



THE
GUIDE
LIVERPOOL

MEDIA PACK

2025

WWW.THEGUIDELIVERPOOL.COM

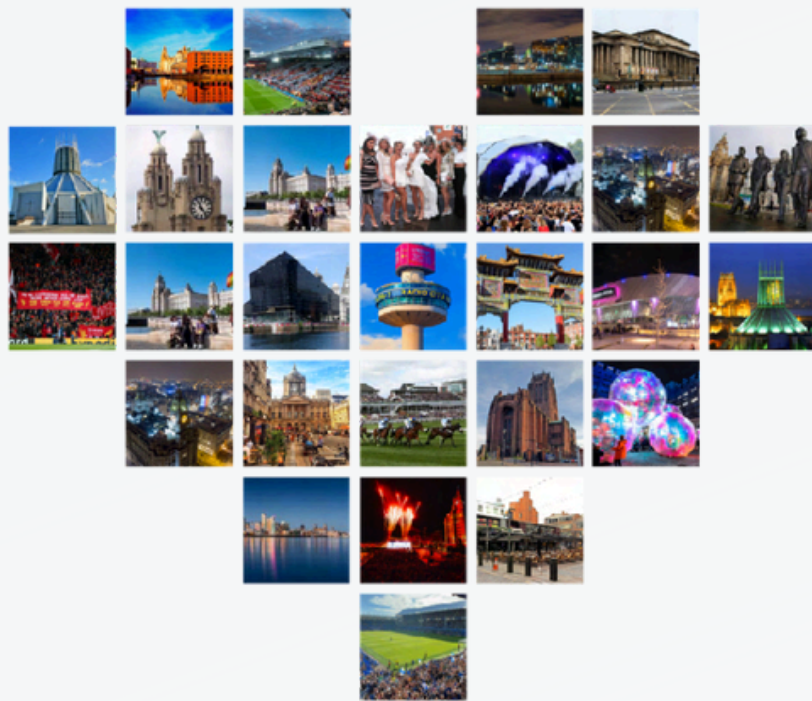
WE ARE THE GUIDE LIVERPOOL

Liverpool is a city like no other.

It's filled with history and culture. It's a city of music, sport, comedy and incredible businesses like yours.

Liverpool has plenty to shout about, and nobody shouts louder and prouder than us, the premium what's-on platform, and creative video production agency.

Our pioneering short-form video features allow you to stay up to date with all the good news and things to do across the city region.





WE DO VIDEO

Video works. And at The Guide Liverpool, WE DO VIDEO.

We love creating video content - whether we're producing content for visitor attractions, events, brands or businesses, we've done it all.



WHO WE'VE WORKED WITH

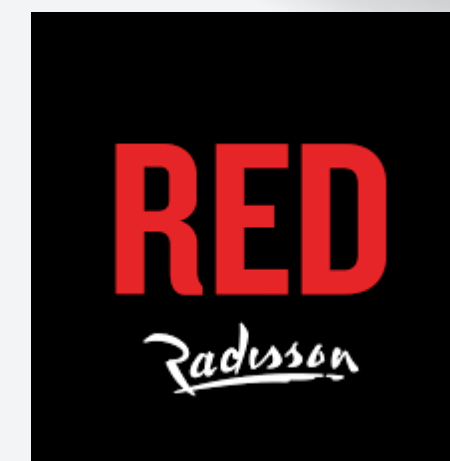
JOHN
LEWIS
& PARTNERS

IHG[®]
HOTELS & RESORTS

Liverpool John Lennon Airport
Faster. Easier. Friendlier.

CAMMELL LAIRD

Museums
Liverpool



SELFRIDGES & CO

national
express

M&S BANK
ARENA LIVERPOOL

LUSH
FRESH HANDMADE COSMETICS



AINTREE

A Jockey Club Racecourse
Produced by Feld Entertainment



BOXPARK

L.F.C.



OUR SOCIAL MEDIA FOLLOWING

OUR AVERAGE ENGAGEMENT RATE ACROSS SOCIALS IS 7.5%.



Instagram

121k



TikTok

26.6k



Facebook

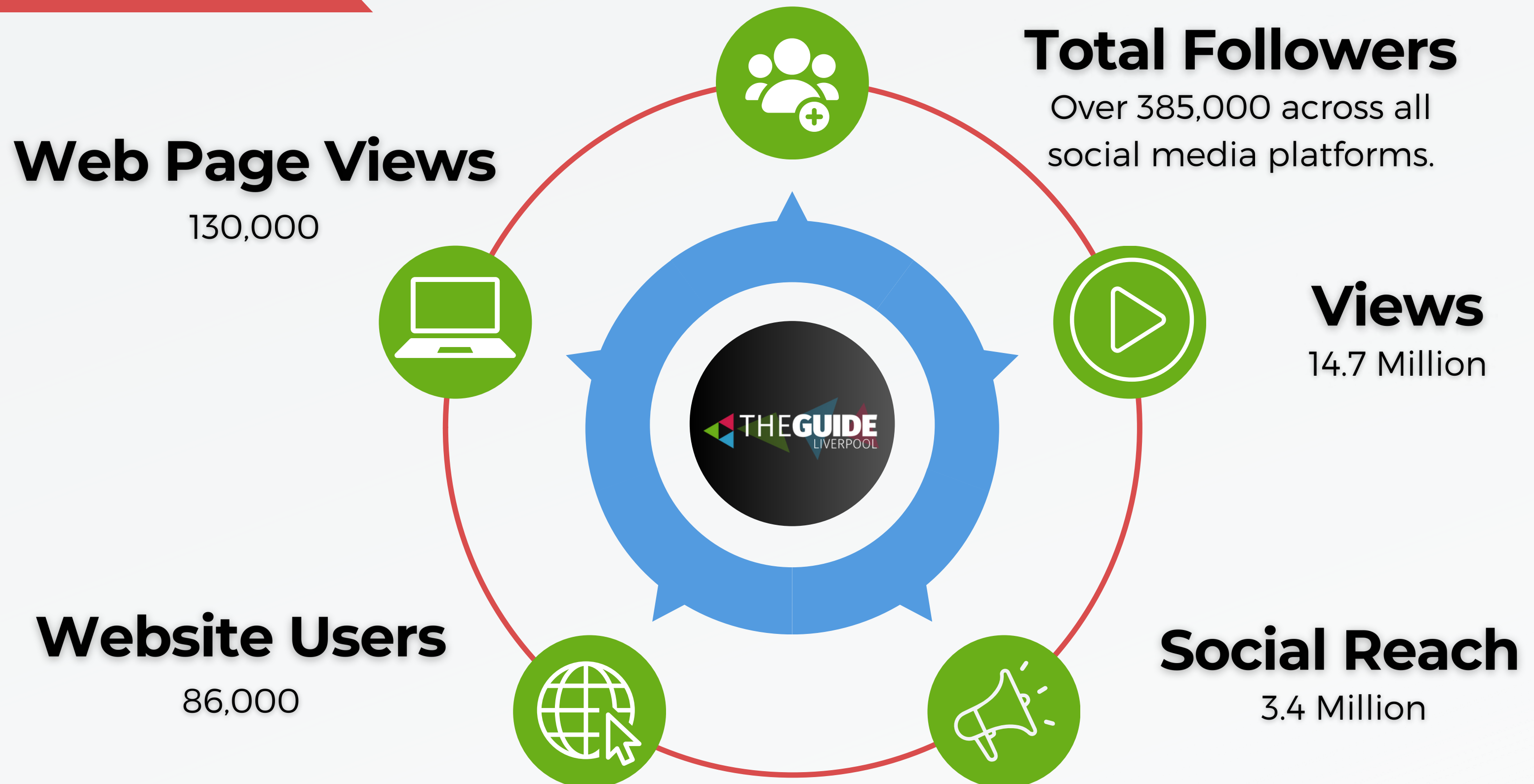
134k



X

69.7k

OUR KEY MONTHLY STATS



HOW WE'LL WORK WITH YOU

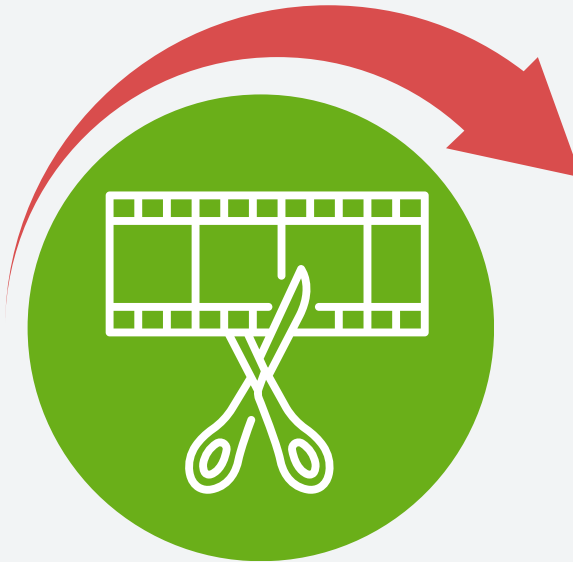
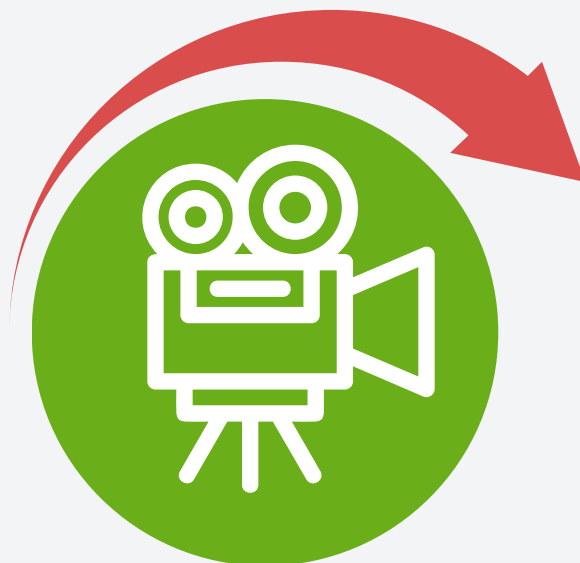


1. Brief Taking

We'll have a call or catch up with you to work out a brief for the work we're going to produce. This is an opportunity to pin down **everything you want.**

2. Filming

We'll film **on location** for your content - this can be anything from promo-style video content, to interviews and much more.



2. The Edit

This stage is **vital to the process.** Our videography team will edit the footage to your requirements. We'll then send to you for **approval** - we can make changes if needed.

4. Approval

Once we have finished the edit process, we'll **send all agreed versions** to you for approval. We can make two rounds of edits as part of the campaign.



5. Your Video

Once the video has been approved, that's it! We'll send you all versions via WeTransfer, and we'll **publish** any agreed content on our website and across our social media platforms.

SEARCH ENGINE OPTIMISATION

Search Engine Optimisation (SEO) is a strategic process aimed at enhancing your online visibility and attracting more organic (non-paid) traffic to your website.

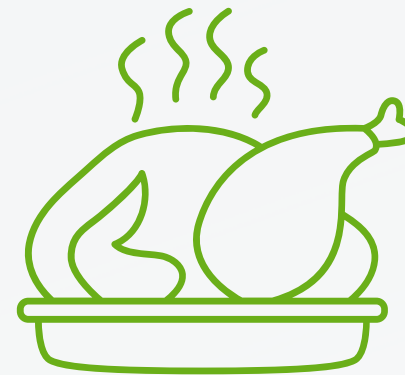
At The Guide Liverpool, we have optimised our website for a number of highly targeted search keywords/phrases and we rank highly on Google for 7k+ Liverpool-related keywords, including:



**Bars in
Liverpool**



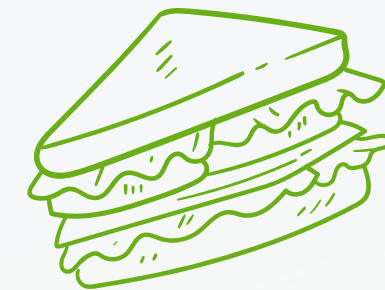
**Businesses
in Liverpool**



**Sunday Roast
in Liverpool**



**Walks in
Liverpool**



**Lunch
in Liverpool**



**What's On
Liverpool**



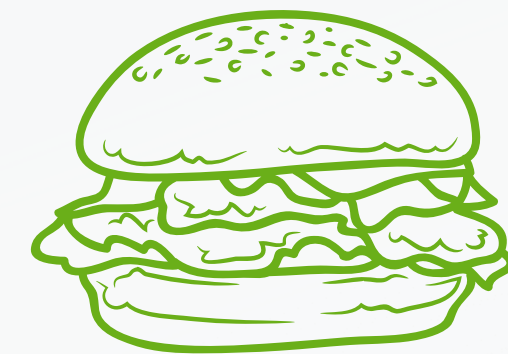
**Liverpool
Student Guide**



**Breakfast
in Liverpool**



**Christmas
in Liverpool**



**Burgers
in Liverpool**

OUR MOST POPULAR PACKAGE

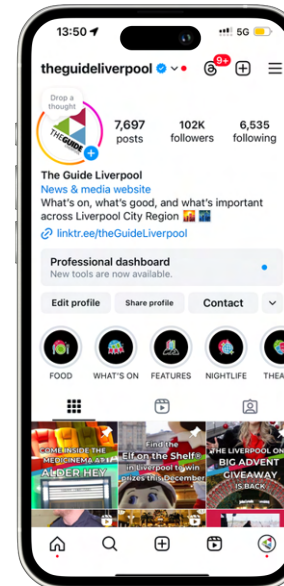
This package is our most popular and provides you with our video expertise, along with maximum exposure on our social media platforms and website. You'll receive all of the below.

VIDEO



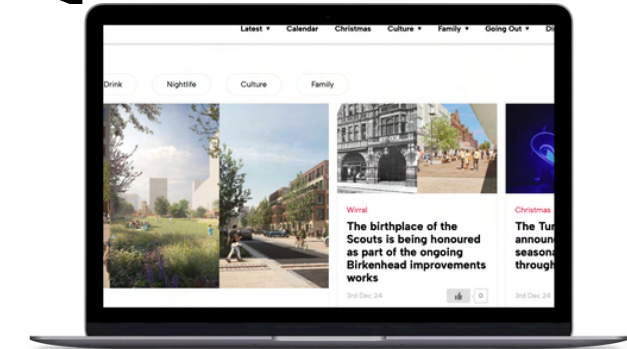
We'll film on location for your content - this can be anything from promo-style video content, to interviews and much more.

SOCIAL MEDIA



Your video will be published on our website and shared across our social media platforms for four weeks.

ARTICLE



As part of the campaign, our writers will create a bespoke feature article that will be published on our website, with the video embedded.

PRESENTERS



Jay Hynd
 @jayhynd



Leanne Campbell
 @leannecampbellpower



Claire simmo
 @clairesimmo16



Josh McDowell
 @joshjrmcdowell



Gemma Cutting
 @gemmacutting



Rachael Rhodes
 @rach_rhodes_



Jack Hellier
 @jackhellier_



John May
 @thatjohnmay



Pete Price
 @petecityprice



Lindzi Germain
 @lindzigermain



Rossie
 @rossie7dj



THE
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VIDEO PRODUCTION

The Guide Liverpool can create video content for your business to use for a range of different things, including the below, but also loads more.



**Social Media
Videos**



**Product
Videos**



**Website
Video
Content**



**Internal and
External
Comms**



**Video
Marketing**



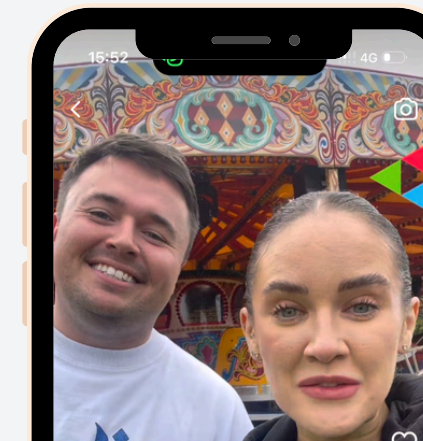
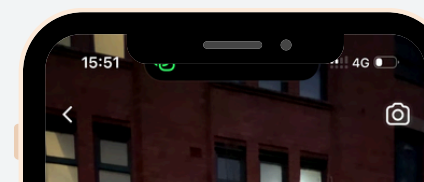
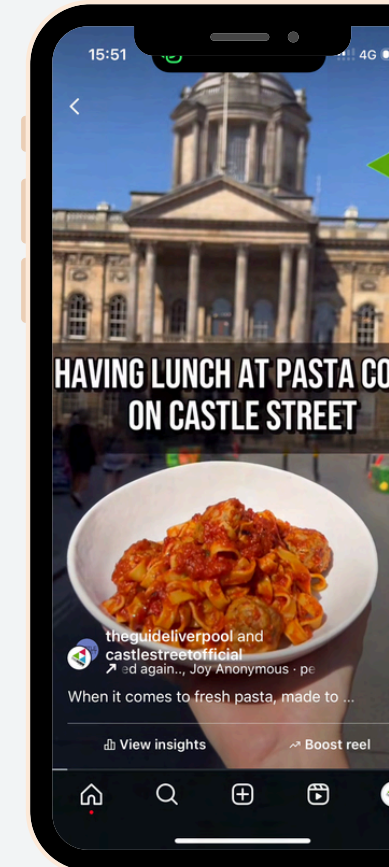
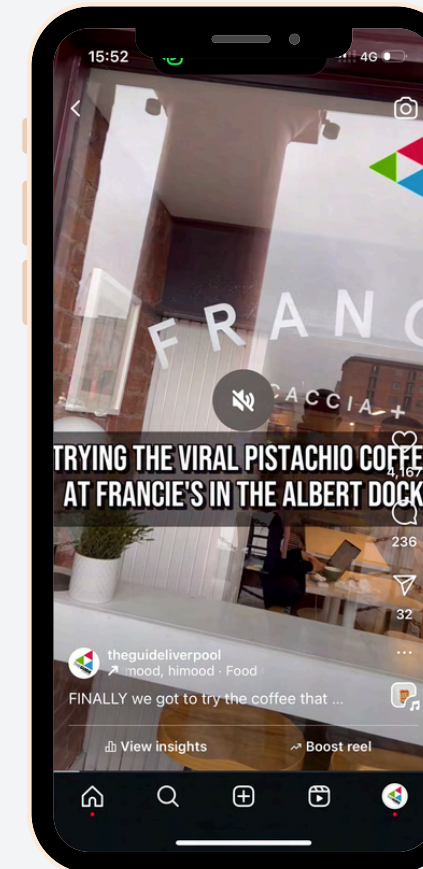
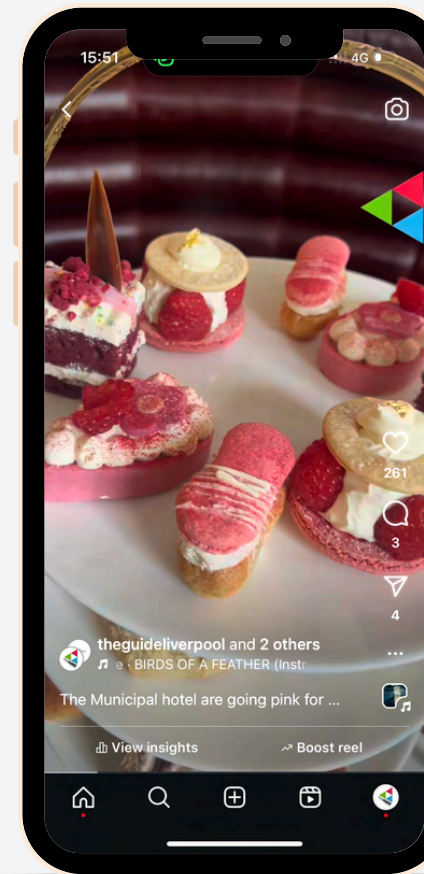
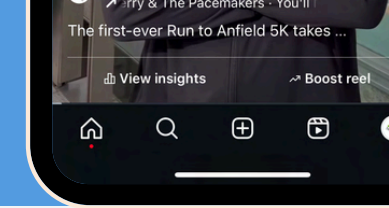
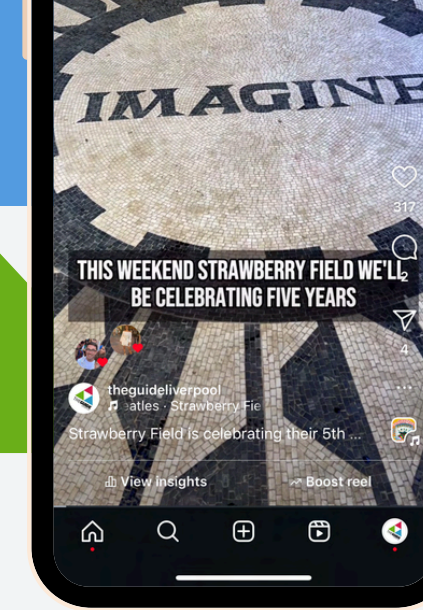
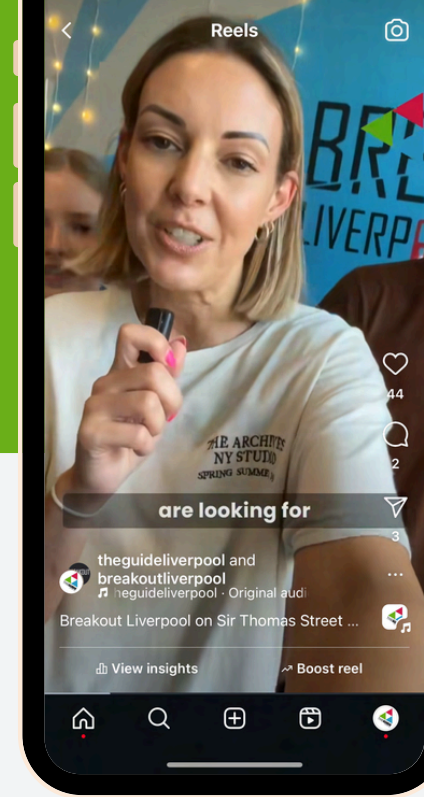
Documentaries

SOCIAL CONTENT CREATION

We can create User Generated Content for you.

- UGC-style short produced
- Content shared on our socials

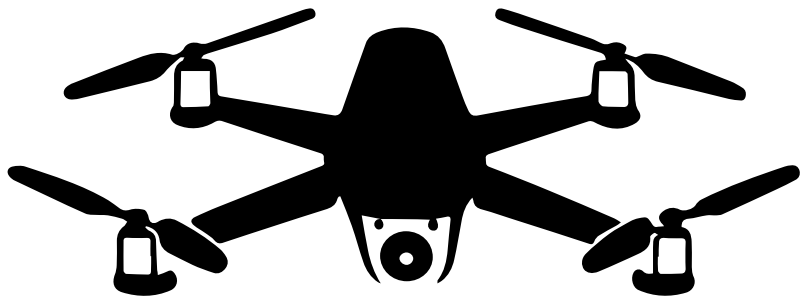
The Guide Liverpool averages 4.8 million social video views each month and boasts over 340,000 followers across social media.



WE DO MORE



DRONE



We capture drone footage too. Give your venue or event the birds eye view with our high-quality drone experts.



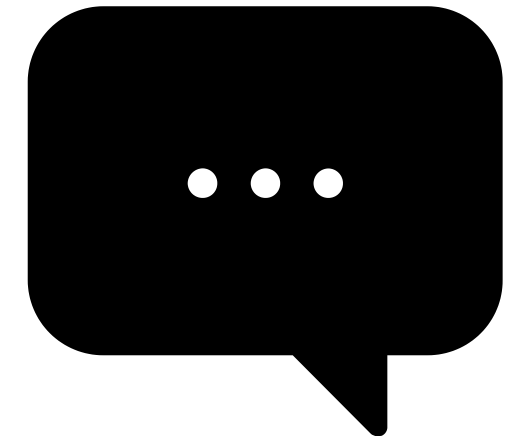
SOCIAL MEDIA TAKEOVER



Take over our socials for the day e.g. an event you're holding that you need live coverage for.



PRESS RELEASES



We'll create professional written content for your business and distribute it across our wide network of media contacts.

AND MORE



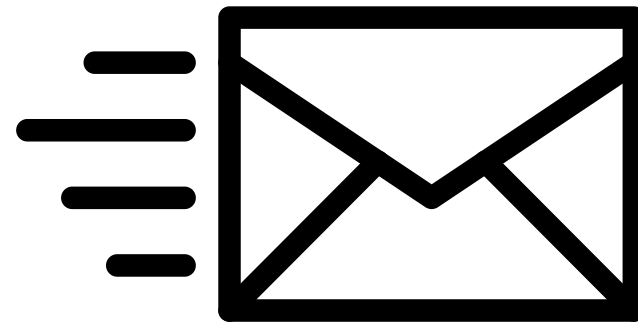
ADVERTORIAL



We'll create a bespoke article to promote your business/product/event and host it on our website.



E-BLAST



We'll send a dedicated e-blast newsletter to our 10,000+ subscribers.



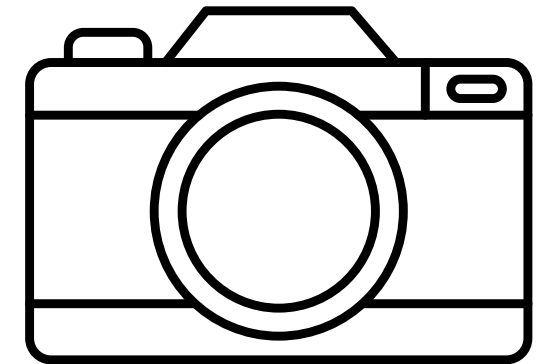
ONLINE COMP



We'll launch a competition on our website and push out to our over 300,000 social media followers.



PHOTOGRAPHY



Capture your business or event with one of our professional photographers. We offer a different range of rates.



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**THANK YOU
THE GUIDE LIVERPOOL TEAM**

INFO@THEGUIDELIVERPOOL.COM

WWW.THEGUIDE LIVERPOOL.COM