



# The Gate Inn, Sutton - cum - Lound

Marketing Campaign Case Study

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



# Introduction

The Gate Inn was a new venture by an experienced pub operator with a very loyal following of customers taking over a new a new pub.

Sutton-cum-Lound is an affluent village close to Retford, Bawtry and Blyth on the border of South Yorkshire and Nottinghamshire. The Gate Inn had no previous reputation as a food destination and had been previously operated as a fairly standard village pub.

The operator was funding a full refurbishment of The Gate Inn and the premises was closed for a month. The message about the reopening needed to be communicated to existing customers and to the local community in and around Sutton-cum-Lound.

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 to ensure messages about changes at the pub were successfully communicated to the local community and the existing customer base. The operator is one of our long standing social media customers whom we had worked with successfully for 4 years +.

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



# The Challenge

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

## Pre-closure

Premium pub food operator opening a new premises. There is no reputation for food at new site. New premises to be refurbished prior to re-opening.

## Closure period

The new premises was to close for 1 month whilst the refurbishment works are carried out.

## Re-opening

Digital marketing activity required to ensure the re-opening is a success with changed perceptions local excitement and interest.

## Sustaining growth

Maintaining growth in sales after initial honeymoon period with consistent and targeted marketing messages .

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# The Solution

## ● Business Builder Website

Retail Impact Solutions built a new website including:

- Great photography of the premises including the new beer garden.
- 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 Gate Inn. 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 new business including:

- Initially the re-opening events then -
- Quality refurbished premises and beer garden
- The food and drinks offer and weekly food deals with quality photography taken at site.
- Christmas events as this forms a large part of the annual business turnover.
- Great results were achieved and the operator 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 56,000 page views of the website in the first year live with the most visited pages are the dining page with over 17,000 views.

## Facebook Views

Over a 12 month period Retail Impact have created 428,000 post views of quality content promoting all aspects of the business at The Gate Inn.

## Increase in Overall Sales

The operators are very happy with the level of trade and 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.

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# 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. A 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.

Address: 40 Town Street, Sutton cum Lound, Retford DN22 8PT Mobile:07717 539853  
Tel: 01777 702118


*The Gate Inn*  
COUNTRY INN & RESTAURANT

Home | Dining | Beer Garden | Gallery | Recruitment | Christmas Fayre | Christmas Lunch Events | Christmas Set Menus | New Years Eve | Privacy & Cookies




Welcome to The Gate Inn  
COUNTRY INN & RESTAURANT

*Traditional & A La Carte Dining*  
Fantastic food including a legendary Sunday Roast!



*Christmas 2019*  
Now taking Bookings for Christmas parties, see our Festive Fayre menu here



Welcome to the newly refurbished Gate Inn Sutton-cum-Lound, near Retford, a quality Country Inn & Restaurant, serving Traditional Pub Food.

Chris and Jade from The Pilgrim Fathers welcomes customers old & new. Visit us and enjoy our freshly cooked traditional pub food and a la carte menu in Retford. Food is served 6 days a week from Tuesday to Sunday. Our chocolate box pub is beautiful inside and out with a lovely garden to enjoy in the summer.

*Great food*

We will be serving our famous selection of 10 lunchtime £7.50 mains from our chalkboards every Tuesday to Saturday 12 - 5pm. These chalkboards change daily according to the availability of market produce. On Sunday's we offer a walk in service, however from Tuesday to Saturday please book a table before travelling as we can get very busy. We will always try our best to accommodate you. Check out our menu [here](#).

*Sunday carvery*

Our legendary Sunday Carvery is served all day Sunday with a choice of beef, pork, turkey, lamb and honey roast gammon. All served with a big selection of specials, salads, coeliac and veggie options and of course great Yorkshire Puddings!

*Fantastic Christmas events*



Our Christmas party nights and festive events are all available to book now. Christmas is a big deal at the Gate Inn where we transform the pub into a winter wonderland to make the perfect backdrop to your party, dinner or family gathering.

*Fabulous garden*

Our fabulous garden is here for you to enjoy the summer, whether you are dining or enjoying a glass of your favourite

*Opening hours*

Food served:  
Tuesday to Sunday 12-9pm

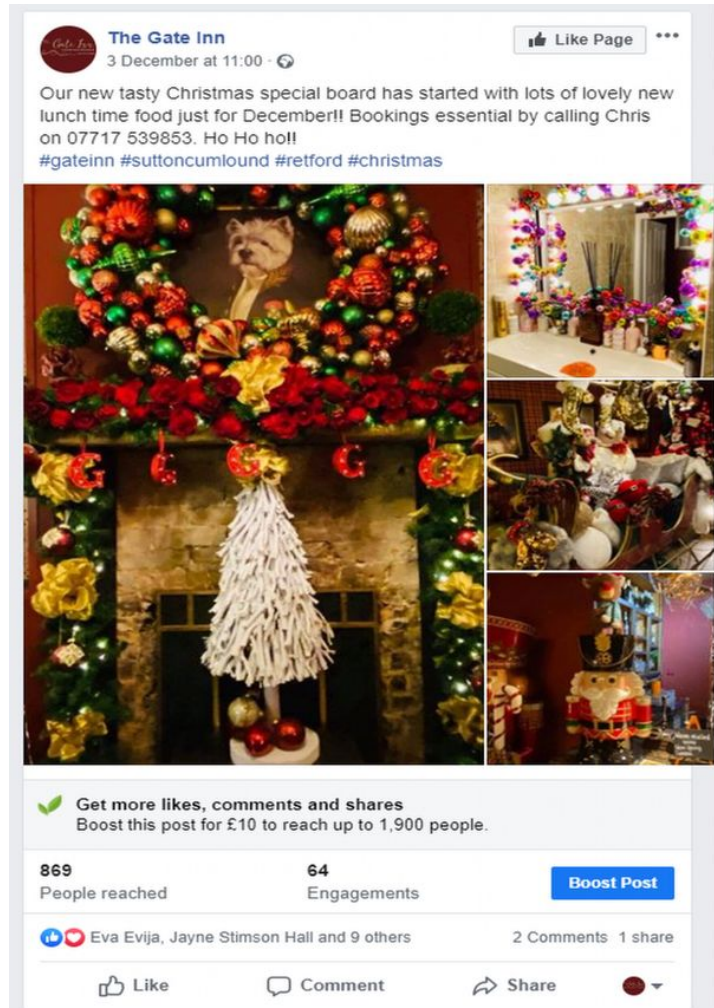
## ● Business Builder Website

the-gate-inn.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/The-Gate-Inn

\*\*\*BREAKING NEWS\*\*\*  
 The Christmas decorations are up and our winter wonderland is looking amazing!! If you like Christmas- you'll absolutely love it here - best tag your Christmas loving friends!! More pictures to follow and we have some fabulous set lunch and dinner Christmas menus available for pre-booking in December in this Winter Wonderland!!- the dinner menu will also be available on Boxing Day and New Years Day (12-6pm) - you can check them all out here: <https://the-gate-inn.co.uk/christmas-set-menus/> #christmas #gateinn #suttoncumlound #retford #winterwonderland



**159** Reactions, comments & shares

<b>84</b> Like	<b>76</b> On post	<b>8</b> On shares
<b>22</b> Love	<b>18</b> On post	<b>4</b> On shares
<b>36</b> Comments	<b>33</b> On Post	<b>3</b> On Shares
<b>17</b> Shares	<b>17</b> On Post	<b>0</b> On Shares

**610** Post Clicks

<b>389</b> Photo views	<b>40</b> Link clicks	<b>181</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page


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

**4,541** People reached      **769** Engagements      **Boost again**

Christmas Menu Launch - 4,541 post views

**The Gate Inn**  
 21 October · **Like Page**

Our fab new menu starts this Thursday and you can have a sneak preview here on our website by following this link: <https://the-gate-inn.co.uk/dining/>



**4,734** People Reached

**87** Reactions, comments & shares

<b>53</b> Like	<b>45</b> On post	<b>8</b> On shares
<b>3</b> Love	<b>3</b> On post	<b>0</b> On shares
<b>20</b> Comments	<b>12</b> On Post	<b>8</b> On Shares
<b>11</b> Shares	<b>11</b> On Post	<b>0</b> On Shares

**706** Post Clicks

<b>288</b> Photo views	<b>230</b> Link clicks	<b>188</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide post	<b>1</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

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

**4,734** People reached      **793** Engagements      **Boost again**

Boosted on 22 Oct 2019 By Ian Perrett      Completed



People **2,000** Post **400**

New Menu Lunch Post -4,734 post views

# Examples of non boosted Facebook posts

facebook.com/The-Gate-Inn

Our legendary Sunday Carvery is served all day today from 12-8pm with a choice of beef, pork, turkey, lamb and honey roast gammon plus slow roast belly pork and a big selection of specials, salads, coeliac and veggie options and great Yorkshire Puddings!! We operate a walk in service on a Sunday and we'll try our best to fit everyone in!



19 Reactions, comments & shares

12 Like	12 On post	0 On shares
1 Wow	1 On post	0 On shares
6 Comments	6 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

59 Post Clicks

19 Photo views	0 Link clicks	40 Other Clicks
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NEGATIVE FEEDBACK



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

Reported stats may be delayed from what appears on posts

Get more likes, comments and shares  
Boost this post for £10 to reach up to 1 900 people.

Sunday Carvery - 1,005 post views

Calling all Ladies who Lunch!! Don't forget our £7.50 chalkboard mains are served Tuesday - Saturday 12-5pm. Perfect!!



15 Likes, Comments & Shares

9 Likes	9 On Post	0 On Shares
4 Comments	4 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

36 Post Clicks

9 Photo views	0 Link clicks	27 Other Clicks
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NEGATIVE FEEDBACK

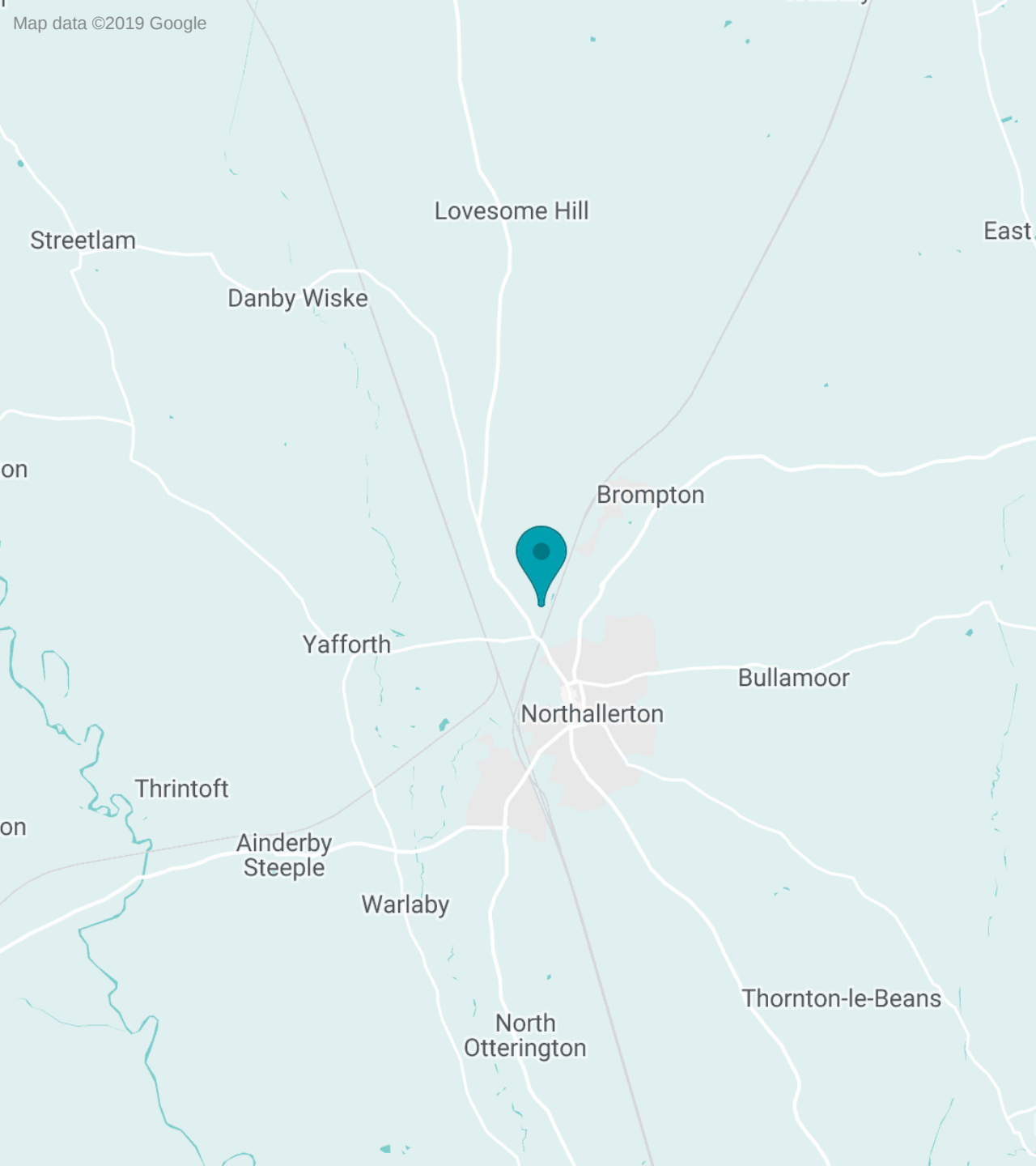
0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get more likes, comments and shares  
Boost this post for £10 to reach up to 1 900 people.

Ladies That Lunch - 988 post views





# Contact Us

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