



Girdwoods Bar & Lounge

Marketing Campaign Case Study - Supporting Capex Investment

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

Introduction

Girdwoods Bar & Lounge is a well established live music bar in Wishaw, a small town on the outskirts of Glasgow. It is well located close to the main rail station and serves as a stopping off point for traveling to and from Glasgow city.

The operator had been in situ for 20 + years and in this time the premises had become very tired and unappealing particularly to female customers. The scheme was proposed to extend the customer base, to build on a successful local live music following and to encourage younger people and women to visit. Development included premiumisation of the drinks offer with the addition of a premium beers, lagers and spirits and cocktail range, and redevelopment of the site to create a welcoming, stylish and comfortable interior. The reach to new customers was further expanded by the addition of Sky & BT Sports.

We were engaged to market the 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 bar were successfully communicated to the local community.

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The Challenge



Pre-closure

Long standing live music bar with excellent operator but tired premises and non premium offer.

Closure period

Business to close for 1 month for transformational refurbishment works, need to keep loyal customer base on board with changes at site.

Re-launch

Ensuring this is a success with changed perceptions and local excitement and interest and new customers attracted without alienating existing loyal base.

Sustaining growth

Maintaining sustained growth in sales after the initial honeymoon period of excitement around the re-opening.

The Solution



Before the scheme

Widely promote the imminent closure and refurbishment and create a new temporary website with social media live feeds to keep customers informed and included in the changes at the bar as they happen.

Closure period

Build excitement locally with regular social media posts about progress on site with teaser images of scheme and new product installations.

Re-opening week

One week before opening start daily countdown on social media with full details of special events planned for re-opening weekend to a targeted local audience.

Sustaining growth

Daily social media posting service covering all aspects of the business to reinforce the premium messages for 2 months post opening. New full website live with great photography of new premises and products.

The Result - Overview



New customers

New customers attracted to the business particularly females of all ages and sports fans too, importantly whilst not alienating loyal existing customers who on average are older males aged 40+.

Premiumisation

Shifting the mix of products sold with solid increases in premium lagers, premium spirits, cocktails and coffee leading to significantly higher sales and margin.

Investment success

Site sales have significantly exceed budget which underpins the significant capital expenditure.

Tenant success

A successful start and sustained growth are vital to tenants long term success and the prevention of tenant turnover.

The Results - Numbers



Facebook Post Reach

Over the 3 months period working on the social media campaign at Girdwoods we reached a total number of 240,000 local people all targeted by interest groups.

Website SEO

Website consistently in the top 1-3 search results for searches including the words: Bar, Sports, Music and Wishaw in Google.

Investment Success

Site is showing an incredible 80% volume increase over the first 4 weeks and a 35% uplift versus budget.

Tenant Success

Weekly sales have been significantly ahead of budget since re-opening. This ensures good profitability and tenant success.

Don't take our word for it....



'I am in no doubt that the digital marketing at this site has played a large part in the successful launch and continued enhanced trade levels at Girdwoods'

Maura McCormack - Girdwoods Bar



'I am delighted so far with trade at Girdwoods, the digital marketing work of RIS has resulted in many new customers and a complete change in the clientele, I am certain this would not have been achieved without the input from RIS'

Sandra Donnelly - Business Development
Manager, Belhaven Pub Partners



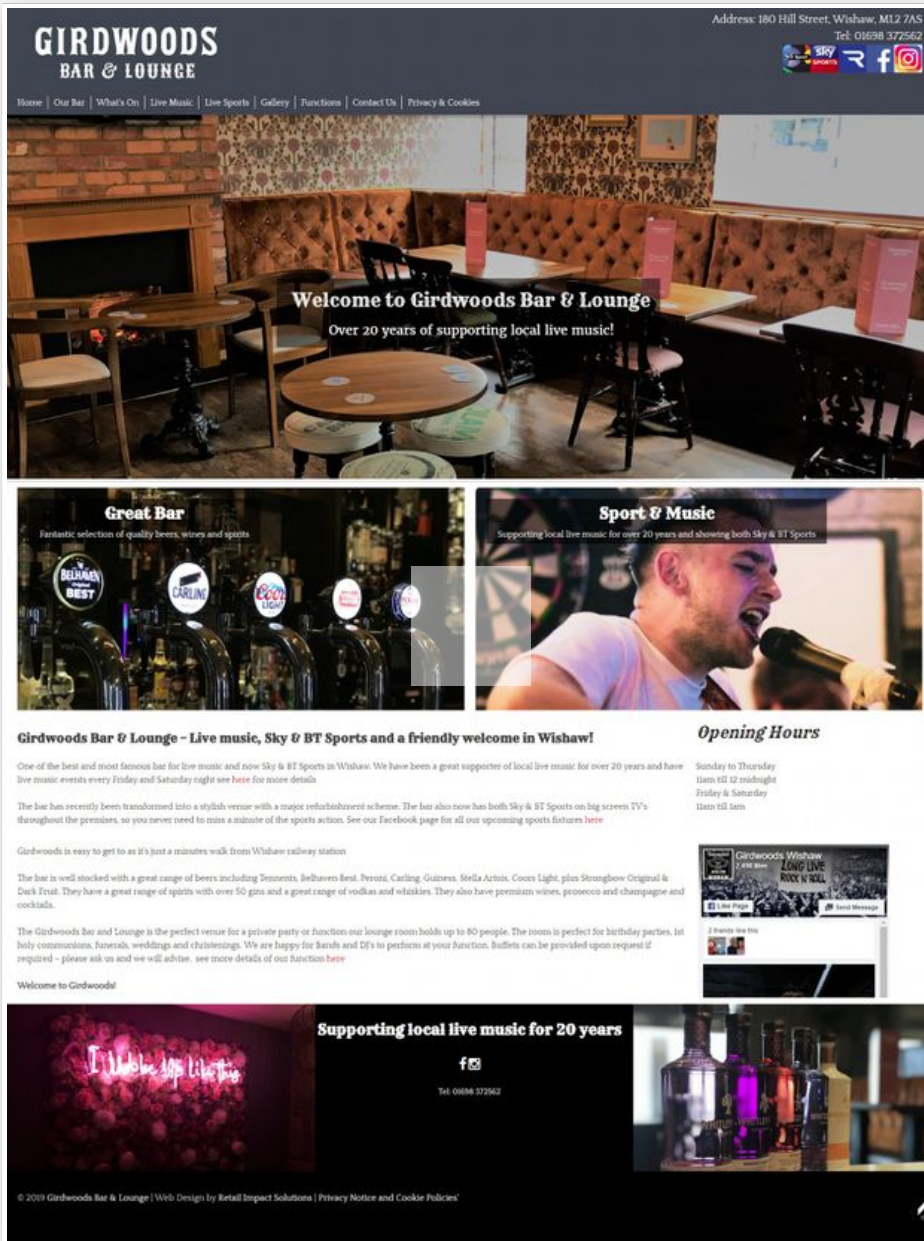
Launch Packages - The Details

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

Often operators are very busy at the period of launching a new scheme and marketing activity can often get sidelined without the support of a dedicated marketing team. Our marketing support can underpin the capital investment in a scheme and ensure that a reopening is commercially successful for both the pub co and tenant.

- **Typical Package Content**

- Our service ideally starts before re opening as the premises closes for the scheme works to commence. We kick off with a targeted **Facebook campaign** while the site is closed for refurbishment, we run a teaser campaign with images and details of developments at site and also a countdown to reopening with information of opening weekend events 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 scheme and a link to the new website.
- We support the reopening 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. We typically can achieve a Facebook post reach of over 200,000 views from local people in that period.



● Business Builder Website

girdwoods.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*

Post Details

Girdwoods Wishaw
Published by Retail Impact Solutions (?) · 2 October ·

If you've not had chance to visit us since we re-opened, we are now fully open! Plus we are showing all your Sports on Sky & BT Sports plus great live music this weekend:
Friday - The Naked Feedback great young local band!
<https://www.facebook.com/2TNF2/>
Saturday: Melissa Kelly & The Melting Pot
#supportinglivemusic #livemusic #wishaw #girdwoodsbar



Performance for your post

6,351 People Reached

362 Reactions, comments & shares

248 Like	224 On post	24 On shares
20 Love	19 On post	1 On shares
8 Wow	7 On post	1 On shares
75 Comments	71 On Post	4 On Shares
11 Shares	11 On Post	0 On Shares

2,726 Post Clicks

2,061 Photo views	0 Link clicks	665 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

6,351 People reached
3,088 Engagements
[Boost again](#)

● 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 Facebook posts

facebook.com/girdwoodslounge

Post Details

Girdwoods Wishaw is 🥳 feeling excited.
Published by Retail Impact Solutions (?) · 23 August

BREAKING NEWS
We are excited to announce that we are undertaking a transformational refurbishment here at Girdwoods!! We will be closed from the end of Sunday 1st September for just over 3 weeks ready for our big re-opening!! Much more news to follow.....

Performance for your post

5,812 People Reached

322 Reactions, comments & shares

237 Like	214 On post	23 On shares
10 Love	9 On post	1 On shares
3 Haha	1 On post	2 On shares
17 Wow	16 On post	1 On shares
2 Sad	2 On post	0 On shares
31 Comments	28 On Post	3 On Shares
22 Shares	22 On Post	0 On Shares

5,812 People reached | 1,016 Engagements | Boost again

Boosted on 23 Aug 2019 By Ian Perrett | Completed

People reached	3.0K	Post engagement	195
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24 Comments 22 shares

Announcing the changes - 5,812 post views

Post Details

Girdwoods Wishaw
Published by Retail Impact Solutions (?) · 4 September

Girdwoods is currently closed for our big refurbishment!! The image here should give you a flavour of what's broadly coming in the next few weeks. Don't panic - we are still going to be a great bar with the best bands, best entertainment, best drinks and of course - great people!! Help us to spread the word by sharing this post and we will be sharing news about our big re-opening very soon.....
#wishaw #girdwoods #livemusic #refurbishment

Performance for your post

7,086 People Reached

160 Reactions, comments & shares

120 Like	110 On post	10 On shares
9 Love	9 On post	0 On shares
1 Wow	1 On post	0 On shares
8 Comments	4 On Post	4 On Shares
23 Shares	23 On Post	0 On Shares

1,322 Post Clicks

1,008 Photo views	0 Link clicks	314 Other Clicks
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7,086 People reached | 1,482 Engagements | Boost again

Boosted on 4 Sept 2019 By Ian Perrett | Completed

People reached	5.7K	Post engagement	818
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Teaser information - 7,086 post views

Post Details

Girdwoods Wishaw
Published by Retail Impact Solutions (?) · 19 September

ONE WEEK TO GO!!
Our big re-opening weekend is shaping up to be a BIG ONE!! Please support us by sharing!
THURSDAY 26th - 'Preview night' Everyone welcome to enjoy a glass of fizz or a bottle of beer on us and have a good look around from 7.30pm while stocks last.
FRIDAY 27th - Live Music with David Duffy... See more

Performance for your post

8,155 People Reached

481 Reactions, comments & shares

339 Like	271 On post	68 On shares
20 Love	18 On post	2 On shares
1 Haha	1 On post	0 On shares
1 Wow	1 On post	0 On shares
39 Comments	27 On Post	12 On Shares
81 Shares	79 On Post	2 On Shares

584 Post Clicks

68 Photo views	0 Link clicks	516 Other Clicks
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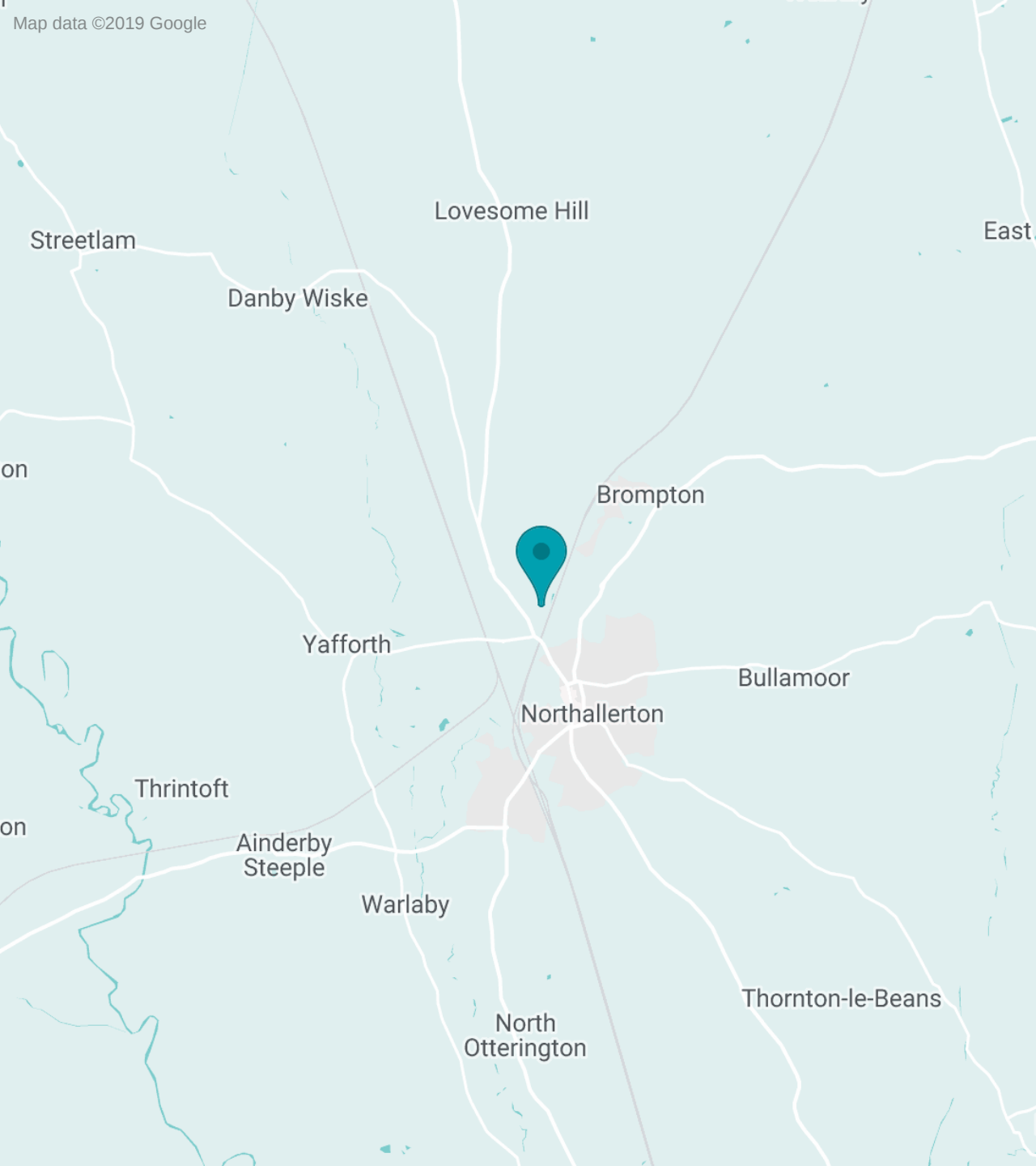
8,155 People reached | 1,065 Engagements | Boost again

Boosted on 19 Sept 2019 By Ian Perrett | Completed

People reached	3.2K	Post engagement	297
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Re-opening weekend - 8,155 post views





Contact Us

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