per quarter)
- Ongoing feedback and stats updates
- Quarterly inclusion in our monthly email newsletters
- Access to Basecamp online project management tool
- Dedicated account manager
- Discount to Total Guide to Events

## Doubletree Hilton - Bath

**Problem:** After a huge refurb they needed to change the perception of the hotels F&B offerings.

**Solution:** We sent in a range of local influencers to sample the new offerings - they wrote reviews to go on Total Guide to Bath and created Reels and TikToks for Total Bath which also went on their own feeds. We showcased the refurb with video and photos which were promoted on the Total Guide to Bath site, social and email campaigns.

**Result:** Doubletree by Hilton have enjoyed such strong results from us, particularly introducing new and returning customers, they have **renewed their annual campaign with us for over 10 years!**



### A few campaign items including:

- Medium animated advert in all relevant sections of the sites
- Promo Banner on relevant sections
- Fully optimised Profile listing
- Inclusion in all relevant and timely guides and unique content
- 2 x Reviews
- Unlimited events in our events calendar
- Amplification on our social networks Instagram, Twitter, Facebook, LinkedIn
- Live social of any events/launches you would like us to attend
- Reel/Tiktok for our channels coincided with reviews
- Bi-monthly inclusion in Total Guide to Bath monthly email newsletter

Too busy to manage your social channels? We provide training and strategy sessions for individuals or teams and run regular marketing workshops. We can also manage your accounts if needed.



## Westonbirt Arboretum

**Problem:** Such a large catchment used to a time consuming and expensive approach to advertising.

**Solution:** With TGt audiences surrounding Westonbirt in Swindon, Bath, Bristol, we took the time strain and heavy budget needed away and with one solution and one point of contact we've helped them reach exactly the right audience in a fun and engaging way (influencer marketing, social media competitions, email marketing, inclusion in our events calendars which are the most popular areas of all our sites).

**Result:** With just a short campaign they increased numbers to their Forest Live and Enchanted Christmas event and gained **7,392 engagement** and **300+ new followers on their Facebook and Instagram pages.**

## Gold Package | From £445+VAT per month/12 months

- Detailed and optimised profile listing
- **Guaranteed 2nd position in all relevant guides and content**
- **Guaranteed 2nd position in all seasonal guides and content**
- **Regular featured homepage content**
- **Display advertising including midway leaderboard throughout relevant subsite**
- **3 x Influencer reviews and social posts**
- **3 x blog posts**
- **Coverage of your events/open days (gallery, editorial, live social)**
- Publication of your press releases
- **Business Spotlight (article and photo)**
- Unlimited event listings - included as featured events
- Option to add special offers
- TGt Meets written and video interviews
- Option to add site or social competitions
- Job membership allowing you to post unlimited vacancies
- Ongoing posts on our Facebook, Instagram, Twitter
- Inclusion in Instagram Reels and TikToks & Facebook posts promoting the guides you're included in
- **2 x Reels and TikToks**
- 1 x Facebook boost or ad and Instagram ad per quarter - £75+VAT included in package
- Ongoing feedback and stats updates
- **Monthly inclusion in our monthly email newsletters**
- **2 x solus email campaigns**
- Access to Basecamp online project management tool
- Dedicated account manager
- Discount to Total Guide to Events



## Platinum Package | From £600+VAT/12 months (subsite sponsorship)

- Detailed and optimised profile listing
- **Sponsored by logo with link to your site on the subsite homepage + all pages within**
- **Guaranteed Top position in all relevant guides and content**
- **Permanent featured homepage content**
- **Display advertising including leaderboard throughout relevant subsite + top animated adverts**
- 4 x Influencer reviews and social posts
- Coverage of your events/open days (video, gallery, editorial, live social)
- Publication of your press releases
- **Top Inclusion in seasonal guides**
- Unlimited event listings - included as featured events
- Option to add special offers
- Option to add site or social competitions
- Job membership allowing you to post unlimited vacancies
- Ongoing posts on our Facebook, Instagram, Twitter
- Inclusion in Instagram Reels and TikToks & Facebook posts promoting the guides you're included in
- **4 x Reels and TikToks**
- 1 x Facebook boost or ad and Instagram ad per quarter - £100+VAT included in package
- Ongoing feedback and stats updates/regular meetings with your account manager
- **Monthly inclusion in our monthly email newsletters**
- **Sponsorship of 2 x monthly email newsletters**
- **2 x solus email campaigns**
- Access to Basecamp online project management tool
- Dedicated account manager
- Discount to Total Guide to Events

## Breeze Group

**Problem:** Launching a new dealership in Poole and growing quickly, activities include exhibiting at local events but need a way to reach a new audience in the local area rather than existing.

**Solution:** Sponsorship of the motoring section with top inclusion in all guides and display ads in premium areas, Influencer campaigns with an audience of target demographic to attend their stands at events and to test drive new vehicles capturing in iconic local landmarks, targeted social ads/boosts, ongoing social posts.

**Result:** Top 5 Referrer to their site amplification of their offline marketing efforts are making their investments and efforts work even harder.

The screenshot shows the 'total Dorset' website interface. The navigation bar includes 'CONTACT US', 'LOGIN/REGISTER', and a search bar. Below the navigation are category tabs: EATING & DRINKING, ENTERTAINMENT, LIFESTYLE, FAMILIES, SHOPPING, BUSINESS, JOBS, and MOTORING. The 'MOTORING IN POOLE' section features text about car dealers and a Breeze Campers advertisement. The advertisement includes the code 'BREEZE10' for a 10% discount on the first booking and the website 'www.breezecamper.co.uk'.

## Client Hub Membership | £45+VAT per month/12 months

- Boardroom Network Membership incl. free virtual networking events and discounted face to face events across the South West.
- Offer or content included in our client-only email updates
- 20% discount on leaderboards, email campaigns, event tickets
- Free SEO Audit
- Enhanced Listing with backlinks



### Total Guide is THE go to Site for your Town or City!

Total Guide is the 'Go to Site' for what's on in your town or city. When I want to know what's really happening in my town it's my first port of call. Full of contemporary, relevant content and listings that are always at the heart of our community, there's nowhere else that even comes close. The Total Guide team are ACE! Professional and effective, they are real champions of the community and are also a 'Business Against Homelessness' partner. 100 out of 10! I can thoroughly recommend their services.



Haven't found a solution that suits your needs? Not a problem, we can create bespoke campaigns to suit individual client needs!

Get in contact with a member of the team to discuss more.

# Ad Hoc Solutions

Although consistency and longevity is the key to digital marketing, certain products, times of the year or events call for one big blast. We can create **high volume, rapid and quality results for you** with an ad hoc campaign. This is often a **personal, bespoke service** so that we can match our client and customer needs.

## Display Ads

- **Leaderboard adverts** - premium area, large animated adverts limited to one top and one mid ad per subsite
- **Homepage Leaderboard** | £300+VAT per month
- **Homepage Midway Leaderboard** | £250+VAT per month
- **Top Subsite Leaderboard** | £250+VAT per month
- **Mid Subsite Leaderboard** | £150+VAT per month

1

## Content and Brand Outreach Campaign | £195+VAT

- Profile listing in all relevant areas
- Event listing
- Special Offer
- Site or social competition
- Review or editorial + social posts + Reel and TikTok (if applicable)

3

## Brand Campaign | £150+VAT

If you have a product or new range you would like to promote, we have a **high impact, low cost solution** for you to reach your target audience

- Profile listing in all relevant areas of the site (12 months)
- Product review
- Site and / or social media competition (including boost/ad)
- Social media outreach

2



### Working with Total Guide is invaluable...

Working with Total Guide is invaluable for any local business. They are always extremely professional, helpful and easy to work with. They also promote an excellent networking culture between all of the partners which helps everyone to work collaboratively. I would recommend any business, large or small, new or established, to work with TGT.

- Gary Bremner



**Event Promotion | From £295+VAT to £3000+VAT**  
 (subject to duration and activity)

If you want to sell tickets quickly and get people talking, we have experience in promoting a huge range of events from festivals like MFor and Pub in the Park to big annual events like the Royal International Air Tattoo and Bath Half Marathon.

If you have an event and need to sell tickets/entries take your pick from the below activities:

- Solus email newsletter to our database
- Email newsletter insertion
- Content/Editorial and publication of your press releases/blogs interviews (staff,acts etc)
- Social outreach (including ad, boosts)
- Site and social competitions
- Offers
- Display advertising
- Live coverage, photo gallery and editorial of the event itself
- Video highlights
- Profile listing
- Guide inclusion
- Inclusion in events calendar (top 3 of Google for Events/What's On)



THE ROYAL INTERNATIONAL  
**AIR TATTOO**

**Solution:** Budget 2k, 2 month campaign



Total website reach

**594,652**

Click throughs

**510**

Social reach

**64,048**

Social engagement

**3,349**

Tickets sold

**354**



### Business Launch / Opening | From £295+VAT to £3000+VAT (subject to duration and activity)

Build the hype and make sure you're found on the sites, social and Google while people are searching for you (new businesses have large amounts of searches as people will be curious of anything new and you will lose the potential conversion if you aren't found!)

If you have an event and need to sell tickets/entries take your pick from the below activities:

- Solus email newsletter to our database (B2B and / or B2C)
- Email newsletter insertion (B2B and / or B2C)
- Content/Editorial and publication of your press releases/blogs interviews (staff)
- Social outreach (including ad, boosts)
- Option to add site and social competitions
- Team photos / headshots
- Offers
- Display advertising
- Live coverage, photo gallery and editorial of the event itself
- Video highlights
- Profile listing
- Guide inclusion

### Seasonal Guide Campaigns | From £195+VAT to £1695+VAT

Make the most of your key trading times throughout the year like Christmas, Valentines, Halloween, Mother's and Father's Day with our guides, all of which rank on Google for key terms.

Timely/Seasonal Guide example package (e.g Christmas gift ideas, Mother's day venues)

- Inclusion in guide (image, editorial, backlinks)
- Guide sponsorship (overall/headline sponsor)
- Email newsletter insertion
- Solus email
- Detailed profile listing
- Option to add events, offers, competitions
- Option for TGt bloggers or staff to write a review
- Social outreach

# Email Marketing

Did you know that **77% of consumers prefer to receive permission based marketing communications through email**? At total guide to we pride ourselves on creating engaging email campaigns that puts your message in front of the right audience at the right time. Take advantage of our **fully opted-in, tailored, GDPR compliant database and leading email marketing software via our packages**, which can be adjusted to meet your business requirements and budget.

## Dedicated B2B email campaign | From £345+VAT\*

- Dedicated email campaign to our business list
- Fully cleansed and active database
- Average 28% open rate
- Perfect for new openings and launches, products, events, special offers and competitions

## Dedicated email campaign | From £445+VAT\*

- Fully cleansed and active database
- Average 28% open rate
- Perfect for new openings and launches, products, events, special offers and competitions

\*based on price per month, limited spaces, booked on a first come, first served basis.



For more email marketing packages, take a look at the next few pages...







**Sterling efforts!**

Without your sterling efforts to create an email campaign (in super-fast time!) and send the correct message to the good people of Swindon, I don't think we would have got as far as we have right now. As soon as the campaign went live, the phone started ringing and we are now delivering delicious meals around the town.

- Hospitality Services

**Inclusion in Total Guide To monthly business email newsletter | From £95+VAT**

- 2,500+ Local businesses registered (key decision makers)
- Fully cleansed and active database
- Average 28% open rate
- Perfect for new openings and launches, products, events, special offers and competitions



**Inclusion in Total Guide To monthly business email newsletter - box | From £95+VAT**

- 12,348+ subscribers
- Inclusion in the form of a graphic with link to your website
- Fully cleansed and active database
- Average 28% open rate
- Perfect for new openings and launches, products, events, special offers and competitions



THE BOARDROOM NETWORK  
BUSINESS CLUBS



**Even with B2B, the recipient is still a person, so we help humanise or our clients' brand**

- Liz Hutchings, Director, Total Guide To

# Video Production

Video may seem high-cost and labour intensive but the **stats don't lie...**

## Gold Package | From £1245+VAT\*

- Video overview, clips and stills for your website, socials and general marketing
- Planning meeting
- 1 x 45-90 second video to include all services
- A selection of 20-30 second videos, edited, cut to music

1

## Silver Package | From £999+VAT\*

- Video overview, clips and stills for your website, socials and general marketing
- Planning meeting
- 1 x 30 second video to include all services
- 3 x 20-30 second videos, edited, cut to music

2

## Bronze Package | From £599+VAT\*

- Planning meeting
- 1 x 30 second video to include all services
- 3 x 20-30 second videos, edited, cut to music


3

**51.9%** Of marketing professionals name video as the type of content with the best ROI

**19%** ↑ Just the word "video" in an email subject line boosts open rates by 19%, click-through rates by 65% and reduces unsubscribes by 26%.

**65%** ↑

**26%** ↓

 **Customers who view video are almost twice as likely to purchase than non-viewers**

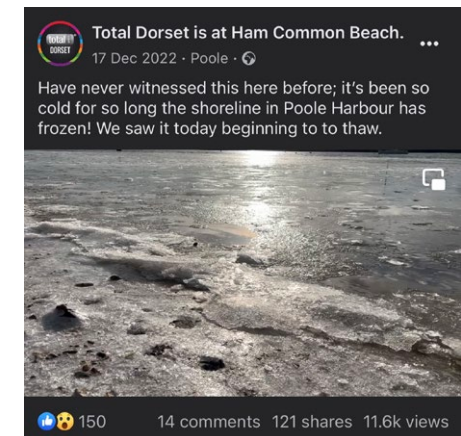
\*prices and items included are guidelines only as each project is bespoke.

### Optional Extras

- Voiceover from **£199+VAT**
- Scriptwriting/ editing from **£199+VAT**
- Long-form videos (<5 minutes) **£POA**

**Short video or social media 'LIVE' video on our page | From £299+VAT\***

**32,750** total local social following and counting!



# Social Media Marketing

In 2023, it's never been more crucial for business to be visible on social media - with **56 million people accessing social media platforms in the UK daily!** There are two things that will make you successful on social media; high quality content and consistency. Both of which can be difficult to maintain when you're in the forefront of the day to day running of your business. That's where we can help with **training, Set-up and Optimisation of your accounts, Strategy or Full and Part Social Media Management**. We have been growing our own socials since 2011 and have been helping our clients from across a range of sectors and locations manage their socials effectively.

Platforms we specialise in include; Facebook, Instagram, TikTok, Pinterest.

## Training - Option 1 | £495+VAT

- 3 hour 1-2-1 or group session - a dive into your socials with recommendations
- Training on branding, tools, strategy to help you optimise your accounts
- 1 hour of hands on content creation

1

## Training - Option 2 | £845+VAT

- Everything included in option 1
- 3 reels, 10 photos (fully edited)
- Branded templates
- 3 months of support

2



## Profile Optimisation (up to 3 accounts) | £145+VAT

- Including best practice guide

3

## Social Media Management | From £400+VAT per month.

- Creation of content, graphics
- Taking stock images and video clips
- Creating Instagram Reels, TikToks, posts and engagement
- Stats analysis

4



# Influencer Marketing

One of the best ways to build credibility, trust and endorsement is through Influencer Marketing. Influencers have created an audience based on their own niche; you therefore have a ready made focussed target audience meaning the leads and interested will be highly relevant.

## Don't know where to start?

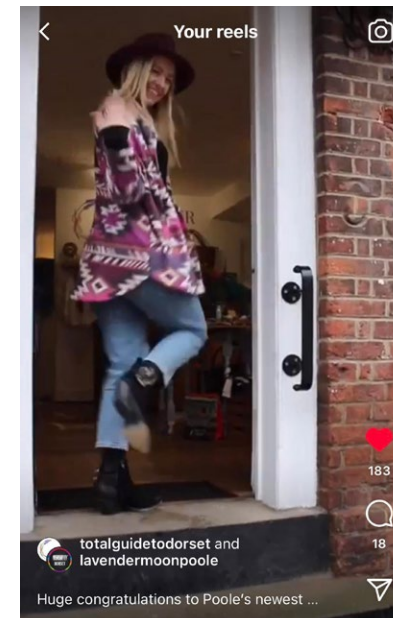
Many of our clients have set out to find Influencers only to give up as it can be so tricky to find and source good ones - without having to pay the earth. There are Influencer platforms, but subscriptions will cost you at least £1000+ and you still have to source and manage the campaigns and Influencers.

We have an army of local Influencers in each of our locations specialising in key sectors including; **Food and Drink, Health, Beauty and Fitness, Parenting and Family Activities, Events and Entertainment, Shopping and Lifestyle.**

As we work with our Influencers regularly, we enjoy preferential rates and strong relationships. The Influencers we work with have relevant followings and understand our target audiences and specs well which will unburden you with the heavy time factor needed to produce a successful Influencer campaign.

**Our Influencer Campaign prices range from £199+VAT to £450+VAT and include; written reviews, Instagram Reels, Posts, Stories, TikToks, Facebook Lives and Facebook posts.**

Contact us to discuss your spec and we can give you an accurate quote and choose the best Influencer for you.



# Search Engine Optimisation

**Search Engine Optimisation sounds complicated, but it really isn't! Our minds boggle that so many website developers aren't doing even basic SEO best practices when creating websites.**

A local HR Consultancy approached us as they were getting 0 leads from their website. We ran an audit and they had a Domain Authority of 1 and 0 page 1 rankings. After just 6 weeks of optimising their site and back link work, they have a DA of 17 and are ranking page 1 for over 30 key terms.

**Did you know that local and importantly, organic searches together make up 69% of overall digital traffic?** If you're not visible on the first page of Google for key terms relevant to you in your location or your target audiences location, your audience are going to be unable to find you.

We specialise in local organic search but if you are looking to rank for national terms and perhaps for a PPC campaign please let us know as we can put you in touch with trusted business partners.

You don't necessarily need a monthly retainer for local search. Your website and Google Business Profile may just need some TLC with some keyword research, meta data optimisation and some relevant backlinks.

We can help find the honest and right solution for your business - be that a one-off fee to get going or a small monthly retainer.

**SEO prices start at £600+VAT (one-off) for a full site audit and optimisation, fixing any site errors, Google Business Profile optimisation and backlink building.**

**Ongoing SEO starts at £300+VAT per month.**



## Total Guide have Boosted my Business!

Total Guide to, has been an absolute revelation for my business! Not only have they hugely boosted my SEO and google presence, they have provided advice on marketing, and proactively boosted my profile through their platforms giving me a far stronger online presence.

**- Heidi Skirrow, Skora HR**

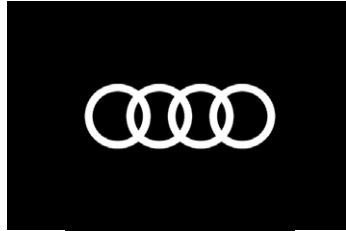
## Skora HR

**Problem:** One-off budget of £360+VAT

**Result:** Within 2 weeks, Domain Authority rose from 7 to 16. Rankings went from page 3 for HR advice Dorset, HR for small businesses Poole, Outsource HR Poole to Top 3 on the First page! No ongoing retainer needed!

Contact [rachael@totalguideto.com](mailto:rachael@totalguideto.com) for a chat so we can find the most suitable fit for you and your business.


# Who we work with








★ Trustpilot   
Total Guide to is rated **Excellent**




 07814 080119


 [liz@totalguideto.com](mailto:liz@totalguideto.com)

 07754 856949

 [rachael@totalguideto.com](mailto:rachael@totalguideto.com)

 [www.totalguideto.com](http://www.totalguideto.com)



 Total Guide to Ltd, Bowman House Business Centre, Whitehill Lane, Royal Wootton Bassett, SN4 7DB