



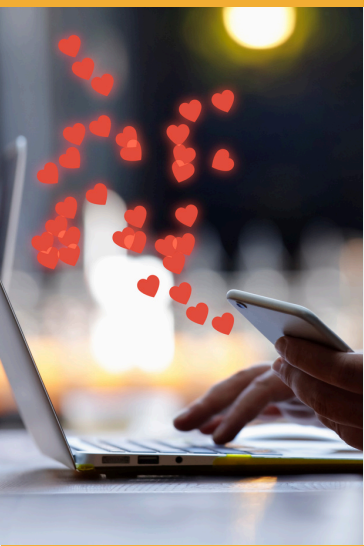
**BII** *Guide*

[www.bii.org](http://www.bii.org)



# Online Presence

A guide to enhancing your business's digital identity



# Introduction

**Social media opens the door to exciting marketing possibilities, turning your customers into an integral part of your venue's story.**

**In this guide, we'll not only share top tips for maximising your social media presence but also delve into optimising your Google listings, ensuring a holistic approach to enhancing your business's online engagement.**

## Included in this guide:



Digital research vital for consumer decisions



Getting started



Defining target customers



Setting up a Google Listing



Interacting as a business



Using testimonials

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# Digital research vital for consumer decisions

## KAM

Insight consultancy KAM's new "Plan to Plate" research report, conducted in partnership with the customer engagement platform Paytronix, reveals that Brits are increasingly relying on Google for recommendations on hospitality venues.

### The report found:

**30%** of respondents start with a general internet search

**20%** frequently use the "Google Near Me" search tool.

**23%** seek recommendations from friends and family (a notable decline since 2021).

The report also found that key factors potential customers consider when researching venues - menus, reviews, photos of the food and venue, and prices - have remained consistent over the past three years. Despite economic challenges, the percentage of people prioritizing prices before choosing a venue has decreased.



# Getting Started

## Choose your name (handle)



@YourTwitterHandle



@Your\_Instagram



@YourFacebookPage



@Your-Google-Name

Use your pub name as your handle, if it's a common name you can use a postcode starter to differentiate like BII Ambassador pub @thebeehivesw11



thebeehivesw11  
The Beehive pub



## Consider which platforms you want to be on



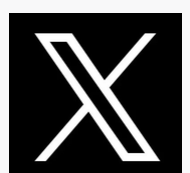
Great for events, users are mostly Generation X and Millennials

Prioritises photo & video, no events functionality; mainly Millennials to GenZ



GenZ to Millennials use Tiktok for short form video

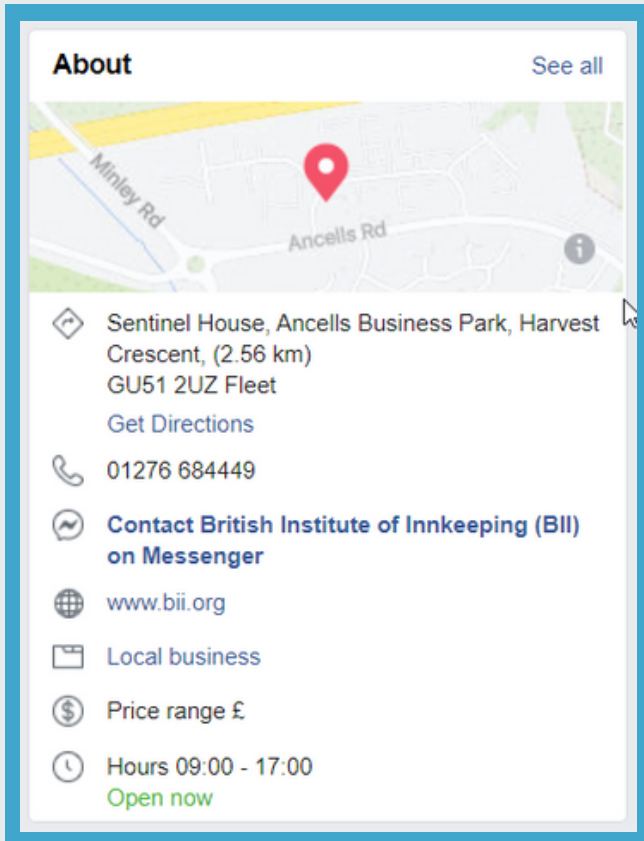
More of a business platform, good for multiple operators





# Getting Started

## Put key information in your bio



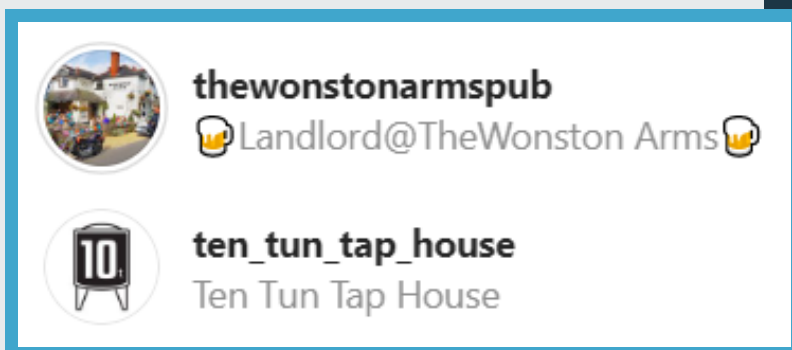
Add your basic info to your bio; opening hours, contact details, location, cuisine type, menus, how to book...

### BII Tip:

Business Instagram and Facebook means you can schedule posts ready for product launch:

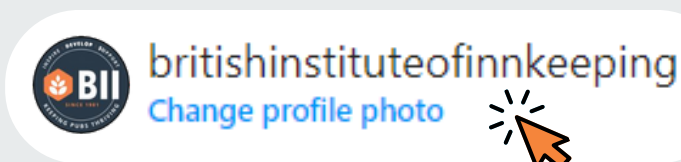
[business.facebook.com/creatorstudio](https://business.facebook.com/creatorstudio)

## Consider your ideal profile picture



Will your photo be of the pub or a logo?

Choosing a unique view from your venue, a characterful part of the building or a good old fashioned swing sign will support expectations and branding strength



# Defining your target customers

**Considering the type of establishment you run will make clear the type of customers you might attract.**

## **BII Tip:**

Champion your style - you and your pub are unique, embrace it and be authentic!



### **Your location**

City restaurant or country pub, fine dining or music venue?



### **Your opening hours**

Opening for brunch, or late night cocktails?



### **Type of wet product sold**

Local ales, fine wines, standard lagers?



### **If food is served, what kind of dishes?**

Fast food, indulgent meals, dietary specials?



### **Your price point**

Between affordable and luxury?



### **Ambience and decor**

Relaxed and cosy, loud and upbeat? Bench seating, cosy alcoves?



### **Type of occasions**

Every day patronage or special occasions?

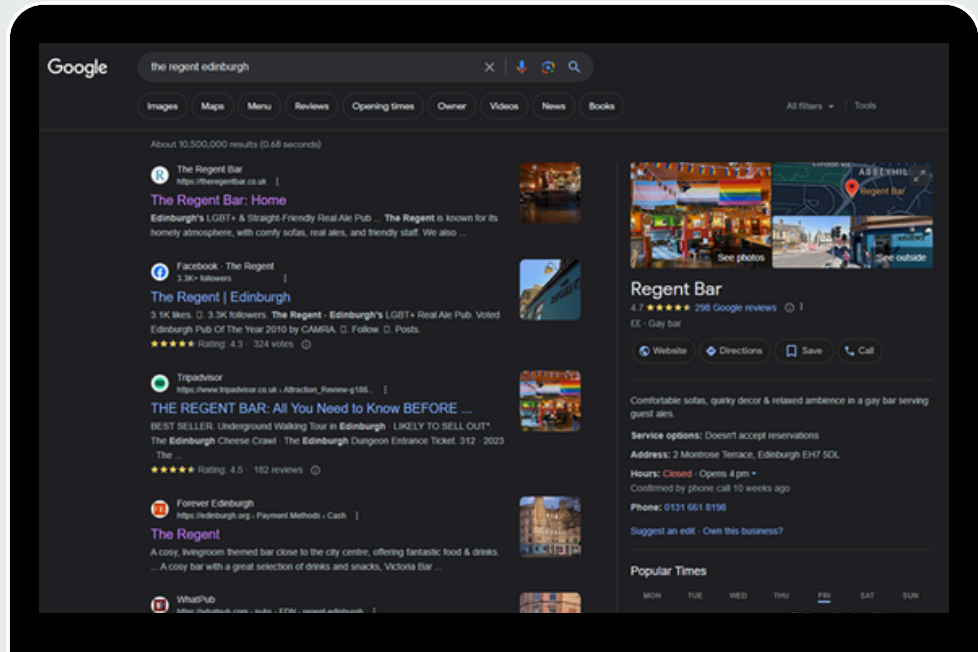
**Remember: You may have different groups attending your pub throughout different times of day or days of the week.**

# Setting up a Google Listing

**Setting up a Google listing with our practical guide will enhance your businesses visibility and strengthen your online presence.**

A Google listing is a concise online profile showcasing essential business information, such as name, address, phone number.

Click below to set up a Google Listing now



## Visit Google My Business:

- Go to the Google My Business website and click on "Manage Now."



## Sign In or Create an Account:

- Sign in with your existing Google account or create a new one if needed.



## Enter Business Details:

- Provide accurate information about your business, including name, address, phone number, and website.



## Verify Your Business:

- Google will send a verification code by mail to the provided address. Enter the code on the Google My Business dashboard to verify your listing.



## Optimize Business Information:

- Add additional details like business hours, categories, and a brief description to make your listing comprehensive.



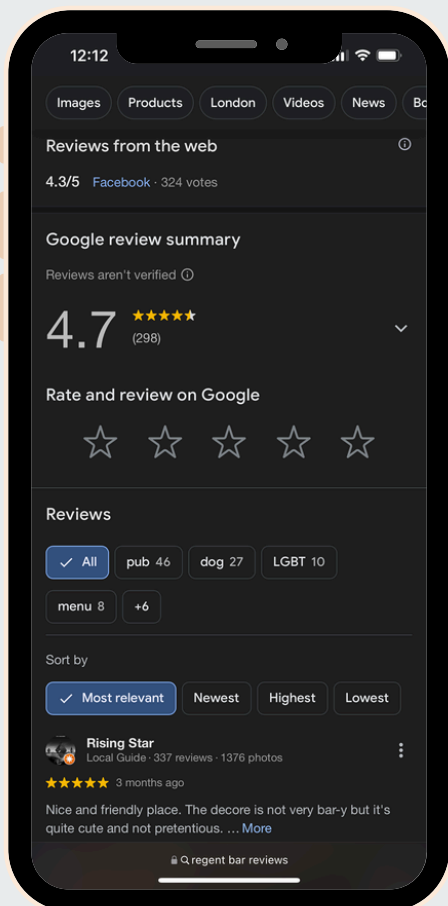
## Enhance with Visuals:

- Upload high-quality photos that showcase your business, products, or services to make your listing more appealing to potential customers.



# Interacting as a business

**Use Google Listing to build a community around you online, just as in real life.**



## Consider the below:



Encourage customers to leave reviews on google for you



Doing this will give your listing that attractive 5 Star rating that draws more people to your pub

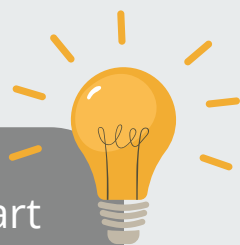


Remember to react and comment on peoples ratings, as engaging with your customers will build a positive online reputation



You can then use these positive reviews as content for your socials so everyone knows how amazing your pub is!

Your strength in being at the heart of your local community, supporting local customers and businesses isn't just for on-site at your pub... Consider the impact your business has online, and strive to draw in customers by being your authentic self on the web too.



# Using testimonials

Testimonials are when a customer directly gives you a review of your business to your business.



Create graphics in Canva with the text review, and/or use an accompanying photograph...

Make sure you have the full review in the caption, too, so that blind or partially sighted people can use a screen reader.

You can repost reviews from Google, Facebook, or captured via email



Andrew Monk recommends Polgooth Inn.  
5 July 2022 · 🌐

Another lovely meal today. Booked table and sat in the dining room. The best steak I've tasted (cooked to perfection) friendly atmosphere, spotlessly clean and all the staff attentive and friendly

1 comment

Share

★★★★★ 8 months ago

Fantastic little pub, right in the city just far enough off the street for some peace and quiet. Newly refurbished, outdoor area traditional setting. Great good beer, wonderful range of whisky and fantastic staff



1

Response from the owner 8 months ago

Hi Wil, thanks for the five star rating and glowing review. We're delighted that you enjoyed your visit and will be back soon. Sláinte 🍷



Sus Me

★★★★★ 7 months ago

What a great day we had, sat under very large tree near lake/canal! Plenty room for our dogs to roam near us on leads. Under shade as was hot day. Meal was fabulous, hot, tasty, plenty of it. Drinks were nice cold. Young guy, not long been member staff was really friendly, made us feel very welcome, especially our dogs, they are our family so that was very nice of him. Definitely go again.