

## How to choose your Bundle

Once you have chosen your website you can select the content types you want added to your site and the publishing tools you want to use. We call these bolt-ons. We've developed Bundles which represent the different combinations, these are detailed in the table below. On the next page you can see a graphical explanation.

There are different types of content, the descriptions of these and an explanation of the publishing tools appear on the next page.

**The prices below are monthly costs and are all plus VAT. The prices shown in bold represent the best value Bundles, we call these our Special Bundles.**

Bundles	Description	Professional website	Advanced website
-	Website (inc. services pages)	<b>£20</b>	<b>£30</b>
<b>Website plus content</b>			
<b>1</b>	Topical articles	£40	<b>£45</b>
<b>2</b>	Topical articles & News publications	£60	<b>£65</b>
<b>3</b>	Topical articles, News publications, Insights	£85	<b>£85</b>
<b>Website plus content plus publishing tools</b>			
<b>4</b>	Topical articles, News publications, email content, email publishing tool	£75	<b>£75</b>
<b>5</b>	Topical articles, News publications, social content, social publishing tool	£75	<b>£75</b>
<b>6</b>	Topical articles, News publications, email + social content, email + social publishing tools	£90	<b>£85</b>
<b>7</b>	Topical articles, News publications, Insights, email + social content, email + social publishing tools	£115	<b>£100</b>
<b>8</b>	Insights plus email + social publishing tools	£60	<b>£65</b>

There is an additional cost for each email send of £5 per campaign plus 1p per email address.

When you order your new NextGen 3.0 site, you just need to decide the level of website you want, the content types and the publishing tools. So, if you want the Professional website and the Topical articles, you would order Professional Bundle 1, for £40 per month. If you want the Advanced website, Topical articles, News publications, Insights, email and social content, and the email and social publishing tools, you need to order Advanced Bundle 7, for £100 per month.

Just to let you know...since we launched NextGen 3.0 we have (as of 29/1/20) rationalised the range of Bundles and renumbered them. If the price for the bolt-ons you want isn't shown, or if you have any questions, please call us on 01279 882519 or email [simplymarketing@tomd.co.uk](mailto:simplymarketing@tomd.co.uk).

The chart below shows what's included in the most popular Bundles.

Advanced Website Bundle	1 £45	2 £65	3 £85	4 £75	5 £75	6 £85	7 £100	8 £65
Advanced level website	●	●	●	●	●	●	●	●
Topical articles	●	●	●	●	●	●	●	
Email content to accompany Topical articles				●		●	●	
Social media posts to accompany Topical articles					●	●	●	
News publications		●	●	●	●	●	●	
Email content to accompany News publications				●		●	●	
Social media posts to accompany News publications					●	●	●	
General, service-related social media posts					●	●	●	
Insights (articles, email and social media content)			●				●	●
Email publishing tool				●		●	●	●
Social media publishing tool					●	●	●	●

There is an additional cost for each email send of £5 per campaign plus 1p per email address.

## Bolt-on descriptions - content

### Topical articles

Up to two\*, pre-approved topical articles per week will be added automatically to your website. You can choose from the same range of categories as the services pages on your website.

\* The actual number you receive will depend on the number of categories you select.

### News publications

Pre-approved Economic Reviews, Property Market Reviews and Residential Property Reviews (all monthly), Budget Update and Tax Infographics added automatically to your website.

### Email content (long and short-form)

Pre-approved short-form email content^ to accompany topical articles and news publications. News publications are also available in full email format.

^ One per article. These can be published using our 'Publishing tools', in which case they will automatically link back to the relevant articles on your website.

### Social media content

Pre-approved social media posts^ written to accompany topical and news articles. Plus standalone social media posts^.

^ One per article. These can be published using our 'Publishing tools', in which case they will automatically link back to the relevant articles on your website.

^ Up to three, pre-approved social media posts per week about the services you provide and relevant financial news. They don't specifically relate to articles on your website.

### Insights

A library of pre-approved articles updated monthly on timeless topics, ideal for use as campaigns published by you on your website when you want, plus email content and social media posts.

## Bolt-on descriptions - publishing tools

Integration, through our platform, with our email facility and your social media accounts, enabling you to create emails for clients using our templates and to publish social media posts.

We also provide websites and content for mortgage firms. Please call us on 01279 882519 or email [simplymarketing@tmd.co.uk](mailto:simplymarketing@tmd.co.uk) to find out more.