



Media Pack

"Helping Kent Flourish"

Keep it in Kent is a campaign for anyone who, like us, believes in the importance of supporting our local Kent businesses.

www.keepitinkent.co.uk

What do we do?

We encourage, enable and facilitate fellow Kent businesses and residents to spend (and invest) within the local economy. To achieve this, KiiK provides its member businesses with a range of valuable promotional and networking opportunities through:

Online Directory of Kent Businesses

Our members have access to additional features and functions including: priority/featured listings, formatted text (HTML) with images and videos* which reinforces their own unique brand/message. A quick contact form delivers leads from genuinely interested purchasers.

*See next page for more information on videos.

Exclusive Member Offers and Discounts

We've negotiated some fantastic savings on a range of business support services and treats for all our members, so they can benefit from local expertise, products and services that they may not have considered previously. We've calculated that members can save over £3,500 per year with these offers alone!

The Keep it in Kent Logo/Brand

Displaying the KiiK member logo identifies our members as genuine independent Kent businesses, who demonstrate their commitment to the Kent economy. In doing so, they attract like-minded customers and suppliers.

Proactive Online Promotion

We actively promote our members across a variety of online platforms, including managing proactive digital campaigns on their behalf. Whether it's to enhance your existing presence, or introduce you to online promotions, this is an extremely cost-effective way to promote your business. We'll help you to reach wider audience of potential customers and with the added credibility of the KiiK name.



Ansacom
Taking Care of Calls

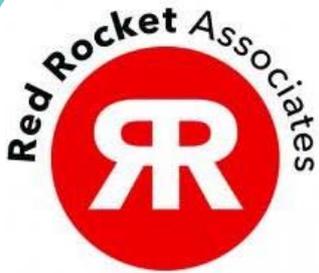




Carousel Crèche Company



Training & Consultancy



WHITSTABLE PRODUCE STORE



kentspace



Software Solutions
Coding your business into the future

👍 Advertising on keepitinkent.co.uk

Our members can raise their profile on Google (through SEO advantages) and often experience significantly more traffic directed to their own websites. This in turn attracts more potential customers, and an increased awareness of their Kent business, leads to more sales opportunities.

👍 Video Production

Research tells us that people prefer to click on and watch video content rather than read a paragraph or five about your business! We work with our GOLD members to produce a free short promotional video that they can embed in their own website as well as in our directory, which also has the potential to be shared far and wide!

👍 Get Togethers, Events, & Trade Shows

Meeting like-minded business owners at our various events brings our members real possibilities for forging mutually beneficial and often lasting, business relationships.

👍 On-line and Telephone Customer Reviews

Positive customer feedback collected by a trusted third party (KiiK) enables our members to demonstrate their value to potential new customers, and any constructive comments help them to make necessary improvements. Our GOLD members are also able to offer their customers access to a real person (based in Kent) through our telephone feedback line. They receive regular valuable reports from us, which present all the information they need to develop their business.

What does it cost to join?

Unlike many other membership organisations, Keep it in Kent has **NO JOINING FEE for new members!**

We are committed to making Keep it in Kent accessible to all sizes and types of Kent business therefore we offer three levels of membership, depending on the level of promotion you'd like/need, and the size of your business.

What do I do next?

If you would like to join straight away go to: kiik.co/join

Or you can contact us by email or by phone, and we'll happily talk you through the options.

E: membership@keepitinkent.co.uk

T: 01233 680800





Membership Types

Select the type of membership that best suits your business needs. You can always upgrade at anytime as your business grows and develops!

All members receive a Certificate, Badge and a Members Pack, and have access to all our special discounts and promotions.

KiiK
Logo

KiiK
Directory

KiiK
Events

Online
Promotion

KiiK
Website
Ads

STANDARD

Free to use on your website and in your literature.

- **Enhanced Listing**
- Priority entry
- Customer reviews via web form

Free attendance for one person at our events.

Welcome tweet and Facebook post, and member spotlight on the KiiK website.

50% discount off our advertising rates. (Please see our rate card)

SILVER

Free to use on your website and in your literature.

- **Enhanced Listing**
- Priority entry
- Customer reviews via web form

As standard, plus a free guest pass 3 times per year.

As standard PLUS: 1 blog with linked banner Ad, monthly Facebook posts, tweets and re-tweets.

As standard PLUS: free 3 months revolving tile on our homepage.

GOLD

Free to use on your website and in your literature.

- **Premium Listing**
- Priority entry
- Upload videos
- Telephone feedback line plus web form

Free attendance for up to two people at our regular events.

As standard PLUS: 3 blogs with linked banner Ad, 2 x monthly Facebook posts, tweets and re-tweets.

As standard PLUS: free 6 months revolving tile on our homepage.

Keep it in Kent has a constantly growing and extremely engaged Social Media following of over 8,000:



**PLUS FREE
WEB
HOSTING!**



Cost of Membership

Your annual membership subscription, is based on the size of your business and the type of membership that best suits your needs.

SILVER and GOLD membership can be paid monthly. All levels of annual membership can be paid partially or fully in kind with your own goods/ services, or with Bartercard Trade Pounds, subject to approval.

All fees are subject to VAT at the current rate.

STANDARD

£50

£75

£100

SILVER

£120
or £10.50 p/m

£180
or £15.75 p/m

£240
or £21 p/m

GOLD

£240
or £21 p/m

£360
or £31.50 p/m

£480
or £42 p/m

Start-ups , Sole Traders
Businesses with <£150k
turnover

Businesses with a
turnover between
£150k and £4m

Businesses with a
turnover over £4m

PLUS: our business members get an enhanced/premium listing in the Keep it in Kent Directory

| Functions and Features | NON-MEMBERS | STANDARD & SILVER MEMBERSHIPS | GOLD MEMBERSHIP |
|------------------------------------|--------------|-------------------------------|-----------------|
| | Free Listing | Enhanced Listing | Premium Listing |
| Your business logo | YES | YES | YES |
| Link to your own website | YES | YES | YES |
| Google map of your location | YES | YES | YES |
| Customer star ratings | YES | YES | YES |
| Featured/priority listings | X | YES | YES |
| Formatted text (HTML) and images | X | YES | YES |
| Contact form / emailed enquires | X | YES | YES |
| Link to your social media accounts | X | YES | YES |
| Customer reviews | X | YES | YES |
| Upload your videos | X | X | YES |
| List your own business offers | X | X | YES |
| List your own events | X | X | YES |