

Marketing support

Stonegate Group

PUB PARTNERS

Free Website

Free website package worth £369*

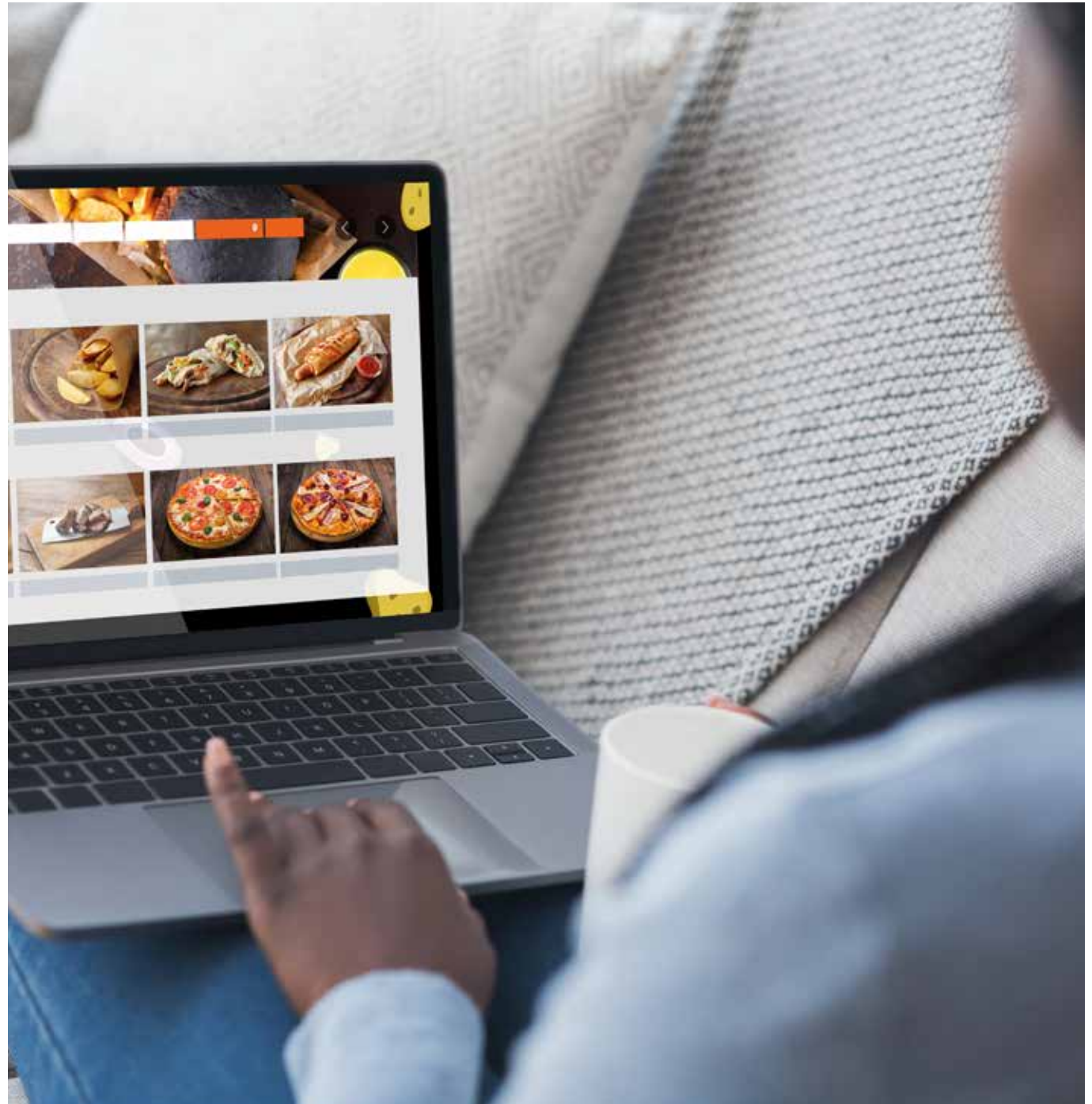
- Appear on Google search
- Easy for customers to find you
- Set up for you
- Easy to manage and update
- Designed by pub experts
- Mobile responsive

What's included?

- Website template
- Social set up
- Design My Night booking platform integration
- Domain name
- Hosting for a year

To find out more, email:
RecruitmentWebsites@stonegategroup.co.uk

*Excludes custom photography and Design My Night management. No charge to publican for the first year, with an annual fee of £69 thereafter.









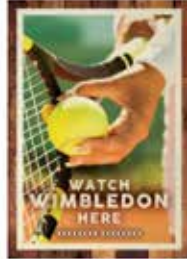





Design & Print

Design all your printed marketing and point of sale material using our easy to use design and print service.

- Editable design templates
- Bespoke briefing function
- Poster frames & A boards
- Uniforms

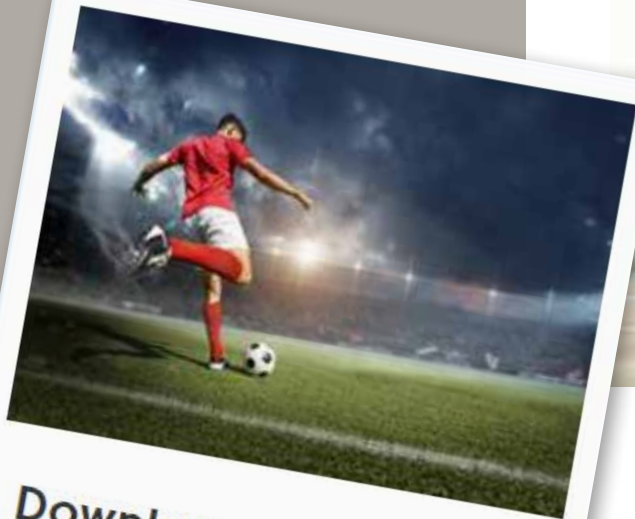
The design service is **FREE** and the printing competitively priced.



 <p>OH - Winter Drinks Poster</p> <p>Info →</p>	 <p>OH - Wine Poster - White</p> <p>Info →</p>	 <p>OH - Wine Poster - Rose</p> <p>Info →</p>	 <p>OH - Wine Poster - Red</p> <p>Info →</p>
 <p>OH - Wine And Fizz - Tent Card</p> <p>Info → From £45.00</p>	 <p>OH - Wine - Internal</p> <p>Info → From £1.50</p>	 <p>OH - Wimbledon Poster</p> <p>Info →</p>	 <p>OH - What's On Poster V2</p> <p>Info →</p>
 <p>OH - What's On Poster V1</p> <p>Info →</p>	 <p>OH - What's On Flyer V2</p> <p>Info → From £16.50</p>	 <p>OH - What's On Flyer V1</p> <p>Info → From £16.50</p>	 <p>OH - What's On - External</p> <p>Info →</p>

Digital Assets

For all key events **FREE** digital assets are available to help you drive footfall and promote your offers and events on your website, via email and your social media.



Download your Sports
Social Media assets
here



UEFA Champions League is Back - Heineken

[Facebook / Instagram long video](#)

[Facebook / Instagram GIF](#)

[Instagram stories long video](#)

[Instagram stories GIF](#)

[YouTube 15 sec video](#)

[YouTube 10 sec video - no celebs](#)

[Digital banner GIF 300x250](#)

[Digital banner GIF 728x90](#)

[Facebook / Instagram image](#)

[Instagram stories image](#)

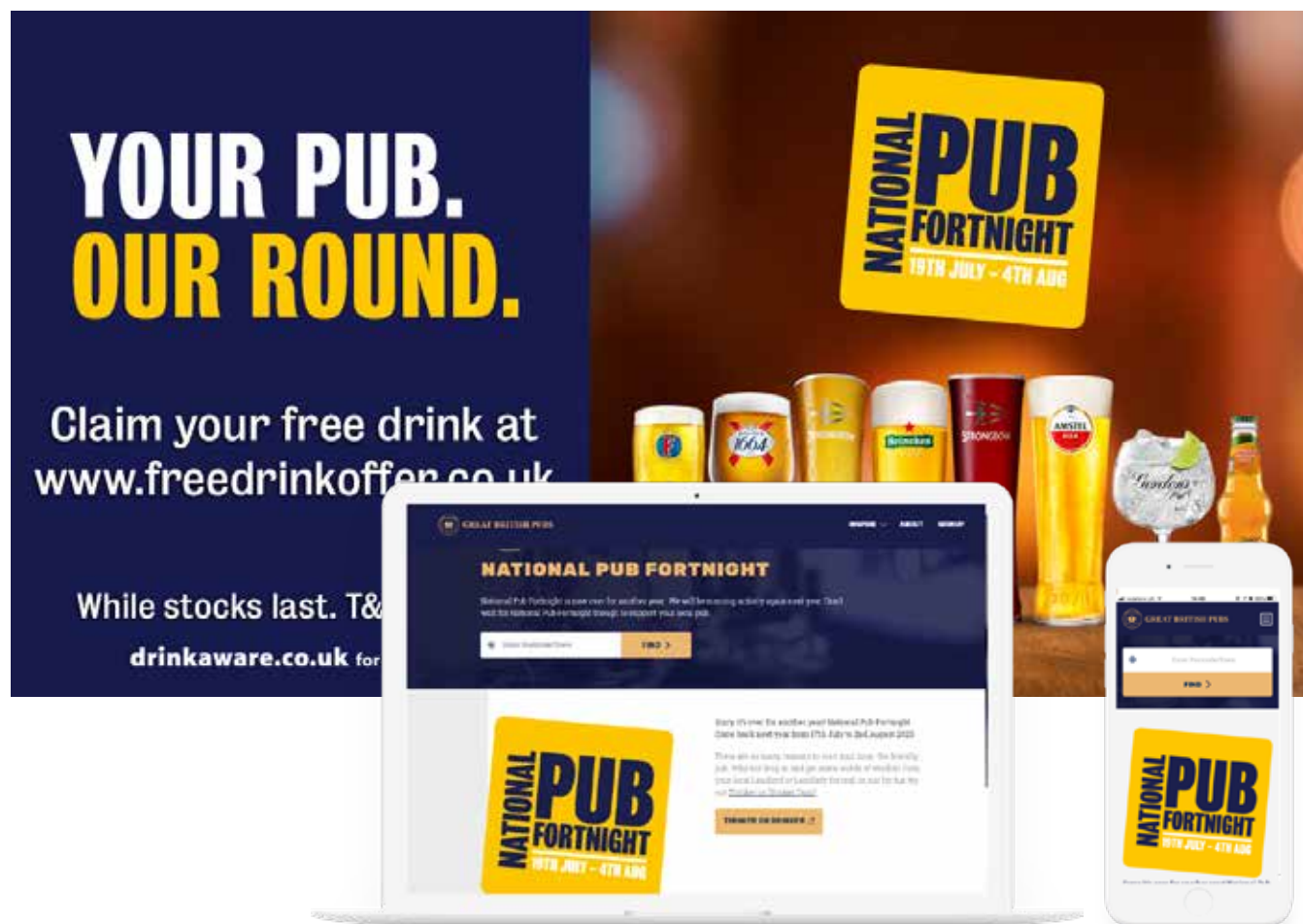
[YouTube 10 sec video - Thierry Henry](#)

[Digital banner GIF 120x600](#)

National Marketing Campaigns

Opt-in to free national marketing campaigns to drive footfall, like National Pub Fortnight. We work with suppliers to offer customer incentives at no cost to you, giving your pub a competitive edge. We do the hard work and offer free support during the campaign:

- Paid social media advertising (and videos or picture assets for you to use yourself)
- Promoted nationally and locally (including radio and voucher sites where appropriate)
- Support to maximise the campaign and drive awareness locally
- Free POS
- Inclusion on our Great British Pubs campaign pub finder



Great British Pubs

The Great British Pubs website is a nationally promoted pub finder and a chance to get your pub in front of hundreds of new potential customers; it's used by folk looking to seek out the best Sunday lunch, sports venue, or live music in their area.

If your pub has something to shout about then getting signed up is essential!



Footfall Driving Point of Sale Kits

Free point of sale is available to help you drive footfall and promote key occasions in your pub. This includes rhythm of the week kits to help drive sales and footfall on quieter nights in the week.

Your Regional Manager will discuss your promotional calendar with you to see where and how we can best help support your activities from Christmas through to Halloween and everything in between.

Free point of sale is available for all the key calendar and sporting occasions in year and include:

- Banners
- Posters
- Menu sleeves
- Collector cards
- Decorations

You will also have access to supplier funded & branded point of sale kits.



Publican Channel

Our unique publican channel helps keep you up to date on all key marketing insights, campaigns, opportunities, and calendars.

Our free 'Making the Most of Guides' are available for all key events and footfall driving opportunities in the year and are available to download from the publican channel. They include hints and tips to maximise the success of your event and are also handy for staff training.

You will also have access to our Pub Principles guides, which have been created in partnership with industry experts to share their knowledge and best practice. These guides have been designed to provide helpful tips and advice to help you create and run a successful pub business.



e-market – Supplier Directory

Our supplier directory offers a range of products and services at advantageous prices, providing you with a convenient and cost-effective way to access many of the key requirements for your business.



Deals & Ideas

A free online brochure that gives you access to exclusive monthly deals across drinks, food, and services.

Craft Tap

To give your customers even more selection, we will install and maintain a craft ale tap free of charge, providing you purchase from our range of 10-12 ales on a four-monthly rotation.



On the Dray

In addition to our extensive cask ale range there are eight guest ales available every month, bringing exciting brands to your customers.

Online Ordering

- Shop whenever you want and avoid queuing on the phone. Orders can be processed online via the Publican Channel 24/7. Just click on the logo wherever you see it.
- The system is optimised for use on a PC, tablet, or smart phone.
- A portfolio of exclusive online promotions is regularly updated to help bolster your offer.
- Build your own favourites list to allow you to quickly process weekly orders.
- Use category filters to identify the best products to suit your needs. Delve deeper into product specifics including allergen information and unique brand features.
- Rest assured. The Customer Contact Centre team are still on hand to help you navigate the system and all your other order needs.

Sport

Win with sport and benefit from preferential subscription rates with Sky Sports & BT Sport along with access to point of sale, training, and regular insights from Sky & BT.

No need for a direct contract with Sky or BT, it will be set up as part of your agreement and charged within your rent invoice.

You will be included on our Great British Pub's sport pub finder and we will provide you with a Reputation.com account, whilst also helping you get set up with a Facebook page if needed to promote your sport offer to your customers.

