

SEARCH MARKETING CASE STUDY

WINNING NEW GUESTS WITH DIGITAL CHANNELS



GREENE KING
BURY ST EDMUNDS

In October 2010, the Spirit Pub Company approached Red C for help in marketing its 850-strong pub estate to the growing numbers of potential guests searching online for local dining options.

Almost seven years later, digital channels consistently account for at least a quarter of all guests dining at what is now the Greene King portfolio of brands, and more than half of all covers for special occasions like Mother's Day and Valentine's Day.

The agency has been Greene King's digital marketing partner throughout this period of unprecedented change in diners' online behaviour, using search marketing techniques to attract new guests and build relationships with regular, brand-loyal customers.

WORKING WITH A RICH PORTFOLIO OF BRANDS



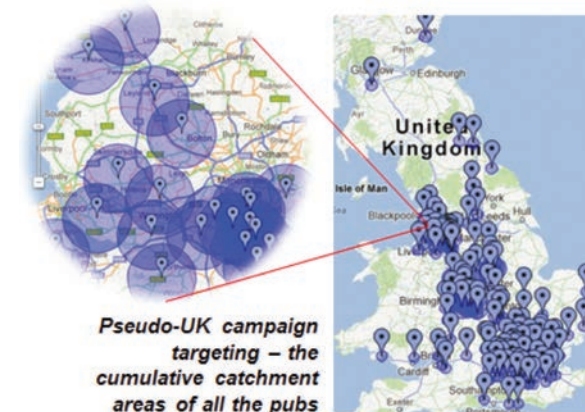
Since 2010, Red C has worked with almost all the dining brands in the Greene King Estate. The historic country pub restaurants of **Chef & Brewer**... the big-plate family value propositions of **Hungry Horse**, **Farmhouse Inns** and **Flaming Grill**... the buzzing city vibe of the **Taylor Walker** and **Metropolitan Pub Company** chains. Alongside campaigns for seafood specialist **Loch Fyne**, soft play chain **Wacky Warehouse** and budget hotel **Good Night Inns**.

CASE STUDY - PAID SEARCH

There's no 'silver bullet' keyword strategy to promote a chain of individual and unique pub restaurants.

No magic HTML fix you can apply to see your organic traffic surge. Marketing pub meals is a long tail strategy – less than 10% of search volume for phrases like 'pub lunch' and 'pub restaurant' is exact match. As digital consumers, we have learned to add a 'local area qualifier' to our searches when we are eating out... to seek out positive referrals from other sites... to do more research online to consider our options... and to use longer, more precise search phrases to find exactly the right kind of ambience.

THE PROFOUND IMPACT OF 'LOCALISATION'



We quickly learned in our PPC campaigns that running 'national' ads was a flawed strategy, and that the more 'localised' we could make our ad copy and targeting, the more effectively we could draw in new guests to our pubs. More than 85% of pub restaurant guests come from within a 5 mile radius, so not only did a tightly defined catchment area mean that we cut wasted spend, but also that every ad we ran was 'talking to the locals'.

The effect of localising our campaigns was dramatic. CTRs and conversion rates shot up, and we slashed cost per booking. Although labour-intensive, by approaching the battle for share of wallet as the outcome of a thousand local skirmishes, we were able to significantly outperform the competition in every catchment.

We developed 'pseudo-UK' campaigns for display advertising and events like Valentine's Day, and used geo-targeting strategically, with wider catchments for 'destination' pub restaurants and tighter areas for 'town locals'.

Paid Search proved particularly valuable for special events, and we were able to regularly 'sell out' every pub's capacity for Mother's Day, Father's Day, Valentine's Day, Christmas and Boxing Day, closing off campaigns on a pub by pub basis as they became fully booked.

We also created World Cup campaigns for the sports-focused pubs, including a very successful Rugby World Cup campaign for Metropolitan Pub Company, even targeting fans on a match by match basis.

Live Rugby: RSA v JPN - metropolitanpubcompany.com
www.metropolitanpubcompany.com/Rugby
Book Your Table at The Worlds End Join us at 16.45 for the Kick off

Xmas at the Fox & Hounds | ChefandBrewer.com
chefandbrewer.com/Christmas_Dinner
Indulge in the Magic This Christmas Book a Delicious Festive Feast Here
Book Online at the Fox and Hounds Dine in the Famous Lone Barn
Popular 16th Century Pub Restaurant Choose Alfresco or Fireside Dining

Historic Anchor Bankside | Taylor-Walker.co.uk
www.taylor-walker.co.uk/Book_Online_Now
One of Londons Oldest Public Houses Alehouse Haunt of Dr Samuel Johnson
Book Lunch Online at The Anchor Pepys' Famous Refuge from The Fire
Southwark Alehouse Established 1615 Historic Location Nr. Globe Theatre

USING CONTENT MARKETING TO MAKE CHEF & BREWER MORE DISCOVERABLE



The 140-strong Chef & Brewer country pub estate has sites in some of Britain’s most attractive locations, within National Parks and Areas of Outstanding Natural Beauty, beside tranquil rivers and canal towpaths, and on ancient trails and historic turnpike roads. Many of the brand’s inns and taverns are Grade II listed and historically important, dating back in some cases almost 800 years.

The most powerful content marketing strategy for Chef & Brewer was simply to bring this to life on every pub page. It is a labour- intensive approach to SEO, as every pub is unique. Yet since implementation the brand has enjoyed unbroken growth in organic search traffic, despite Penguins, Pandas, Pigeons and Hummingbirds!

These content-rich landing pages attract long tail searches about the area, improving ‘discoverability’ and encouraging links from travel bloggers. More importantly, the new pages significantly increase booking conversion rates, as guests feel better informed.

OVER HALF OF CHEF & BREWER’S PUBS ARE GRADE II LISTED BUILDINGS

When we started to investigate the heritage and the locations of our inns, we discovered an extraordinary treasure trove of content. For a start, over half of Chef & Brewer’s pubs are Grade II listed buildings, and many have played a key role in the history of their local villages and communities over centuries. Many of these country pubs were located in truly stunning settings. And all had a rich and fascinating story, just waiting to be told.



The storybook thatch-roofed **Barley Mow** on the Thames at Clifton Hampden featured in Jerome K Jerome's *Three Men in a Boat*...

The Gatwick Manor, set in magnificent grounds, dates back to the 13th century and is one of the few remaining examples of a Wealden Open Hall...

The Hutt at Ravenshead was once the lodge house for Lord Byron's ancestral estate...

Lewis Carroll wrote parts of *Alice's Adventures in Wonderland* while staying at **The Ravensworth Arms**, in the shadow of The Angel of the North...

As a young girl, Jane Austen collected the family mail from **The Wheatsheaf** in North Waltham...

Peter Sellers regularly dined with movie star friends at **The Two Brewers** in Chipperfield...

Victor Meldrew met his death outside **The Bridge** in Shawford in the final episode of *One Foot in the Grave*...

George III often conversed with the landlord of **The Wheatsheaf** on Windsor Great Park, while supervising construction of the Virginia Water Lake...

The Red Lion at Martlesham features a lion figurehead captured from a Dutch ship in 1672.

THESE NEW AND LOST FACTS BECAME THE BASIS FOR UNIQUE AND ORIGINAL COPY.



CASE STUDY - ORGANIC SEARCH *continued...*

ONCE THE RESEARCH WAS UNDER WAY, WE UNEARTHED A RICH VEIN OF MATERIAL FROM WHICH TO TELL THE STORY.

With such a wealth of content, the most important part of the copywriter's role was the meticulous research and validation of the remarkable history of the pubs in the estate, and capturing the rich history, rustic charm and picturesque settings using evocative storytelling. We used newspaper and library archives, contacted local history societies and scrutinised local directories, photo archives and reference books to validate every morsel of copy. As a result, the original and well-researched story of each pub has become a trusted reference point, attracting travel, rambling, countryside and history bloggers, tourist websites and local councils to provide valuable inbound links to the pub pages.

For many of the pubs, their location is the key to their attraction. They are found in some of Britain's most stunning sites... on river banks and canals... on mountainsides and hilltops with spectacular views and sunsets... on ancient paths and National Trails... at the heart of National Parks and Areas of Outstanding Natural Beauty. So each pub page captures not only the historic story of the inn, but also gives the visitor a sense of the location.

The Hare and Hounds, high on Werneth Low in the Pennines, commands spectacular panoramic views over five counties and stunning sunsets...

The Shoulder of Mutton in historic Wendover stands on the prehistoric Icknield Way... **The Bull Inn** at Hockley stands on the edge of one of the last remnants of the ancient wildwoods that once covered much of England... the Grade II listed **Feathers** in Burnham overlooks Cliveden, one of England's most magnificent stately homes... **The Old Mill** in Baginton, listed in the Domesday Book, offers river terrace dining along the tranquil River Sowe.



TRANSFORMING EACH PUB INTO A DESTINATION



By offering guests an insight on the local area, we become much more than just a venue for a pub lunch, but a destination for a relaxing meal after a day out in the surrounding countryside.

With **improved 'discoverability'**, our inns now feature in many country walk and days out articles from bloggers, regional and national media websites. What's more, they are **increasingly shared on social media.**

CASE STUDY - CONTENT MARKETING

CHEF & BREWER’S HISTORIC COUNTRY PUBS ARE MORE THAN JUST A ‘PUB LUNCH STOP’



SUMMER EVENTS

We connected with local visitor attractions, tourist bureaux and visitor guides to help guests plan a full day out.

Across 17 counties and featuring almost 50 local events and attractions, our popular Event pages captured long tail search and attracted high quality inbound links. More importantly, they gave our guests a rich and rewarding visitor experience, and helped them get the most out of their days out.



COUNTRY WALKS

Chef & Brewer’s core target audience of affluent empty nesters enjoy a wide range of hobbies and pastimes, and country walks rank high among their leisure activities.

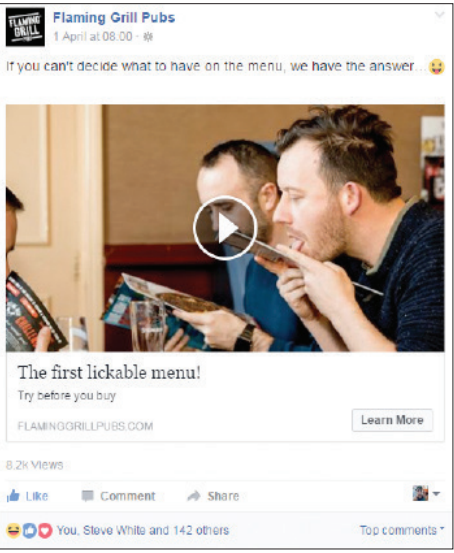
There is a lot of search for ‘country walks’ and ‘country pub walks’, so we created a series of original new walks that they could download and enjoy, each connected to one of our historic country pubs. The website ranks on Page One, alongside high authority pages from the National Trust and countryside organisations like the National Trust.

It also drives tens of thousands of visits, and attracts inbound links from bloggers and the media.

CASE STUDY - SOCIAL & EMAIL MARKETING

FLAMING GRILL LAUNCH ‘SCRATCH ‘N’ LICK MENU’ ...OR DO THEY?

Over the years we have developed several high profile April Fools campaigns for a number of clients including Jessops, Swinton and Manchester City FC. So in early 2017 we approached Flaming Grill with the intention of creating an engaging and shareable online campaign.



We presented a number of ideas, all with the potential to boost brand awareness and to drive both off and online bookings.

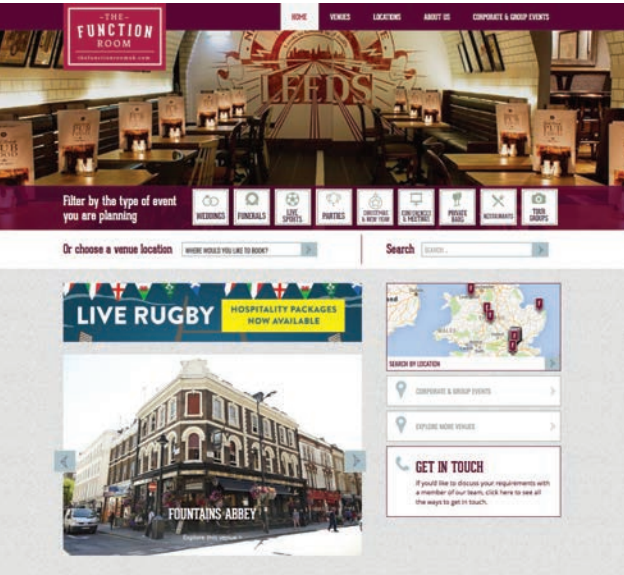
The winning idea was ‘The Scratch ‘n’ Lick Menu’ inspired by the film, Willy Wonka and The Chocolate Factory. As the name suggests, we hoped to fool readers and followers into thinking that our science-magic would allow customers to sample the food by licking the menu.

From initial concepts to promotional activity, Red C managed the campaign’s development, and the results were no joke.

The campaign gained wide exposure across a range of social channels, with reactions from both regional organisations and the public. The campaign also featured on numerous publication websites with large readerships, including the Manchester Evening News, Digital Spy and Loaded.co.uk.

A NEW WEBSITE TO CAPTURE VALUABLE FUNCTION ENQUIRIES

Many of the pubs within the Greene King estate have excellent meeting and function room facilities, and already host events, celebrations and special occasions for those ‘in the know’. But they had barely a mention on the website, and were reliant on word of mouth. Marketing Director Clive Briscoe felt this was a missed opportunity, and commissioned Red C to build a website that would function independently of the pub brand, and fully promote the function room facilities. The trial launch in 2014 featured just 30 pubs in London, but the success was such that over 100 pubs from all over the country are now featured, and the site is capturing hundreds of valuable enquiries every month and ranking high in local and national search results.



THE SITE IS CAPTURING HUNDREDS OF VALUABLE ENQUIRIES EVERY MONTH

SPACIOUS FUNCTION ROOM CLOSE TO PADDINGTON STATION

If you are looking for a venue for your function in Paddington, The Fountains Abbey is the ideal location. Our upstairs dining room is available for hire for all types of events and celebrations, and can hold up to 100 guests seated and 150 standing. We pride ourselves on our hospitality and offer a delicious menu of food and drink that is perfect for all occasions. We are also happy to provide a dedicated bar and catering service for your event.

EXPLORE THE CULTURAL HIGHLIGHTS OF PADDINGTON

This historic tavern is located in Paddington, an attractive area of London, dotted with Victorian and art deco buildings, and bordered by Hyde Park to the south. The Fountains Abbey is conveniently located near Paddington Station, one of London's main railway termini. Designed in 1884 by renowned engineer Isambard Kingdom Brunel, its architecture is commemorated with a statue on Platform One, currently part of the Talking Statues project, visited by Downham Abbey's High Mass. A statue of Paddington Bear, the much loved children's book character by Michael Bond, also stands on the site.

A short walk down Marylebone Road brings you to Baker Street and the official residence of London's favourite fictional detective, Sherlock Holmes. It is also home to some of London's most popular tourist attractions, including Madame Tussauds, The Sherlock Holmes Museum and London Zoo. Hyde Park, one of London's eight Royal Parks, and Marble Arch are also nearby. Its location in this attractive area of London, close to major transportation links that you'll find The Fountains Abbey, a wonderful location to host your celebration.

FUNCTION ROOM INFORMATION - LORD BARTON'S LIBRARY			
CAPACITY	30	PRIVATE BAR	NO
HIRE COSTS	AVAILABLE ON REQUEST	AREA TYPE	SEMI-PRIVATE
FACILITIES	TV		
SUITABLE EVENTS	CHRISTMAS & NEW YEAR, CONFERENCES AND MEETINGS, FUNERALS, LIVE SPORTS, PARTIES, PRIVATE BARS, TOUR GROUPS, WEDDINGS		

FUNCTION ROOM INFORMATION - SAMUEL LANE ROOM			
CAPACITY	80	PRIVATE BAR	YES
HIRE COSTS	AVAILABLE ON REQUEST	AREA TYPE	PRIVATE
FACILITIES	FLIP CHART AND PENK, TV		
SUITABLE EVENTS	CHRISTMAS & NEW YEAR, CONFERENCES AND MEETINGS, FUNERALS, LIVE SPORTS, PARTIES, PRIVATE BARS, TOUR GROUPS, WEDDINGS		

The nearest Tube Station to Fountains Abbey is Paddington

The Courtyard

Lord Barton's Library

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SPACIOUS FUNCTION ROOM AT THE HEART OF WESTMINSTER

Our spacious and attractive Westminster function room is available for your special event, whether it's a celebratory drink, a birthday party, a business meeting or a wedding reception. Our team are experts in hospitality and will help ensure every aspect of your function runs smoothly. We have an extensive menu of food and drink, so whatever the preferences of your guests, we will be pleased to accommodate them at The Two Charms.

A HIDDEN GEM IN THE HEART OF WESTMINSTER

The City of Westminster is home to some of the country's most iconic sites - including Westminster Abbey and 10 Downing Street. It's also an attractive and historic area, dotted with attractive buildings, majestic statues and tranquil parks and gardens. The Two Charms is located a short walk from both St James's Park, the capital's oldest royal park, and Horse Guards Parade, the setting for the spectacular annual Trooping the Colour pageant. With Parliament Square, the Churchill War Rooms, the Palace of Westminster and the Old Conference Centre all nearby, The Two Charms is the perfect venue for your event in the heart of Westminster. You will find us just a short walk from St James's Park underground station, making it a convenient function room venue for guests from all parts of London.

FUNCTION ROOM INFORMATION - SERIAN ROOM			
CAPACITY	80	PRIVATE BAR	YES
HIRE COSTS	AVAILABLE ON REQUEST	AREA TYPE	PRIVATE
FACILITIES	DVD PLAYER, TV, WIFI		
SUITABLE EVENTS	CHRISTMAS & NEW YEAR, CONFERENCES AND MEETINGS, FUNERALS, LIVE SPORTS, PARTIES, PRIVATE BARS, TOUR GROUPS, WEDDINGS		

The nearest Tube Station to Two Charms Public House is St James's Park

The Courtyard

Shakespeare

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