

leisure marketing ltd (midlands)



Social Media Marketing Support

twitter

facebook

Social Media For Your Business

Let's face it, it takes more for a restaurant to succeed than just knowing how to prepare the perfect Beef Wellington or serve the most trendy cocktail. It takes creativity not only in the kitchen, but also in knowing how to market your business and connect with the customer.

Social media is fastly becoming THE media for promoting your business to hungry diners across the region - totally suited to the Hospitality industry – after all you run a social business!

Through our network of new media contacts, and followers we can help establish your business on the Social Media Map, increasing overall awareness of your business, its overall offer, menus, and events - achieving some great results.

Social Media Support Packages:

Facebook Starter Package

Pricing includes:

- Setup of Facebook business page
- Info page populated
- Basic custom welcome tab based on your site's html
- 10 items posted to your wall
- 5 discussion posts
- 500 quality fans invited – local foodies and business people

£99 one off fee

Facebook Main Course Package

Pricing includes:

- Setup of Facebook business page
- Info page populated
- Basic custom welcome tab based on your site's html
- 20 items posted to your wall
- 10 discussion posts
- 500 quality fans invited – local foodies and business people
- 'Recommend' by Facebook Eat-the-Midlands page with 500+ foodie fans

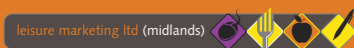
£195 one off fee

Facebook Gold Package

Pricing includes:

- Setup of Facebook Business page
- Info page populated
- Bespoke custom welcome tab
- Daily items posted to your wall
- Daily discussion posts (if appropriate)
- Ongoing promotion of Facebook page
- Daily updates & posts to page
- 'Recommend' by Facebook Eat-the-Midlands page with 500+ foodie fans

£185 set-up then £145 per month



Social Media Support Packages:

Twitter 'Starter' Package

Pricing includes:

- Setup of Twitter account
- Bio and website links completed
- Custom Twitter background
- First 10 tweets posted
- 100 followers generated
- How to Tweet for Hospitality Guide
- Email support for 1 month

£175 one off fee

Twitter 'Main Course' – Managed Package

Pricing includes:

- Setup of Twitter account
- Bio and website links completed
- Custom Twitter background
- At least 10 Tweets posted weekly where / when appropriate
- Registration with Twitter directories / websites where relevant @ messages managed & replied to Retweets where relevant
- Tweet links to any other social media – facebook and blog if appropriate
- Tweet links to any website promotions
- Re-tweets on @eat_themidlands @gourmet_life & @dine_withus where appropriate (over 2,000 collective foodie followers!)

£275 set-up then £145 per month

Facebook/Twitter – 'Dessert' Social Package

Pricing includes:

- Setup of Twitter & Facebook pages
- Custom Twitter background & Facebook Welcome Tab
- Acquisition of followers / fans
- Population of Twitter account & Facebook page
- Daily updates to both
- Regularly promoted to fans and followers
- Re-tweets on @eat_themidlands@gourmet_life & @dine_withus where appropriate (over 2,000 collective foodie followers!)
- Inclusion on Eat the Midlands Facebook page with over 500 foodie followers

The perfect package for small business!

£375 setup then £195 per month.

Facebook / Twitter / Blog – 'Assiette' Ultimate Social Package

Pricing includes:

- Setup of Twitter & Facebook pages
- Set up of Blog on Blogger
- Blog updates per month x 2
- Blog content will be based on basic information supplied by yourself through email and phone conversation then written by us
- Custom Twitter background & Facebook Welcome Tab
- Twitter Bio and Facebook info page populated
- Development of followers / fans

- Population of Twitter account & Facebook page
- Daily updates to both
- Regularly promoted to fans and followers
- Facebook, Twitter and Blog posts promoted throughout all social media streams
- 'Recommend' Tweets & Re-tweets on @eat_themidlands @gourmet_life & @dine_withus where appropriate (over 2,000 collective foodie followers!)
- Inclusion on Eat the Midlands Facebook page with over 500 foodie followers

£395 setup then £245 per month.

Additional one off work & 'Tasty' Optional Extras

Bespoke fbml facebook tab pages **£145**

Create, organise and promote a Tweetup **£95**

Additional Blog posts **£25 each**

Designed Profile page: **£125**

Advert campaign – direct targeted ads – price base on your budget + 10% management fee. **(min £45 fee per week of campaign)**

Onsite training / visits **£45 per hour** for the 1st hour and **£30 per hour** for subsequent hours during the same visit (within a 30 mile radius of Wrexham). Travel charged at 50p per mile outside of 30 mile radius of Wrexham

All Prices plus VAT



Testimonials: Don't take our word for it...read what our customers say about us!

"We secured an extra 4 bookings for our French food and wine evening through the support of a last minute tweet from eat_themidlands & gourmet_life"

Proprietor Alison Petijean Brockencote Hall, Worcestershire

"We never thought we would be tweeting – but the results created by Leisure Marketing have been great for us and our website, also created by the team."

Andy Waters, Chef Patron Edmunds, Birmingham

www.edmundsrestaurant.co.uk www.twitter.com/edmunds_chefs

"I now fully understand and embrace social media, thanks to the advise and actions of Leisure Marketing and their social media support. Already achieved some new bookings, and awareness for our new website, which they created."

Richard Fletcher Proprietor Granary Hotel Worcester. www.granary-hotel.co.uk www.twitter.com/granary_rest

Follow our own  accounts:

www.twitter.com/leisuremarkltd

www.twitter.com/eat_themidlands

www.twitter.com/gourmet_life

www.twitter.com/dine_withus

www.twitter.com/midbusnews

www.twitter.com/pubmarketingpro

For more information call our Social Media Specialist Cary on **07875 175994** or email: **cary@leisuremarketingltd.co.uk** with any questions

www.leisuremarketingltd.co.uk

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24 St Leonards, Bridgnorth, Shropshire, WV16 4EJ T: **0845 838 6364**