



# Feature advertiser package

Reach out on [the-trumpet.co.uk](http://the-trumpet.co.uk)  
Case study - Hedingham Castle

2015: Trumpet marketing





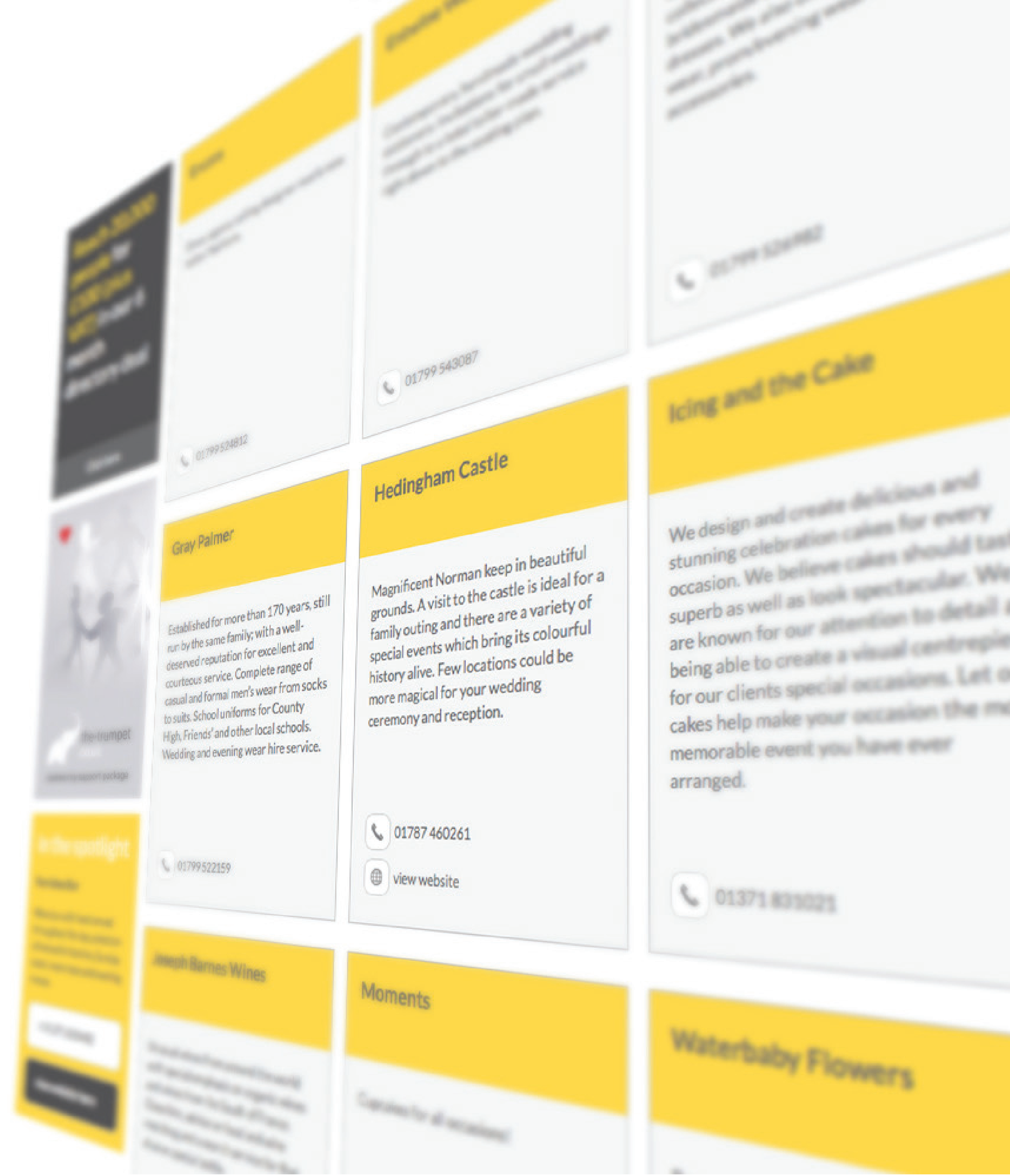
a new promotional vehicle  
**case study: Hedingham Castle**



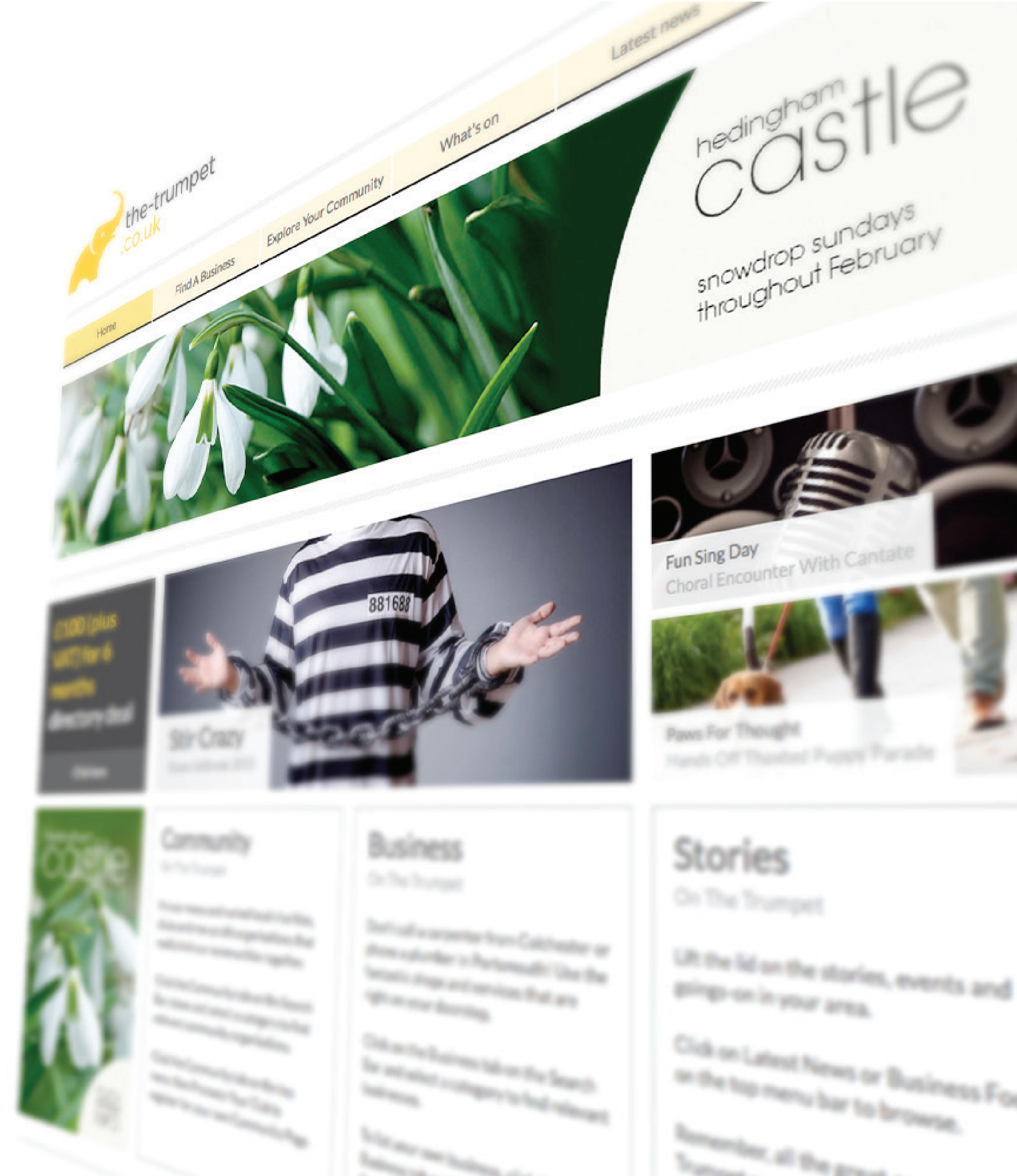
- ▶ engaging advertorials
  - convey detail and motivate
  - provide reach and interactivity
  - boosted by social media promotion



- ▶ interactive directory
  - satisfies active searchers
  - essential information
  - instant connectivity



- conspicuous banners
  - 2 prime position options
  - link directly to your website
  - irresistible top-level design







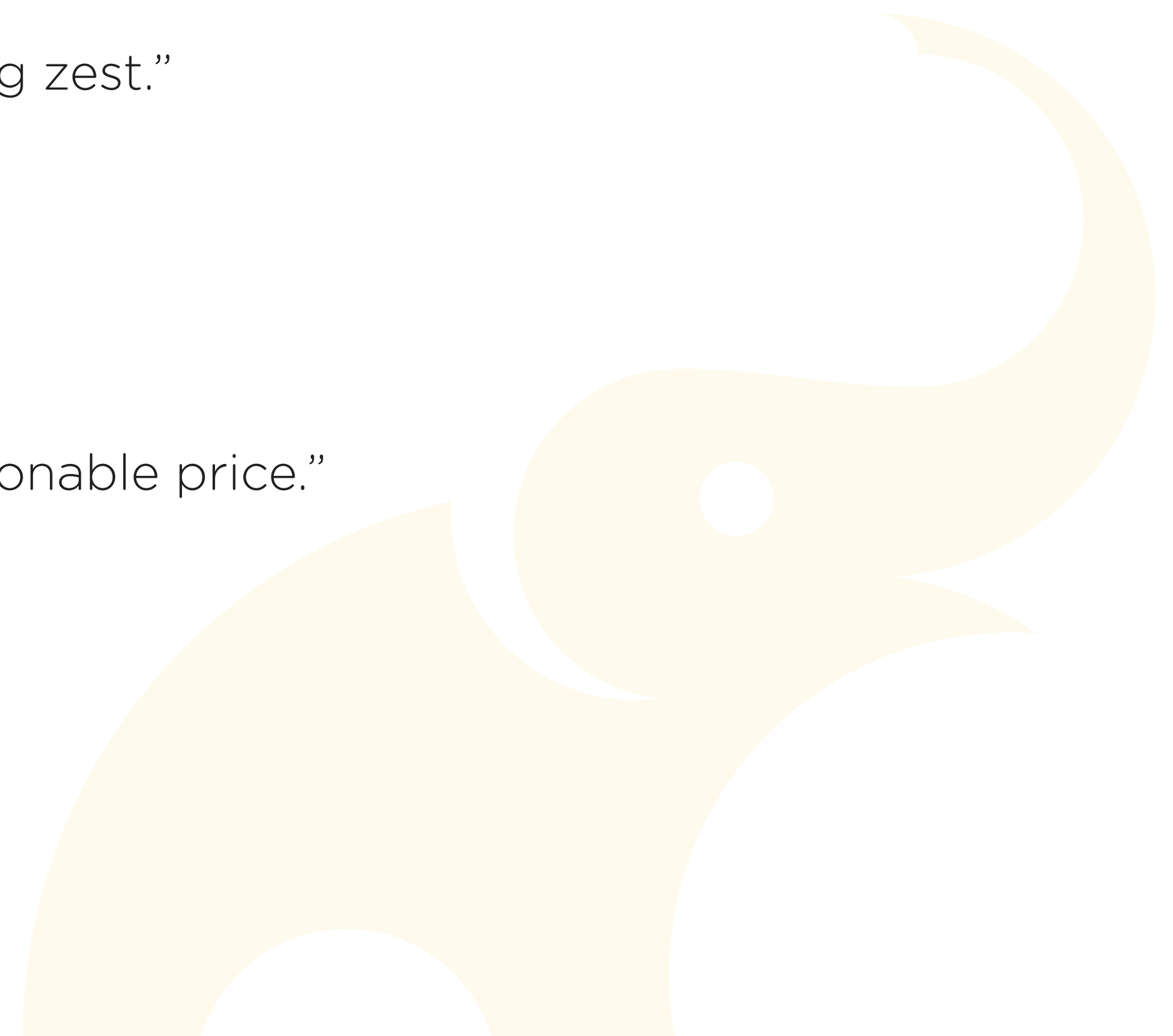
## testimonial

Feedback from Simon Orr, General Manager at Hedingham Castle.

“Whatever information we give to the Trumpet,  
- we know their writing and design will add the necessary engaging zest.”

“The Trumpet punches above its weight with referrals,  
- on a par with some UK-wide websites we have advertised with.”

“It’s an efficient, friendly way to find local customers at a very reasonable price.”





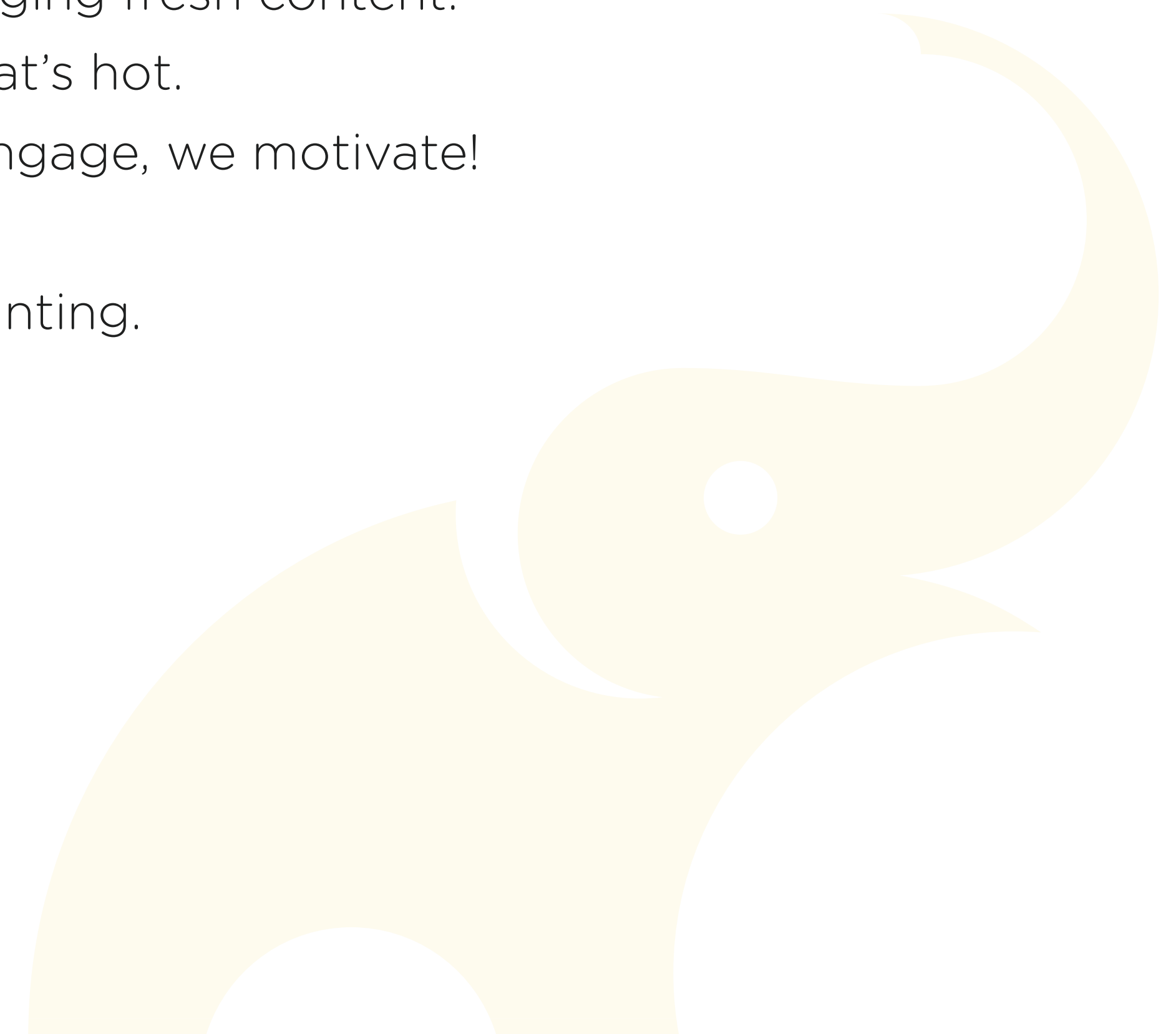


## our ever-growing eyeballs

We constantly self-promote to get more people to see you.

We drive them to our website with innovative marketing and engaging fresh content.  
Feel good stories, social media posts, competitions, what's on, what's hot.  
We support good causes, we attend events, we take photos, we engage, we motivate!

3,500 hits per month and counting / 1,550 Facebook likes and counting.  
Where there's eyeballs, there's business to be had.



to remind you...

- exposure to a growing audience:  
3,500 hits per month and counting  
1,550 Facebook likes and counting
- complete demographical range:  
locals / tourists / businesses  
clubs / schools / societies  
4 to 84 age range
- the go-to resource for Uttlesford
- future expansion into other areas

Co-promotion

**Ride the wave of our marketing**

feature advertiser package

- **12 months high-profile exposure**
- **2 spot rotation, on every site page**
- **business directory listing for one year**
- **advertorials for your news, offers, events**
- events listed in our Events Calendar
- links to your website wherever you appear
- social media links to event advertorials
- online ticket sales available or we'll link out to your existing facility
- quantifiable results and feedback from us
- unbeatable value for money



or consider becoming  
**a community sponsor:**



## the community group get:

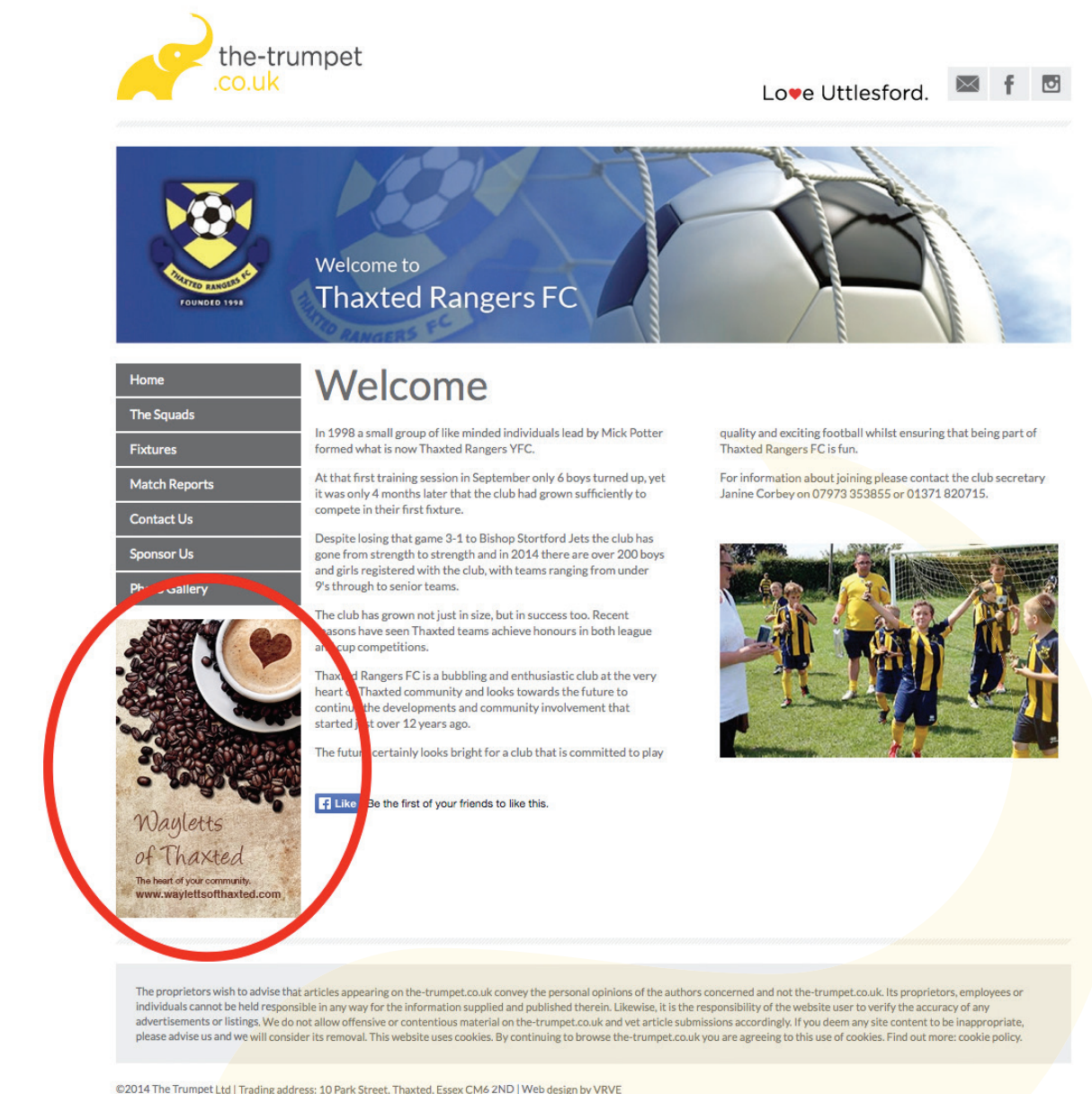
- a fully-managed, full-feature website which stands alone and comes under the Trumpet Community umbrella for maximum exposure and engagement.
- branded printed matter for club/event promotion if required
- social media campaigns for club/event promotion if required
- marketing strategy advice for effective goal achievement

constant Trumpet promotion

**they ride the wave of our marketing**

## community package sponsor:

- **12 months community exposure**  
(displayed on relevant community site)
- **1 banner design refresh**
- **social media/advertorial support**
- professionally designed banner
- logo on any related printed matter
- business directory entry for one year
- links to your website wherever you appear
- huge social capital
- quantifiable results and feedback from us



help **the-trumpet** grow,  
help **your community** grow,  
help **your business** grow,

email **info@the-trumpet.co.uk** and let's spread the word.

