

SPREAD THE WORD



MARKETING TIPS
& ADVICE FOR

.....
HOSPITALITY
.....



introduction

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“A good marketing plan is key to success”

Hospitality, as you are well aware, is such a competitive industry and whether you're a hotel, bar, café or restaurant, it's vital that you have all the right ingredients in order for your business to grow.

A solid marketing plan doesn't have to break the bank and can create a platform for you to establish your brand so you are instantly recognisable to both existing customers and potential new ones.

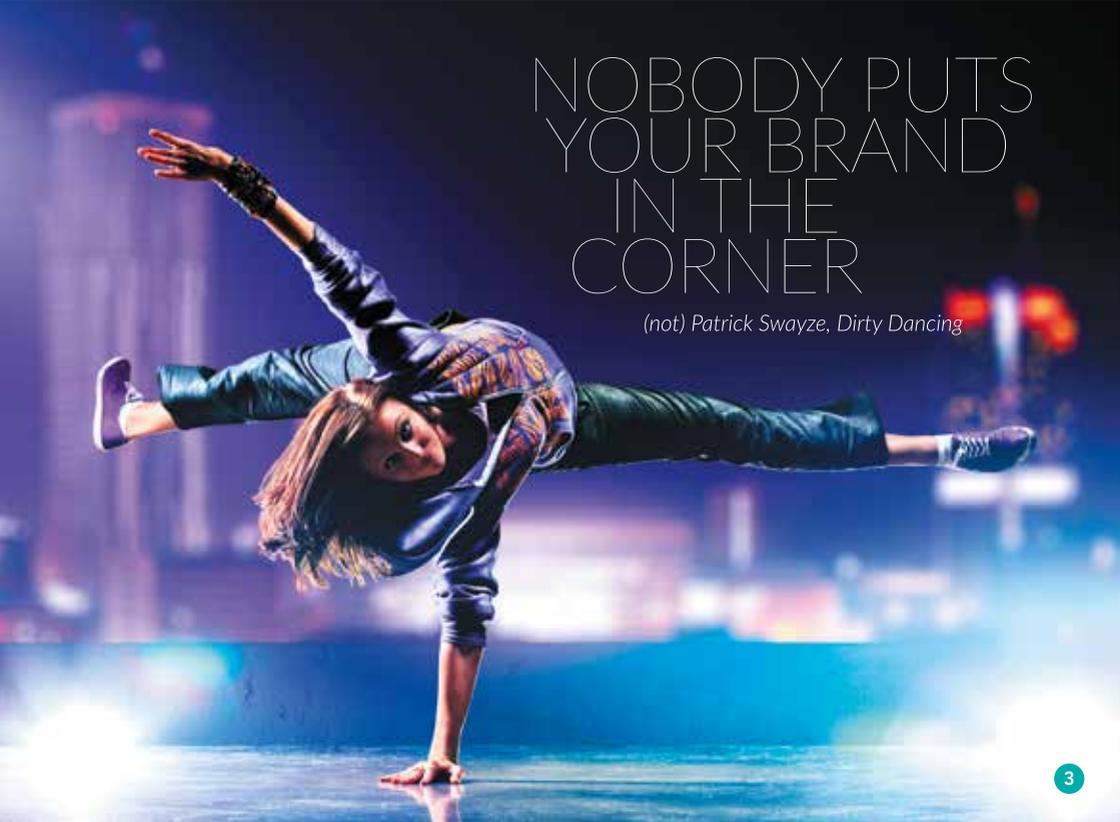
Our aim is to highlight a number of key products and activities we have seen succeed over our years of marketing, as well as giving you some handy tips we've noticed along the way. Sharing is caring after all!

“Design is an investment, not an overhead”

We believe that design should innovate and excite. Design should reflect your core values to help you connect with your audience and achieve your goals.

A strong corporate identity is the best place to start. Whether you're a new business breaking into the market or an established business that needs a refresh or relaunch, it is important that you are aware of a number of factors. Most importantly is your target market. You need to appeal specifically to them. As well as this you need to aptly reflect your own business. After all, there is no point in portraying the wrong image or you will just attract the wrong people, or worse still, none at all.

You never get a second chance at a first impression

A woman with long brown hair is performing a handstand on a reflective surface, possibly a dance floor or stage. She is wearing a blue leather jacket, a patterned shirt, and dark pants. Her right arm is extended upwards, and her left arm is extended horizontally. The background is a blurred cityscape at night with lights.

NOBODY PUTS
YOUR BRAND
IN THE
CORNER

(not) Patrick Swayze, Dirty Dancing

promotion staples

TOP TIP

A special finish or a premium stock will increase the chances of it being held on to.

“Stand out from the crowd”

You need to have something for your customers to recognise if you want to be recognisable!

The world is full of hugely recognisable brands, and none of them happened by accident. A great deal of thought has to go into your identity and we always relish the challenge of interpreting your ideas into tangible designs.

“A strong brand identity makes you recognisable... but that is just the beginning”

Every business has a staple diet of marketing musts. The real question is not what you buy but how best to use it!

Business Cards

Every business prints cards, but does every business make the most of them? These mini adverts are far more powerful than most people give credit.

Hand out your business cards at any opportunity, not just at meetings. Attach one (or even better two!) to every bill or receipt. This gets your brand into customers hands, wallets and, if you're lucky, on the the fridge door.

This can also encourage customers to recommend your business to friends and family (if you gave them two).

TOP TIP

Why not save money and double up cards with loyalty cards? Contact details on one side and loyalty scheme on the reverse.

Loyalty Cards

A loyalty card will show to your customers that you value their business and will incentivise them to come back for that free cup of coffee, lunch or even hotel stay.

Every market is competitive and it is important to persuade your customer to spend every pound with you. They pass several competitors on their way to you, so give them a reason to visit.

Referral Cards

A recommendation from a family member or friend is the most influential so don't be afraid to ask customers to recommend someone. Giving something to both parties increases the likelihood of success.

communication ideas

TOP TIP

Creating an email campaign to support your leaflets is an effective way to extend your reach at little cost.

“Good design is good business”

“Promoting your business helps to increase sales”

Leaflets / Flyers

This one goes without saying really, but leaflets and promo cards are an inexpensive and effective way to get your brand quickly noticed locally. We're amazed how many businesses appear unnoticed locally, even after years. It is vital to continue promoting.

Use them to shout about a grand opening, new menu or special offers.

Customers make snap judgements in a similar way that you make a snap judgement on a first impression! For this reason, we know that using thicker stocks or nicer finishes tends to give a better impression and leads to more business.



Think outside of the box

Get creative with cut-outs!

Bespoke cut-out shapes can be an inexpensive add-on to your marketing budget.

With our revolutionary techniques, you'll pay a fraction of the usual costs and make your marketing stand out from the clutter.

communication ideas

TOP TIP

Use some of the space to promote check-ins or a social media competition.

KYLOE
RESTAURANT & GRILL

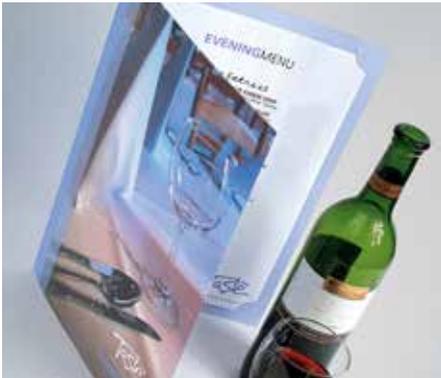
Bespoke menu covers can be created for your establishment from a range of materials and sizes, allowing you to have a truly unique looking feel to the dining experience.

“Important factors to consider for a menu are readability and appetising visuals”

Menu

Good menu design can attract more customers and can also be used to promote venue hire or other services you offer, depending on the space provided.

Thick, protective lamination and attractive design are perfect for menus and drinks lists. Thick stock conveys quality that reflects the business.



Die-cut menu holders allow you to change your menu often or display specials and lunch menus.

Receipt Wallets

Wrap your receipt in a personalised advert that helps promote and encourage return business. Most companies ignore this opportunity and it allows you to stand out in a high quality manner.



Table Talkers

Table talkers promote upcoming events, deals, cocktails, function hire. Infact they can sell anything to a captive audience.

Great design is the key to getting these table top adverts working effectively.

showcasing your brand

TOP TIP

Be different and advertise with a flag attached to your backpack. Great for wandering around to attract attention.

“Attract more attention to your business”

Flags

Have you noticed how everyone’s using flags these days? Businesses are placing them outside their premises to attract attention.

They can be used as signposts or gateways and are easily mobile and can be placed in various locations such as playing fields and fayres.

Print quality has gone from strength to strength and the price of these enormous adverts is fantastic.



Banners

Banners are incredibly cost effective and quick to produce. They can offer services, promotions, early booking deals and a whole host more. They upsell and add value.

They can be easily moved and are excellent additions to any exhibition or event. Getting the right design is vital when delivering your message.



Let's go fabric



This is an example of our Sloped Booth (2300(h) x 3200(w) x 2000(d))



Stage30: 2.3 x 3m Straight Stand (above)
Stage18: 2.3 x 1.8m Straight Stand
Stage46: 2.3 x 4.6m Straight Stand



930 x 2270mm



360 x 1540mm

“Why fabric is fabulous!”

Do you ever remember the person who dressed like everyone else? No. These fabric displays make you memorable and provide a talking point at any location or function. A photo booth at a venue? A reception area at a pop up restaurant? A personalised table cover? A backdrop at an exhibition? These stands are dressed in thick stretch fabric and are perfect for cushions and covers, as well as traditional exhibition items.

We know from listening to our customers that these truly give you a competitive edge. You are only limited by your imagination.

Fabric Displays

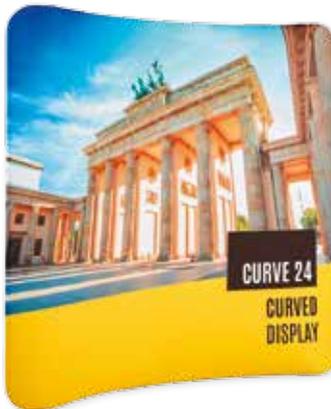
Have you noticed that more and more businesses are switching from roller banners and magnetic display kits to next generation fabric displays? We are the first people in Scotland to produce a full range of these wonderfully eyecatching displays and we are seeing a real trend forming as they increase in popularity.

They are lighter, less hassle to setup, great value and look amazing! They come in all sizes, in fact, the bigger they get, the better value they become.

TOP TIP
These are easily washed, so if they get dirty there is no need to replace them like traditional materials!



850 x 2000mm



Curve24: 2.3 x 2.5m Curved Stand (above)
Curve30: 2.3 x 3m Curved Stand



595x 2220mm
(Bracket 26-32" Flat-Screen
TV, Tablet Holder)

Feed your imagination

TOP TIP

Your business branding should be kept fresh, exciting and different.



“Have a look in our box of delights...”

Associated Products

There are literally hundreds of ideas and print products that could effectively work in your business, certainly far too many to go into great detail in this booklet. Over the years, we have helped companies create interesting and unusual ideas to attract attention and customers.

Below is a small selection of those ideas and if you would like to know more about how best to implement them, please feel free to contact us.

- Fabric Booths (to create a private / VIP area)
- Embroidered Workwear
- Unique Drinks Mats & Place Settings
- Personalised Giveaway Items (pens, mugs, frisbees, etc)
- Door Hangers
- Thank You Cards
- Voucher Cards
- Wristbands (for events to show over 18's etc)
- Branded Table Covers, Stools and Exhibition extras
- Branded Gazebos for summer events
- Scratch Cards for giveaways to collect data
- Interesting Cut-Out accessories for selfie fun (promotes your brand on social media)
- Unique Menu Covers and other promotion items



online presence

“Creating an online presence is key to reach a wider audience”

Websites

So far we have only mentioned physical products but you shouldn't forget about your online presence.

A professional looking website that offers information in a clear and straightforward manner can build loyalty and encourage bookings or sales.

At the very least your site should be responsive, meaning it will view well on a range of mobile devices from laptops to smart phones.

Your site must provide everything your customer demands whether that be contact information, locations, downloads or bookings. If you cannot satisfy your customers needs online they will look elsewhere.

Our expert team of web designers are here to help guide you through the process and make it simple to understand.

Building a functional website is just the start of your online journey. Ongoing marketing will ensure you get visitors. (After all, decorating a restaurant doesn't mean it will be busy!).

TOP TIP

83% of your sector view your website on mobile devices. Responsive websites will gain more business.



Things to consider...

- Engaging Content
- Professional Images
- Booking Apps
- Social Media Activity
- Downloads
- Location & Contact
- Ratings & Reviews
- And much more...

online marketing



“Make it easier for potential customers to find you.”

SEO - Search Engine Optimisation

If you really want to appear in front of a large audience you have to nail your SEO (Search Engine Optimisation) so you start to rank higher on Google. Web users rarely click on anything that's not on the first page, and even then the first three positions are highly coveted.

The first SEO tip that we recommend to everyone is that they sign up to Google My Business. Google My Business is the suggested business that appears on the right side of the page when you search for something on Google.

My Business features a map, photos and all your contact details so make it easier to potential customers to get a quick overview of who you are or what you offer. It will also give customers the opportunity to leave and read reviews which can be a great tool for you to use but we'll get to that shortly.

We are on hand to help you understand how this works and to discuss what the best option is for you.

Ranking highly on Google is not easy and it doesn't just happen overnight. It can work if you're prepared to invest time, effort and a manageable budget.

TOP TIP

33% click on the 1st search result displayed by Google.

18% visit the 2nd, 11% for 3rd and huge drops follow!

have your cake & eat it



“With Pay Per Click you pay Google for the right to appear in the paid listings. The benefit of doing this is that you appear on the top 3 listings in the Google search results”

One of the major benefits of this is that you pay for the business as you get your leads. In simple terms this means you can increase budget to increase enquiries.

In addition to this, you can choose very specific search terms to appear for. This is really a bidding system where you are bidding to appear for certain terms in certain positions, but you have to be careful that the bidding does not deplete your budget too quickly, or make getting the business too costly to be effective. You need to manage your campaign cleverly to ensure the budget is used wisely and displays your ads at the correct times.

To find out more about how to create a successful pay per click campaign call us now.

TOP TIP

Use negative keywords to block any non relevant keyword searches. This protects your budget for productive searches.

TOP TIP

Use call tracking to convert and track performance

“Word of mouth is a free tool used for effective marketing”

Social Media

A Social Media presence is very important in today's market as more than 90% of people currently use some form of social media platform.

This increases sales and popularity and is a good way to interact with new and existing customers.

Social activity is free and works on any device. It is an effective way to promote offers, new team members, and new business skills.

There are more than 40 social channels, yet people focus on only 3 or 4 at best. A good website will tie into all of these to increase visibility in any given search. Strong links are vital for great Google search rankings.

Social media management can be baffling as well as time consuming. The benefits of this exercise may seem questionable to a lot of businesses, yet it is important to give it a try in earnest. Using a social media platform managing program can be a huge timesaver and allows you to manage everything in one place.

TOP TIP

Everyone loves a food picture. Ensure your images are bright and focused to make them more appealing.

Social Media Platforms

- Facebook
- Instagram
- Twitter
- LinkedIn
- Google +
- Pinterest
- Snapchat
- And more...

social media

“Any review is a good review”

Reviews & Ratings

In today’s society, reviews aren’t just a comforting factor, they are a way of life. Prior to booking or buying anything we see what others have experienced and place more weight on this factor than any other. As a business we have to recognise this fact and see the true potential in getting it right and harnessing it properly.

In the hospitality industry, having a section on your website specifically for reviews and testimonials is the best way to inspire customers and build confidence.

Ask for reviews at every opportunity whether online or offline, and always remember to thank your customers for taking the time. A return discount or even an online response can make all the difference.

Bad reviews can be powerful marketing tools. When reviewing a product or service, we all focus on negative reviews. When they are addressed positively and well, they help build trust for potential customers. Don’t be afraid of negative reviews, they are an opportunity to show you care.

TOP TIP

Respond to negative reviews immediately to provide quick solutions to customer complaints.

Places to gain reviews..

- Trip Advisor
- Trust Pilot
- Google
- Facebook
- And more...



Reviews

Get in touch

We would love to help you out!
Contact your nearest store:



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