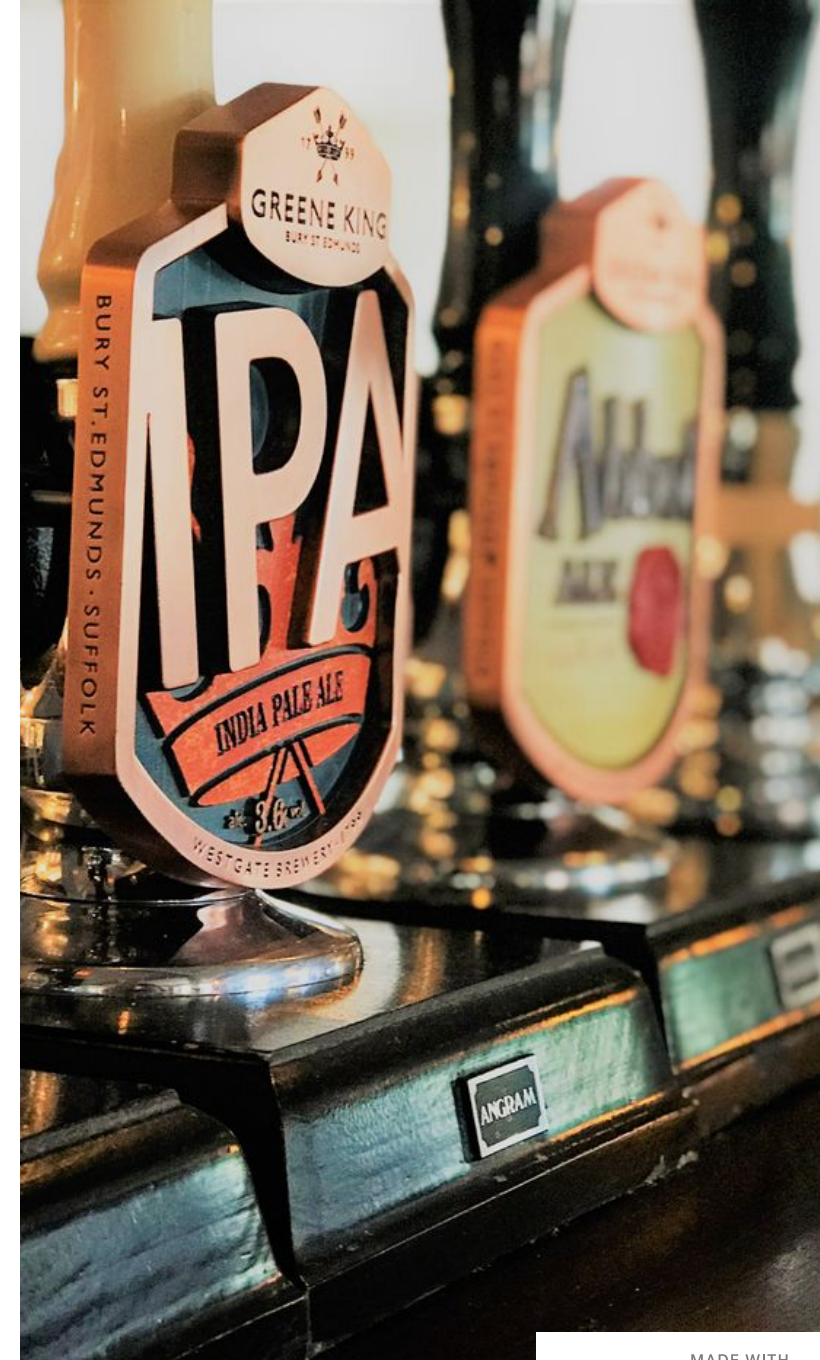


Retail Impact Solutions Business Launch Packages

Marketing Campaigns To Support Capex Investment





Launch Packages - The Details

- **Retail Impact Solutions can project manage the digital launch for any bar/pub/restaurant 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.
- 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 up to 200,000 views from local people in that period.

3 Phases of Launch Packages

Pre Opening

As the old business closes for a refurbishment scheme we announce changes on social media and post regular updates and information from site to tell the operators story and the story of the refurbishment to build excitement and awareness of a fundamental change of offer in the local area. Keeping the local community involved and informed is key. We build an initial temporary website with links to all the social media feeds and contact details for the business.

Opening Week

We widely promote the re opening weekend in the local area on social media usually Facebook and Instagram. We provide details of premium food and drinks offer and boosted and targeted promotions of the opening events.

We visit the completed site to photograph the premises, drinks products and food dishes and complete a full business builder website that usually goes live within a week of opening.

Post Opening

We follow this with a daily social media posting service for all aspects of the business supported with great photography from site. We aim to really push home the message of business change in the local community, and ensure that the initial bounce from reopening is converted into sustained business growth.

Results

We have a proven track record in supporting new business launches for all types of pub and restaurant businesses across the whole of the UK. We have successfully re launched diverse business ventures from music venues to family dining pubs and real ale bars. We always visit site and meet operators to build excellent working relationships. Our websites are fully SEO optimised, and our social media posts can typically reach up to 200,000 post views to potential customers over the launch period - The Results, Great trading from the day the doors open!

Examples of Social Media Posts

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	0 Link clicks	314 Other Clicks

NEGATIVE FEEDBACK

0 Hide post 0 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.

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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View results

Girdwoods Music Bar

7,086 post views

The Balavoulin Aviemore
Published by Ian Perrett [?] · 13 September ·

This is a happy sight for a Friday!! - beer lines going in!! Not long now and we really can't wait to enjoy that first pint in our beautiful new bar!! Like this page and share with your friends to help support us and be the first to hear about our re-opening. Thank you.
#thebalavoulin #friday #aviemore #cairngorms #beer

Performance for your post

10,169 People Reached

646 Reactions, comments & shares

456 Like	285 On post	171 On shares
24 Love	21 On post	3 On shares
10 Wow	9 On post	1 On shares
69 Comments	31 On Post	38 On Shares
87 Shares	86 On Post	1 On Shares

1,559 Post Clicks

196 Photo views 0 Link clicks 1,363 Other Clicks

NEGATIVE FEEDBACK

0 Hide post 0 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.

The Balavoulin Highland Inn

10,169 post views

Zinfandel - Gastro Bar
Published by Hootsuite [?] · January 30 at 4:55 PM ·

We are excited to be starting work to create Zinfandel Gastro Bar beginning on site next week and we are aiming to open in February. Zinfandel is a wine and grape from California, but originally, this grape comes from our hometown in Croatia. We are bringing one of the most popular Croatian chefs Mate Jankovic and Frane Badrov with wide European experience to create our menu and inspire our kitchen staff. Chef Mate was a jury member on Croatian Masterchef and our menu will l... See More

Performance for Your Post

10,435 People Reached

4,257 3-Second Video Views

311 Reactions, Comments & Shares

167 Like	56 On Post	111 On Shares
43 Love	11 On Post	32 On Shares
1 Haha	0 On Post	1 On Shares
5 Wow	1 On Post	4 On Shares
1 Angry	0 On Post	1 On Shares
71 Comments	22 On Post	49 On Shares
25 Shares	25 On Post	0 On Shares

1,092 Post Clicks

45 Clicks to Play 74 Link Clicks 973 Other Clicks

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. Ads activity is reported in the time zone of your ad account.

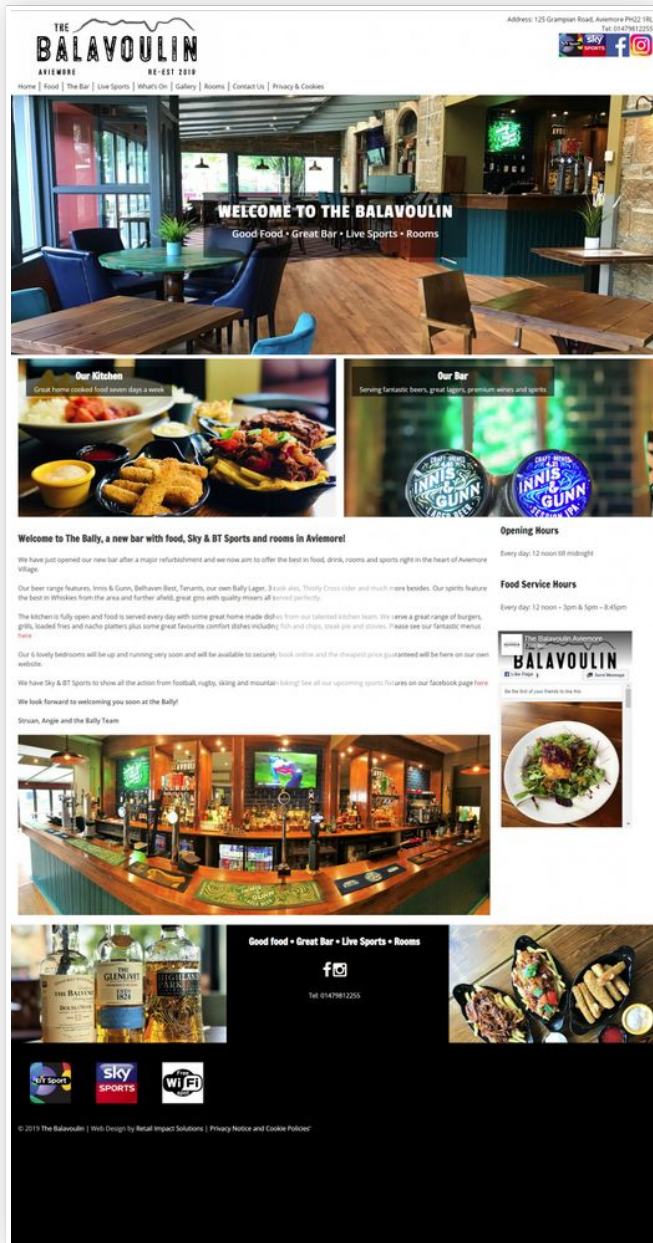
10,435 People Reached 1,403 Engagements **Boost Post**

67 16 Comments 25 Shares

Like Comment Share

Zinfandels Gastro Bar

10,435 post views



● Business Builder Websites

see more websites at retailimpactsolutions.co.uk

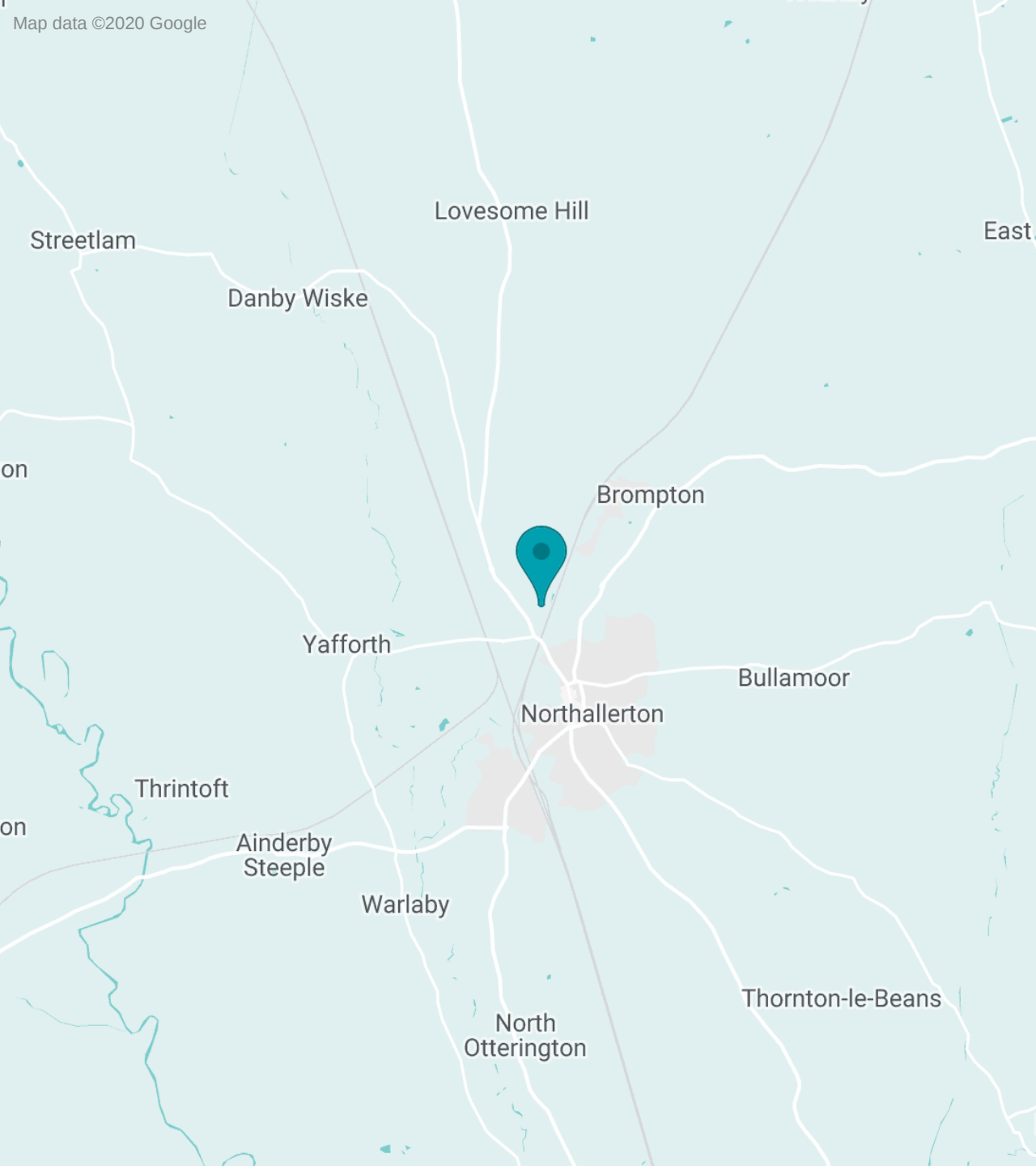
Each website includes:

- 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.
- Efficient email based website updating service operated by helpful and friendly real people



Quality photography





Contact Us

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