



The businessbarn

Diversification Inspiration

Media Pack 2023

www.thebusinessbarn.co.uk



WHO is The Business Barn

The first of its kind, the Business Barn is the leading free to use website hosting a wealth of ideas, inspiration and rural business advice specifically aimed at diversifying farmers and landowners.

We are an unparalleled resource hub, and totally unique.



WHAT does The Business Barn do

The Business Barn attracts a niche audience who visit us in their thousands every month to find advice, information, inspiration, and businesses needed to start a diversification project.

The website hosts a wealth of free to access expert advice, content, and resources. including:

- An extensive rural business Diversification Directory,
- A comprehensive advice library featuring topical articles, business advice, case studies, trends and webinars
- Events
- Rural Classifieds - the place to buy and sell niche items, and search business opportunities
- The latest industry news



HOW can The Business Barn help your company

Becoming a Business Partner Member offers a host of ways to grow your presence within the diversification industry.

We offer a range of ways and opportunities to

- Boost sales
- Strengthen your brand awareness
- Demonstrate your expertise



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STATISTICS

Get your business seen by...

53,779

WEBSITE USERS
IN 2022

3492

FACEBOOK
FOLLOWERS

3523

NEWSLETTER
SUBSCRIBERS

4482

AVERAGE
MONTHLY
WEBSITE USERS

1259

INSTAGRAM
FOLLOWERS

95.8%

UK SOCIAL
MEDIA
FOLLOWERS



The Diversification Directory

A unique directory dedicated to connecting farmers and rural landowners with businesses providing products, services and expertise that is directly relevant to them.

With four levels of Business Membership, starting at £0, there really is no reason not to be promoting your business.

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The Diversification Directory, since its launch, is consistently one of the top three most viewed sections across the website.

What is the Diversification Directory?



The newly launched Diversification Directory is a credible, proactive, online rural business directory.



Designed specifically to connect diversifying farmers/ landowners to businesses supplying products, services or expertise directly to them



An opportunity to showcase your product, service or expertise in front of your target audience

4 levels of Business Membership

To Stand Out Among Your Competitors

Free	Standard	Premium	Champion
£0/ Month	£12/ month	£40/ month	£100/ month
<hr/> <p>List your business, for free. Why wouldn't you?</p>	<hr/> <p>Boost your business profile and reputation</p>	<hr/> <p>A Marketing Partnership & Business Resource</p>	<hr/> <p>An unparalleled advertising opportunity.</p>

Business Member Benefits	Free	Standard	Premium	Champion
<ul style="list-style-type: none"> Business name, area you operate + business phone number in a single category 	✓	✓	✓	✓
<ul style="list-style-type: none"> Website link, and a "Get in Touch" button which will email you directly 		✓	✓	✓
<ul style="list-style-type: none"> Social Media welcome 		✓	✓	✓
<ul style="list-style-type: none"> Access as a business to our Facebook discussion group. 		✓	✓	✓
<ul style="list-style-type: none"> Bold listing in the directory at the top of the section with your logo. 			✓	✓
<ul style="list-style-type: none"> Listed in up to three categories relevant to your business. 			✓	✓
<ul style="list-style-type: none"> Your own Business Profile listing your services and products with the ability to upload brochures and videos-you are in complete control of your profile. 			✓	✓
<ul style="list-style-type: none"> Provide articles to boost your profile in our Ideas & Advice sections as well as our newsletter. 			✓	✓
<ul style="list-style-type: none"> One "featured business" ad in our newsletter. 			✓	✓
<ul style="list-style-type: none"> Actively grow your presence and generate leads through publishing content and company news and events on our website. 			✓	✓
<ul style="list-style-type: none"> Social media promotion of your business and stories, Promotion of offers, discounts and new products when tagged in social media. 			✓	✓
<ul style="list-style-type: none"> Provide articles in the Rural Business Advice, and Diversification Ideas sections to add depth of content and awareness to your business. 			✓	✓
<ul style="list-style-type: none"> Supersized, bold coloured listing at the beginning & top of your section(s). 				✓
<ul style="list-style-type: none"> Your business promoted on The Business Barn's website homepage. 				✓
<ul style="list-style-type: none"> A "Champion Business" feature in every newsletter we publish while you are a member. 				✓
<ul style="list-style-type: none"> Provide or participate in hosted webinars on a topic of your choosing. 				✓
<ul style="list-style-type: none"> To celebrate the launch of our Diversification Directory, your banner advert will be displayed across every page of TBB website! (Available for a limited time only) 	The businessbarn			✓

WHY BECOME A BUSINESS MEMBER?

You are gaining a marketing partnership and unique business resource.

The provision and inclusion of your content within our website is hugely beneficial for your business, in that it not only showcases your knowledge, expertise, and products, but also supports the aim and objectives of The Business Barn as being the 'go-to' resource for rural business information.

The Business Barn's Diversification Directory is a cost effective tool that can help reinforcing your marketing strategy by:

- Building and maintaining brand awareness among your niche audience
- Improve SEO and online business visibility
- Generate genuine business leads and direct engagement with potential customers 24/7, 365 days a year



Rural Classifieds



The brand new and unique place to buy and sell niche items, and search business opportunities



Four Specialised Categories

Business Opportunities, Rural Courses, Items for Sale & Items Wanted.

From franchise opportunities to selling a yurt, this is the perfect place for those specific, niche requirements.

Incredible value

All adverts run for three months, and start at just £5 per advert.

Choose your advert type

Three types of advert

- Text only £5
- Text plus photo £10
- Promoted listing text plus photo £15

Advertising Extras

Add your event to the Events Page free of charge. Consider the following range of additional marketing options to complement your existing advertising:

Banner Advertising throughout The Business Barn's website. Headline banner across every page on the website (bar homepage). Limited to a maximum of six ads - giving maximum coverage for your listing. £175 per month (three month minimum)*

Homepage Banner Advertising on The Business Barn's website. Limited to a maximum of six business/ events - giving maximum coverage for your listing £150 per month (three month minimum)*

Newsletter Sponsorship* -£75 per newsletter. Sole sponsor. Headline sponsor with logos, editorial and link.

Interested? Get in touch for more information!
email
charlie@thebusinessbarn.co.uk

Page Takeover!
Multiple points of advertising on a targeted page.

*Available for more than just Event promotion.

Isn't this just advertising?

Yes, and No! While the basic directory listings are most akin to bog-standard advertising, our Premium and Champion options are incomparable in terms of value.

With the Business Member Profiles, you get the opportunity to really promote your business through detailed services, case studies, galleries, brochures, reviews and testimonials, plus newsletter advertising, and social media promotion. Plus the unparalleled opportunity giving you homepage and banner advertising throughout The Business Barn's website!

As a specialist, niche marketing platform, The Business Barn enables you to connect directly to your ideal audience.



We are more than an
advert, we are an
entire marketing tool-
use us to your
advantage.

**The Business
Barn is a
highly
effective and
targeted way
of promoting
your
products,
services and
expertise.**





Are you
interested?

We would love the opportunity to discuss in more detail, any questions you might have!

Get in touch

Email: charlie@thebusinessbarn.co.uk

Visit: www.thebusinessbarn.co.uk

Call: 01905 932 527

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Consider what it might have cost you in marketing spend to have got to your current position.

It is possible that The Business Barn may be a more cost effective option for generating leads for you going forwards.



Thank You!
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