



WHY USE PRESTIGE BUSINESS NETWORK (PBN)?

Questions and answers:

It's One Central Hub - Multiple Marketing Channels. We looked closely at the leading social media platforms, what they offer, and the tools businesses use to market themselves online. We then took many of those valuable ideas and brought them together under one roof.

Although Prestige Business Network (PBN) is still developing and expanding, our vision is clear: to provide businesses with a centralised location and marketing hub where they can be found,

manage, create and distribute their marketing from one place. Prestige Business Network (PBN) was created with one simple objective: For just \$3,99 per month with a 30-day free trial offering, no contracts or notice periods, PBN makes it easier, more affordable and more effective for businesses to manage and distribute their marketing from one central location.



WHY USE PRESTIGE BUSINESS NETWORK (PBN)?

Think of PBN as your central business marketing headquarters, with your existing social media platforms continuing to operate as your external marketing channels. Rather than your marketing department repeatedly creating the same content and manually moving between different platforms, your business can work from its PBN business profile as its central

marketing point.

PBN is not designed to replace Facebook, LinkedIn, Instagram or your other existing social media platforms. We understand that your customers are already using these platforms. Instead, PBN is designed to work alongside your existing social media, giving your marketing department one central business profile from which it can create, manage and distribute its marketing content.

Create your content once and distribute it through to... PBN BusinessFeed to Facebook, LinkedIn, Instagram & Other Social Channels

This means less repetitive work for your marketing team and a more organised approach to your digital marketing. Your marketing department can also use PBN's tools to communicate with customers through mailshots and WhatsApp bulk messaging, bringing more of your marketing activity together in one central location.

FREE SOCIAL MEDIA DOESN'T ALWAYS MEAN FREE MARKETING

Many social media platforms offer businesses a free service — and they are valuable platforms that businesses should continue using. However, free access does not necessarily mean unlimited marketing exposure. As businesses increase their marketing activity, they can encounter various limitations, algorithms, reduced organic reach, posting restrictions, or the need to pay for additional advertising and promotional exposure. For many businesses, obtaining greater visibility can become expensive, particularly when they need to continually pay to boost posts, reach more customers or increase their promotional exposure.

WHY SUBSCRIBE TO PBN? — AND WHY HAVE WE KEPT IT SO AFFORDABLE?

One of the questions we are often asked is: “Why should I subscribe to PBN when many social media platforms are free?” Our objective is to provide businesses with one affordable membership cost and a central marketing platform where they can create and share their business content without unnecessary restrictions on their PBN marketing activity.

Further reasons are ...

For just US\$3.99 per month, your business gets its own PBN Business Profile and access to a dedicated business-focused marketing platform. With PBN, your business has the freedom to market, promote and stay visible — all from one centralised platform. We don't believe businesses should be penalised simply because they want to market their business. For less than the cost of a cup of coffee in many countries, your business can access a professional business marketing and networking platform designed to help you:

Create → Promote → Connect → Share → Communicate → Grow

YOUR OWN PROFESSIONAL BUSINESS PROFILE

Tell people who you are and what your business does. Your business receives its own professional PBN Business Profile, giving customers and other businesses one central place to learn about your company, products, services and what you have to offer. Think of your PBN Business Profile as your business's "all-in-one digital business presence" — everything under one roof.

ABOUT YOUR COMPANY

Tell people who you are, what your business does and what makes your company unique.

COMPANY INFORMATION & CONTACT DETAILS

Provide important information about your business and make it easy for customers and business connections to contact you.

PRODUCTS & SERVICES

Showcase what you offer and give customers a clear understanding of your products and services.

PHOTOS & VIDEOS

Visually showcase your products, services, premises, people, projects and other aspects of your business.

SLIDE SHOWS

Create engaging visual presentations to showcase your business, products, services or promotions.

PROMOTIONS & SPECIAL OFFERS

Advertise discounts, special offers, campaigns and other promotions directly from your business profile.

COMPANY NEWS & ANNOUNCEMENTS

Keep customers and business connections informed about what is happening within your company.

EVENTS & INDUSTRY INFORMATION

Share events, important information and relevant news relating to your business and industry.

QUOTES & INSPIRATIONAL CONTENT

Keep your business profile active, interesting and engaging with quotes and inspirational content.

WEBSITE & SOCIAL MEDIA LINKS

Bring your digital presence together in one central location by adding your website and links to Facebook, LinkedIn, Instagram and other social media platforms.

YOUR COMPANY'S BUSINESS SKILLS & STRENGTHS

Showcase your company's key skills, services and areas of expertise. Use the percentage indicators to highlight your company's strengths and give potential customers a quick understanding of what your business does best. For example, you can indicate the areas in which your business has the greatest level of expertise, helping customers quickly identify the products, services and skills your company offers.

CONNECT, NETWORK AND DISCOVER

PBN is more than a place to advertise. It is designed to help businesses connect, network and discover other businesses and opportunities.

Members can:

- Build their business presence
- Connect with other businesses
- Showcase their products and services
- Discover other businesses
- Keep up with business-related content
- Build business awareness and potential connections
- Unfollow or block those members not part of their portfolio

MAILSHOTS & WHATSAPP BULK MESSAGING

PBN also provides tools that allow your marketing department to communicate directly with customers through: Mailshots and WhatsApp bulk messaging. This allows businesses to extend their marketing communications beyond social media and bring more of their customer

communication together through their central marketing operation.

YOUR MARKETING HUB

Your PBN Business Profile becomes the central point from which your marketing team can manage its business content and marketing activity. From this one professional profile, your business can build its presence, showcase what it offers, keep customers informed and prepare content to share through the PBN Business Feed and your connected social media channels. Everything your customers need to know about your business — brought together in one place.



KEY INDIVIDUAL

Part of your subscription your business receives access to a Key Individual who can liaise with your marketing team. Your Key Individual can assist with:

- Getting started on PBN
- Understanding the platform
- Training your marketing department
- Showing your team how to use the available marketing tools
- Helping your team understand how to maximise the platform

We believe technology should make life easier — not more frustrating.

HUMAN SUPPORT — NOT JUST AI

We believe there is still an important place for the human factor. If you get stuck or have a problem, you don't want to spend hours trying to explain your problem to an automated system and end up feeling even more frustrated. With PBN, you can communicate with a real person. Depending on the issue, you can deal with your Key Individual or our technical support team. We want our members to know that someone is available to help when they need assistance.

OPTIONAL OUTSOURCED MARKETING SUPPORT

Not every business has a large marketing department. Some businesses have one person handling their marketing, while others may not have a dedicated marketing department at all. PBN also provides access to an independent outsourced marketing division for businesses that require additional marketing assistance. The outsourced marketing service is completely optional and separate from your PBN subscription. Any services required, costs, deliverables and agreements will be discussed and agreed directly between your business and the outsourced marketing department. Your PBN subscription gives you access to the platform. Any additional marketing services are arranged independently and are not included in the US\$3.99 monthly subscription.

PRESTIGE BUSINESS NETWORK

IN SUMMARY WHY SHOULD YOUR BUSINESS SUBSCRIBE?

For only US\$3.99 per month, PBN gives your business an affordable central marketing hub where you can:

- ✓ Build your professional business profile
- ✓ Tell customers about your company
- ✓ Promote your products and services
- ✓ Upload photos and videos
- ✓ Create slide shows
- ✓ Promote special offers and campaigns
- ✓ Publish company news and announcements
- ✓ Share articles, events and industry information
- ✓ Add your website and social media links
- ✓ Share content to the PBN Business Feed
- ✓ Distribute content to your existing social media channels
- ✓ Connect and network with other businesses
- ✓ Communicate with customers through mailshots
- ✓ Use WhatsApp bulk messaging
- ✓ Receive assistance from your own Key Individual

- ✓ Receive human support when you need it
- ✓ Access additional outsourced marketing support if required
- ✓ Market without unnecessary posting restrictions
- ✓ Enjoy a 30-day trial
- ✓ Use a secure payment gateway
- ✓ Cancel whenever you choose
- ✓ Training and platform assistance
- ✓ Human support when you need it
- ✓ Try PBN and decide whether it works for your business.



All from one central business profile PBN PROMOTES

We don't simply expect our members to market themselves. We market PBN too. Our own team promotes and shares the PBN platform through various social media channels on a regular basis, helping increase awareness of PBN and the businesses participating on the platform. The more businesses that join, the greater the opportunity becomes for businesses to discover,

connect and do business with one another.

MULTIPLE BRANCHES & FRANCHISE GROUPS DISCOUNTS.

We understand that companies with multiple branches, locations or franchises have different marketing requirements. PBN is open to discussing special discounted membership rates for companies, franchise groups and businesses with multiple branches, depending on the number of businesses being registered.

PRESTIGE BUSINESS NETWORK

30-Day Trial • No Long-Term Contract • Cancel Anytime

Visit Prestige Business Network and take a tour

Prestige Business Network (Pty) Ltd

Shane Bennitt

Founder & CEO

<https://prestigebusinessnetwork.com/>