



THIS WEEK  
BAY HORSE

TUESDAY	8" RUMPS + WINE	22
FRIDAY	2 FISH + CHIPS	20

Local. ASSURED. Roast Meats! EVERY SUNDAY 12

Welcome

# The Bay Horse at Masham

Marketing Campaign Case Study - Supporting Mini Refurbishment Schemes

Retail Impact Solutions - experts in websites and social media for pubs



# Introduction

The Bay Horse is a well established quality ale and food pub with letting bedrooms in the market town of Masham in North Yorkshire.

Masham is a famous brewing town with both the Theakston and Black Sheep breweries located here. The business also has strong links with quality local Yorkshire food producers and the area generally has a strong reputation for quality food and drinks. The location of the pub makes it a tourist hot spot. The beautiful market town setting of Masham and the surrounding Yorkshire Dales and Moors National Parks is key to the success of the business. The pub also has a loyal local customer base who love the quality food & drinks offer, the great team and excellent service and hospitality.

The operator had been in situ for 4 + years and in this time has worked hard to build the reputation of the business as a centre of excellence for local food, drinks and hospitality. The owners invested in a mini refurbishment of the beer garden in the spring of 2019 and were looking to promote the improvement as a springboard to build trade over the summer months .

We were engaged to market the beer garden launch working alongside the excellent operator. We were asked to build a new website and provide a social media campaign for a 3 month initial period to ensure messages about changes at the pub were successfully communicated to the local community. Our work was so appreciated that we were taken on permanently to manage all social media and marketing activities.

**Retail Impact Solutions - experts in social media and websites for pubs**



# The Challenge

Business marketing priorities developed in conjunction with the business operators as follows:

## Food & Drink

The Bay Horse offers excellent quality food, drink and hospitality. A new website and program of social media posting required to push out this message to new customers.

## Improved Beer Garden

The new beer garden is a great improvement but is out of sight at the rear of the pub. A new website and social media activity required to get the message out in Masham.

## Letting Rooms

Rooms are a very profitable part of the business, a new website was required with online room booking to better sell the rooms and increase occupancy rates.

## Weekly Offers

Pub offers a range of great value weekly deals. Work on social media required to improve awareness locally and therefore trade during the quieter days of the week.

**Retail Impact Solutions - experts in social media and websites for pubs**



# The Solution

## ● Business Builder Website

Retail Impact Solutions built a new website including:

- Great photography of the premises including the new beer garden, the food & drinks offer and letting bedrooms.
- Online rooms booking
- Integrated live social media feeds
- Website supported by social media activity with all posts containing links to relevant website pages to drive web traffic and push the website higher in search engine rankings.
- A selection of edited photos of all aspects of the business are added to the Google My Business Page for The Bay Horse. The operator is also helped to claim the page and the website is also added here. This is key to getting good results in Google searches.

## ● Daily Social Media Posting Service

Retail Impact developed a weekly plan of great social media content to promote all aspect of the business including:

- The food offer and weekly food deals with quality photography.
- Beer garden with great images of the completed scheme.
- Ales and quality drinks offer with great images taken at site.
- Letting bedrooms with quality images and links to online booking.
- Great results were achieved and the operator now is one of our long term Facebook customers.

**Retail Impact Solutions - experts in social media and websites for pubs**



# The Result

## Successful Website Launch

An average of 4,000 page views of the website every month since going live with the most visited pages are the food and rooms.

Over 122,000 Google views of quality images.

## Facebook Views

Over a 6 month period Retail Impact have created 247,000 post views of quality content promoting all aspects of the business at The Bay Horse.

## Increase in Overall Sales

The operators are very happy with the level of trade and suggest that rooms are very busy and sales of weekly food deals and overall turnover is increasing.

## Sustaining Growth

Steady and sustained business growth is vital to tenants long term success and the prevention of tenant turnover.

**Retail Impact Solutions - experts in social media and websites for pubs**



# Mini Campaigns - The Details

- **Retail Impact Solutions can project manage the digital launch for any mini refurbishment scheme**

Often operators are very busy at the period of launching any new development in their business. Essential marketing activity can get sidelined without the support of a dedicated marketing team. Our marketing support can underpin the capital investment in a business and ensure that the investment is commercially successful.


- **Typical package content**

- Our service ideally starts before the mini scheme or site improvement has commenced. We kick off with a targeted **Facebook campaign** while the works are underway, we run a teaser campaign with images and details of changes at site to build excitement.
- We build a 'business builder' **WordPress website** which includes photography of premises and the food and drinks offer plus letting rooms if appropriate and as many pages as the operators feel necessary. The website is fully optimised for relevant searches and we also carry out a clean up of the existing Google My Business page and add a new photographs of the completed works, the business as a whole and a link to the new website.
- We support the mini scheme with a **3 month period of daily Facebook posting** with great content covering all aspect of the business which is boosted and targeted to the local population. At the end of this period the operator may decide to keep using our social media service to promote continued growth and sales in their business. We can offer this service on a month to month basis with no lengthy contract commitment required.

**BAY HORSE**  
MASHAM

Address: 5 Silver Street, Masham, North Yorkshire HG4 4DX  
Tel: 01765 688297


Home | Menus | Rooms | Food & Drink Gallery | Pub Gallery | Take A Tour | Videos | Contact Us | Privacy & Cookies




Welcome to The Bay Horse Masham  
Country pub with lovely rooms and great dining

Book your stay at The Bay Horse  
Click here for secure online room booking

**Great Pub Dining**  
Our fabulous food features the best in fresh local produce



**Our Rooms**  
Luxury en-suite rooms in central Masham



Welcome to The Bay Horse at Masham – a great pub with food and rooms.

Welcome to our website for the Bay Horse pub in the centre of the beautiful Masham. We serve locally sourced great quality traditional pub food and Sunday lunch in the great surroundings, have 3 en-suite rooms and a tranquil and secluded courtyard beer garden which is a great place to enjoy a fine pint of ale or a refreshing glass of rose on a sunshine summer day. And are situated just off the main square in Masham, a town at the heart of the Yorkshire Dales and the centre of brewing for North Yorkshire.

**Our Bar**

Here at the Bay Horse pub we champion all things local and our 6 real ales feature Locally Masham Brewed classics from Theaksons and Black Sheep plus rotating guest ales from further afield. All our ales are expertly kept so you are assured a great pint! We have some great spirits too including some interesting gins, rum and whisky choices and all our spirits are served with premium mixers. Why not enjoy with some of our amazing food.

**Our Rooms**

Our newly refurbished en-suite rooms are very popular and include a fantastic full 'Bay Horse' pub breakfast to set you up for a fine day of sight seeing in glorious North Yorkshire. See more details of our five well appointed en-suite rooms [here](#) and please [click here](#) to see availability and room rates.


**Our Food**

Our fabulous food menus features the best in fresh and local produce and is naturally all prepared from scratch here on the premises by our team of dedicated chefs. We have some tempting weekly food offers. Monday is stone baked pizza night, Tuesday we have an offer on our amazing steaks for 2 diners, Wednesday is homemade burger night, and we have a great Friday fish deal. On Sunday we serve a great Sunday lunch and Sunday dining platters for 2 which are not only great value but also a delicious weekend treat. See all the details of our weekly dining deals on our [Facebook page](#).

You can take an [online tour](#) of our beautiful pub and view our [galleries](#) or [videos](#) to get a flavour of the amazing experience that awaits you here at the Bay Horse in Masham.

We look forward to welcoming you soon.

Now Taking Bookings For Christmas 2019



click here to see our festive Christmas & New Year menus

**Opening Hours**

Sunday - Thursday: 12 Noon - 11pm  
Friday & Saturday: 12 Noon - 12 Midnight

**Food Service Hours**

Monday - Saturday

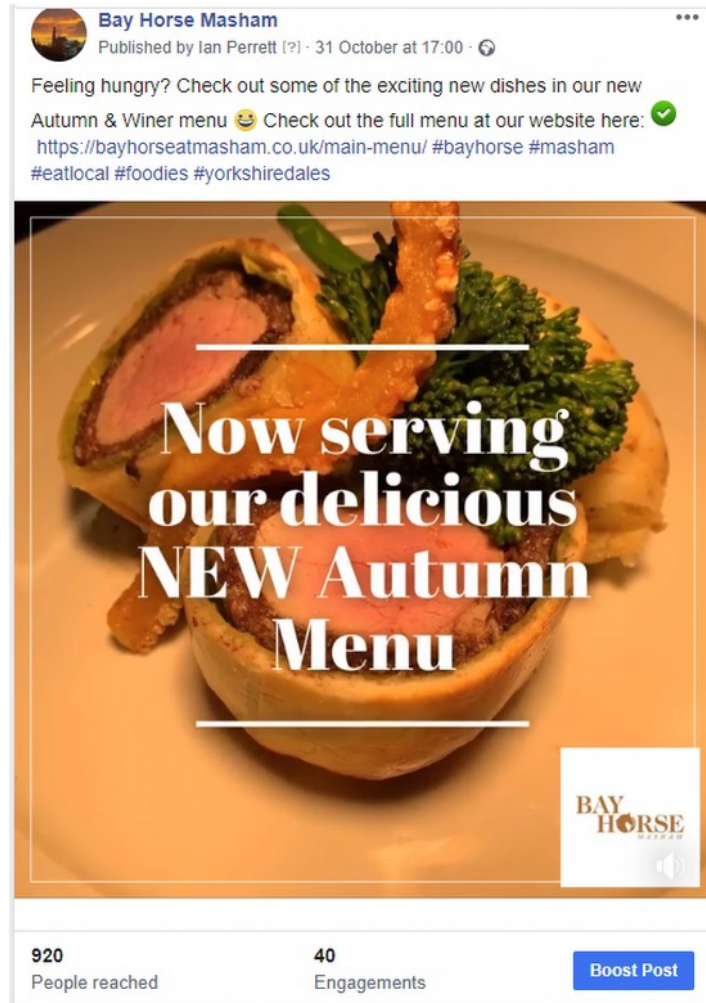
## ● Business Builder Website

[bayhorseatmasham.co.uk](http://bayhorseatmasham.co.uk)

### Each website includes:

- Site visit to meet operator and complete detailed web brief plus photograph premises, products, food, letting bedrooms as required
- Website built in Word Press with live social media feeds, online booking widgets, contact forms and associated email addresses.
- Website search engine optimised for relevant searches and linked to Google My Business Page with new quality images
- Efficient email based website updating service operated by helpful and friendly real people

# Facebook and Instagram\*



- **Daily posting on Facebook\***

- Reaching out to thousands of potential local new customers
- Content created by real people with industry knowledge
- Regular site contact to agree priorities and plan posts
- Proven to drive new business

\* *Instagram posting service also available*




# Examples of boosted Facebook posts

facebook.com/bayhorse masham

**Bay Horse Masham**  
Published by Ian Perrett [?] · 21 September · 🌐

Our lovely Christmas and New Years Eve Menus are now finalised and live on our website with some fabulous inventive dishes from our talented kitchen team!! Bookings are already being made and you can secure your date by calling us on 01765 688297. Don't miss out - call us!! #christmas #newyearseve #masham #yorkshire

👉 <https://bayhorseatmasham.co.uk/christmas-menu-2/>



**Bay Horse Masham**  
Pub


1,967 People reached      80 Engagements

[Boost again](#)

Christmas Menu Launch - 1,967 post views

**Bay Horse Masham**  
Published by Ian Perrett [?] · 22 June · 🌐

Our fabulous Sunday lunches are served from 12-7 every Sunday with some great choices including our amazing Sunday Grazing platter for two!! Check out the full menu here: 👉 <https://bayhorseatmasham.co.uk/sunday-menu/> #sundaylunch #masham #yorkshire




1,079 People reached      112 Engagements

[Boost again](#)

Sunday Lunch Post - 1,079 post views

**Bay Horse Masham**  
Published by Ian Perrett [?] · 21 June · 🌐

Summer seems to be making an appearance this weekend - perfect for a cool pint or G&T in our fabulous garden!! #summer #masham #beer #yorkshire




1,095 People reached      86 Engagements

[Boost again](#)

Beer Garden Video Post - 1,095 post views

# Examples of non boosted Facebook posts

facebook.com/bayhorseemasham




**Bay Horse Masham**  
Published by Ian Perrett [?] · 5 November at 12:00 · 🌐

It's our fabulous Steak night every Tuesday with 2 locally sourced 8oz Rump Steaks, triple cooked chips, homemade onion rings, sautéed mushroom, tomato, garden peas, lovely homemade peppercorn or Stilton sauce plus a decent bottle of wine - all for only £30!!  
#masham #eatlocal #steaknight #tuesday

804 People reached      40 Engagements      [Boost Post](#)

This Facebook post features a main image of a steak dinner with chips and onion rings. Below it are three smaller images: the restaurant interior, a wood-burning stove, and another view of the dining area.

Weekly Steak Night - 804 post views




**Bay Horse Masham**  
Published by Ian Perrett [?] · 31 October at 12:00 · 🌐

C'mon England!! Rugby World Cup Final this Saturday kick off 9am!! We will be open from 8.30 with some great special offers!! Full breakfast, bacon/sausage butties and quality coffee and teas available!! #englandrugby #rugbyworldcup #masham #eatlocal

849 People reached      102 Engagements      [Boost Post](#)

This Facebook post features two side-by-side images of a full breakfast, including a fried egg, bacon, tomatoes, and sausages.

Rugby Breakfast - 849 post views



**Bay Horse Masham**  
Published by Ian Perrett [?] · 10 October · 🌐

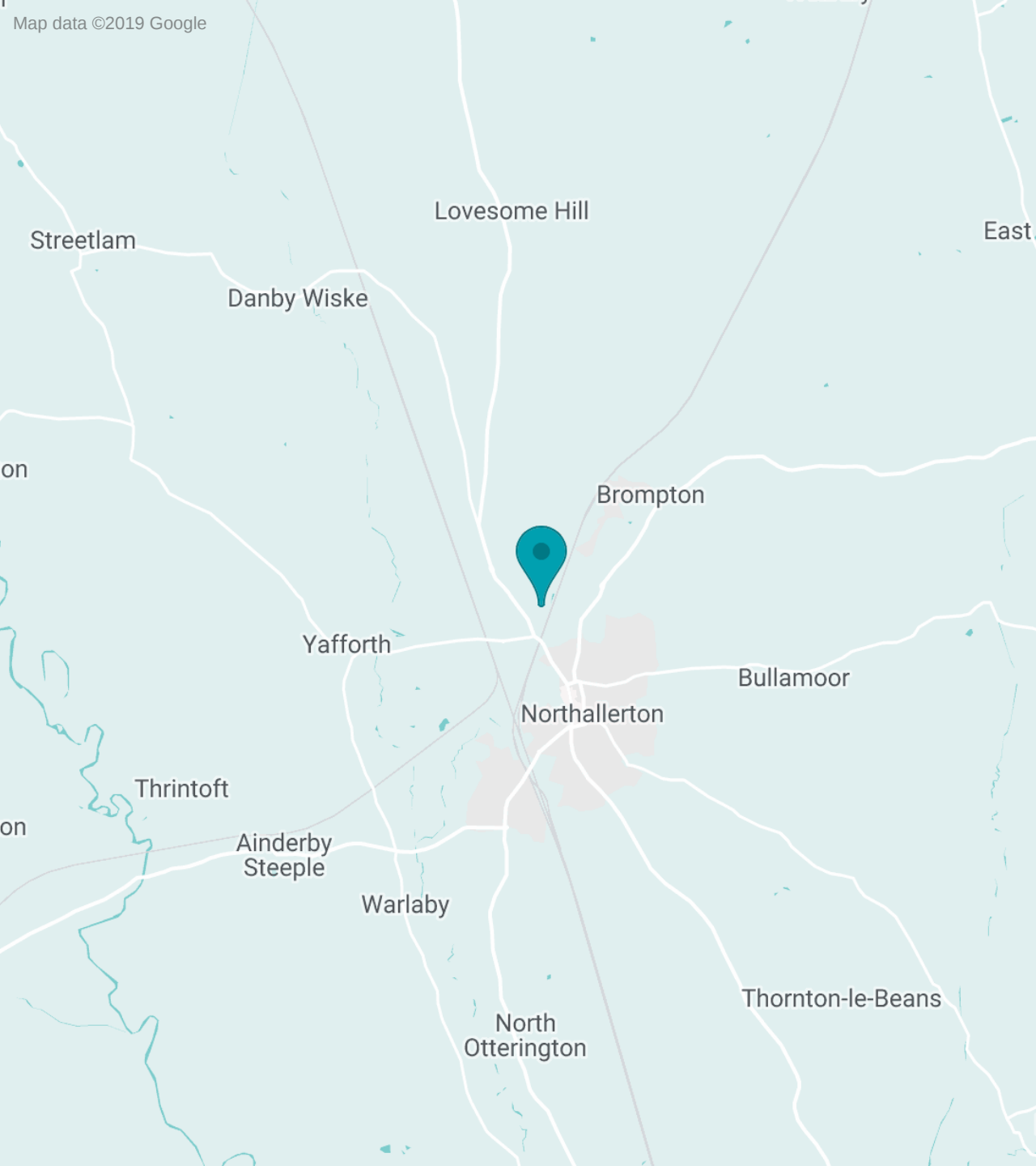
Our beautiful rooms at perfect for an autumn break and you can book online directly on our website for the best price guaranteed here: ✅  
<https://bayhorseatmasham.co.uk/rooms/>  
#masham #shortbreak #yorkshire

634 People reached      41 Engagements      [Boost Post](#)

This Facebook post features a large image of a bedroom with a bed and a brick wall. Below it are three smaller images: the restaurant interior, the bar area, and the exterior of the building.

Letting Bedrooms - 634 post views





# Contact Us

Evolution Business Centre, County Business Park,  
Darlington Road, Northallerton, DL6 2NQ



07767 248635



support@retailimpact.co.uk



retailimpactsolutions.co.uk