

# SL GUIDE

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SHOP LOCAL

CELEBRATING DONCASTER'S INDEPENDENTS.  
INSPIRING OUR COMMUNITY TO SHOP LOCAL AND  
REDISCOVER OUR TOWN, ONE HIDDEN GEM AT A TIME

## WELCOME TO SL GUIDE

Thank you for getting in touch and showing your interest in SL Guide. Have a read below to find out all about SL Guide and how we can become your new BFF.

## WHAT IS SL GUIDE?

SL Guide will launch in May 2021 and will be an online directory of Doncaster's local independent businesses.

We are passionate about 'shopping local' and it is at the heart of our company to see locals going from strength to strength. We will work closely with you and with a listing on our website we will assist with advertising and promoting your business to a larger local audience, both through the guide and also with a strong social media presence.

SL Guide has been created for you, the independent industry professional. We want to assist with building you a strong digital presence and market your business with confidence.

SL Guide's aim is simple: we want to make sure that your local independent business listing is seen above the chain retailers and matched with as many of SL Guider's as possible.

**We are here to help you grow your business!**

# SL GUIDE

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SHOP LOCAL

## HOW WILL SL GUIDE BENEFIT MY BUSINESS?

In order to succeed against the big corporate players in your industry, it is important to attract regular attention that will increase your popularity. For many shoppers, experience and understanding of your products equals professionalism, and self-promotion is one of the most effective methods to advertise this.

When looking to make a purchase, buyers want nothing but the very best, often seeking recommendations through friends and family in order to find the most outstanding products and services. In the absence of personal advice, however, shoppers will begin to search elsewhere. This is why it is important to build an excellent repertoire highlighting experience, expertise and professional knowledge.

## HOW MUCH DOES SL GUIDE COST?

You're in control, we have an affordable fixed price structure with the ability to leave whenever you like.

SL Guide is £15.00 per month on a rolling contract with a £25.00 set up fee or £150.00 for a 12-month listing with complimentary set up.

## DO I QUALIFY FOR A LISTING?

If you are an independent business and the business is registered and operating in the DN postcode then you qualify!

# SL GUIDE

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SHOP LOCAL

## WILL THERE BE OTHER BUSINESSES LISTED WHICH OFFER THE SAME PRODUCTS AND SERVICES AS ME?

Yes, we will list a number of the same business types on our website.

We want to be able support all the local community, so do not worry, there is room for everyone at SL Guide.

## WHY ADVERTISE ON SL GUIDE?

SL Guide itself is designed and run by local independent business owners so we understand your needs and know what is required from both the perspective of the shopper and the supplier.

We have worked hard to build a reliable and loyal network of local businesses and it is our job to connect you to the local community and promote your business further.

As a listed supplier you have the opportunity to be found by thousands of potential customers to help you grow your business.

We will shine a light on your business and display your business with our simple and intuitive interface.

We love to get social and will shout about you from the rooftops, share your posts along with creating content for all to see. It is our job to connect you to our audience and get your business out there.

If you chose to join the SL Guide family, you will be part of our community and receive informative newsletters and access to exclusive events and gain valuable insights from our experienced team.

# SL GUIDE

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SHOP LOCAL

# THANK YOU

We hope this helped your understanding of the SL Guide and we can't wait to have you join our family!

If you have any further questions or want to sign up,  
please don't hesitate to contact us:  
[info@slguide.co.uk](mailto:info@slguide.co.uk)

HARRY & NAT  
SL TEAM

